Kialla Landfill Site Development and Management Plan

August 2011

Prepared by: Kialla Landfill Special Committee for Greater Shepparton City Council

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MISSION STATEMENT

To provide an inspirational, sustainable and unique landscape which showcases local, regional and other Australian plants in a diverse environment for the purpose of enjoyment, education, tourism, and community strengthening.

GOVERNANCE

This project will be governed by a Section 86 Special Council Committee which will work to develop the site in conjunction with Council.

Both bodies have specific responsibilities and will work closely together to achieve the stated functions.

Governance management will also include co-operation with other partners and organisations such as Department of Sustainability and Environment (DSE), Goulburn Broken Catchment Management Authority (GBCMA), Parks Victoria, the Yorta Yorta Joint Body, Mission Australia, RiverConnect, GOTAFE and the associated 'Friends' group.

Policies and strategies for the development and management of the site will be consistent with other Greater Shepparton City Council policies.

Governance will also be consistent with the understanding that there are certain responsibilities relating to the fact that the site is a part of the State Government declared Shepparton Regional Park (map attached).

The members of the inaugural Kialla Landfill Site Committee established by resolution of Council passed on 17th May, 2011 are:

- Community representatives
 - o Bill Brown
 - o Alan Calder
 - o Sue Hunt
 - Michael Hatton
 - o Karen Kilgour
 - o Chris Smith
- Councillor representative
 - o Cr Jenny Houlihan

Roles and responsibility of the Kialla Landfill Site Special Committee

The Functions and Powers are laid down in the Greater Shepparton City Council Instrument of Delegation Kialla Landfill Site Committee document (Attachment One). It should be noted that the Mission Statement, Guiding Principles and other objectives documented in this plan are based on the five main functions of the committee. These are:

- 1. Preparing a development and management plan for the site which will include landscaped dry climate garden areas, wetlands and a bushland regeneration area.
- 2. Maximising the sustainable use of facilities.
- 3. Minimising the Council's public liability risk exposure.
- 4. Encouraging public interest and maximising involvement and participation of the community in the development and use of the facilities.
- Establishing and implementing policies for the successful management of the facilities which are consistent with the directions and instructions of the Council.

Roles and responsibilities of Council to the development and management of the site

The Council is the owner of the land upon which Kialla Landfill Site is located and consequently has a range of roles and responsibilities with regard to the site.

The roles and responsibilities of the Council will include:

- Performance of routine maintenance within the site including mowing and slashing of designated areas, including trees.
- The management (control) of a range of pest plant species in consideration of seasonal conditions and available resources.
- Monthly general site inspection of the site.
- The completion of regular safety audits to ensure that all infrastructure within the site is safe for all users.
- The management of infrastructure/assets contained within Kialla Landfill site to ensure that it meets safety and other requirement of the Council.

- The repair of any damaged infrastructure within the site subject to the council's annual budgetary process; i.e.
 - o Fencing maintenance.
 - o Paths and rails.
 - o Roads maintenance.
 - o Parks furniture (where provided).
 - o Signage.
- Consider vehicle and equipment hygiene.
- Where appropriate, consultation of proposed activities with the Committee of Management.
- Identification of a designated officer for all contact with the Council for day to day maintenance at the site.
- Develop a works program in consultation with the Committee of Management.
- An annual operation budget is nominally provided for general horticultural and asset maintenance.
- Budget and service levels controlled and monitored by Recreation and Parks Branch, with most horticultural and asset maintenance services delivered by Operations Branch.
- All minor operational and maintenance issues are best resolved through Council's Customer Service Desk – 5832 9700.
- Any other issues should be directed to the Council's Team Leader Parks or raised as agenda items at Committee Meetings.
- Committee reports to Council through the Council's Recreation and Parks Branch.
- Committee does not "direct" or "instruct" Council officers.

DESCRIPTION OF SITE AND ACCESSIBILITY

The site sits to the south of the Goulburn River and west of the Broken River at the end of Kialla Tip Road, which is off Riverview Drive (Attachment Two).

