

COBDEN TWENTY 20 (RE) VISION

<p>Twenty 20 Vision Cobden's <i>Twenty 20 Vision</i> community plan was the outcome of a town survey of 169 people and two community forums (held in August and November 2010). The Plan was finalised in March 2011, drawing out six broad themes, outlining 11 key strategies, and proposing 65 actions. These are summarized on the following page, along with a table showing that 40 of the 65 actions have been completed, (although some of these are ongoing). The original six themes have now been consolidated into four.</p> <p>The original <i>Twenty 20 Vision</i> plan document is quite complex, describing as it does a broad range of issues of interest or concern to those with an interest in Cobden. In many instances it details situations which people feel need to be addressed, (for example, 'involving young people'), yet it is light on detail as to specific actions to be taken to solve an identified problem or in regard to which agencies might be involved in addressing the key issue. That is not to be critical, but to say that the plan should therefore not be solely assessed in terms of project 'outcomes'. Bringing people together to develop a shared understanding of what is important to Cobden, involving a broad range of people in valuing and</p>	<p>appreciating the Cobden and district community, and maintaining and building upon the town's acknowledged assets are important elements of any evaluation of the Plan.</p> <p>Review A review of the <i>Twenty 20 Vision</i> plan was conducted at a public meeting called for the purpose on 4 August 2014, a little over three years on from the plan's launch. This meeting at the Cobden Recreation Reserve was attended by 31 people. The review was a deliberative exercise that commenced with a presentation on the many things which have been accomplished since the plan was formulated. Members present were assigned to one of four random groups, each of which separately reviewed progress under each of the four broad themes. This involved an analysis of completed projects, projects underway, projects yet to be activated and proposals for new projects. These separate considerations were then aggregated and a voting exercise conducted to provide a refocussing of priorities under each of the four themes. A greater level of involvement would have been desirable, however it is difficult to imagine how this task could have been completed other than in person.</p>	<p>What we value The review of the <i>Twenty 20 Vision</i> plan provided an opportunity to compile an account of what Cobden people value about their town. (The outcome of this exercise is reported on page 3.) The aspect of Cobden which residents value most is the friendly, caring community that is Cobden, part of which is characterised by the town's 'can do' attitude towards community projects. The relaxed 'serene' lifestyle available in Cobden is equally valued, supported as it is by some highly-valued community assets – such as Cobden Lake, the town's range of sporting facilities and the Old Racecourse Reserve. The strategic importance of the Cobden Airstrip and the Cobden Spring Festival are also acknowledged assets of the town.</p> <p>New directions In addition to some projects currently underway, a number of new directions have been identified under each of the four key themes. These are summarized in the following pages, including the priority ranking provided by the aggregated voting. Three or four stand out. These lists have been referred to Progressing Cobden's four Action Groups which will undertake further work to devise and scope projects to advance these goals.</p>
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COBDEN TWENTY 20 (RE) VISION: KEY STRATEGIES

Plan reference	Organisations and Volunteers	Actions	Completed	Votes	'Gold'
4.4.1	Encourage young people to get involved	5	4		
	Existing strategies			15	1
	Newly-listed strategies and projects			24	1
Plan reference	Tourism and Town Appearance	Actions	Completed	Votes	'Gold'
4.5.1	Promote Cobden through brochures and other collateral	4	3		
4.6.1	Enhance the entrances to Cobden	6	4		
4.6.2	Improve Cobden's main street	8	6		
	Existing strategies			17	1
	Newly-listed strategies and projects			69	1
Plan reference	Infrastructure, Facilities and Services	Actions	Completed	Votes	'Gold'
4.2.1	Attract and retain doctors to provide medical services	4	2		
4.2.2	Establish a greater police presence in the town	4	2		
4.3.1	Maintain footpaths, install adequate lighting and heating	6	4		
4.3.2	Research and develop a case for resealing the airstrip	4	4		
4.3.3	Improve traffic management in Victoria Street	6	3		
	Existing strategies			28	1
	Newly-listed strategies and projects			57	15
Plan reference	Economic sustainability, Education and Training	Actions	Completed	Votes	'Gold'
4.1.1	Attract new businesses to Cobden	8	5		
4.1.2	Encourage young people to remain in, or return to, Cobden	10	3		
	Existing strategies			22	7
	Newly-listed strategies and projects			37	3
Totals		65	40	269	30

COBDEN TWENTY 20 (RE) VISION: WHAT WE VALUE

What things do you value most about Cobden?			
COMMUNITY	Sense of community, caring community, friendly people, community spirit, belonging	13	
'CAN-DO' ATTITUDE	Willingness to get jobs done, community attitude	7	
LIFESTYLE	Relaxed lifestyle, serenity	15	
COBDEN LAKE	Cobden Lake	8	
RECREATION FACILITIES	Great sporting facilities, Access to facilities, Active and passive, inclusive	8	
RACECOURSE RESERVE	Old Racecourse Reserve facilities	8	
SPRING FESTIVAL	Cobden Spring Festival	6	
AIRSTRIP	Airstrip	6	
	Good schools, Quality of educational facilities	3	
	Good Councilors, positive relationships with Councilors and staff	3	
	Businesses working together	2	
	Range of facilities	2	
	Range of businesses	2	
	Volunteers – across all categories	2	
	Organisations	2	
	Medical and support facilities	2	
	Personal safety	2	
	Appearance of town and amenities	2	
	Access to churches	1	
	No traffic lights	1	
	Choice of leisure time, Something for everyone		
	Location in the South West		

