

7.3 SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES

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SUMMARY

In October 2018, the Victorian Government announced the funding package for the Seymour Revitalisation Initiative, this included close to \$1million in funding for:

- The Seymour Better Parks Project
 - Kings Park: refurbishment of change rooms in the main pavilion and lighting replacement in the green exhibition shed.
 - Goulburn Park: upgrade to public toilets and associated landscaping.
 - Chittick Park: delivery of a youth activity space.
- Seymour Revitalisation Business Case
- Next stage of feasibility for connecting Seymour to the Great Victorian Rail Trail
- Seymour Heritage Railway Centre, Getting Business Back on Track Event

The Seymour Revitalisation Business Case is an initiative which is being led by the State Government Department of Environment, Land, Water and Planning (DELWP) and is intended to provide a whole of government response to identifying the investment priorities within Seymour. The business case development process has identified the following ten proposed investment interventions. These interventions are preliminary in nature and will be subject to further scoping, community engagement and consideration by State Government.

- Anzac Avenue Improvement Works
- Integrated Health and Community Wellbeing Precinct
- Promotion and Investment Attraction
- Creek and waterway trail design and commencement
- Feasibility study for alternative truck route
- Floodwater levee
- Government services building
- Cultural Interpretative Centre/Welcome to Country/Visitor Services
- Seymour Skills and Training Needs and Workforce Development Plan
- Town Centre (including Railway Station) Urban Improvement Design and Works

The Project Control Group for the business case initiative, is now seeking Council's formal consideration of the proposed investment interventions.

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

RECOMMENDATION

THAT Council:

1. Supports the investment recommendations proposed to be included within the Seymour Revitalisation Business Case.
2. Note the inclusion of the Seymour Levee is in the recommended project list, subject to the findings from the Community Engagement exercise currently being undertaken.
3. Post Community Engagement findings write to the Minister for Regional Development outlining Council's formal position on the Seymour Levee being included or excluded from the intervention list.
4. Acknowledges the Minister for Regional Development and the ongoing collaboration between State and Local Government and the Ministerial support for the Seymour Revitalisation Initiative.
5. Acknowledges the Chair of the Goulburn Regional Partnership and all members of Community Working Group, recognising and thanking them for their ongoing support and valuable contribution to the Seymour Revitalisation Initiative.
6. Continue to advocate for further funding opportunities to achieve the recommendations of the Seymour Revitalisation Business Case.

BACKGROUND

The Seymour Revitalisation Business Case is an initiative which is being led by the DELWP and is intended to provide a whole of government response to identifying the investment priorities within Seymour.

As a key stakeholder, representatives from Mitchell Shire Council sit within the project management structure as part of the Project Control Group and the Technical Working Group. In addition, Mitchell Shire Council is responsible for chairing the Community Working Group associated with the business case initiative.

In line with the investment logic which has been developed as part of the business case process, investment interventions are required to address one or both of the following 'problems':

- High proportion of intergenerational disadvantage
- Poor presentation of public realm and poor urban amenity.

ISSUES AND DISCUSSIONProposed Investment Interventions

Identifying appropriate investment interventions has been a detailed process which has occurred over the past nine months. It has been led by a Technical Working Group

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

with oversight from a Project Control Group and regular input from a Community Working Group. The Project Control Group has now requested Council formally consider the proposed investment interventions and the potential for Council to financially contribute.

The proposed investment interventions will be considered by the State Government as part of the annual State Budget process. The State Budget is a competitive process where all investment needs of Victoria will be considered and debated. At this point in time there is no certainty regarding if the Seymour Revitalisation Business Case will be funded in whole, part or at all.

If funding is received for any of the proposed investment interventions, comprehensive community and stakeholder engagement would need occur as part of the detailed design and planning for any funded intervention/s. This detailed community engagement will be integral to the success of the proposed investment interventions. This report recommends that Council provide 'in principle' support for the project, subject to ongoing detailed community engagement.

Table 1: The following table identifies the proposed interventions from both the Business Case and the Community Working Group's perspective:

PROPOSED INVESTMENT INTERVENTIONS – SEYMOUR REVITALISATION BUSINESS CASE		INVESTMENT LOGIC MAPPING		COMMUNITY WORKING GROUP PRIORITY NUMBER
		INTERGENERATIONAL DISADVANTAGE	POOR PRESENTATION AND PUBLIC REALM	
1	Anzac Avenue Improvement Works	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2
2	Integrated Health and Community Wellbeing Precinct	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5
3	Promotion and Investment Attraction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Did not make CWG Shortlist
4	Creek and waterway trail design and commencement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3
5	Feasibility study for alternative truck route	Partially – Unlock other interventions addressing disadvantage	<input checked="" type="checkbox"/>	1
6	Floodwater levee	Partially – Unlock other interventions addressing disadvantage	<input checked="" type="checkbox"/>	Did not make CWG Shortlist

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

7	Government services building	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Did not make CWG Shortlist
8	Interpretive Centre / Welcome to Country / Visitor Services	Partially – Unlock other interventions addressing disadvantage. Jobs and Investment in Tourism	<input checked="" type="checkbox"/>	10
9	Seymour Skills and Training Needs and Workforce Development Plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	7
10	Town Centre (including Railway Station) Urban Improvement Works and Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6
	Did not make Business Case (TWG & PCG)	Partially – Unlock other interventions addressing disadvantage. Jobs and Employment via tourism	<input checked="" type="checkbox"/>	4 Strengthen military heritage and tourism offering (Visitors Services Tank Museum and Vets' Walk)
	Did not make Business Case at (TWG & PCG)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8 Incentivise attraction of new manufacturers / retain existing
	Did not make Business Case at (TWG & PCG)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	9 Enhance the existing Great Victorian Rail Trail

Seymour Floodwater Levee – Community Engagement

A community engagement process has recently commenced to determine support for a future Seymour Levee for the Goulburn River; this engagement process will be critical to considering the future of the levee project. The outcome of the community engagement process will be provided to DELWP.

