

KANDO - Kinglake Ranges - Submission to OSISDC Economic Development Hearing

Kinglake Ranges (inclusive of the communities of Toolangi, Castella, Kinglake, Kinglake Central, Pheasant Creek, Kinglake West, Hazeldene and Flowerdale) has traditionally been seen as an **outer fringe area**. Portions of our communities have been variously on the **extreme outer edge** (frontier) of or **divided** (split) by the following local government authorities (pre and post 1994): *Shire of Eltham, Shire of Healesville, Shire of Yea, Shire of Whittlesea, Shire of Broadford, Shire of Nillumbik, Shire of Yarra Ranges, City of Whittlesea, Shire of Mitchell, and Shire of Murrindindi*.

Kinglake Ranges has a long history of being **dissected & fragmented** by local and state government authority boundaries that intersect at critical points such as town centres or along major arterial roads. Kinglake Ranges is a **city-facing** suburban community supported by a **rural-oriented** local government based more than 90 kms to the north on a route very few residents traverse in any given year.

The many townships, villages & rural communities of the Kinglake Ranges can clearly demonstrate **economic disadvantage** & in many cases an absolute **absence** of the **requisite infrastructure & information** commonly considered essential to support & sustain a viable business community.

Central Ranges Local Learning & Employment Network has collated data that shows clearly that the regions in the South of Murrindindi and Mitchell Shires – the rural-urban fringe **leapfrog** communities (low local employment, low infrastructure, car-dependent, super-commuter sleeper suburbs) have not shared in the unprecedented state and national economic growth of the past 15 years. Districts in this region have experienced **little if any economic growth** and even **negative growth** during this period of economic prosperity as well as significant increases in the **cost of living**.

This is believed to be a consequence of **a**) geography / topography - a linear ridge-based population of **6000+** extending over **50 km** – and **b**) historic **absence** of any substantive **planning** – ad hoc, unfettered and inappropriate development without requisite **infrastructure investment**. Car dependence is the norm. Families can travel **> 2,000 km / week** to meet basic employment, education, recreation, cultural and medical and community service needs.

To be sustainable into the long term the communities of the Kinglake Ranges require considerable governmental support, enablement and capacity building investment to define and address the many key determinants of, and opportunities to secure, a vibrant outward-looking local economy.

The following suggested areas for action reflect the beginnings only of a much needed and long overdue **systemic, planned and evidence-informed** approach to progressing **Community Economy Consciousness and Community & Regional Economic Development** across the Kinglake Ranges:

Active Kinglake Ranges Participation in Wider Regional Economic Development Processes

1. **Participation in Regional Interface Economic Development Planning Processes with our adjoining city-facing Shires of Yarra Ranges & Nillumbik & the City of Whittlesea**
2. **Participation in Research, Advocacy & Developmental Processes with our like “Leapfrog” areas, particularly those communities in the south of the Shires of Mitchell & Macedon Ranges and east of the Shire of Yarra Ranges**
3. **Provision of access to resources to ensure accurate, relevant & reliable Economic Development baseline data sets can be established & significant local trends understood & tracked over time**
4. **Advocacy for & Provision of Essential Basic Service Infrastructure in the Kinglake Ranges**
4. **Support for the provision of reliable & affordable Telecommunications (Internet, Television, Mobile & Landline telephone services) infrastructure across the whole of the Kinglake Ranges**

5. Support for the establishment & provision of local banking & financial services infrastructure (e.g. Bendigo Community Bank)
6. Support for the establishment & provision of local business & commercial support services
7. Support for the provision of reliable & affordable reticulated (or alternative) systems that ensure the effective supply of commercial quantities of water & the safe removal of sewerage
8. Support for the provision of reliable & affordable mains electricity & natural gas supplies
9. Support for the provision of public transport bus services to Hurstbridge & Greensborough stations & a connecting community transport bus system across the Kinglake Ranges (i.e. community-friendly shuttle bus)
10. Provision of resources to progress an integrated long term Regional Planning Scheme & Urban Design Frameworks that support the development of integrated, cohesive & sustainable settlements and infrastructure that enable and support Local Economic Development
11. The establishment of clear and concrete Town Planning Zones that encourage and support mixed use & commercial activity
12. Greater structural focus on rural-interface needs and aspirations for a vibrant local economy by Council's Economic Development unit

Pathway Planning Support Development for our Regional Service Provider Partners

13. Development of coordinated vocational & educational pathways & real opportunities for our 600+ secondary students who currently attend 20 different secondary schools off the mountain
14. Development of further educational & vocational training adult provision pathway partnerships with our numerous ACE, 6 Regional TAFE & 3 Regional Tertiary providers
15. Increasing replacement of our predominantly 'outreach' and historically transient & unsustainable community & welfare services with more acceptable community based & community controlled services that add value by employing & spending locally

