

Shelford Community Plan 2011



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1. Some brief information



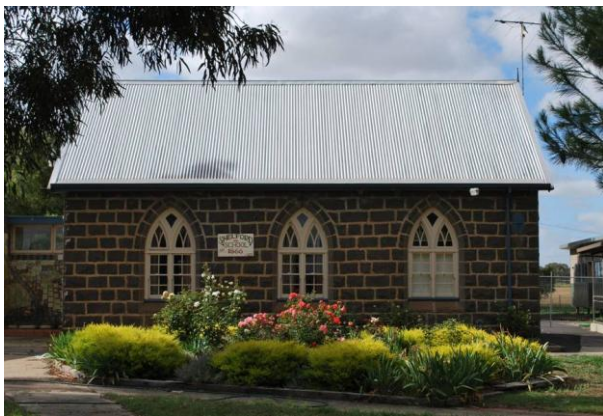
Shelford, a small township on the Leigh River, located on the main road between Geelong and Portland, was the centre of early pastoral settlement in the former Shire of Leigh. Like all of the townships in the Western District, there was a close relationship with the nearby squatting runs, but the relationship between Golf Hill and Shelford was particularly notable.

The Post Office opened on the 1st July 1847 as The Leigh and was renamed Shelford in 1864.

Shelford, like other areas in Golden Plains Shire, was once occupied by the Wautherong of the Kulin nation. There are few accounts of conflict between Aborigines and the Europeans, who settled in the Leigh Shire during the 1830s and early 1840s (Beaurepaire, 1995, *The Stepping Stone*, pp. 5-12). However, there are some accounts of early conflict in the Shelford area between new settlers and district Aborigines. During the early 1830s, conflict was reported between district Aborigines and George Russell, district pioneer and manager of the pastoral Clyde Company, who occupied land between the Moorabool and Leigh (former Yarrowee) Rivers. According to one account, there was 'trouble with natives who attacked his out-station, speared sheep and frightened shepherds.' But, by the end of the decade, the Shelford district had become more peaceful

According to the recent Golden Plains Shire Heritage Study, Shelford township 'owed its beginnings to its location on the river crossing and the nearby pastoral stations. Its first businesses were hawkers who provisioned shepherds in the 1840s when the site had already been elevated to importance by George Russell's concerns and the importance of a shoemaker, blacksmith, store, ironmonger and clothing and tobacco stores' (Huddle, *Golden Plains Heritage Study*, p. 49).

From 1957, Shelford was listed as a 'centre of new soldier settlement' in the Victorian Municipal Directories. The description remained the same until the late 1960s, when Shelford was listed on the Yarrowee or Leigh River. Twenty years later, by the late 1980s, a Public Hall was listed along with a post office, State School and church in this 'centre of soldier settlement'.



2. Community Profile



In 2006, the estimated population for the Shelford district was 432. This comprised the township area and surrounding rural areas with an extension of the rural area to the west.

The area is characterised by generally being a younger age group with 26 persons in 0-4 years old; 93 persons 5-17 years old and 40 persons 18-24 years old. In addition there was a high proportion of 25-34 year olds – 45.

Shelford also had 84 two couple families and 8 single person families. Most people were born in Australia (371) with 68 persons born overseas.

The occupation of the community were mixed with managers, professionals, technicians and trades, community and personal services, clerical and administration services and sales persons and labourers comprising most of the occupations.

The qualifications of the community were 53 persons possessing an advanced diploma or higher and 78 persons with certificate level qualifications.

Because of its isolation, most households had two vehicles or more, 105 out of the total 134 vehicles in the district. This supported the idea that most persons travelled to work (221) with 24 persons working at home.

Most people in the community owned or were in the process of purchasing their home with only 12 rentals available in the community out of a total of 137 households.

The above demographic profile relates to the Census 2006 as supplied by Pitney Bowes MapInfo.

3. The Community Process



The Shelford community undertook a review of its community plan in late May 2011.

In preparing for the community plan, the community undertook a comprehensive mail out to the community via local community planning group members providing invitations and suggestion sheets, hand delivered to residents in the township and placed in mail boxes for external residents.

The community received a number of additional suggestions on previous years and were also supported by a community youth process undertaken by the Golden Plains Shire who were able to bring additional suggestions from the youth to the public session.

The public session discussed all of the issues and reviewed the suggestions made. This opened discussion and allowed the community to fully understand the suggestions prior to determining the priorities.

The Shelford community has been successful in the past through its engagement and this process with the large number of suggestions provided a great deal of thoughtful initiatives for the community planning process.

The community planning process therefore enables the Shelford Community Planning Group to be able to develop a community plan and to move forward with surety that the final suggestions represent the requirements of the Shelford community.

4. Administering the Community Plan



The Shelford Community Planning Group will support the implementation of the community plan by:

- Coordinating the efforts of the community
- Maximising access to resources and funding
- Involving community groups and residents to contribute in the initiatives and priorities

The community planning group will ensure that improving coordination within the community is a priority in planning and developing projects. Well planned and organised projects will increase the chances of other levels of government supporting implementation.

