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Taggerty Community Survey Report

DRAFT

R.K. Seethaler and A.J. Richardson

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1 Introduction

In early 2004, Murrindindi Shire Council announced that it had commissioned consultants (led by Urban Enterprise Pty Ltd) to prepare an Urban Design Framework (UDF) for eight small towns, including Taggerty, with the Shire.

An Urban Design Framework is a strategic planning tool that sets out an integrated vision for an area for future development. Urban Design Frameworks provide a direction for future interventions that shape the form of open space, buildings and landscape. For a more complete description of Urban Design frameworks, see the Planning Note from the Department of Infrastructure which is included as Appendix D to this report.

As part of the UDF process, a Steering Committee was formed with staff from the Council, the consultants, and representatives of the eight small towns. Notices were placed in community newspapers for community volunteers to join the Steering Committee. For both personal and professional reasons, Rita Seethaler and Tony Richardson (from TUTI) offered to serve on the committee.

On May 12, the first meeting of the Steering Committees took place (the eight towns having been split into two groups of four, with Taggerty, Thornton, Buxton and Narbethong being grouped together). One of the points arising from these meetings was that the community representatives were there not only to present their own views but, more importantly, to act as a two-way conduit for information between the UDF process and the wider community that they represented. As such, it was important to gather information on what the community thought were important issues to consider in the development of the UDF.

Given the professional role of The Urban Transport Institute in the conduct of many large-scale travel surveys in Australia and overseas, TUTI offered to conduct a Community Survey in Taggerty to ascertain the views of Taggerty residents and to gather a demographic profile of the residents of Taggerty. This report describes the development and conduct of that survey, and provides some initial results from the survey.

2 The Sample

In thinking about the conduct of a Taggerty Community Survey, one of the first questions was to determine just what was the “Taggerty Community” (this was also one of the first questions considered for each town at the first UDF Steering Committee meeting).

In considering the definition of geographic regions, one of the first places to turn is usually the Australian Bureau of Statistics (ABS) to see what definitions they have used in the Census of Population and Housing that is conducted every 5 years. The last of these Censuses was conducted in August 2001. The ABS reports census results down to the level of the Census Collectors District (CCD), which is the finest level of disaggregation that they use. The CCDs in the Taggerty area are shown in Figure 2.1.

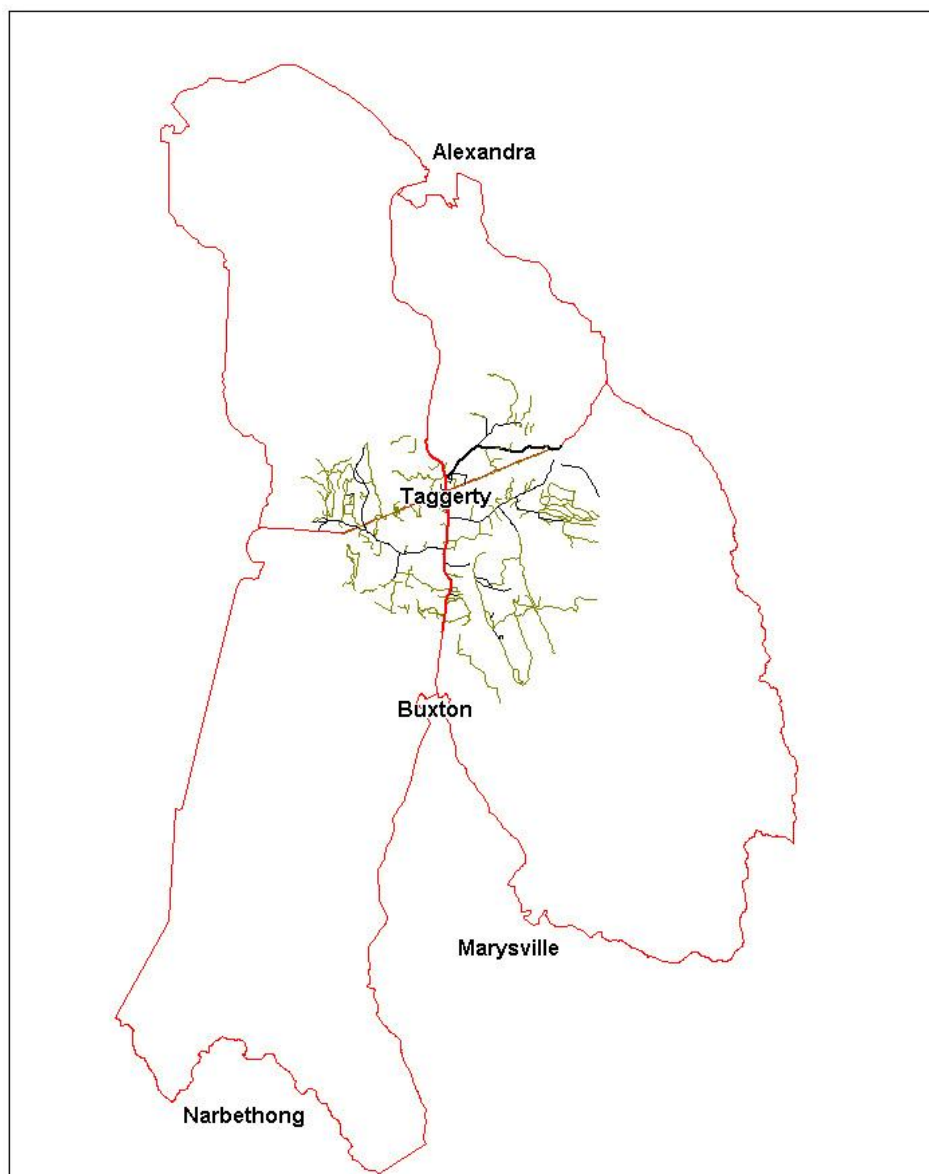


Figure 2.1 ABS Census Collectors Districts for Taggerty

Unfortunately, Taggerty lies at the intersection of four CCDs in the ABS geographical descriptions, with the results that the Taggerty population is spread across these four areas, and mixed with households as far apart as Alexandra, Narbethong and Marysville. Therefore, no clear description of the Taggerty Community can be obtained from the ABS Census.

An alternative description of the Taggerty community can be obtained from the telephone White Pages, using households that list their address as “Taggerty”. Using an electronic version of the White Pages (obtained from Desktop Marketing Systems), a total of 151 household addresses were identified, after removing duplicate listings of addresses. A total of 94 of these phone listings provided sufficient address information (i.e. full street number and street name details) to enable them to be mapped, as shown in Figure 2.2. This confirms that the “Taggerty Community” is much smaller than the four CCDs covering Taggerty in the Census data. However, because many of the household locations were unmappable and because some households that were know

to exist were not listed in the White Pages, the White Pages listing was not a complete listing of all Taggerty residences.

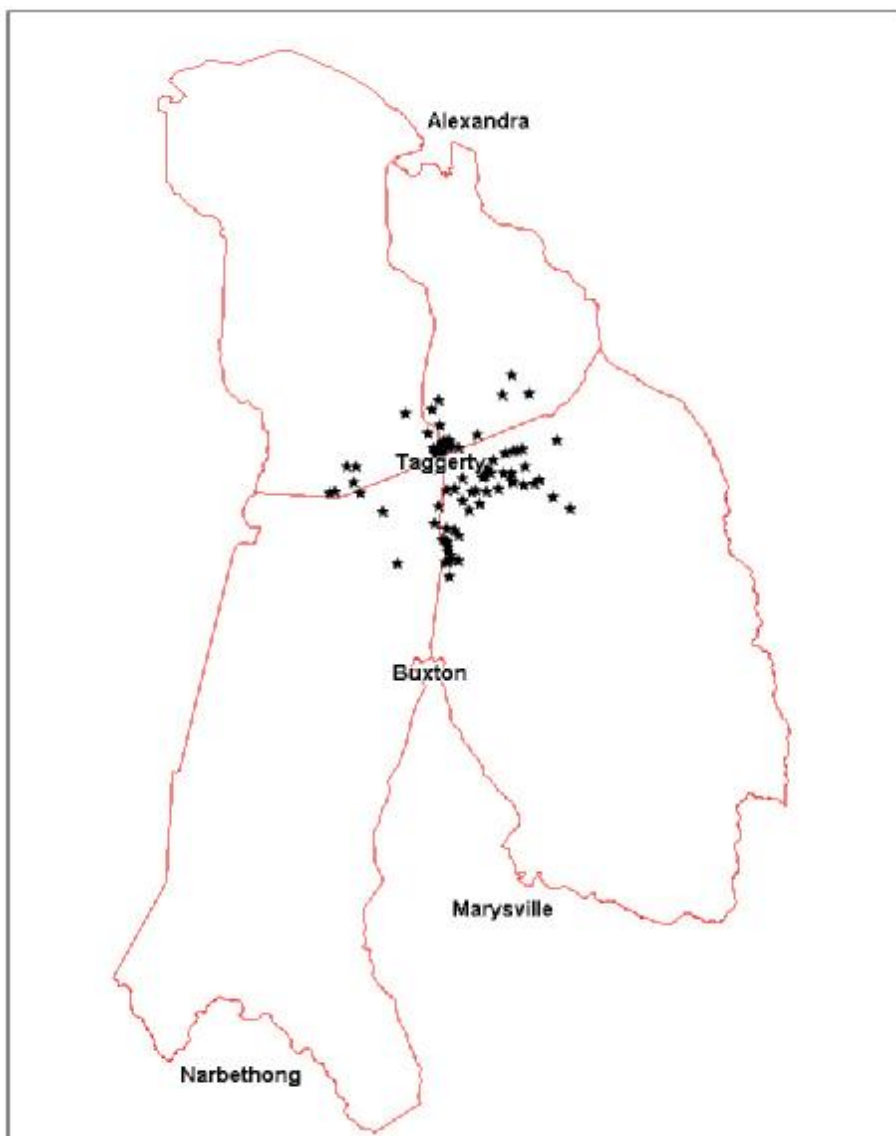


Figure 2.2 Location of Identifiable Taggerty Phones

Another alternative description of the Taggerty community was available from electronic maps and databases available from the Department of Sustainability and the Environment (DSE) website, through their VicMap site. For a relatively small charge, one can get geographic descriptions of an area, all properties in the area, the address of these properties, street maps and the contour maps for this area (among other maps). These maps are all in MapInfo format, and hence can be combined with other maps of the region available from MapInfo.

The DSE maps are segregated by Town Name for all of Victoria. The maps were therefore obtained for each of the four towns in the south of the Shire being considered in the UDF process (Taggerty, Buxton, Thornton and Narbethong). The Taggerty region identified in the DSE maps is shown in Figure 2.3, with the phone number locations identified from the White Pages. It can be seen that the DSE definition of Taggerty accords fairly well with residents' definition of Taggerty, as given by the address attached to their phone numbers.

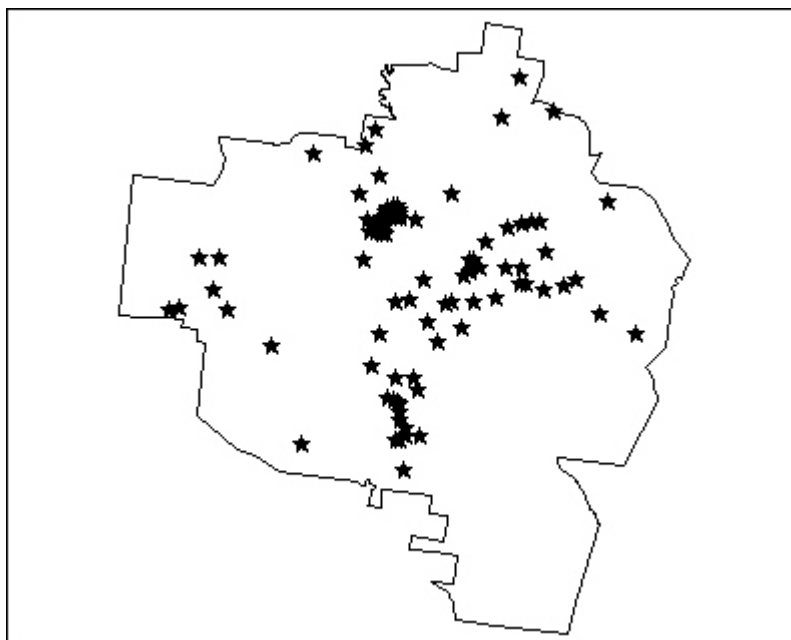


Figure 2.3 DSE Definition of Taggerty, with Phone Locations Overlaid

The main DSE data used in the survey were the descriptions of the properties in the area and the addresses attached to those properties. The Taggerty property boundaries identified in the DSE data are shown in Figure 2.4, with diamonds indicating those properties for which a street address was also available.