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

CONSULTATION

Community Working Group

The governance structure Seymour Revitalisation Business Case includes a Community Working Group with 34 members. The group is chaired by Mitchell Shire Council and attended by representatives from DELWP.

The terms of reference for the Community Working Group relate specially to the Seymour Revitalisation Business Case, with the primary purpose of testing the concepts and documents as they emerge from the Technical Working Group

The Community Working Group was formed via a public process which required interested community members to complete a short nomination form; the request for nomination was publicised in the following ways:

- Notices placed in local newspapers and *Seymour We Want* newsletter.
- Notices placed on Council website, Engaging Mitchell and Social Media
- Notice sent via email to all local businesses.
- Notice published in the Economic Development Update newsletter

Between the months of March-September 2019, the Community Working Group meet five times. The purpose of each meeting was clearly outlined and directly aligned with the needs of the business case development process.

At the August meeting, the Community Working Group provided feedback on a long list of potential investment interventions. Following feedback from Community Working Group and the Project Control Group, this list was refined into a shorter list which was presented at the September Community Working Group meeting. At this meeting there was a strong focus on prioritisation of the short list, this was completed by using two separate engagement activities.

It is considered that the top priorities of the Community Working Group have all been appropriately considered via the Seymour Revitalisation business case development process. The top three priority interventions for the Community Working Group have been included within the finalised proposed list of investment interventions. (see Table 1).

Priorities 4, 6, 8 and 9 on the Community Working Group privatisation list are not specifically identified on the list of proposed investment interventions.

Priority 4, *strengthening military heritage and tourism offering (Visitor Services, Tank Museum and Vet's Walk)* primarily relates to investment which would occur as complementary to the redevelopment of the Army Tank Museum. This redevelopment will continue to be a high priority for Council's advocacy to the Federal Government.

Priority 6, *Seymour station precinct: master plan*, has been included within the Town Centre (including Railway Station) Urban Improvement Works and Design investment intervention.

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

Priority 8, *incentivize attraction of new manufactures/retain existing* has been included within the promotion and investment attraction intervention.

Priority 9, *enhance the existing Great Victorian Rail Trail* relates to a project that is located outside the township of Seymour, as such there is limited opportunity for specific funding via this particular business case. However, it is expected that the promotion and investment attraction intervention will recognise and include the Great Victorian Rail Trail.

Community Service and Education Providers

During the development of the proposed investment intervention list, DELWP held several forums with Seymour community service and education providers. The outcomes from each of these forums were then considered by the Technical Working Group and Project Control Group.

FINANCIAL, RESOURCE AND ASSET MANAGEMENT IMPLICATIONS

The financial cost to Council associated with the Seymour Revitalisation Business Case will depend on what (if any) investment interventions are supported by the State Government budget process.

Council officers will continue to advocate and build partnerships to assist in reducing the unfunded cost to Council.

POLICY AND LEGISLATIVE IMPLICATIONS

Seymour Structure Plan, May 2018

The Seymour Structure Plan is the key strategic land use plan for the future of Seymour with an emphasis in on attracting jobs, residential growth and quality services.

The proposed investment interventions are consistent with the structure plan. Public realm upgrades to Anzac Avenue, the town centre and railway precinct are all priorities of the structure plan. Implementation of improved opportunities for interaction with the waterways, including via walkways and tracks, is also a clearly articulated aspiration of the Seymour Structure Plan.

The development of well-designed and located, multi-use community service buildings is also strongly supported by the Seymour Structure Plan.

RISK IMPLICATIONS

Table 2: Risk Ranking is determined using [ROHS201-G1- Corporate Risk Matrix](#). Risk is identified as Low, Medium, High or Very High.

Risk	Risk Ranking	Proposed Treatments	Within Existing Resources?
Funding for recommendations of the Seymour	Medium	Continue to advocate to State, Federal and partners for funding.	Yes

SEYMOUR REVITALISATION - CONSIDERATION OF INTERVENTION INITIATIVES (CONT.)

Risk	Risk Ranking	Proposed Treatments	Within Existing Resources?
Revitalisation Business case will not be forthcoming			

SUSTAINABILITY IMPLICATIONS (SOCIAL AND ENVIRONMENTAL)

The initiatives recommended by the Seymour Revitalisation business case (if funded) will make a positive contribution to the social and environmental sustainability of Seymour and the broader Mitchell Shire.

For any infrastructure project which is funded, the detailed design process will ensure consideration of improved environmental outcomes via design considerations such as energy and water efficiency, construction materials and waste minimisation.

CHARTER OF HUMAN RIGHTS IMPLICATIONS

The rights protected in the *Charter of Human Rights and Responsibilities Act 2006* were considered in preparing this report and it's determined that the subject matter does not raise any human rights issues.

CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The Seymour Revitalisation business case seeks to provide improved social and economic outcomes for the entire Seymour community, including children and young people.

The specific investment interventions which respond directly to the service needs of children and young people include the Government service building and Integrated Health and Community Wellbeing Precinct.

OFFICER DECLARATION OF CONFLICT OF INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in this matter.

CONCLUSION

The Seymour Revitalisation Business Case has identified 10 proposed investment interventions. The proposed investment interventions have been developed having considered the views of the relevant State Government Departments, local service providers and a specifically established Community Working Group. The intervention list is preliminary and would be subject to further refinement and scoping.

It is recommended that Council provide support for the list of proposed investment interventions identified, and wait for the findings of the Seymour Levee Community Engagement process to determine whether this item is supported as an intervention or not.