The community planning group will also ensure that for major projects, working parties will be established that will enable broad sections of the community to contribute and participate in areas of their interest or passion. In order to undertake the various projects or initiatives the community planning group may form a new group or use an existing group to take the lead in developing those detailed plans or to implement projects.

The community planning group will undertake a review of the community plan at least every two years but is willing to amend the community plan if there is sufficient justification and a public process involving its alteration.

All residents and groups are encouraged to participate or contact the Shelford Community Planning Group to find out more and how the community plan process can help them achieve their projects or initiatives.

The current members of the Shelford Community Planning Group are:

Marlene Gillett	David Wishart
Marilyn Biddle	Gail Rose
Noel Patchett	Richard Palmer
Steve Gilligan	Glenn Jeffery
John Quelch	Shelley & Anthony Kelly

5. Community Priorities



The key benefits for the Shelford Community Planning Group to undertake the development of community priorities is to have a consistent vision and actions that will focus the community on the priorities necessary to continue improving the Shelford district.

By having a consistent vision and actions, enhances the vitality, sustainability and liveability of the community that will improve the assets and lifestyle commensurate with the community's values and aspirations.

In being able to implement the community plan requires the community to be focussed so the decisions of other agencies and Council may be consistent with the Shelford community. With a community plan, these decisions can fully reflect the resident's desire and the future development needs within the preferred set of actions.

Also by having clear priorities, allows funding agencies, including Council to apply for funds based on the community priorities since they are part of an overall integrated community plan and demonstrates the priorities based on a comprehensive community engagement process. This increases the chances of successful funding.

At the local level, community planning strengthens the relationships between community members by all community groups and residents understanding what are the key direction of the community and how can they support its implementation.

The process of identifying the priorities builds a democratic credibility into determining the future directions of the community and Shelford has undertaken a democratic process to involve as many people as possible, to be more responsive to their needs and transparent in building the community expectations through the community plan.

The following are the community priorities identified in this process:

5.1 Community Events & Activities



Shelford is very proud of its community capacity and its interaction between all the members of the community. Events are generally well supported from within the community and there is a sense of everyone working together.

Providing a range of activities within the community to regularly provide this interaction is believed to be a most important component of the Shelford community social infrastructure. The emphasis on linking all sections of the community, the past and present will enable the future to be secure.

The benefits of undertaking community events are that it engages the community to work together to undertake those events where they can connect and enjoy each other's company. In addition, where these events are larger, the Shelford community believe that there are opportunities where the community can raise money for its groups to also undertake community activities.

The development of events in the community promotes Shelford as a wonderful place to live to those people external to the Shelford community. The funds raised or the use of community infrastructure benefits the community significantly and encourages further community participation.

Actions:

- 1) Continue the duck race event as a means of raising funds for community groups and retain independence of these groups.
- 2) Preserve and display the history and heritage of Shelford through a variety of mediums including signage.
- 3) Undertake a range of children's activities to provide a means for connecting young people within the community.

5.2 Improving Liveability



Improving the liveability of Shelford enables the community to be healthy and more proud of those projects that contribute to a healthier community. The Shelford community believes that a range of different community initiatives that relate to improving liveability is also another form of making the town more attractive for other people to visit and for new families to settle or relocate into Shelford.

An active community means a healthy community and consequently recreational activities and those initiatives that demonstrate community pride are prominent in the thoughts of the community.

The effective planning of the priorities and actions helps provide a more pleasant, healthy and comfortable environment for the community in which to live and for young people to grow.

The Shelford community also believes that it is important to build a stronger sense of community that promotes liveability issues including environmental responsibilities to enhance the appearance of the community and include actions and activities that promote benefits in these areas.

The Shelford community is a pleasant place to live and the enhanced feelings and moods that increase the enjoyment of everyday life with a strong feeling of connection between people, healthy activities and the appearance of the community is a prime reason for living in the Shelford area.

Actions

- 1) Placing a basketball half court on the tennis courts in Shelford enables young people and adults to enjoy an active and healthy recreational pursuit.
- 2) Cleaning up the riverbank and maintaining them provides a level of self-esteem for the community. In previous years that community has undertaken Clean Up Shelford days and this continues with the community taking an active role in improving the appearance of the community
- 3) The development of a town entry sign to celebrate the town and to improve community pride is considered to be something for which each member of the community can be justifiably proud.

5.2 Improving Community Infrastructure



Shelford is a very fortunate place to live with significant infrastructure for a small community. However the community can always improve and continue to develop infrastructure that is going to make Shelford a better place to live.

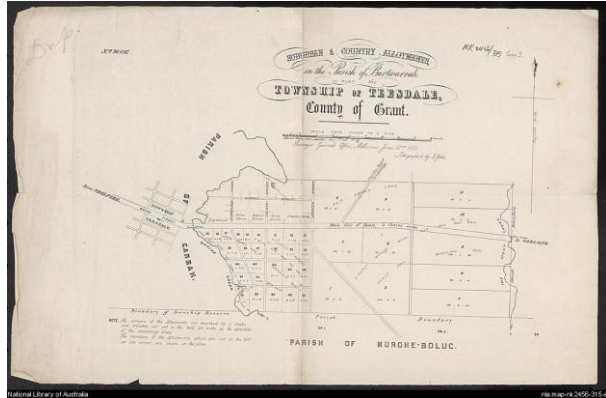
Community infrastructure projects are considered important over the next two years as a means of demonstrating a continuous improvement within the town that can be appreciated by local residents and visitors alike.