COBDEN TWENTY 20 (RE) VISION: DIRECTIONS

Plan reference	Organisations and Volunteers	Actions	Completed	Votes	'Gold'
4.4.1	Encourage young people to get involved	5	4	15	1
	When projects come up encourage community groups to work together			8	
	New residents/ businesses information packs			6	
Plan reference	Tourism and Town Appearance	Actions	Completed		
	Dump station site and free camping			15	1
	Caravan park			11	
	Shipwreck Coast/ Great Ocean Road Tourism group relationship to hinterland			7	
	Accommodation survey			7	
	Review Vicroads signage – external highways and main roads			6	
Plan reference	Infrastructure, Facilities and Services	Actions	Completed		
4.3.3	Upgrade Victoria Street and improve traffic management	6	3	10	1
4.2.1	Attract and retain doctors to provide medical services	4	2	7	1
4.3.1	Maintain footpaths, install adequate lighting and heating	6	4	5	
	Cobden Sporting and Community Precinct development			12	11
	New building at Airstrip with toilets for arrivals (Terminal 1)			8	2
	Link Playspace and Lake Reserve – close Shenfield Street			7	
Plan reference	Economic sustainability, Education and Training	Actions	Completed		
4.1.1	Attract new businesses to Cobden	8	5		
4.1.2	Encourage young people to remain in, or return to, Cobden	10	3		
	Community noticeboard for all activities – eg working bees, meetings, social events, community calendar			11	
	Maintain completed projects			8	4
	Get farmers involved in town – maybe farmers group			7	1
Totals		65	40		

COBDEN TWENTY 20 (RE) VISION

Organisations and Volunteers

Project status	Reference	Project title	Votes	'Gold'	Priority
Completed projects	4.4.1 b	Produce 'Connecting Cobden' newspaper			
		Establish Cobden Community Facebook page			
	4.4.1 c	Hold combined organisations and Volunteers annual dinner			
		Stirlo's Sausage Sizzle fund-raiser initiative			
	4.4.1 a	Promotion of all groups in Cobden (Connecting Cobden)			
	4.4.1	Encourage youth participation in all our groups and organisations			
Projects in progress	4.4.1 b	Connecting Cobden			
		Cobden Community Facebook page			
	4.4.1 c	Plan regular community celebrations with all volunteer organisations			
		Stirlo's Sausage Sizzle fund-raiser initiative			
	4.4.1 a	Compile list and promote all groups in Cobden (Connecting Cobden)			
	4.4.1 d and e	Liaise with schools and organisations to work together on community projects and activities to establish a 'volunteer culture'			
		Racecourse Reserve Reference Group	2	1	
		Feasibility Study for new sports precinct			
Non-activated projects	4.4.1 e	Encourage voluntary organisations to work together on community projects and activities			
		When projects come up encourage community groups to work together	8		

COBDEN TWENTY 20 (RE) VISION

Tourism and Town Appearance					
Project status	Reference	Project title	Votes	'Gold'	Priority
Completed projects	4.6.1 b	Design and construct Cobden Town Entry Promotional Signage			
	Progressing Cobden	Cobden Lake Project	2		
	4.5.1	Design and implement Progressing Cobden website			
	4.5.1 a 4.6.2.a	Meet with Shipwreck Coast Marketing regarding tourism initiatives and heritage themes, website and brochure			
	4.6.2 / Council	Seal and widen car-parks in Curdie Street			
	4.6.2 b	Remove remaining wine barrels			
	4.6.2 c and d	Conduct review of Curdie Street and implement improvements			
	4.6.2 c	Install more seating, bins bike racks			
	4.6.1	Ask Council to employ apprentice gardener to improve maintenance			
	4.5.1.b and c	Establish Cobden Tourism Action Group	1	1	
Projects in progress	4.6.1 a	Cobden Story Project	2		
	Fonterra	Location of Big Butter Container	1		
	4.6.2 h	Review Curdie Street strategy every twelve months			
	4.5.1	Develop Cobden website	1		
	4.5.1	Produce Cobden brochure	4		
	4.5.1 d	Establish a Visitor Information Centre service for Cobden	3		
	Progressing Cobden	Construct Dairy Park Museum Centrepiece Building and car park	2		
		Racecourse Reference Group	1		
		Cobden Spring Festival			