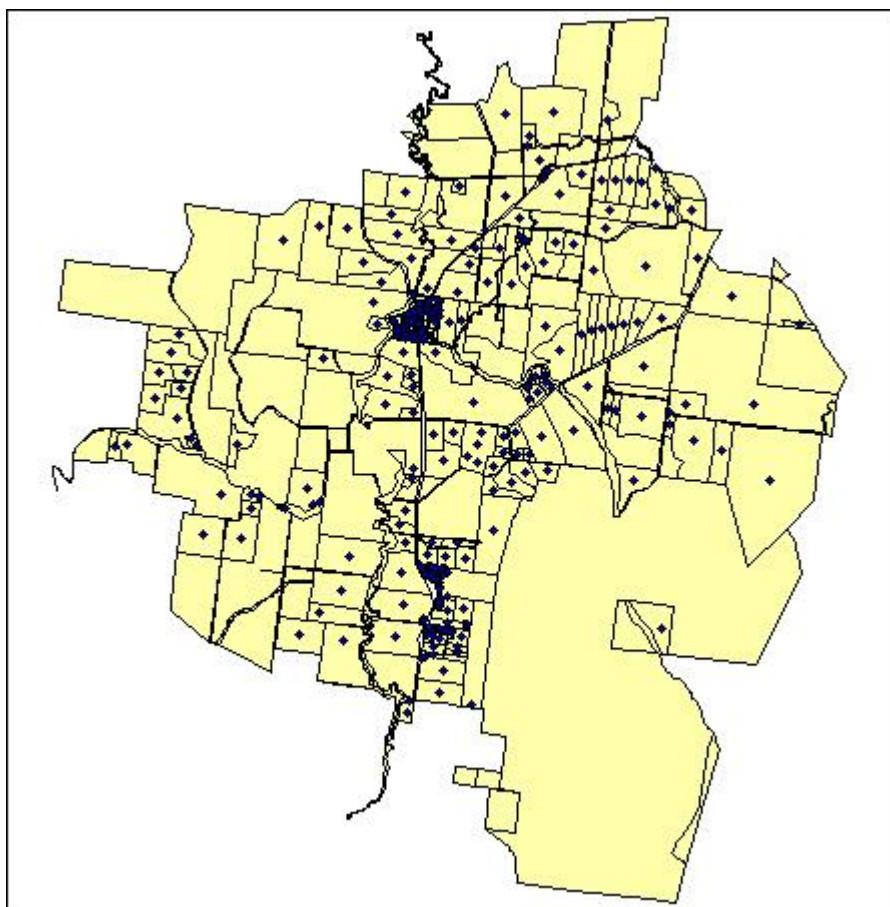


Figure 2.4 Taggerty Properties, with known Street Addresses Overlaid

The DSE data contained 341 properties in Taggerty and 273 addresses. Many of the missing addresses were associated with acreage on which no residence existed (i.e. open fields). However, there were also some residences for which no address appeared in the DSE data (e.g. our own property appeared on the property map but was not in the address list). There were also many properties which had addresses which were known to be open fields with no residence attached. On balance, the DSE list of addresses was an over-estimate of the number of residential addresses in Taggerty. Therefore, after known missing residential addresses were inserted into the database, the augmented DSE list of addresses was used as the sample frame of addresses for the Taggerty Community Survey.

3 The Questionnaire

The Taggerty Community Survey had two major objectives:

- To identify the views of Taggerty residents concerning Taggerty's Strengths, Weaknesses, Opportunities and Threats (SWOT)
- To describe the demographics of Taggerty residents

The questionnaire was structured to obtain the SWOT data in open-question format, while the demographic data was obtained mainly through closed questions. The questionnaire was designed as a 4-page, folded-A3 sheet. The final questionnaire for the TCS is shown in Appendix A.

4 The Survey Process

The assembled survey packages consisted of:

- The 4-page questionnaire form
- A covering letter from TUTI, explaining the survey (see Appendix B)
- A reply-paid envelope for return of the completed questionnaires (each reply-paid envelope contained an identifying number to enable identification of those households who responded to the survey)
- A C4-envelope containing the above, addressed to each household.

While the sample frame was based on a list of property addresses, it was realised that, given the peculiarities of the postal system in Taggerty, it would not be possible to do a straight-forward mailout of the questionnaires (as might be done in an urban area with normal postal services). Rather the distribution of the questionnaires went through a two-stage process.

Firstly, the addressed questionnaire envelopes were given to the Taggerty General Store (which is the local Post Office) for those addresses which were known to be valid addresses to be distributed along with the normal mail received by each household. This task was complicated by the fact that the survey packs were addressed only to household addresses (there being no names of people in the DSE databases), while the General Store proprietors often delivered mail on the basis of the recipient's name and were not sure of the exact postal address (especially the street number). Therefore, it was sometimes difficult to match our survey pack envelopes with specific residents on some occasions. The distribution via the General Store Post Office was

also limited to those residents who collected their mail from the General Store. Anyone who did not collect mail from the General Store could not have received their questionnaires via this method. This was particularly the case for non-permanent residents (e.g. weekenders) who had their mail addressed to their city address and who rarely visited the General Store.

Therefore, a secondary distribution method was required. After those questionnaires whose address could be recognised by the General Store Post Office had been distributed, the remainder of the questionnaires were collected and delivered personally to the address. During this process, many addresses were identified as not belonging to a residence and were classified as “sample loss”.

As noted above, each survey pack contained a stamped reply-paid envelope for return of the questionnaire to TUTI, and hence the postal system was used for return of the completed questionnaires to TUTI’s PO Box in Alexandra. No reminders were issued to non-respondents to help increase the response rate.

5 Data Coding and Editing

After the questionnaires were returned to TUTI, the household was marked off the list as being a respondent and the data was then entered into Excel spreadsheets (being a relatively small survey, Excel was an appropriate choice of software, rather than using a more complex database structure).

The Demographic data was coded using a simple coding frame for each of the questions which listed each of the possible responses.

The coding of the SWOT responses was more complex. Being open questions, the range of answers provided was quite extensive. The data was therefore coded in three ways. For each of the SWOT dimensions (Strengths, Weaknesses, Opportunities, Threats), the answers were coded in terms of:

- verbatim coding (recording essentially what was written on the forms)
- detailed categories (classifying these answers, while retaining the detail)
- summary categories (summarises the answers into a limited number of categories).

The coding of the SWOT question responses was somewhat tedious, but has ensured that the detailed answers have been retained while allowing results to be presented in a more general format.

6 Survey Results

6.1 Number of Responses

From the total of 267 addresses in Taggerty from the DSE data, 40 were definitely identified as “sample loss”, i.e. an addresses with no corresponding residence. Of the remaining 227 addresses, valid responses were obtained from 72 households, giving an overall response rate of 32%.

To assist in later breakdowns of the results, the Taggerty area was divided into four sub-areas. Area 1 consisted of the “downtown” area of Taggerty; Area 2 was north of

downtown Taggerty; Area 3 was south and to the west of the Maroondah Highway; while Area 4 was south and to the east of the Maroondah Highway as shown in Figure 6.1.

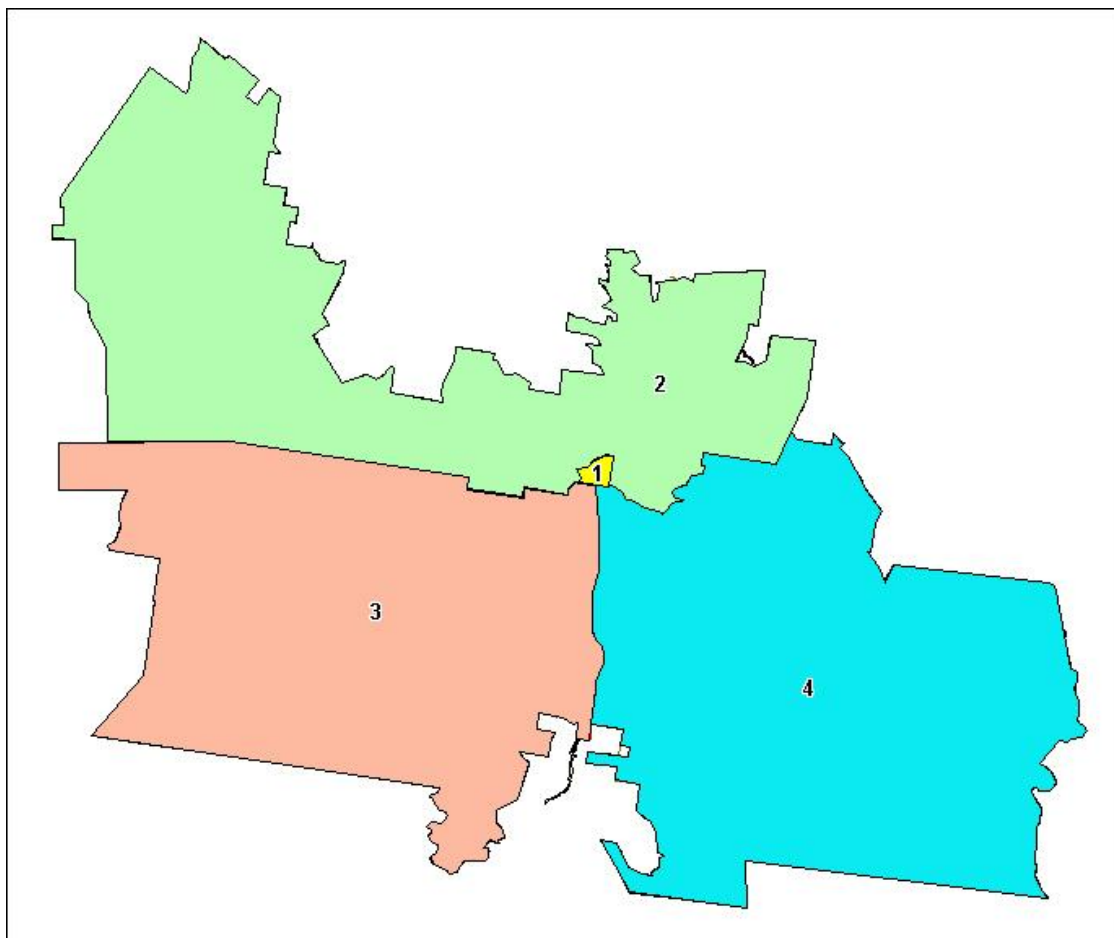


Figure 6.1 Sub-Areas within Taggerty

The responses within each of the four sub-areas is shown in Table 6.1. It can be seen that the response rate in Area 4 (south-east of Taggerty) had the lowest response rate of 29%. As will be seen later, this is probably due to the higher incidence of weekenders in Area 4, many of whom had not picked up the survey from their properties during the period of the study.

Table 6.1 Responses by Area within Taggerty

Response Type	Area				TOTAL
	Town	North	South-West	South-East	
Response	15	17	12	28	72
Non-Response	28	34	23	70	155
Sample Loss	5	9	10	16	40
TOTAL	48	60	45	114	267
Response Rate	35%	33%	34%	29%	32%

Indeed, this signifies that one of the main reasons for non-response was that many weekenders (and others temporarily away during the survey) did not receive a survey and hence could not respond. Others did receive the survey, but chose not to respond or simply forgot to respond.

6.2 Distribution of Responses

Table 6.1 has shown that there were some variations in response by area within Taggerty. Figure 6.2 shows the geographical distribution of responses, while Figure 6.3 shown the geographical distribution of sample loss and Figure 6.4 shows the geographical distribution of non-responses.