The overhead perspective shows that the site is located close to current and future Southern Growth Corridor residential areas and Victoria Park Lake. A Greater Shepparton City Council plan to provide a bridge over the Broken River to the east of the site when funding becomes available will provide shared pathway access into the site from those areas.

Vehicle access is currently available from Riverview Drive and via Watt Road to Mooroopna. As there is a section of Crown Land linking the bushland area of the site to Watt Road, this leads to the possibility that shared pathway access may be able to be provided from Watt Road into the site. This would make the site readily accessible to Mooroopna residents.

In the future, an additional shared pathway could be created along the southern boundary of the Broken River between the Goulburn Valley Highway and the site by utilising the Council reserve which encompasses most of the vegetated section along that stretch of river and linking this with existing pathways to the east of the highway.

Across the entire site, the mound is the only section of the site not within the Urban Floodway. However, as the context is recreational and there is a section of suitable land along the edge of the southern slope, certain infrastructure is allowed. The unusual elements of the site pertaining to the location and resulting from prior use have been used as positive opportunities by the landscape architect to create interesting design outcomes.

These characteristics set this site apart from any other place in Greater Shepparton and therefore provide a focal point, making this site a specific 'destination point' along the river, both for locals and visitors.

The landfill site is a total of 22.6 hectares in size. Due to the scarring left by the borrow pit and the 'tip' area ', only about one third of the site has remained as bushland, which is in relatively good condition.

This natural area takes up the northern part of the site and also extends further around to the south at the western end. The scarred area has been shaped into two main sections. The low area between the mound and the bushland section is a large scooped-out section which covers approximately one third of the site. It was dry for years due to the drought, but since the 2010 floods has contained water.

The current landscape design allows for this area to be intermittently dry or wet. The committee will be researching the possibility of keeping water in at least part of the low section.

During construction, the mound was covered with a layer of clay; a requirement of landfill reclamation. The theme for this area is for landscaped dry-climate gardens and presents a challenge in both design and horticulture. The lookout space constructed on top of the mound, with pathways leading to the highest point, creates stunning views across the surrounding landscape and a 'bird's eye' view of the garden spaces onto the terraced areas and across the remainder of the top of the mound. The current landscape design for the mound recognises that a 'rooftop garden' concept will capitalise on the topography now created on the site.

HISTORY OF SITE

Aboriginal historical perspective

A Cultural Heritage Management Plan for the Kialla Landfill site was conducted in 2008. As a result, two areas of significance within the site have been fenced off for protection.

Early settlement

The Kialla Village Settlement (Honeysuckle Park) - The following information and quotations are from a book titled: The History of Kialla Settlement (Honeysuckle Park) 1893 – 1993 - Written and compiled by Kitty M. Weight (nee Loffel).

The two reference maps (Attachment Three and Four) show the changes in ownership from the first selectors in 1893 to the owners of blocks in 1993. There are four blocks Nos. 19,20,21,and 22, which changed from private ownership to the City of Shepparton during that time. In her book, Kitty Weight explains the circumstances in which these title changes were made. The following excerpts give a brief account of the stories.

'Block 19 was the first block selected by John and Jane Loffel. This block was very flood prone, so they moved up to Block 12....Their son William, with his family, lived there for a few years....In 1913 Jane, now widowed, sold to Robert (Bobby) Watt. Other owners: James Guthrie, Matilda Guthrie and W Mazzochi....In the early 1940's a Mr. Butters conducted a piggery there... In 1955 there were three homes on it. In 1972, the block was confiscated by the Shepparton City Council, for the Mayor, Councillors and Citizens of the City of Shepparton. It was used as a rubbish tip between 1973 and 1985'.(p108)

'Block 20 was originally selected by Amelia Edwards. Like a lot of the blocks in this area it was usually an extra paddock to run their stock. It changed hands quite often. First to Robert (Bobby) Watt, then to Thomas Watt, William Mazzochi, Baden Howe and Richard and Georgina Dealy. Finally it too, was confiscated by the Shepparton City Council and along with 19, was used as a rubbish tip.' (p108)