Funding & Construction of a 'State of the Art' Post-Primary Education Facility

16. Support for Kinglake Ranges campaign to secure a Post Primary Education Facility (most significant economic development opportunity)

2 Year Funded Kinglake Ranges Small Business Support & Community Economic Development Position

17. A funded position to coordinate and build capacity for long term Economic Development in the Kinglake Ranges region

Innovation & Transition Research support for Industries currently in Decline

18. Product Diversification, Market Testing & Supply Chain Innovation & Transition Support for Traditional Industries currently in decline such as Forestry, Agriculture & Horticulture

Primary Produce, Food Security & Community-Supported Agriculture

19. Building a vision and a plan for an alternative future for Primary Produce, Food Security & Community-Supported Agriculture

New Product, Market & Supply Chain Research for Emerging new Industries

20. Competitive advantage assessments to inform the development & distribution of new or added value products, services & industries, e.g. Wellbeing, Arts, Environment, Recreation, Extreme Sports, Outdoor Education, Conferences & Tourism
- Environment, Heritage, Arts, Culture, Adventure, Food and Wellbeing - a Kinglake Ranges Tourism Strategy
21. Building a Kinglake Ranges vision and a plan for Environment, Heritage, Arts, Culture, Adventure, Food & Wellbeing-based Tourism
22. Networking & partnering with organisations within & surrounding the Shire, e.g. Murrindindi Climate Network, Nillumbik Arts Network, Regional Tourism Peak Bodies, Outdoor & Adventure groups, Farmers groups, Heritage & Culture groups, Health & Wellbeing groups
- Promoting Kinglake Ranges Enterprise Facilitation, Small Business Education & Incubation processes
23. Direct support for & investment in Local Enterprise Facilitation & Business Incubation processes such as those pioneered in Esperance Western Australia by Ernesto Siroli
24. Direct support for exploring & applying the many innovative international best practice community & regional economic development case studies promoted by Richard Douthwaite
25. Direct support for exploring & applying Jane Jacobs innovative City Regions Economy practical framework to the Kinglake Ranges
- Promoting Kinglake Ranges Community Economy Consciousness & Greater Participation in the Local Economy
26. Direct research & investment support for a sustained campaign to raise the consciousness of the impact local individual & family consumer decisions have on the resiliency or the vulnerability of the local economy
27. Direct support for the trialing of innovative community economy assessment tools such as BizzFizz, Local Alchemy, Local Multiplier 3 & Plugging The Leaks Action Tools developed by the New Economics Foundation in Britain & the Community Economic Development Action Learning Tool Kit developed by Paul Wildman & Helen Schulze in Queensland
- Enabling Alternative Community Economic Development Processes & Models across the Kinglake Ranges
28. Direct resource support for new partnerships aimed at investigating & establishing Social Enterprises, e.g. with the Brotherhood of St. Laurence, the Smith Family & the Social Enterprise Network
29. Direct support for new partnerships aimed at investigating & establishing community-initiated Cooperatives, e.g. similar to those now established in comparable city-hinterland communities in Maleny in Queensland & the Blue Mountains in New South Wales
- Develop a Kinglake Ranges Downsizing Tree-Change Destination Campaign & Social Marketing Strategy
30. Leadership support in collating a Downsizing / Quality of Life / Wellbeing theory and practice compendium
31. Foster less aspirational culture of local part-time business & employment & increased civic participation & community development action
- Formal Acknowledgement of Both Rural Shire 'Extreme Edge' Status and City-Facing 'Urban-Fringe' Status
32. Support for Kinglake Ranges communities to access rural & urban-fringe state government grants to help address historic funding shortfalls

Kinglake Ranges Community Economic Development Futures Matrix

Strategy Scale	Infrastructure & Amenity Development	Asset - Strengths Based Economic Development	Local Economy Consciousness - Spending Audits	Community Economic Development	Small Business & Enterprise Facilitation	Regional Economic Development	Downshifting Tree-Change Destination
Individual Choice Economic activity							
Household Family Economic activity							
Neighbourhood Economic activity							
Local Interest Group Economies							
Electronic Commuters							
Consultancy Businesses							
Sole Trader Businesses							
Small Local Businesses							
Trades Men & Women							
Home & Garden Maintenance Business							
Domestic & Cleaning Businesses							
Paid Carers – Aged, Disability, Children							
Women in Business							
Youth Enterprise & Youth Pathways							