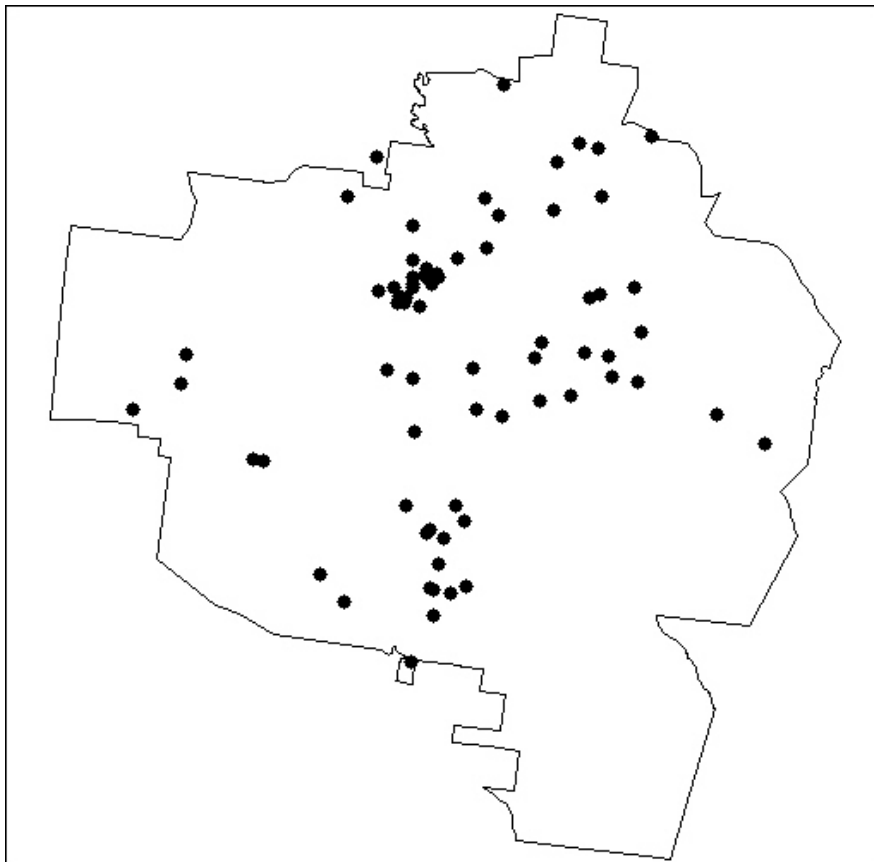


Figure 6.2 Geographical Distribution of Responses in Taggerty

It can be seen that the responses, sample loss and non-responses are all spread reasonably uniformly across the Taggerty region, with no specific geographic concentrations of any of these response types.

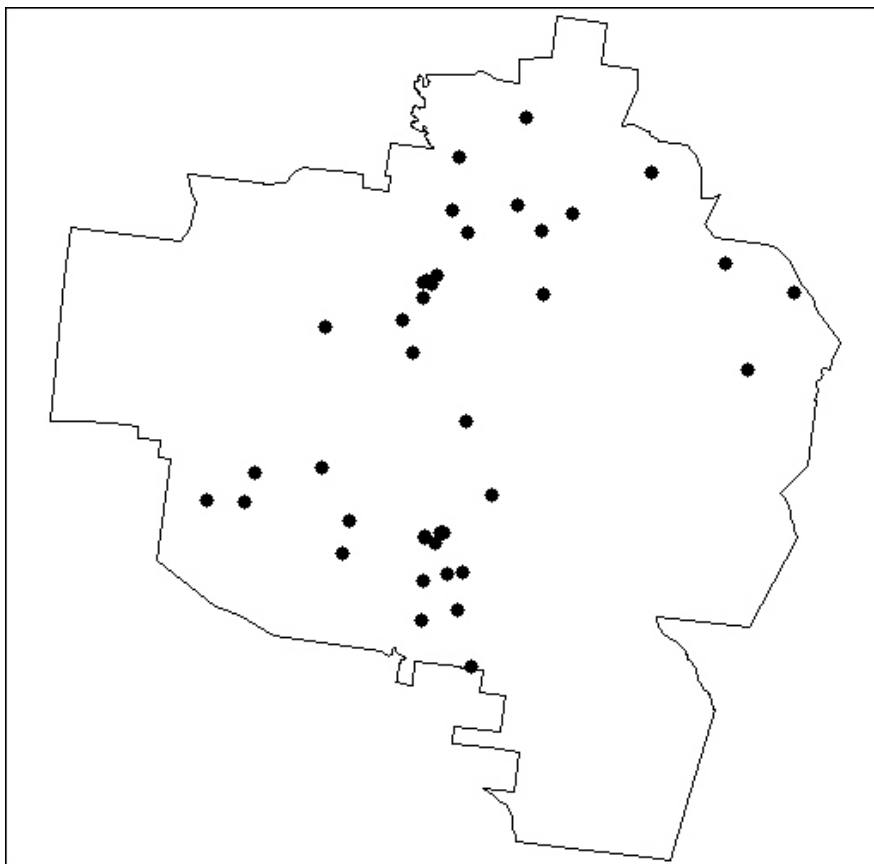


Figure 6.3 Geographical Distribution of Sample Loss in Taggerty

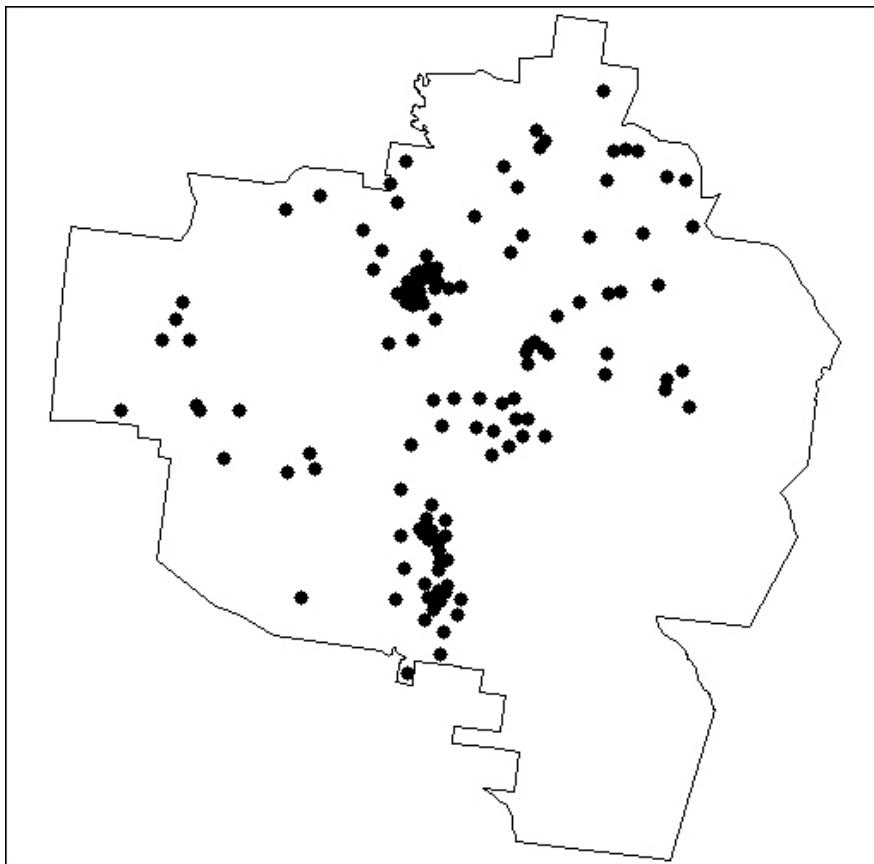


Figure 6.4 Geographical Distribution of Non-Responses in Taggerty

6.3 Demographic Results

While the survey only represents 32% of the entire population of households, and hence is not a complete census of the Taggerty population, a consideration of the demographics of the sample throws some light on the demographics of the area.

6.3.1 Household Characteristics

The vast majority of Taggerty households are 2-person households, with very few larger households, as shown in Figure 6.5.

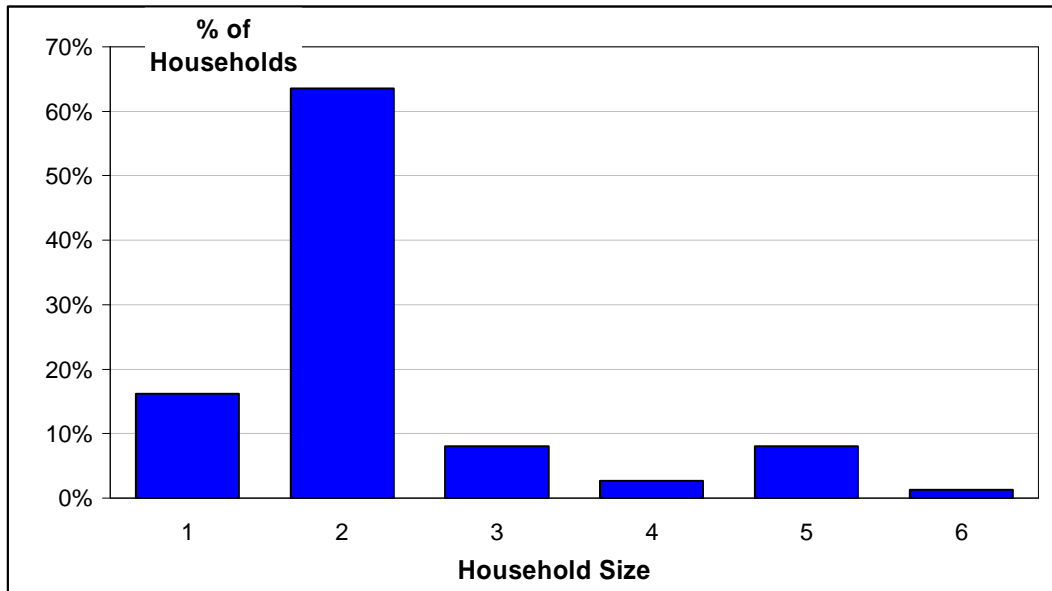


Figure 6.5 Household Size for Taggerty Respondents

No households in Taggerty have zero vehicles (unlike Melbourne where about 12% of households don't have a vehicle). About 50% of Taggerty households have 2 vehicles, as shown in Figure 6.6.

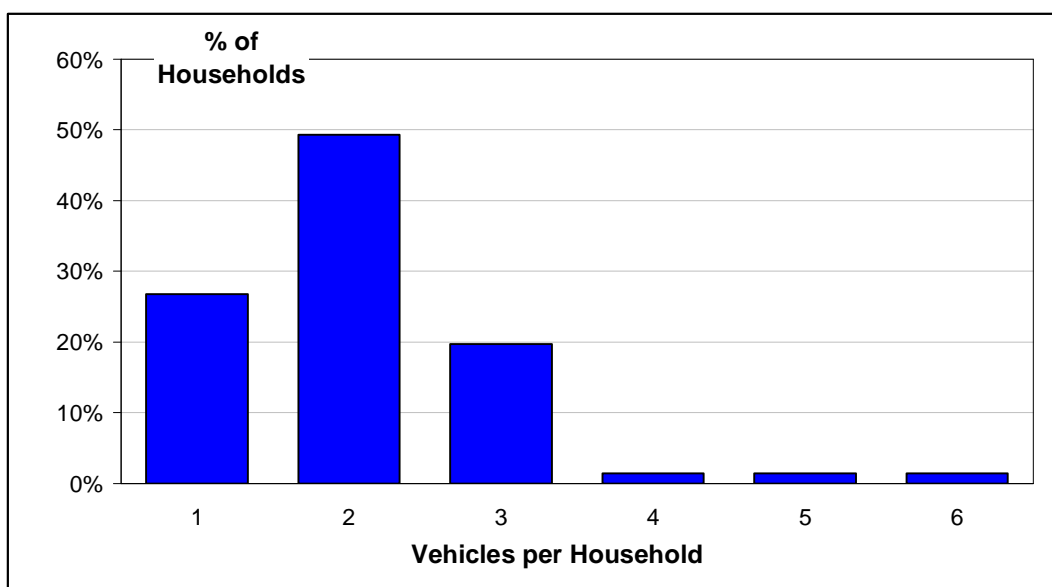


Figure 6.6 Vehicles per Household for Taggerty Respondents

The towns in which Taggerty households do their weekly shopping is shown in Table 6.2. It can be seen that the majority do their weekly shopping in Alexandra, either entirely (59%) or in combination with shopping in other areas (19%).

Table 6.2 Towns in which Taggerty Households do their Weekly Shopping

Shopping Towns	% of Households
Alexandra	59%
Healesville	4%
Melbourne Suburbs	15%
Lilydale	1%
Alexandra and Healesville	8%
Alexandra and Melbourne	7%
Alexandra, Healesville and Melbourne	4%

The number of days per week that households actually live in Taggerty is shown in Table 6.3. The households have been split into three groups; weekenders (1-2 days per week), those who mainly live in Taggerty but spend some time elsewhere (3-5 days per week) and those who live permanently in Taggerty (6-7 days). It can be seen that about two-thirds are permanent residents, while weekenders make up a bit less than 20% of households.

