

Whitfield Community Plan 2008/2009

What is community planning & what does the Whitfield community hope to achieve?

A Community Plan talks about the key issues facing a community and recommends strategies that Council and/or agencies could implement to address your identified needs. The Whitfield community champions hope to work together to develop the streetscape and community facilities to increase the liveability of their community.



Profile

The township of Whitfield is located 245km from Melbourne and 50km from Wangaratta. Its scenic location, west of the King River and State Forest to its west and east is highly valued by the community and attracts many tourists to the region. Originally known as Upper King River, the town name Whitfield is believed to have come from the name of a pastoral run called Whitfield.

The Wangaratta-Whitfield-Mansfield Road is the major King Valley corridor through lush river flats. A gourmet food and wine industry has emerged through the post war migration program and more recently impacted by the tobacco industry closure. The state's first narrow-gauge railway from Wangaratta to Whitfield was once the main form of transportation into the valley. A community bus service operates 3 days per week between Cheshunt and Wangaratta. The community of 281, are well represented by community groups and 32% of locals engage in volunteer work (ABS 2006). The Swinburne Pavilion located at the

Recreation Reserve offers a gathering point for meetings, community and sporting events.

Background

On Sunday 21 July 2008 after a series of community meetings, a draft Community Action Plan was drawn up and individuals volunteered to champion a diverse range of projects. It was agreed that rather than pursue these goals individually, the people willing to support these projects would work as a group to coordinate a plan for the development of Whitfield.

What Community Groups exist?

Whitfield & District Golf Club
Whitfield Red Cross
Whitfield Tennis Club
King Valley United Football & Netball Club
Whitfield District Neighbourhood Watch –WNG3
Whitfield Recreation Reserve
Whitfield Childcare
Whitfield Craft Group
Whitfield Petanque Club
Whitfield RSL Sub Branch
Wines of King Valley
King Valley Tourism Association
King Valley Vignerons
King Valley Arts
Upper King Valley Landcare Group



How do locals communicate?

King Valley Grapevine Newsletter
<http://kingvalley.wetpaint.com>
King Valley section in The Chronicle
Whitfield Primary School newsletter
Whitfield community noticeboard

Community facilities...

Whitfield Childcare Centre
Whitfield Community Health Centre
Whitfield Police Station
Whitfield & District Primary School
Whitfield Recreation Reserve
Swinburne Pavilion
Whitfield RSL Hall

Community Events...

June Long Weekend – Fit for a King Festival
La Dolce Vita
April Harvest Festival
King Valley Art Show
King Valley Wine Shed Show

What Memorials exist in your community?

Whitfield Cemetery at Hyem
Whitfield RSL Hall

Services available to residents...

King Valley Community Bus Service
Whitfield & District Primary School & Internet Café
Reticulated water service to part of the town
Whitfield Community Childcare Centre
Whitfield Medical Centre
Whitfield Catholic Church
Whitfield Transfer Station
Whitfield Post Office
Whitfield Police
Whitfield CFA

Local Businesses

Whitfield Garage
Whitfield General Store
3-Ways Café
Rinaldos Restaurant
King Valley Cucina
Gracebrook Winery
King River Estate
La Cantina Winery
Lana-Trento
Darling Estate



Avalon Vineyard
Newtons Organic Prickleberry Farm
Koolmundoola Cottage Bed & Breakfast
Walbara Cottage Bed & Breakfast
Mountain View Hotel/Motel
Gentle Annie Caravan Park

What attracts tourists to your area?

Camping, 4-wheel driving and motorbike riders
Wineries, restaurants and festivals.
The landscape and tourist route between
Wangaratta and Mansfield.



What are the key features of your area?

A supportive community
King River Great climate & fresh air
Cellar doors, restaurants & gourmet food
Beautiful, natural environment
Access to Alpine National Park & Lake William
Hovell Peaceful small town
A strong ethos of volunteering and support of
community events

Existing Plans & Strategies

Wangaratta to Mansfield Link Master Plan
King Valley Community Centre Feasibility Study
Whitfield Recreation Reserve COM – Strategic
Plan & Draft Masterplan for the King Valley
Community Complex March 2007
Agricultural Lands Study
Municipal Strategic Statement
Rural City of Wangaratta & District Transport
Options Booklet

Links to other communities...

Strong link to Wangaratta for shopping, education & health services.

There is the option to utilise services at Benalla via the Whitfield-Myrrhee Road.