The Shelford community plan has in its development considers infrastructure is a major support for the social infrastructure that occurs within the community. The maintenance of key public facilities such as the hall and recreation reserve and their ongoing development are the key public places that are at the heart of the Shelford neighbourhood and provides the opportunity for the social fabric of the community to be retained and enhanced. The ongoing development of the infrastructure and recognition that it must be maintained for the future of Shelford is critical. Any loss of public infrastructure would be seen as adding some degree of difficulty in maintaining the social fabric of the community.

Actions

- 1) Continuing to upgrade the hall which includes repairs to the roof, replacing cladding, developing a kitchen upgrade and hot water system is an important project as the hall is considered the social centre of the Shelford community. Continuous improvement of the hall enables the hall to be used for a variety of community events and for visitors wishing to use the facilities.
- 2) Improving township appearance including grass slashing and grading the streets is a major concern for the community and one which should be included as a community planning project.
- 3) Developing a cycling and walking track between Shelford and Teesdale is a project which the community has long been considering and one which requires considerable planning Already from the eastern end, a pathway exists in Teesdale and this should be extended all the way to Shelford.
- 4) Consideration for the development of a stock and domestic supply of water by installing a pump system at the Leigh River near the recreation reserve is considered important.

5.4 Other Improvements



Extraneous and other community improvements are also important for the Shelford community that will improve liveability and attract people to the town. It also improves the capacity of people to live in more isolated locations by having key services.

These improvements are often outside that provided by Council and address what are considered to be key services for the community.

The planning and provision of adequate social and related infrastructure provides opportunities for communities to be socially sustainable. The development of these improvements in Shelford provides an opportunity to not be disadvantaged in terms of location. However the general improvements suggested indicate that the expectations by the Shelford community are reasonable and given that they have similar expectations with other communities in the Shire.

Actions

- 1) Improve signage in the Shelford township area including historical signage near the common and north of the town; places of public interest such as the old bridge and the soldiers memorial; and the soldiers settlement memorial north of the town.
- 2) Improve the internet and television reception in the community as many people now say there is no television reception at all since the change to digital.
- 3) Provide additional letterboxes to enable mail to be received in the community.
- 4) Provide a guardrail on the Shelford Teesdale Road at the top of the hill on the north side adjacent to the gully.

5.5 Shelford Youth Ideas

The Shelford community has identified through a youth discussion a range of different ideas that enable some youth activities to occur in the community.

The approach in developing some youth activities is centred on the development of appropriate family sensitive and inclusive arrangements both within Shelford and externally with other nearby communities. The Shelford community realises it cannot sustain a youth program but being included in other youth programs in adjacent communities allows participation of young people to continue to be involved in a range of activities that assist them in their growth as community members.

Such a program would allow for the continuation and development of social relationships and community connections that achieve a range of other activities and goals consistent with community planning. This project area also connects young people into the community to utilise their skills, interests and capabilities in undertaking other community related activities.

These ideas are to be developed in conjunction with Council's Youth Unit and include:

- 1) Community "get togethers" in the tri towns of Shelford, Teesdale and Inverleigh
- 2) Different sports activities that enable youth participation with such suggestions as pedal cars, regular youth activities that include talent nights, blue light disco and other initiatives.
- 3) Outdoor activities that involve the whole family.
- 4) Develop a swimming pool somewhere in the Shire
- 5) Establish a performance group within the tri towns of Shelford, Teesdale and Inverleigh.
- 6) Improve youth transport to enable youth to attend activities elsewhere.

6. Other Administrative Matters

Administration and processes

The community planning group retains the right to establish procedures that will manage community affairs when implementing the community plan. These procedures will be developed to ensure transparency and democratic processes.

Alterations to the Community Plan

Since the Community plan has been established through a public process, any alterations to the Community plan also need to be undertaken through a public process. The community planning group therefore reserves the right to establish the procedures associated with any proposed change in order to retain the Community plan as a vibrant, flexible and dynamic document.

Review of the Community Plan

The Community plan will be reviewed approximately every two years through a public process to be determined by the community planning group.

Dispute Resolution

In the event of any dispute, all parties concerned should meet, discuss and resolve the matter as soon as possible. If the parties are unable to resolve the dispute, they must hold a meeting in the presence of a person nominated through the Golden Plains Shire Council.

7. Other suggestions made at the community review session

Community Events & Activities

- Barbecue for the hall
- Tennis courts upgrade
- New leisure groups to undertake walking group sessions, crafts, gardening, cooking, men's group
- Increase youth activities
- More frequent opportunities for community to connect, e.g. social, tree planting

Improving Liveability

- BMX track or skate park
- Practice net improvements
- Windbreak around gazebo/barbecue at recreation reserve
- New synthetic pitch (cricket)

Improving Community Infrastructure

- Gravel track along river
- Improve Shelford Inverleigh Road