Table 6.3 Number of Days per Week Living in Taggerty

Days per Week in Taggerty	% of Households
1-2 days per week	18%
3-5 days per week	15%
6-7 days per week	66%

The proportion of weekenders shown in Table 6.3 is probably an under-estimate of the actual number of weekenders in the Taggerty population. As shown in Table 6.4, the highest proportion of weekenders was observed in the South-East of Taggerty (i.e. around the foothills of the Cathedral Range). This was also shown (in Table 6.1) to have the lowest response rate of the four areas. If responses had been obtained from all weekenders, then the overall proportion would have risen considerably above 20%.

Table 6.4 Days per Week in Taggerty by Area of Residence

Days per Week in Taggerty	Town	North	South-West	South-East	TOTAL
1-2 days per week	7%	6%	18%	31%	18%
3-5 days per week	7%	24%	27%	10%	15%
6-7 days per week	86%	71%	55%	59%	66%

Table 6.4 also shows that the downtown area is much more likely to contain permanent residents than any of the other areas.

Combining Tables 6.2 and 6.3, one can see in Table 6.5 that those who are permanent residents of Taggerty are more likely to do their shopping in Alexandra (89% in total), compared to 72% (in total) for part-time residents and 46% for weekenders.

Table 6.5 Shopping Town by Days per Week Living in Taggerty

Shopping Towns	Days per Week in Taggerty		
	1-2 days	3-5 days	6-7 days
Alexandra	23%	9%	80%
Healesville	8%	0%	4%
Melbourne Suburbs	46%	27%	4%
Lilydale	0%	0%	2%
Alexandra and Healesville	8%	18%	7%
Alexandra and Melbourne	15%	18%	2%
Alexandra, Healesville and Melbourne	0%	27%	0%

The number of years that households have lived in Taggerty is shown in Table 6.6. It is seen to be fairly evenly spread between those living there less than 10 years, between 10 and 20 years, and more than 20 years. The average length was residence was 15 years, with a maximum of 65 years.

Table 6.6 Number of Years Lived in Taggerty

Years Living in Taggerty	% of Households
less than 10 years	41%
10 to 20 years	29%
more than 20 years	30%

The length of residence by area of Taggerty is shown in Table 6.7. Somewhat surprisingly, the downtown area is more likely to contain newer residents than any of the other areas.

Table 6.7 Length of Residence in Taggerty by Area of Residence

Years Living in Taggerty	Town	North	South-West	South-East	TOTAL
less than 10 years	50%	35%	30%	45%	41%
10 to 20 years	21%	35%	40%	24%	29%
more than 20 years	29%	29%	30%	31%	30%

6.3.2 Person Characteristics

The previous section has shown the characteristics of Taggerty households (actually, the days per week and the number of years lived in Taggerty were obtained for each person, and then averaged for each household). This section shows some characteristics of the people in Taggerty.

The gender and age distribution of Taggerty respondents is shown in Figure 6.7. It can be seen that both genders have similar age profiles (given that we are dealing with a small sample size), with the majority aged between 40 and 70. The average age of males and females is 43 and 45, respectively. This is an almost complete absence of persons aged between 20 and 40. If Taggerty were a closed community, this would be a major problem in future years as the population aged. However, there is continuing replenishment of the Taggerty community, with 41% of the households having lived there for less than ten years. Therefore, this age profile can be self-sustaining with immigration of older residents (40-60 years old) in future years.

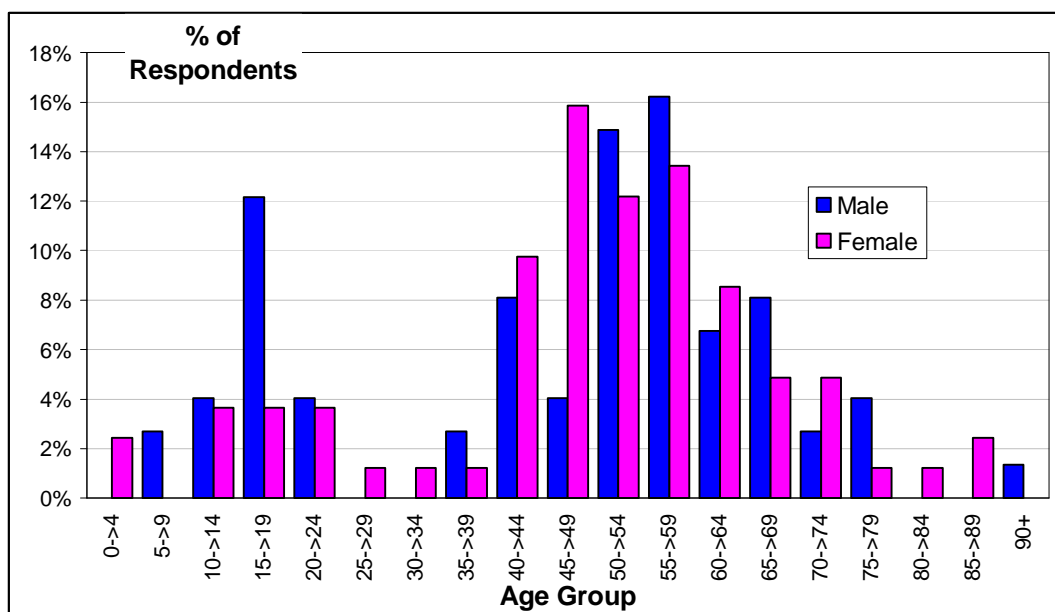


Figure 6.7 Age and Gender of Taggerty Respondents

The activity status of Taggerty respondents, by gender, is shown in Table 6.8. It can be seen that self-employment is the highest category for both males and females. Males, however, are more likely to be self-employed or in full-time employment, while females are more likely to be in part-time employment.

Table 6.8 Activity Status of Taggerty Respondents

Activity Status	Male	Female	TOTAL
Self-employed	45%	25%	34%
Employed full time	22%	16%	19%
Employed part time or casual	4%	21%	13%
Tertiary student	0%	2%	1%
Secondary school student	9%	5%	7%
Primary school student	8%	2%	5%
Not yet at school	0%	2%	1%
Keeping house	0%	6%	3%
Retired	12%	17%	15%
Other	0%	2%	1%

The work location of workers is shown in Table 6.9. Given the high levels of self-employment, it is not surprising that most workers work at home. The high numbers employed in Melbourne & Suburbs is due to the number of weekender households.

Table 6.9 Work Location of Taggerty Workers

Work Location	% of Workers
At home	30%
Taggerty	8%
Alexandra	15%
Buxton	2%
Marysville	5%
Melbourne & Suburbs	24%
Elsewhere	17%

6.4 Detailed SWOT results

The SWOT data obtained from the surveys was entered verbatim in the data files and then summarised under categories which maintained the detail of the original answers (while shortening and paraphrasing the words used). The detailed SWOT responses for Strengths, Weaknesses, Opportunities and Threats are shown in Figures 6.8 through 6.11. The actual number of responses is given to show the relative number of responses obtained from the 74 responding households across the various SWOT categories, e.g. from the 74 households there were 30 mentions of a Strength that could be classified as “natural beauty, views, scenery”.

STRENGTHS	Count	
Natural beauty, views, scenery	30	
Quietness	27	
The Cathedral & Mountains	25	
Farming & Rural prime land	23	
The Rivers	23	
Access to Melbourne	22	
Neighbours & Community	22	
Country lifestyle, healthy lifestyle	15	
Absence of development & small subdivision	14	
Clean air	10	
Access to other towns (Alex., Eildon, Marysville, etc.)	9	
Wildlife	9	
Facilities e.g. store/Infrastructure i.e. roads	8	
Tourism/outdoor recreation	7	
Access to snowfields and lake	6	
Birdlife	6	
Restaurants	5	
The night sky	5	
Flora / bush	4	
Safety, Security	4	
Small town feel	4	
Current & planned developments	3	
Fishing	3	
No crowds	3	
Open space	3	
Primary School	3	
Diversity of people living here	2	
Little traffic	2	
No street lights	2	
Unsealed dirt roads	2	
Vineyards, olive groves, lavender farms etc etc	2	
Accommodation	1	
City bus stopping at end of Cathedral La	1	
Good climate	1	
Good council staff	1	
Just as it is	1	
Moderate rainfall	1	
Newspaper daily available	1	
Perceptual barrier of the Black Spur	1	
Slow steady change	1	
Taggerty Hall	1	
Tai Chi, yoga courses/CECA	1	
Nothing Stated	2	

Figure 6.8 Detailed Strengths of Taggerty

WEAKNESSES	Count
Eyesores (e.g. the Pumpkin, the Portable, Taggerty Motors)	14
Little infrastructure/services/ diminishing retail choices	10
Little employment	8
Log trucks on local roads, dust problem	7
State of township streetscape	7
Little public transport	6
Insufficient affordable building blocks available	5
Insufficient road maintenance	5
Mobile phone coverage, lack of ADSL phone coverage	5
No town water	5
Weeds, blackberries, pine saplings; lack of pest control by council	5
Little initiative shown by community, no sense of community	4
No community activities	4
No petrol station	4
Not enough young people, decline in population	4
Re-zoning, residential subdivisions, overdevelopment	4
Threat of school closure	4
Lack of town centre	3
No roadside protection (trashing of roadside vegetation)	3
Speed of traffic along Maroondah Hwy, Thornton Rd	3
Television reception	3
Too many weekenders/retirees/outsideers	3
Absence of pedestrian paths, cycling tracks	2
Distance to services	2
Higher living costs, lack of low to medium cost vacation accommodation	2
Lack of planning controls, environmental guidelines for new buildings	2
No sporting facilities	2
Poor catchment management, litter along water ways	2
Raising rates forcing farmers off the land/pressure on traditional farmers	2
Road kill of wombats and other wildlife	2
State of public parklands	2
Tensions between old and new residents	2
The climate	2
Battle to retain natural assets of Taggerty	1
Bushfire hazard	1
Business in residential areas	1
Busy bodies	1
Council forgets residents	1
Deforestation & Land Clearing,	1
Development too close to Cathedral Ranges and waterways	1
Inappropriately kept domestic animals (horses, goats, etc.)	1
Incompatibility of logging, log trucks and tourism	1
Insufficient focus on history of town	1
Lack of Council information re building permits	1
Lack of natural habitat conservation	1
Lack of skilled trades people	1
Level of Shire support	1
Negative attitude towards development	1
No hotel	1
No sewerage	1
Overuse of river water	1
Rat-run to Eildon	1
Roaming feral animals	1
Seasonal fluctuations of tourism industry	1
Shires bias towards development over environ. priorities.	1
Threat to State Park	1
Time to get to Melbourne	1
Nothing Stated	12

Figure 6.9 Detailed Weaknesses of Taggerty

Importantly, in Figure 6.9, 12 households could find no Weaknesses with Taggerty.

OPPORTUNITIES	Count
Improved streetscape, reduce speed limits	9
Another park, BBQ facilities, Playground	8
Enhance community focus, communication, networking	8
Increase/ promote tourism developments, recreation	7
Leave it as it is	7
Village surrounded by open land, keep it scenic and rural	7
Balanced eco-friendly development, thoughtful development, preserving village character,	6
Improved shops, bakery café, promotion of local produce, restaurants	6
Clean up eye-sores, "keep Tgty beautiful" campaign	5
Film Nights at Hall, more local cultural things, annual festival of local produce	5
More residents (esp. younger)	5
Developments (e.g. golf course)	4
More employment	4
Petrol station/roadhouse/store	4
Promote Eco-Tourism: Bushwalking, cycling, wildlife watching, etc.	4
Rural and farming developments, keep rural area "rural"	4
Walkways along waterways and elsewhere, cycling track network	4
Better services	3
Entrepreneurial farming, diversity of produce (olives, wine, lavender, alpacas, etc.)	3
Farmers Market	3
Hobby farms of good standard	3
Residential re-zoning	3
Taggerty as a stopping point, improve Tgty township	3
Affordable small housing blocks/affordable low to medium cost vacation accommodation	2
Better development controls, guidelines for environmentally&aesthetically sound building	2
Clean-up of weeds, blackberries etc	2
Form neighborhood networks	2
Indigenous species preservation and replanting, agro-forestry of natives	2
Lower rates	2
Prevent business centre moving to golf course, keep current Tgty town centre	2
Protection of river water quality	2
Public transport to neighbouring towns	2
Town water supply	2
Understanding and caring for natural environment, promoting natural environment	2
Bike paths	1
Cheaper prices at shop	1
Commercial trout farm &restaurants & local produce	1
Continued progress	1
Control of vegetation along rivers	1
Don't commercialize the district	1
Energy efficient housing	1
Enhance street lighting	1
Freeway to Lilydale	1
Hotel as a meeting place	1
Improved garbage collection in some Lanes	1
Increase rate base and services	1
Keep local kids at local school	1
Less greenies	1
More commuting to Melbourne's employment opportunities	1
More use of Hall and school	1
Natural gas supply	1
No rates disincentives for not subdividing	1
Promote community involvement in determining future development	1
Regular wood service	1
Sealing of Lanes	1
Sensible subdivision, no ribbon development along road and rivers	1
Slow steady development	1
Timber rail from Rubicon Valley	1
Use capabilities of local residents	1
Nothing Stated	4