Themes from the community meeting

Playground

Upgrade RSL Hall Skate Park

Rec Reserve Hall – men’s changeroom refurbishment & improvement to around the grounds – speed humps

Cinema at the Hall

Cycling track – Whitfield to Wangaratta

Meeting facilities – small to medium size room for multi-use at the hall – improve acoustics, heating & cooling, upgrade kitchen, female change rooms and replace outside toilet

Maternal & community health nurse & day care

Use netball courts for multi-services, eg basketball, traffic school, bikes & skate park

Improve communication amongst and between community groups

Upgrade town water & drainage

Kerbing

Underground amenities

Paved footpaths

Safer roundabout at the pub

Youth activities

Community tractor & slasher

Accommodation increased – more visitors/tourists



Sporting facilities – squash court, swimming pool & rail trail

Expanded health services – medical, children & aged facilities/services

Rural Transaction Centre – health, childcare, aged & sport all combined

Riverside linear – walking, riding & recreation space along King River to Cheshunt & Wangaratta

Road seal – Myrrhee to Whitfield & Myrtleford to Whitfield

Remove community barriers “we live in the King Valley”

Develop a vision & plan for the King Valley



Responses from community champions:

“The community planning process has energised many people to start examining what it is they need to make Whitfield an even better place to live. “

“Looking and thinking forward – catering for our future.”

“Would like to see something actually happen!”



If you wish to know more about Community Planning, or to become involved in the Springhurst projects, please contact: Kerry Craig, Community Planning Program Officer at the Rural City of Wangaratta on 5722 0824.

Your community's Vision.....

A cooperative, happy and safe community that accepts, embraces and encourages diversity.

A community where recreational activities are available for all ages.

Arts inform and challenge the mind.

A community informed and receptive of new ideas.

A community that values their beautiful natural environment and embraces the concepts of stewardship of the land and sustainable development.

Cultural activities.

WHITFIELD - COMMUNITY PLANNING

Community will lead and action all of the following projects

Strategy #1: Ensure all age groups within our community are catered for.

A Vibrant and Healthy Community – Young, Senior, Families, New residents

| COMMUNITY ISSUE | 2030 COMMUNITY VISION LINK | COUNCIL PLAN LINK | STRATEGIC PLAN LINK |
|--|--|--|--|
| Playground installed at Whitfield Recreation Reserve | <ul style="list-style-type: none">Identify and develop infrastructure which supports and facilitates linking people to their community is e.g. meeting places, walking tracks, information technology, neighbourhood playgrounds, and transport. | 1.1.4. Review and implement Council's Public Playground Facilities Consolidation Strategy and resolve the future of a regional playground. | <ul style="list-style-type: none">Play ground Strategy |
| Community Centre – includes health & childcare Ensure sufficient services & location of services as identified in the Feasibility Study meet the needs of the community | <ul style="list-style-type: none">Community to identify local attractions and features from community planning.Identify and develop infrastructure which supports and facilitates linking people to their community is e.g. meeting places, walking tracks, information technology, | 1.1.6. Continue to upgrade facilities to ensure communities have access to a place to meet for social, recreational and learning opportunities. | |

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| | neighbourhood playgrounds, and transport. | | |
| Youth/Children of Whitfield have access to school holiday programs and activities | <ul style="list-style-type: none"> Work with young people to further develop activities for youth. | <p>3.1.3. Create opportunities and encourage young people to have input into decision making on issues affecting them.</p> <p>4.1.1. Promote the concept of life-long learning in partnership with education providers.</p> | |

Strategy #2 Provide a community overview for the plan

Economy – how can be develop business opportunities?

| COMMUNITY ISSUE | 2030 COMMUNITY VISION LINK | COUNCIL PLAN LINK | STRATEGIC PLAN LINK |
|------------------------------------|----------------------------|--|--|
| Vision for King Valley Master plan | | <p>2.2.3. Facilitate the establishment of a market driven, supply chain model to support an innovative and sustainable agricultural sector within the Ovens and King Valley’s region.</p> <p>2.3.5. Review the King Valley Masterplan and link with the Milawa, Oxley and Glenrowan districts.</p> | <ul style="list-style-type: none"> King Valley Masterplan |

Strategy #3: Provide accessible transport.

Safety & Accessibility

| COMMUNITY ISSUE | 2030 COMMUNITY VISION LINK | COUNCIL PLAN LINK | STRATEGIC PLAN LINK |
|--|---|--|---------------------|
| Transport Increased community use of the bus service between Wangaratta and Cheshunt by extending the catchment to accommodate the ageing population, commuters and young families. | <ul style="list-style-type: none"> Develop a strategic plan for transport and traffic improvements and planning from recommendations of the transport and traffic study. | 2.1.2. Continue to work with the Transport Connections Project to develop a Transport Action Plan and address identified public and community transport gaps. | |

Strategy #4: Work with RCOW to establish Hall upgrade, signage, road maintenance and drainage.