'Block 21 was selected by Mr. George Venables....This block which adjoins the Broken River was more likely a holding block for stock...This block was bought by Charles Norton.....and passed on to his son, Charles.....Next owner, William Mazzochi, dealer, used to rent it out to numerous campers...Mr Mazzochi died in 1964. His executors sold to Thomas Gribben and Ernest Maskell, contractors, for removal as soil and filling. Before this happened it was confiscated by The Mayor, Councillors, and Citizens of the City of Shepparton for use as a rubbish tip. This did not occur.'(p109)

'Block 22....was originally selected by Charles Norton, grazier and dealer of Shepparton. In 1940 Charles William Norton took over the property on the death of his father. It was further owned by W.Mazzochi, Baden Howe,Richard and Georgina Dealy...Finally it was confiscated by The Mayor, Councillors and citizens of Shepparton, along with three other blocks, 19,20 and 21 for use as a rubbish tip, but not used.

The History of Kialla Settlement (Honeysuckle Park) 1893 – 1993 - Written and compiled by Kitty M. Weight (nee Loffel).

Use as a landfill site

Following the purchase of the land by Shepparton City Council, land-filling commenced in 1972 with approval from the Health Department. After some stops and starts, this continued until 1987 when the site ceased to be used as a rubbish tip. The City of Shepparton developed the current transfer station in Wanganui Road in conjunction with a new landfill at Cosgrove following closure of the Kialla site. The closure date was confirmed by the discovery of a newspaper found just below the surface during the recent rehabilitation works.

As a result of the 1994 Council amalgamations in Victoria, the Kialla Landfill site became part of the newly formed Greater Shepparton City Council and was identified for rehabilitation within the 10-year program.

Rehabilitation of the site

In 2002 Greater Shepparton City Council developed some initial landscape design concepts. This was followed by more detailed landscape and engineering designs a few years later. This stage of design was based around information gained from a site feature survey, a cultural heritage management plan, a fauna and flora survey, soil analysis and a landfill gas assessment. A planning permit was then obtained to rehabilitate the site, followed by the production of a landscape concept plan which was approved in principle by Council in 2009.

A contract to rehabilitate the site was awarded to Goldsmith Civil & Environmental and, after many years of planning and preparation rehabilitation works were completed.

From an engineering perspective the basic design principle was to reduce the batter slopes to a grade of three horizontal to one vertical. This grade is sufficient to enable grass to establish and prevent erosion. Grasses planted were a mixture of winter and summer native varieties. Landfill gas testing revealed almost no landfill gas being produced at the site. This is consistent with the theory that landfill gas production was at a maximum at closure, tapering off to almost zero after approximately 20 years.

The site was capped with compacted clay to 500mm thickness with 300mm of topsoil for the final layer. Mature bio-solids (sewage sludge) was mixed in with the topsoil to enhance the condition of the poor quality local soil. This was approved by the Environment Protection Authority (EPA).

A number of landscape elements were also constructed including a 6 metre high lookout area, graded walking paths and a mountain bike track at the western end of the site.

The total project cost including design, landfill rehabilitation and landscaping elements was approximately \$1,480,000. A grant of \$150,000 was obtained from the state government towards the project.

An open day for the public was held at the site in January 2010 and submissions to Council were received. Following a strong and favourable response from the community to the plans for the site, the Council appointed a Special Committee in 2011 to oversee further landscape development of the site. This Development and Management Plan is the first stage of that process.

GUIDING PRINCIPLES AND ASSOCIATED ACTIONS

To achieve a unique site which reflects Council's policies and showcases the characteristics of Greater Shepparton, the committee has developed a set of principles which guide the planning and management of the project. These are listed below, along with some of the activities which are designed to put the principles into action. Over time, the list of actions will grow and some may need to be adjusted, due to the evolving nature of the project.

1. Community involvement in the development, management and enjoyment of the site is critical in order to maximise community strengthening.