Figure 6.10 Detailed Opportunities for Taggerty

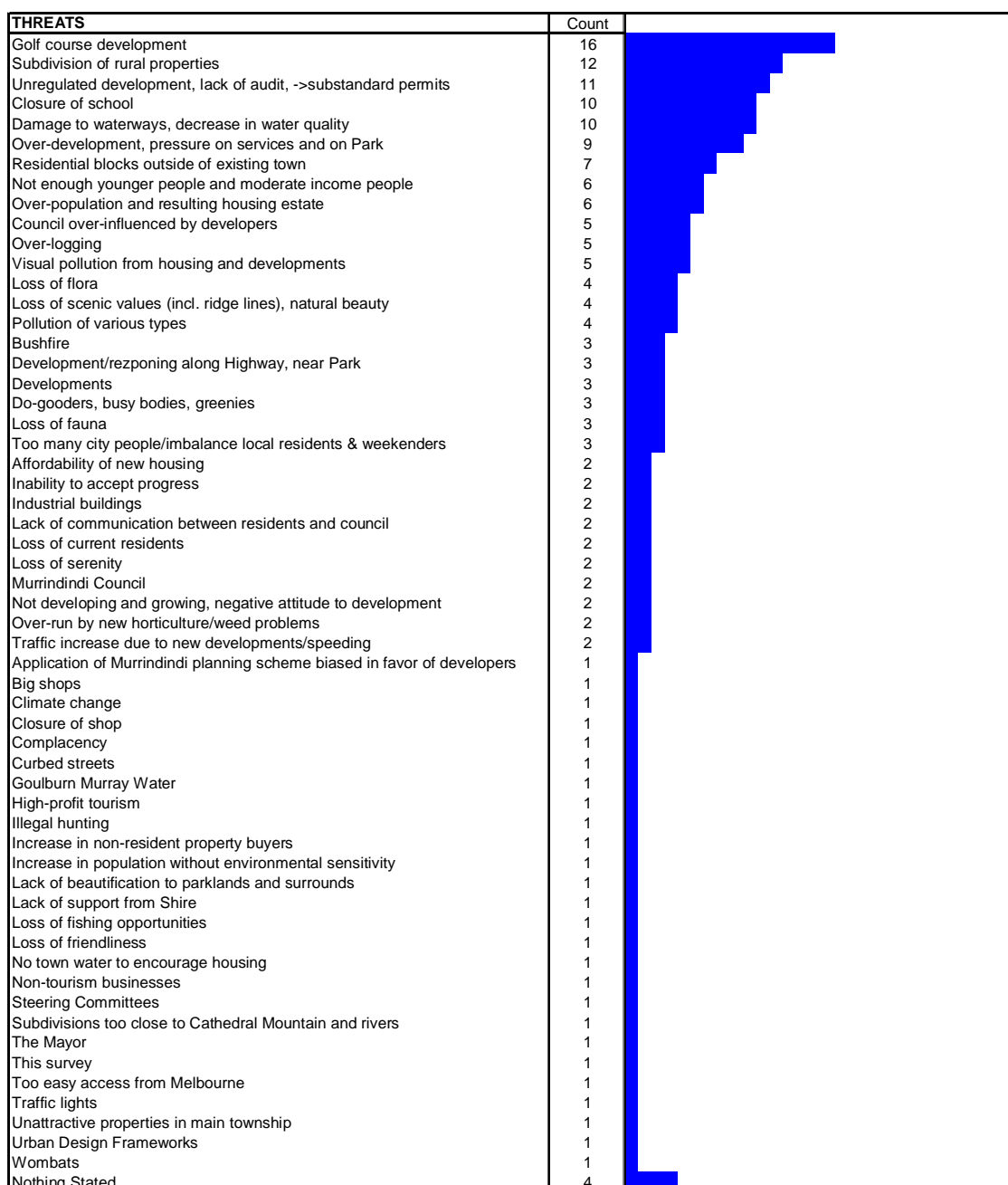


Figure 6.11 Detailed Threats to Taggerty

6.5 Summary SWOT results

To make the large number of responses more understandable, the Strengths, Weaknesses, Opportunities and Threats were grouped into a smaller number of summary categories. The allocation of the detailed comments into the summary categories is shown in Appendix C, while the frequencies of comments in each of the summary categories are shown in Tables 6.10 through 6.13.

Table 6.10 Summary Strengths of Taggerty

STRENGTHS	Count
NATURE	143
LIFESTYLE	63
ACCESS	40
FACILITIES&SERVICES	32
PEOPLE	25
DEVELOPMENT ISSUES	18
OTHER	1
NOTHING STATED	2

Table 6.11 Summary Weaknesses of Taggerty

WEAKNESSES	Count
LACK OF FACILITIES & SERVICES	40
TRANSPORT & TRAFFIC RELATED PROBLEMS	30
PEOPLE ISSUES	24
APPEARANCES	23
ENVIRONMENTAL ISSUES	18
PLANNING ISSUES	17
OTHER	9
LACK OF ACTIVITIES	4
NOTHING STATED	13

Table 6.12 Summary Opportunities for Taggerty

OPPORTUNITIES	Count
PLANNING ISSUES	32
FACILITIES & SERVICES DEVELOPMENT	28
ACTIVITIES DEVELOPMENT	27
COMMUNITY DEVELOPMENT	20
BUSINESS & ECONOMIC DEVELOPMENT	18
TRANSPORT & TRAFFIC ISSUES	14
OTHER	11
ENVIRONMENTAL DEVELOPMENT & PRESERVATION	9
NOTHING STATED	13

Table 6.13 Summary Threats to Taggerty

THREATS	Count
DEVELOPMENT ISSUES	69
ENVIRONMENTAL ISSUES	35
INADEQUATE PLANNING	26
SERVICES & FACILITIES	23
PEOPLE PROBLEMS	22
ECONOMIC ISSUES	13
OTHER	7
LOGGING & PLANTATIONS	5
NOTHING STATED	4

6.6 SWOT vs Residential Region

The previous section has given the overall frequency of SWOT responses across all responding Taggerty households. This, and the following two, sections break down the summary SWOT categories in terms of three demographic variables; the residential area within Taggerty, the length of residence and the numbers of days per week living in Taggerty. Unlike the previous section, however, the next sections record the percentage of households that mention one of the SWOT categories (rather than the number of different responses within each category). They also show the number of factors mentioned by each household, as a measure of the level of interest and concern about each SWOT area. The summary SWOT responses by area of residence within Taggerty are shown in Table 6.14 through 6.17.

Table 6.14 Summary Strengths by Area of Residence

STRENGTHS	Area of Residence				TOTAL
	Town	North	South-West	South-East	
Nature	75%	71%	67%	72%	72%
Lifestyle	63%	59%	75%	62%	64%
People	44%	24%	42%	34%	35%
Access	38%	41%	33%	31%	35%
Facilities & Services	31%	18%	17%	41%	30%
Development Issues	25%	29%	8%	31%	26%
None Stated	0%	6%	0%	3%	3%
Number of Households	16	17	12	29	74
Factors per Household	2.8	2.4	2.4	2.7	2.6

Table 6.15 Summary Weaknesses by Area of Residence

WEAKNESSES	Area of Residence				TOTAL
	Town	North	South-West	South-East	
Lack of Facilities and Services	19%	41%	67%	41%	41%
Appearances	31%	29%	25%	28%	28%
Transport-related	25%	24%	25%	28%	26%
People Issues	25%	24%	42%	10%	22%
Planning Issues	13%	12%	17%	31%	20%
Environmental Issues	6%	6%	8%	34%	18%
None Stated	19%	24%	0%	17%	16%
Lack of Activities	0%	6%	0%	10%	5%
Other	0%	6%	8%	3%	4%
Number of Households	16	17	12	29	74
Factors per Household	1.2	1.5	1.9	1.9	1.6

Table 6.16 Summary Opportunities by Area of Residence

OPPORTUNITIES	Area of Residence				TOTAL
	Town	North	South-West	South-East	
Well-Planned Development	44%	41%	42%	24%	35%
Facilities & Services Development	38%	41%	8%	28%	30%
Activities Development	31%	12%	8%	45%	28%
Community Development	31%	24%	8%	24%	23%
Business & Economic Development	19%	12%	33%	24%	22%
Transport Improvements	19%	18%	0%	28%	19%
Other	13%	18%	17%	14%	15%
Environmental Development	6%	12%	8%	14%	11%
None Stated	0%	6%	0%	7%	4%
Number of Households	16	17	12	29	74
Factors per Household	2.0	1.8	1.3	2.0	1.8

Table 6.17 Summary Threats by Area of Residence

THREATS	Area of Residence				TOTAL
	Town	North	South-West	South-East	
Development Issues	63%	53%	83%	62%	64%
People problems	31%	47%	17%	24%	30%
Environmental Issues	31%	18%	17%	31%	26%
Inadequate Planning	19%	24%	8%	34%	24%
Economic Issues	13%	24%	17%	10%	15%
Services and Facilities	31%	6%	0%	14%	14%
Other	6%	6%	17%	10%	9%
Logging and Plantations	0%	6%	8%	10%	7%
None Stated	6%	12%	0%	3%	5%
Number of Households	16	17	12	29	74
Factors per Household	1.9	1.8	1.7	2.0	1.9

6.7 SWOT vs Length of Residence

Table 6.18 Summary Strengths by Length of Residence

STRENGTHS	Numbers of Years Living in Taggerty				TOTAL
	Missing	0->9 years	10->19 years	20+ years	
Nature	75%	79%	80%	52%	72%
Lifestyle	50%	69%	60%	62%	64%
People	25%	41%	35%	29%	35%
Access	75%	34%	30%	33%	35%
Facilities & Services	50%	28%	25%	33%	30%
Development Issues	50%	28%	25%	19%	26%
None Stated	0%	0%	10%	0%	3%
Number of Households	16	17	12	29	74
Factors per Household	3.3	2.8	2.6	2.3	2.6

Table 6.19 Summary Weaknesses by Length of Residence

WEAKNESSES	Numbers of Years Living in Taggerty				TOTAL
	Missing	0->9 years	10->19 years	20+ years	
Lack of Facilities and Services	50%	55%	25%	33%	41%
Appearances	25%	34%	35%	14%	28%
Transport-related	25%	34%	15%	24%	26%
People Issues	50%	21%	20%	19%	22%
Planning Issues	50%	14%	20%	24%	20%
Environmental Issues	25%	14%	20%	19%	18%
None Stated	0%	21%	10%	19%	16%
Lack of Activities	0%	7%	5%	5%	5%
Other	25%	0%	0%	10%	4%
Number of Households	16	17	12	29	74
Factors per Household	2.5	1.8	1.4	1.5	1.6

Table 6.20 Summary Opportunities by Length of Residence

OPPORTUNITIES	Numbers of Years Living in Taggerty				TOTAL
	Missing	0->9 years	10->19 years	20+ years	
Well-Planned Development	50%	34%	35%	33%	35%
Facilities & Services Development	25%	28%	30%	33%	30%
Activities Development	50%	38%	20%	19%	28%
Community Development	0%	21%	15%	38%	23%
Business & Economic Development	25%	24%	25%	14%	22%
Transport Improvements	25%	31%	10%	10%	19%
Other	25%	7%	20%	19%	15%
Environmental Development	25%	10%	5%	14%	11%
None Stated	0%	0%	10%	5%	4%
Number of Households	16	17	12	29	74
Factors per Household	2.3	1.9	1.6	1.8	1.8

Table 6.21 Summary Threats by Length of Residence

THREATS	Numbers of Years Living in Taggerty				TOTAL
	Missing	0->9 years	10->19 years	20+ years	
Development Issues	75%	66%	60%	62%	64%
People problems	50%	21%	40%	29%	30%
Environmental Issues	75%	31%	15%	19%	26%
Inadequate Planning	50%	24%	25%	19%	24%
Economic Issues	0%	17%	15%	14%	15%
Services and Facilities	25%	3%	15%	24%	14%
Other	50%	7%	10%	5%	9%
Logging and Plantations	0%	14%	0%	5%	7%
None Stated	0%	0%	15%	5%	5%
Number of Households	16	17	12	29	74
Factors per Household	3.3	1.8	1.8	1.8	1.9