COBDEN TWENTY 20 (RE) VISION

Tourism and Town Appearance					
Project status	Reference	Project title	Votes	'Gold'	Priority
New project listings		Dump station site and free camping (Cobden should get in first!)	15	1	
		Caravan park	11		
		Shipwreck Coast/ Great Ocean Road Tourism group relationship to hinterland	7		
		Accommodation survey	7		
		Review Vicroads signage – external highways and main roads	6		
		Clean lake Walk and jetties more regularly	4		
		Make more use of dairy industry – history in one spot (information)	4		
		History mural on supermarket wall	4		
		New name for Camperdown – Timboon Rail Trail	3		
		Get rid of native grasses on corners	3		
		Zebra crossing	2		
		Bike racks	1		
		BBQ shelter	1		
		Roadway from Stoneyford Road to truck car park	1		
		Tourism information at Golf Course			
		Christmas decoration uprights			
		Underground electricity			
		Signage identifying racecourse reserve etc			

COBDEN TWENTY 20 (RE) VISION

Infrastructure, Facilities and Services						
Project status	Reference	Project title	Votes	'Gold'	Priority	
Completed projects	4.3.1 a 4.3.1 b	Completion of footpath, lighting and seating 'Hot Spot' survey, and request funding from Council				
	Council	Curdie Street sealing and car-parking bay widening				
	4.3.2 a, b, c, d	Research and Develop a case for re-sealing of Airstrip				
	Council	Improved maintenance of parks and gardens				
	Council	New Cobden Playspace				
	Council	Cobden Civic Hall maintenance and access upgrade	1			
	4.2.1	New Cobden Clinic established				
			Some issues with success of Curdie Street car-parking (eg disabled parking outside Cobden Creative Health)	2		
Projects in progress	4.3.1 f	Victoria Street bridge upgrade (including possibility of footbridge over Lake)	10			
	Council	Cobden War Memorial repairs and cleaning				
	Council	New Adams Street footpath construction				
	4.3.1 d and e	Run 'Hot Spot' campaign every 12 months, maintain register and provide regular feedback to Council and Progressing Cobden				
	4.2.1	Attract and retain doctors to provide medical services (four actions)	7	1		
	4.2.2	Establish a greater police presence in the town (four actions)	3			
			Expand the Cobden Civic Hall (for Debs etc)	4	1	
			BBQ shelters at Cobden Lake (Move to Playspace/ West end shelter)	3		
		Reactivate 'hot spot' items (hazards, safety issues) process has to work				
Non-activated projects	Council	Silvester Street angle parking and bay widening				

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Economic sustainability, Education and Training						
Project status	Reference	Project title	Votes	'Gold'	Priority	
Completed projects	4.1.1 a	Survey of local residents buying behavior and spending leakage				
	4.1.1 b	Upgrade Cobden's website to include business links and opportunities				
		Buy Local Campaign				
		Formation of Cobden Business network				
		CBN Website				
		CBN Code				
		Sponsorship policy				
		'Business of the Month' award				
		Business promotions				
		Business breakfasts				
		Work Placements				
		Christmas on Curdie annual event				
		Maintenance of completed projects		8	4	
		Completion of Airstrip		1	1	
	Keep promoting Cobden businesses		2	1		
Projects in progress	4.1.1 e / Council	Examine Cobden's planning regulations with a view to rezoning some areas	3	-		
	4.1.2 j	Establish Schools and Trade Training Centre	4			
	4.1.1 h	Explore all avenues to increase Cobden and district population	1	2		
		Corangamite Senior Secondary College Year 10-12	9	1	*	
Non-activated projects	4.1.1 d	Liaise with businesses not in main street to relocate to empty shops				
	4.1.1 c	Talk to owners of empty shops in main street about plans for future use				

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Economic sustainability, Education and Training					
Project status	Reference	Project title	Votes	'Gold'	Priority
Non-activated projects	4.1.1 f	Identify agricultural 'add on' business opportunities (such a diversifying local produce production) and involve senior students in business projects			
	4.1.1 g	Explore potential to conduct local business field days (eg 'cow-vention')			
	4.1.2	Encourage young people to remain in, or return to, Cobden (10 actions)	1		
	4.1.2 i	Develop a Cobden and District Local Employment Strategy to promote a training culture and formalise arrangements between businesses/ students	2		
New project listings		Community noticeboard for all activities – eg working bees, meetings, social events, community calendar	11		
		Get farmers involved in town – maybe farmers group	7	1	
		Encourage prospective and present employees to live in Cobden – eg promote cheaper house prices, sporting facilities, community, survey present workers not residing in Cobden	5		
		Encourage business to interact	2		
		Further develop 'buy local' campaign	1		
		Promote town through focused local businesses promotions – eg Reid Stockfeeds	1		
		Involve businesses in higher level education	1		
		Extend Primary School sport ground to the creek – move pool			
		Get Cobden more involved in country expo in Melbourne			
		Businesses to contribute to scholarships – eg agricultural food production			
		More education on 'fracking'			