One main function of the Kialla Landfill Site Special Committee is 'encouraging public interest and maximising involvement and participation of the community in the development and use of the facilities' (p2 Schedule To Instrument of Delegation).

Multi-functionality is the major key to achieve the maximisation of use and value of the site to the Greater Shepparton community. There are many and varied 'communities of interest' who are able be targeted and catered for within the management and development of this project.

The indication of strong interest has already been evident with a positive response from almost all submitters to the original concept plan approved by Council. The public open day held at the landfill site on Sunday 31st January, 2010 was attended by approximately 300 people. The three main design-features in the concept plan (ie. natural bushland, wetlands and the mound with landscaped gardens and lookout structure) were supported, with a strong preference for using native species across the site and strong support for 'gardens'.

In order to harness this positive feedback and ensure that opportunities are provided for maximum usage, the original concept design has been retained, with some additions and adjustments.

Maximising interest and involvement by individuals and groups will help drive the project and create a lasting and valued asset for the community and visitors. This positioning is inline with the principles of Asset Based Community Development (ABCD), a Community Strengthening strategy which has been used by Greater Shepparton City Council over the past few years.

'Asset Based Community Development rests on the principle that the recognition of strengths, gifts, talents and assets of individuals and communities is more likely to inspire positive action for change than an exclusive focus on needs and problems.....People are seen as engines of community action, and as a source of power and leadership, these are considered assets of the community'.

p5-6 'Inspiring Communities: Building Communities from the Inside Out' Greater Shepparton City Council Conference Document.

Associated actions

- Compile a list of groups and key individuals considered to be the major 'communities of interest' associated with this project and plan a strategy for initial contact and on-going engagement with each.
- Target the following 'communities of interest' as key groups:
 - People interested in gardening;
 - Service organisations;
 - Photography clubs;
 - Bird watching clubs;
 - History groups;
 - Indigenous weaving class;
 - Younger people through use of contemporary design and by including play and recreation spaces;

- People interested in environmental sustainability principles at work;
- People interested in experiencing the integration of art and horticulture;
- Older-persons' groups;
 and
- School and tertiary education students.
- Contact education groups such as primary and secondary schools, GOTAFE,
 La Trobe University and any other interested organisations which may view inclusion in the project as an educational opportunity.
- Seek partnerships between the Committee/Council and educational institutions to provide opportunities to be involved in landscaping, horticulture, maintenance, data collection, environmental sustainability and public art.

- Explore the setting up of short and long-term partnerships with work experience and work project groups. Provide opportunities for crosscultural activities. Landscape design within established brief to suit overall design.
- Establish a 'Friends' Group.
- Organise an Open Day to showcase the site and the project plan to the community. This will be an important opportunity to showcase the project and will be a springboard for harnessing community interest and engagement.
- 2. Environmental sustainability is paramount and will be clearly demonstrated in the provision of infrastructure, landscaping and educative features.

This project presents Greater Shepparton City Council with an opportunity to initiate and develop a 'lighthouse' project in relation to demonstrating what can be done with a landfill site. Sound planning, creative thinking and efficient operation throughout the project's development and management will reduce wastage, minimise water-usage and lessen operating costs. It will set a positive example to the community. Commitment to the principles of sustainability within the treatment of and interaction with the natural environment and also in the provision of built infrastructure will stamp this project as one of excellence.

Contemporary 'green' technology and best environmental practice will guide the provision of facilities and services to be placed on site wherever possible eg power, water, toilets, shade shelters. This will be subject to initial and ongoing investigation as the site is developed and will, to an extent, be dependent upon the availability of funding.

The project aims to ensure that there is an 'adaptability' factor built in which takes into account current climatic conditions and future climatic predictions.

Best practice sustainability gardening techniques will be used.