6.8 SWOT vs Days per Week Living in Taggerty

Table 6.22 Summary Strengths by Days per Week Living in Taggerty

STRENGTHS	Days per Week Living in Taggerty				TOTAL
	Missing	0->2 days	3->5 days	6->7 days	
Nature	100%	85%	73%	66%	72%
Lifestyle	33%	54%	45%	72%	64%
People	33%	46%	27%	34%	35%
Access	100%	23%	45%	32%	35%
Facilities & Services	67%	46%	18%	26%	30%
Development Issues	67%	38%	18%	21%	26%
None Stated	0%	0%	9%	2%	3%
Number of Households	3	13	11	47	74
Factors per Household	4.0	2.9	2.3	2.5	2.6

Table 6.23 Summary Weaknesses by Days per Week Living in Taggerty

WEAKNESSES	Days per Week Living in Taggerty				TOTAL
	Missing	0->2 days	3->5 days	6->7 days	
Lack of Facilities and Services	67%	54%	45%	34%	41%
Appearances	33%	31%	55%	21%	28%
Transport-related	0%	15%	45%	26%	26%
People Issues	67%	8%	27%	21%	22%
Planning Issues	67%	23%	9%	19%	20%
Environmental Issues	33%	23%	9%	17%	18%
None Stated	0%	0%	18%	21%	16%
Lack of Activities	0%	0%	0%	9%	5%
Other	33%	0%	0%	4%	4%
Number of Households	3	13	11	47	74
Factors per Household	3.0	1.5	1.9	1.5	1.6

Table 6.24 Summary Opportunities by Days per Week Living in Taggerty

OPPORTUNITIES	Days per Week Living in Taggerty				TOTAL
	Missing	0->2 days	3->5 days	6->7 days	
Well-Planned Development	67%	38%	36%	32%	35%
Facilities & Services Development	33%	38%	18%	30%	30%
Activities Development	67%	46%	27%	21%	28%
Community Development	0%	15%	9%	30%	23%
Business & Economic Development	33%	31%	27%	17%	22%
Transport Improvements	33%	8%	36%	17%	19%
Other	33%	0%	0%	21%	15%
Environmental Development	0%	0%	27%	11%	11%
None Stated	0%	8%	9%	2%	4%
Number of Households	3	13	11	47	74
Factors per Household	2.7	1.8	1.8	1.8	1.8

Table 6.25 Summary Threats by Days per Week Living in Taggerty

THREATS	Days per Week Living in Taggerty				TOTAL
	Missing	0->2 days	3->5 days	6->7 days	
Development Issues	67%	69%	55%	64%	64%
People problems	67%	8%	27%	34%	30%
Environmental Issues	100%	23%	18%	23%	26%
Inadequate Planning	67%	23%	18%	23%	24%
Economic Issues	0%	31%	9%	13%	15%
Services and Facilities	33%	8%	0%	17%	14%
Other	33%	23%	9%	4%	9%
Logging and Plantations	0%	15%	9%	4%	7%
None Stated	0%	0%	9%	6%	5%
Number of Households	3	13	11	47	74
Factors per Household	3.7	2.0	1.5	1.8	1.9

7 Conclusions

The Taggerty Community Survey (TCS) was conducted as an input to the Urban Design Framework (UDF) process being undertaken by Murrindindi Shire Council. The TCS obtained responses from 74 Taggerty households and collected information on the demographics of Taggerty residents and on their opinions on Taggerty via a SWOT questionnaire (Strengths, Weaknesses, Opportunities and Threats).

This report has described the design and conduct of the TCS, and has provided the results obtained from an analysis of the data. Except where necessary to understand the results, the report is deliberately free of commentary about the results. The results will undoubtedly be subject to a considerable amount of interpretation by various parties as it is used as part of the UDF process and in other planning studies within the Shire of Murrindindi.

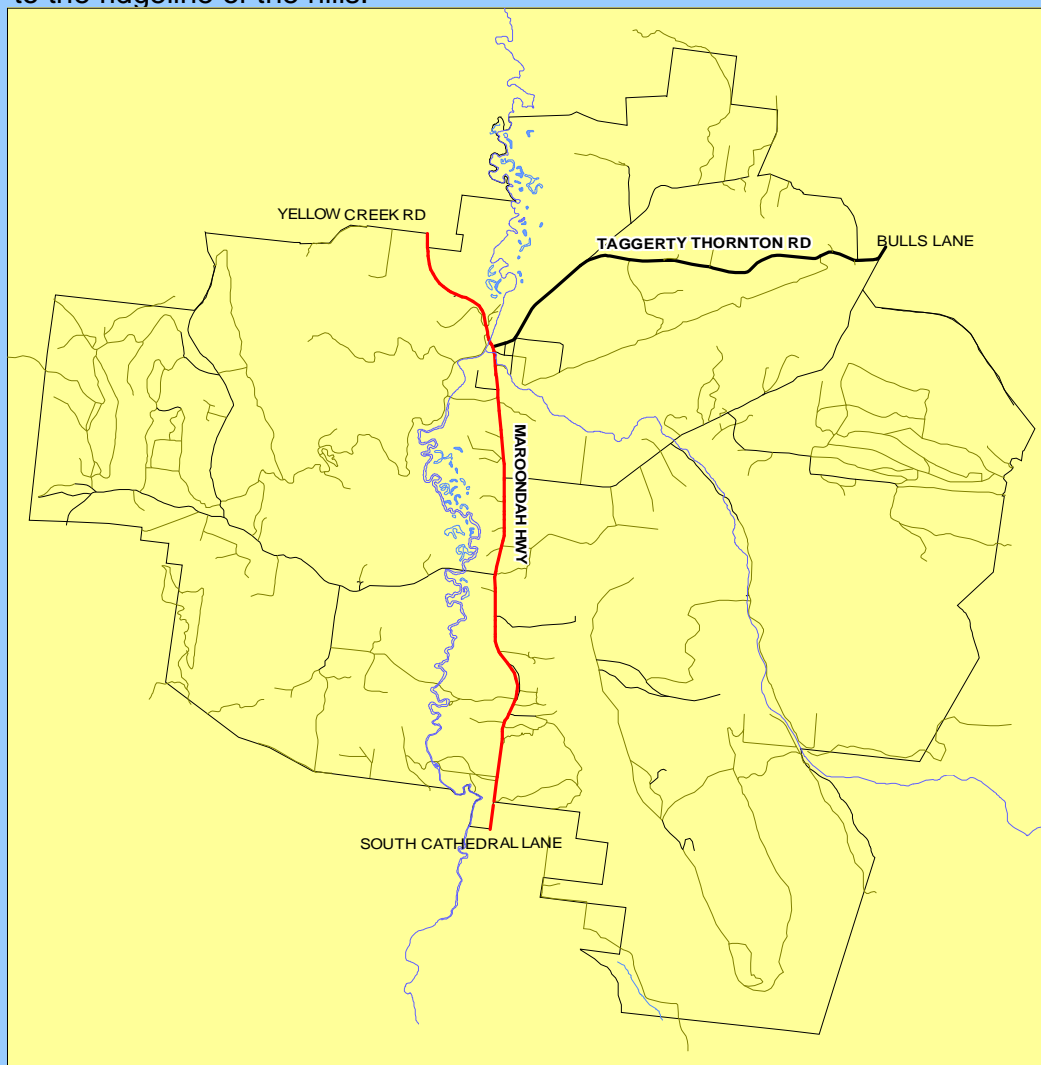
8 Acknowledgements

The Urban Transport Institute would like to thank many people for their help in the conduct of the TCS. Many Taggerty residents volunteered to drive around the countryside helping to deliver surveys and they are all thanked. In particular, we would like to thank Phil and Linda at the Taggerty General Store for their help in distributing the surveys to those who collect their mail at the General Store.

APPENDIX A – The TCS Questionnaire Form

Taggerty Community Survey

This survey is being conducted to identify some characteristics and opinions of residents of Taggerty. As shown in the map below, Taggerty is defined as running along the Maroondah Highway from South Cathedral Lane to Yellow Creek Road, out along the Taggerty-Thornton Road to Bulls Lane, and west to the ridgeline of the hills.



Inside this survey you are asked for your views on the Strengths, Weaknesses, Opportunities and Threats for Taggerty. On the back page, you are asked for some information about your household and yourselves, so that we can build up a picture of the residents of Taggerty. All information gathered will be used for statistical purposes only, and no private information will be released to 3rd parties.

This survey is conducted free-of-charge for the Taggerty Community by The Urban Transport Institute, 420 Cathedral Lane, Taggerty

1. What does your household think are the **STRENGTHS** of Taggerty?
(i.e. what are the good things about living in Taggerty at the moment?)

2. What does your household think are the **WEAKNESSES** of Taggerty?
(i.e. what are the bad things about living in Taggerty at the moment?)

3. What does your household think are the **OPPORTUNITIES** for Taggerty?
(i.e. what could make living in Taggerty better in the future?)

Dotted lines for writing answers to question 3.

4. What does your household think are the **THREATS** to Taggerty?
(i.e. what could make living in Taggerty worse in the future?)

Dotted lines for writing answers to question 4.

Some questions about your household:

5. How many people normally live in your household?

6. How many registered passenger vehicles are in your household?

7. In which town does your household normally do their weekly shopping?

For each person in the household, could you provide the following information:

	Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
8. Gender	Male <input type="checkbox"/>	Male <input type="checkbox"/>	Male <input type="checkbox"/>	Male <input type="checkbox"/>	Male <input type="checkbox"/>	Male <input type="checkbox"/>
	Female <input type="checkbox"/>	Female <input type="checkbox"/>	Female <input type="checkbox"/>	Female <input type="checkbox"/>	Female <input type="checkbox"/>	Female <input type="checkbox"/>
9. Year of Birth	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10. Current Activity Status (please tick one only for each person)						
Self-employed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employed Full-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employed Part-time or Casual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tertiary Student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secondary School Student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Primary School Student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not Yet at School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping House	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. If employed, where do you work?						
At home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Taggerty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Alexandra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Buxton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In Marysville	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elsewhere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(please write in)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
12. How many years have you lived in Taggerty?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
13. If you are not a permanent resident, how many days per week (on average) do you live in Taggerty?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

14. Could you provide a contact phone number for your household in case we need to clarify any of your answers?

APPENDIX B – The TCS Covering Letter

Taggerty Community Survey

Conducted for the Taggerty Community by

TUTI

The Urban Transport Institute
for reliable urban transport information
420 Cathedral Lane, Taggerty, Victoria, 3714

22 May 2004

Dear Taggerty Neighbour,

The Murrindindi Council is currently undertaking the development of Urban Design Frameworks (UDF) for eight small towns in the Shire (including Taggerty) to provide directions for short-term and long-term development of the townships over the next several decades. As part of that process, a Steering Committee has been formed with representatives from the eight towns, to act as a conduit for information between the communities and the UDF process. Along with several others, Rita and I have volunteered to be part of the Steering Committee.

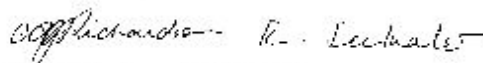
However, rather than just represent our own views on Taggerty, we feel that we should use our professional expertise* to bring the views of all residents of Taggerty into the process. For this reason, we are conducting a survey of all Taggerty residents to identify what they see as the Strengths and Weaknesses of, and the Opportunities for and Threats to, Taggerty. At the same time, we would like to be able to describe the characteristics of the residents of Taggerty (unfortunately, the Australian Bureau of Statistics census divides Taggerty into four parts, and combines these parts with other nearby towns, so that a picture of the residents of Taggerty cannot be obtained from the Census).

We therefore give your household the opportunity to take part in this survey, by completing the enclosed questionnaire and returning it in the reply-paid envelope provided.

As with all surveys conducted by TUTI, the information provided will be treated with complete confidentiality. No results will be able to be traced back to any individual household. The data will only be used to develop statistical summaries of Taggerty residents.

We hope you take this opportunity to have your views represented in the development of the Urban Design Framework for Taggerty.