Infrastructure – roads, signs

| COMMUNITY ISSUE | 2030 COMMUNITY VISION LINK | COUNCIL PLAN LINK | STRATEGIC PLAN LINK |
|---|---|--|---------------------|
| Swinburne Hall upgrade Kitchen, hall & toilets to be upgraded. | <ul style="list-style-type: none"> Identify and develop infrastructure which supports and facilitates linking people to their community is e.g. meeting places, walking tracks, information technology, neighbourhood playgrounds, and transport | 1.1.6. Continue to upgrade facilities to ensure communities have access to a place to meet for social, recreational and learning opportunities. | |
| Signage to King River at Whitfield | | | |
| Drainage upgraded in Whitfield township | | | |

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|---|--|---|--|
| Rail Trail/walking track that links Cheshunt to Whitfield along King River. | Identify and develop infrastructure which supports and facilitates linking people to their community is e.g. meeting places, walking tracks, information technology, neighbourhood playgrounds, and transport. | 2.1.4. Plan a network of shared paths designed to provide walking and cycling access between townships and community facilities. | |
| Myrree (Benalla)-Whitfield Road sealed/maintained | | | <ul style="list-style-type: none"> • Road management Plan |
| 3-Ways Intersection upgrade | | | <ul style="list-style-type: none"> • Road Management Plan |

WHITFIELD COMMUNITY ACTION PLAN

Rural landscape & Environment

| Priority Need | Community Leader | Action required | When | Stakeholder |
|------------------------|------------------|------------------------------------|---------------|---------------------------------|
| Vision for King Valley | Chris Hazell | King Valley Masterplan established | December 2009 | Economic Development Unit, RCOW |

Community – Young, Senior, Families, New residents

| Priority Need | Community Leader | Action required | When | Stakeholder |
|--|--|--|---------------|---|
| Playground | Sam Rumbelow Suz Christenson Liz Proft | Playground installed at Whitfield Recreation Reserve | December 2010 | Recreation Unit, RCOW Whitfield Recreation Reserve Committee of Management |
| Community Centre – includes health & childcare | Suz Christenson Liz Proft | Ensure sufficient services & location of services as identified in the Feasibility Study meet the needs of the community | July 2009 | Ovens & King Community Health Social Planner, RCOW |
| Youth Activities | Sam Rumbelow Sandy King | Youth/Children of Whitfield have access to school holiday programs and activities | December 2009 | Community Development Unit, RCOW The Centre's CARN |

Safety & Accessibility

| Priority Need | Community Leader | Action required | When | Stakeholder |
|---------------|---------------------------|---|-----------|---|
| Transport | Greg Naylor Anne Minns | Increased community use of the bus service between Wangaratta and Cheshunt by extending the catchment to accommodate the ageing population, commuters and young families. | June 2009 | Transport Connections, Ovens & King Community Health Community Development Unit, RCOW |

Infrastructure

| Priority Need | Community Leader | Action required | When | Stakeholder |
|-----------------------------------|---|--|---------------|---|
| Swinburne Hall upgrade | Brian Spencer Pam Deeker Wendy Wilson Whitfield Recreation Reserve COM | Upgrade kitchen, hall & toilets at Swinburne Hall | December 2010 | Community Development Unit & Infrastructure Unit, RCOW Whitfield Recreation Reserve COM |
| Signage to King River | Graeme & Margaret Butt | Errect signage to King River at Whitfield | June 2009 | Infrastructure Unit, RCOW |
| Drainage | Graeme & Margaret Butt | Drainage upgraded in Whitfield township | June 2009 | Infrastructure Unit, RCOW VicRoads |
| Rail Trail/walking path | Graeme & Margaret Butt | Establish a Rail Trail/walking track that links Cheshunt to Whitfield along King River | December 2010 | Dept Sustainability & Environment, NECMA, Recreation Unit & Economic Development Unit, RCOW |
| Road seal – Myrree-Whitfield Road | Helen & Graham Bird | Myrree (Benalla)-Whitfield Road sealed and maintained | December 2009 | Infrastructure Unit, RCOW |
| 3-Ways Intersection upgrade | Graeme & Margaret Butt | Upgrade Whitfield 3-Ways intersection for safety & aesthetics | December 2009 | VicRoads Infrastructure Unit & Economic Development Unit, RCOW |