Yours Sincerely,



Tony Richardson and Rita Seethaler
Directors, The Urban Transport Institute

* The Urban Transport Institute is a private research consultancy that specialises in the design, conduct and analysis of travel surveys and other social surveys. TUTI is currently responsible for large-scale travel surveys for State Governments in Victoria, Queensland and Western Australia. TUTI is conducting the Taggerty Community Survey as an unpaid community service. More details on TUTI can be found at www.tuti.com.au

APPENDIX C – Summary SWOT Categories

STRENGTHS	
NATURE	
Natural beauty, views, scenery	30
The Cathedral & Mountains	25
The Rivers	24
Farming & Rural prime land	22
Clean air	10
Wildlife	10
Birdlife	6
The night sky	5
Flora, bush	3
Open space	3
Vineyards, olive groves, lavender farms, nurseries, cattle farming	2
good climate, good soil and growing conditions, moderate rainfall	3
LIFESTYLE	
Quietness	28
Country lifestyle, healthy lifestyle	16
Safety, Security	4
Small town feel, township	5
No crowds	3
Fishing	3
Little traffic	2
No street lights	2
PEOPLE	
Neighbours & Community	23
Diversity of people living here	2
ACCESS	
Access to Melbourne	23
Access to other towns (Alex., Eildon, Marysville, etc.)	10
Access to snowfields and lake	6
Perceptual barrier of Black spur	1
FACILITIES&SERVICES	
Facilities e.g. store, road infrastructure	9
Tourism/outdoor recreation	7
Restaurants	5
Primary School	3
Accommodation	1
Taggerty Hall	1
Tai Chi, Yoga classes/CAECA	1
Unsealed dirt roads	2
newspaper daily available	1
Accessible, helpful council staff	1
City bus stopping at end of Cathedral La	1
DEVELOPMENT ISSUES	
Absence of development & small subdivision	14
Current & planned developments	3
Slow steady change	1
OTHER	
Just as it is	1
NOTHING STATED	
Nothing Stated	2

WEAKNESSES

LACK OF FACILITIES&SERVICES	
Little infrastructure/services	10
No town water	5
Mobile phone coverage/ADSL phone coverage	5
Threat of school closure	4
No petrol station	4
Lack of town centre	3
Distance to services	2
No sporting facilities	2
Television reception	3
No hotel	1
No sewerage	1
APPEARANCES	
Eyesores (e.g. the Pumpkin, the Portable, Taggerty Motors, Powerlines)	16
State of township streetscape	7
LACK OF ACTIVITIES	
No community activities	4
TRANSPORT & TRAFFIC RELATED PROBLEMS	
Log trucks on local roads, dust problem	7
Little public transport	6
Insufficient road maintenance	5
No roadside protection, messy trashing of roadside vegetation	3
Speed of traffic along Maroondah Hwy, Thornton Rd	3
Pedestrian paths, cycling tracks missing	2
Road kill of wombats and other wildlife	2
Rat-run to Eildon	1
Time to get to Melbourne	1
ENVIRONMENTAL ISSUES	
Weeds, blackberries, pine saplings; lack of pest control by council	5
State of public parklands	2
The climate	2
Deforestation/Logging & Land Clearing	2
Poor catchment management	2
Overuse of river water	1
Roaming feral animals	1
Threat to State Park	1
Lack of natural habitat conservation	1
Ongoing battle to retain natural assets of Taggerty	1
PLANNING ISSUES	
Insufficient affordable building blocks available	5
Re-zoning, residential subdivisions, overdevelopment	4
Lack of planning controls, environmental guidelines for new buildings	2
Business in residential areas	1
Council forgets residents	1
Level of Shire support	1
Development (business/residential) too close to Cathedral Ranges and waterways	1
Shires bias towards development over environ. priorities.	1
Lack of Council information re building permits	1
PEOPLE ISSUES	
Little employment	8
Little initiative shown by community, no sense of community	4
Too many weekenders/retirees/outsideers	3
Not enough young people, decline in population	4
Tensions between old and new residents	2
Busy bodies	1
Insufficient focus on history of town	1
Negative attitude towards development	1
OTHER	
Higher living costs, lack of low-medium cost vacation accommodation	2
Raising rates forcing farmers off the land, pressure on traditional farming	2
Lack of skilled trades people	1
Incompatibility of logging, log trucks and tourism	1
Inappropriately kept domestic animals (horses, goats, etc.)	1
Bushfire hazard	1
Seasonal fluctuations of tourism industry	1
NOTHING STATED	
Nothing Stated	13

OPPORTUNITIES

BUSINESS & ECONOMIC DEVELOPMENT	
More employment	4
Entrepreneurial farming, diversity of produce (olives, wine, lavender, alpacas, "u-pick berry farm, etc.)	4
Promote Eco-tourism (bushwalking, wildlife watching, cycling, etc.)	4
Hobby farms of good standard	3
Continued progress	1
Don't commercialize the district	1
Commercial trout farm & restaurants & local produce	1
ENVIRONMENTAL DEVELOPMENT & PRESERVATION	
Protection of river water quality	2
Clean-up of weeds, blackberries etc	2
Understanding and caring for natural environment, promoting natural environment	2
Indigenous species preservation and replanting, agro-forestry of natives	2
Control of vegetation along rivers	1
FACILITIES & SERVICES DEVELOPMENT	
Improved shops, bakery café, promotion of local produce, restaurants	6
Petrol station/roadhouse/store	4
Taggerty as a stopping point, improve Tgty township	3
Better services	3
Walkways along waterways and elsewhere, cycling paths	3
Town water supply	2
Bike paths	2
Hotel as a meeting place	1
Natural gas supply	1
Regular wood service	1
Improved garbage collection in some Lanes	1
Enhance street lighting	1
ACTIVITIES DEVELOPMENT	
Another park, BBQ facilities, Playground	8
Increase tourism developments, recreation, promote local produce	8
Film Nights at Hall, more local cultural things, annual festival of local produce	5
Farmers Market	4
More use of Hall and school	1
Timber rail from Rubicon Valley	1
COMMUNITY DEVELOPMENT	
Enhance community focus, communication, networking	8
More residents (esp. younger)	5
Form neighborhood networks	2
Don't increase population	1
Keep local kids at local school	1
Less greenies	1
Use capabilities of local residents	1
Promote community involvement in determining future development	1
PLANNING ISSUES	
Village surrounded by open land, keep it scenic and rural	7
Balanced eco-friendly development, thoughtful development, preserving village character,	6
Developments (e.g. golf course)	4
Rural and farming developments, keep rural area "rural"	4
Residential re-zoning	3
Better development controls, guidelines for environmentally&aesthetically sound building	2
Prevent business centre moving to golf course, keep current Tgty town centre	2
Affordable small housing blocks/low-medium cost vacation accommodation	2
Slow steady development	1
Sensible subdivision, no ribbon development along road and rivers	1
TRANSPORT & TRAFFIC ISSUES	
Improved streetscape, reduce speed limits	9
Public transport to neighbouring towns	2
Freeway to Lilydale	1
More commuting to Melbourne's employment opportunities	1
Sealing of Lanes	1
OTHER	
Clean up eye-sores, "keep Tgty beautiful" campaign	5
Lower rates	2
Cheaper prices at shop	1
No rates disincentives for not subdividing	1
Increase rate base and services	1
Energy efficient housing	1
NOTHING STATED	
Leave it as it is	9
Nothing Stated	4

THREATS	
DEVELOPMENT ISSUES	
Golf course development	18
Subdivision of rural properties, loss of farm land	13
Over-development, pressure on services and on Park	9
Residential blocks outside of existing town	7
Over-population and resulting housing estate	7
Visual pollution from housing and developments	5
Developments	3
Development/re-zoning along Highway, near Park	3
Industrial buildings	2
Subdivisions too close to Cathedral Mountain and rivers	1
foreing speculative investment into real estate and loss of local control	1
ENVIRONMENTAL ISSUES	
Damage to waterways, decrease in water quality, littering	11
Pollution of various types (i.e. noise)	5
Loss of scenic values (incl. ridge lines), natural beauty	4
Loss of flora, bushland	4
Bushfire	3
Loss of fauna	3
Loss of serenity	2
Over-run by new horticulture, weed problems	2
Climate change	1
INADEQUATE PLANNING	
Unregulated development, lack of audit, ->substandard permits	11
Council over-influenced by developers	6
Murrindindi Council	2
Goulburn Murray Water	1
Lack of support from Shire	1
Urban Design Frameworks	1
Unattractive properties in main township	1
Lack of beautification to parklands and surrounds	1
Application of Murrindindi planning scheme biased in favor of real estate agents and large landholder	1
Exclusion of local voices from decision making process	1
LOGGING & PLANTATIONS	
Over-logging	5
PEOPLE PROBLEMS	
Do-gooders, busy bodies, greenies	3
Too many city people, imbalance local residents-weekenders	3
Inability to accept progress	2
Lack of communication between residents and council	2
Loss of current residents	2
Not developing and growing, negative attitude to development	2
Complacency	1
Illegal hunting	1
Loss of friendliness	1
Steering Committees	1
This survey	1
The Mayor	1
Increase in non-resident property buyers	1
Increase in population without environmental sensitivity	1
ECONOMIC ISSUES	
Not enough younger people and moderate income people	6
Affordability of new housing	2
Big shops	2
Closure of shop	1
High-profit tourism	1
Non-tourism businesses	1
SERVICES & FACILITIES	
Closure of school	10
Golf complex will strain resources of areas, leading to higher rates	1
No town water to encourage housing	1
OTHER	
Traffic increase due to new developments, speeding	2
Curbed streets	1
Loss of fishing opportunities	1
Traffic lights	1
Wombats causing erosion problems, damage of river banks	1
Too easy access from Melbourne	1
NOTHING STATED	
Nothing Stated	4

APPENDIX D – Urban Design Framework Planning Note

Source: Department of Infrastructure (September 2002)

URBAN DESIGN FRAMEWORKS

This Practice Note is a guide to the preparation and use of Urban Design Frameworks. Frameworks are strategic planning tools that set out an integrated design vision for the desired future development of urban places. They translate the broad aims of Municipal Strategic Statements (MSS) and planning schemes to practical urban design action at the local level.

The design quality of the urban environment is more important than ever. The viability of suburbs, towns and major centres requires sharpened competitiveness in response to economic, technological, demographic and social changes. Urban Design Frameworks provide direction for interventions that shape open space, buildings and landscape. They draw upon and integrate the traditional disciplines of designers (building, engineering and landscape) and planners (strategic, cultural and social), heritage advisers, economists and other specialists.

Urban Design Frameworks involve the generation of ideas and the preparation of realistic design concepts based on consultation, research and analysis. Concepts may be drawn or computer modelled, illustrating how a future outcome will look, to enable communication and testing with stakeholders and the local community. Consultation is a key element in the development of a Framework. To ensure community support for the strategic vision and subsequent physical projects, consultation with stakeholders and incorporation of their feedback throughout the process is essential.

Policy Context

URBAN DESIGN

Urban design is essentially about bringing a design approach to how towns and cities are analysed and developed. It provides a useful tool to enable performance-based planning to be implemented. A design approach unlocks creativity and allows physical design outcomes to be given a higher profile in planning. It also allows ideas to be tested through design and reviewed for their possible impacts or potential synergies.

Urban design concerns physical solutions for urban problems and is a consultative, interactive and responsive process that embraces the notions of:

- *strategy*, or the significance of considering individual urban design actions within a broader, strategic frame
- *sustainability*, which considers the long-term viability and impacts of development on economies and ecological systems, natural resources and urban communities

3



- *synergy*, or the advantages of resolving issues of public and private benefit, land use, built form and urban systems in relation to each other, with a high level of coordination
- *responsiveness*, or the benefits of considering urban design interventions in relation to 'the particular characteristics, aspirations and cultural identity of the community' and the specific image, built form characteristics and development dynamics of the urban environment
- *specificity*, or the acceptance of each urban situation as unique in time and space, where different degrees of change and intervention are more valid than generic solutions
- *quality*, or the recognition of the importance of well-considered visual and functional resolutions to urban issues and situations.

These notions support the relevant sections of the *Victoria Planning Provisions (VPP)*, particularly section 19.03 'Design and Built Form'.

URBAN DESIGN FRAMEWORKS IN THE PLANNING SYSTEM

Urban Design Frameworks are an integral part of the planning system. They are important tools to assist planning authorities develop local action plans and initiatives within a strategic context, helping the agendas established in the MSS to be translated into actual projects and initiatives. A great deal of importance has been placed on the need to clearly *interlink all planning initiatives* flowing from the MSS to zones, overlays, schedules and local policies, right down to action plans for specific localities or sites. An Urban Design Framework is a vehicle to help a community to set an overall direction for a particular place or locality. Recommendations are fed into capital budgets, guidelines and zones for implementation.

Communities and governments frequently identify areas that are undergoing *significant change*, or where *particular issues need to be resolved or new threats or opportunities have emerged*. An Urban Design Framework is a powerful tool for resolving these issues. It is particularly useful for identifying areas suitable for urban consolidation, access improvement, medium-density housing and different types of mixed use development (such as R2Z, B1Z and MUZ), in conjunction with municipal business strategies and strategies for housing and residential development. The results of the Urban Design Framework process can then inform changes to zoning and Design Development Overlays (DDO) in planning schemes and initiate design guidelines and policies.

Urban Design Frameworks also seek to *integrate non-physical actions and opportunities with built form outcomes*. They help



WARRNAMBOOL CAD BEAUTIFICATION.
COURTESY DAVID LOCK AND ASSOCIATES AND EDRAW PTY LTD

to coordinate physical development issues with other actions such as social, economic and management strategies across the full range of council activities.

URBAN DESIGN FRAMEWORKS, STRATEGIC PLANS AND MASTER PLANS

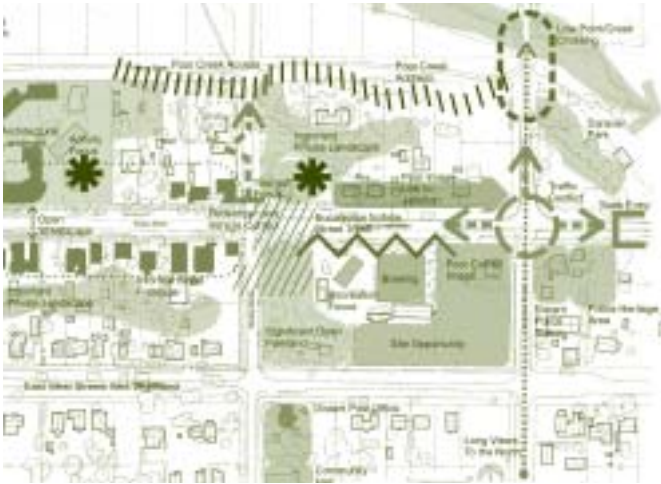
An Urban Design Framework differs from a strategic plan, or a master plan: *it combines the direction-setting and coordination aspects of strategic planning with the detailed and practical design process of a master plan, in three dimensions.*

It should enable the community to deal more effectively with specific design issues at a practical level.

Unlike a master plan, which only gives a final vision for how an area will develop, an Urban Design Framework should provide flexibility by identifying key principles rather than finite solutions. It is not a fixed view of the future nor is it a land-use report. It includes a design vision for how a place might develop and should include sufficient detail at key locations so that the vision can be tested for economic and functional viability. An Urban Design Framework should include sufficient information to allow continuous review of detailed actions within the strategic frame, and to enable councils to assess development proposals.

A completed Urban Design Framework is the result of a structured process of preparation and consultation. The package typically includes:

- a record of the analysis
- a description of the issues considered
- a framework plan to identify key action areas and important relationships
- a set of development principles
- visualisations of key design concepts
- action plans for non-physical opportunities
- an implementation strategy.



DUNKELD CONTEXT ANALYSIS. COURTESY OF HANSEN PARTNERSHIP



LILYDALE TOWN CENTRE REVITALISATION. COURTESY OF HASSELL PTY LTD

Guidelines

KEY CHARACTERISTICS OF AN URBAN DESIGN FRAMEWORK

Each place will have unique characteristics and potential, so the framework process needs to be specifically adapted for that place. However, it is important that each framework is systematic, objective and sufficiently comprehensive to ensure all major issues have been considered.

An Urban Design Framework should:

- include a comprehensive analysis of context
- look beyond the individual project and seek to coordinate across projects and opportunities, setting a project in its broader context
- incorporate and respond to information from existing strategies and studies, such as transport, heritage and neighbourhood character studies
- respond to all major stakeholders by integrating their interests and concerns
- incorporate major infrastructure issues and provide design direction for the details within infrastructure construction projects
- set out an implementation strategy that looks at a range of time scales and generally includes:
 - long-term strategies and options (say, 10 to 15 years and beyond)
 - intermediate-term strategies and options (say 3 to 5 years)
 - short-term actions that can be immediately implemented without compromising long-term objectives

- present analysis, principles and options for implementation in graphical and written format to a standard suitable for public consultation
- illustrate existing constraints and available opportunities, identify different options, and provide a record of why particular options are selected referring to key policy objectives, urban design principles, etc.
- provide a 'layered' response to issues at hand, beginning with the broad contextual issues and principles, and working down to detailed design studies and guidelines for critical locations.



MOONEE PONDS ACTIVITY CENTRE ELECTRONIC 3D IMAGE. COURTESY OF HASSELL PTY LTD.

IMPORTANT STEPS IN THE FRAMEWORK STUDY PROCESS

The process for any particular framework study must be fine-tuned to accommodate local issues and objectives. Community involvement should be sought early in the process and at all relevant stages. A typical process could include the following steps:

Stage I. Preliminary actions

- Identify and define project objectives, scope, boundaries and the significant influences within the region, including population projections.
- Identify stakeholder issues.
- **Milestone: sign off the Study Brief.**

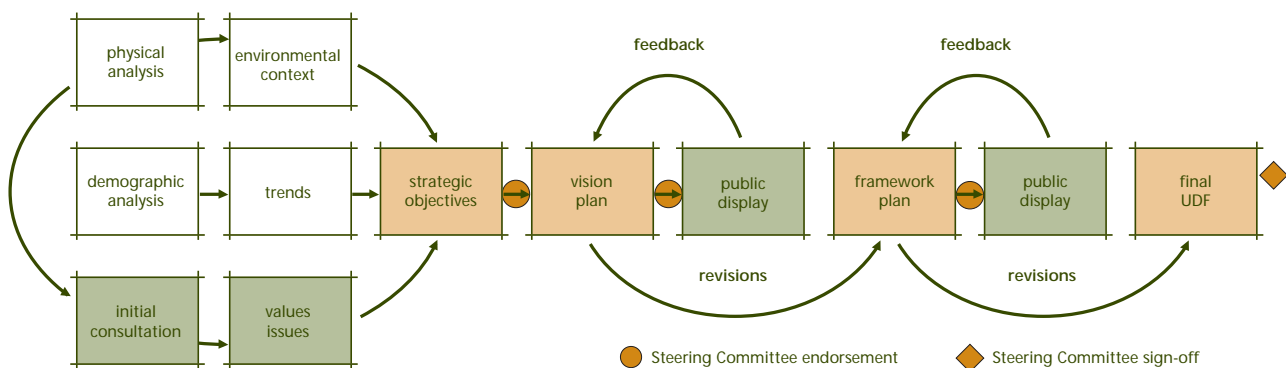
Stage II. Analysis and objectives

- Conduct a review of existing plans, policies, strategies, infrastructure programs, etc.
- Perform a contextual analysis of the opportunities and threats from beyond the project boundaries.
- Perform a systematic analysis of the study area, typically under headings such as:
 - land use
 - activities and events
 - economic activities, etc.
- Use patterns
 - pedestrian access and movement
 - vehicular access and movement
 - transport routes, etc.
- Urban form
 - development pattern
 - topography and landscape

- views and vistas
- building form
- micro-climatic effects
- sunlight and shading effects, etc.
- Conduct an analysis of local strengths, weaknesses, opportunities and threats.
- Identify and summarise key issues.
- Identify possible strategic actions.
- **Milestone: prepare a Progress Report.**
This may include:
 - diagrams and text analysing the impacts and influences from beyond the study area, positioning it in its broader context
 - diagrams, sketches and text illustrating the key opportunities that could be exploited and the major constraints which will need to be taken into account.
- Test in consultation with user groups and stakeholders.

Stage III. Synthesis and strategic framework

- Develop broad design options and identify possible projects or strategic action areas and potential synergies between projects.
- Test options with stakeholders and conduct broader consultation as needed.
- **Milestone: prepare a Progress Report.**
This may include:
 - Urban Design Framework plans and diagrams based on preferred options for physical and dynamic actions
 - detailed conceptual designs and guidelines for selected action areas.
- Test in consultation with user groups and stakeholders.



Stage IV. Final reporting

- **Milestone: prepare a final Urban Design Framework Report.** This may include:
- A Coordinating Framework Plan with diagrams and maps indicating:
 - the total concept
 - the components of the concept: (i) use and activities, (ii) movement and (iii) built form and environment
 - the major project opportunities and linkages between them
 - areas for strategic action.
- Strategic Action Area Plans with plans, diagrams, elevations, sections and sketches illustrating:
 - design concepts for strategic areas identified in the Coordinating Framework Plan, including enough detail to enable further economic, social, visual and technical analysis.
- An Implementation Strategy report identifying planning, project and management actions regarding:
 - immediate, medium-term and long-term actions
 - key stakeholders and beneficiaries
 - potential sources of investment or finance.
- Appendixes, when relevant, including, for example:
 - nominated performance criteria
 - lists of people contacted during the framework process
 - economic analysis including costings, economic impact studies, etc.
 - traffic and technical studies
 - infrastructure initiatives
 - a marketing plan
 - draft briefs for action areas or projects identified in the framework
 - draft briefs for further studies arising from the framework.

OUTPUTS OF THE URBAN DESIGN FRAMEWORK PROCESS

The extent of the output should be tailored to suit the scope, needs and locality of the Urban Design Framework. The format can also vary from hand-drawn sketches and diagrams to fully developed computer images and models.

The quality of the information is more important than the format and, in many situations, simple modes of presentation may be as effective as sophisticated rendered images for communication with the community.

A high priority should be given to the use of illustrative images and diagrams to complement written explanations.

REQUIRED SKILLS FOR THE PREPARATION OF URBAN DESIGN FRAMEWORKS

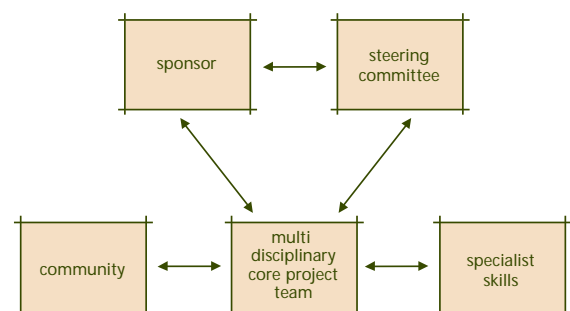
To prepare and implement an effective Urban Design Framework, it is important that the sponsor appoints a core project team and steering committee. A steering committee comprising representatives from the key stakeholder groups can ensure the framework maintains its relevance. Implementation is also easier if stakeholders have been involved in managing the project from the start and continuity of team members is possible.

A multidisciplinary project team is essential. The mix of required skills will vary with the locality and scope of project, but will typically include:

- overall urban design coordination
- architectural and landscape design
- strategic and statutory planning
- transport planning
- cultural planning
- economic impact assessment
- infrastructure specialties, such as traffic planning, road design, and electrical engineering.

Further specialist skills may be required such as:

- public safety and security
- consultation, marketing and communications
- heritage, tourism, retail trading, etc.
- environmental planning and management
- visualisation and artistic rendering, etc.



MODEL URBAN DESIGN FRAMEWORK PROJECT TEAM

Further information

EXAMPLES

The Department of Infrastructure has been encouraging councils to undertake Urban Design Frameworks throughout Victoria. Examples include:

- *Mt Baw Baw Urban Design Framework*
Mt Baw Baw Alpine Resort Management Board
- *Moonee Ponds Activity Centre*
Moonee Valley City Council
- *Box Hill Business District*
Whitehorse City Council
- *Skipton, Timboon and Cobden*
Corangamite Shire Council
- *Ballarat Central Business Area*
Ballarat City Council
- *Bendigo CBD Consolidation*
Greater Bendigo City Council
- *Phillip Island and San Remo*
Bass Coast Shire Council.

REFERENCES

- *Victoria Planning Provisions*
Department of Infrastructure
- *Planning Practice Notes*
Department of Infrastructure
- *Guidelines on Preparing New Format Planning Schemes, December 1996*
Department of Infrastructure
- *Designing Competitive Places, 1997*
Australian Local Government Association

PLANNING NOTES

Planning Notes provide practical advice on planning and urban design matters.

Copies of this document or other planning notes in the series may be obtained from:

Department of Infrastructure
Planning Information Centre
Upper Plaza, Nauru House
80 Collins Street
Melbourne 3000
Telephone 03 9655 8830
Facsimile 03 9655 8847

For further details contact:

Central City and Alpine Region
Telephone 03 9655 3360

South East Metropolitan Region
Telephone 03 9881 8881

North West Metropolitan Region
Telephone 03 9313 1300

Eastern Region
Telephone 03 5172 2696

North Eastern Region
Telephone 03 5761 1857

Northern Region
Telephone 03 5434 5150

South Western Region
Telephone 03 5225 2516

Western Region
Telephone 03 5333 8790