The practices used on-site will demonstrate water-wise gardening and promote the knowledge of indigenous plants, including their purpose and their place, in the natural bushland area of the site

Associated actions

- Collect seed from indigenous flora species and propagate on-site. Involve people and organisations with local knowledge to assist.
- Develop and use water collection and water saving strategies.
- Demonstrate and educate about the use of water-wise gardening.
- Explore solar and other renewable means of power sources for use on the site.
- Target outside funding available for environmental sustainability projects.
- Use locally resourced recycled materials whenever possible.
- Develop a Weed Control Program.
- Allow for natural regeneration of local plant species in designated and appropriate areas.
- Use local indigenous seed and direct seeding where appropriate.
- Decide on a waste policy for visitors eg should there be a 'carry in, carry out' policy.
- Implement the Greater Shepparton City Council off-set planting policy whenever possible.
- Provide interpretive signage which explains the site, its place as an integral part of the local natural environment, and the activities on the site.

3. Plants will be restricted to indigenous and other Australian species.

The site will contain a living plant collection which showcases local flora and presents ways in which native flora can be used in horticulture and landscaping. This will give the site a unique character and provide many opportunities for education. Display native plant species in their natural habitat and in gardens (home and business) Local knowledge will be sought to ensure that appropriate plants are selected and placed in suitable positions to enhance longevity, minimise maintenance and reduce water dependency.

Associated actions

- Showcase indigenous species in their natural setting by regenerating the bushland area.
- Showcase wetlands species.
- Showcase indigenous and other Australian species in landscaped display gardens areas on the mound.
- Showcase Indigenous Weaving Garden plants to be used in basket and artistic weaving classes at the Shepparton Art Museum.
- Provide interpretive signage and printed information about the plant species used, how to grow them and how to use them in gardens.
- Set up a method of recording data pertaining to the living plant collection.
- Include an endangered plant species section.
- Attract native birds back to the area by providing appropriate bird-habitat across the site (due to settlement, land-use and other factors over many decades, the number of bird-species in this location has diminished considerably).
- Provide a screen of acacias along the northern and western boundaries of the site to provide bird habitat and to visually screen the railway track.

4. Active and passive recreation will be encouraged by design and through organised activities.

The site will be predominantly a place of rest and relaxation, close to the city but away from noisy traffic. It will provide a diversity of spaces within the site to suit people of all ages and abilities and encourage people to stay longer to explore, to learn and to enjoy the experiences. Cycling and walking to and from the site will be encouraged and a 'family friendly' environment established and promoted.

Associated actions

- Ensure that the landscape design and facilities are suitable for attracting and holding the interest of a diverse group of people.
- Create spaces which promote relaxation and give opportunities to enjoy a quiet, peaceful environment eg native bushland walks, labyrinth.
- Create educational opportunities on walks eg plant identification walk, children's garden with natural bush-style themes.
- Include pathways and features which encourage movement around the site as well as to and from the site.

- Ensure cyclists and pedestrians are not in conflict with the use of spaces.
- Provide places of rest eg seating, shade areas, rails to lean on.
- Promote the site as a place for inclusion in sport, such as triathlons, training, marathons: for example, schools which hold triathlons and distance events would be encouraged to use the hilly area and bush tracks throughout the site.
- Use the 'repaired' and modified four-cross track at the western end of the mound to create a hillside bike track for recreational cycling.

5. The site will be an accessible place for all

As much as is possible and reasonable, given the constraints of the site, Universal Access principles will be applied to the development. The best means to enhancing physical and social inclusion will be sought through the application of Greater Shepparton City Council policies.

Associated actions

- Consult with the Disability Advisory Committee (DAC) through the Greater Shepparton City Council Planning Process.
- Consult with the DAC Parking Sub-committee and officers regarding the provision of Disability Accessible Parking Bays.
- Enhance opportunities for social/cultural inclusion and connectedness.
- Provide signage which is clear and easy to understand across a range of abilities.

6. Local materials will be used and showcased as a first preference

There is a desire to use this project as a means of demonstrating pride in local resources. This is a cost-effective measure as cartage is minimised and materials such as mulches are able to be accessed at low cost. Environmental sustainability will be enhanced and educational opportunities will be increased, leading to more understanding about our region, encouraging people to transfer ideas to their own gardening practices and demonstrating that Council is 'practicing what it preaches'.

Supporting local businesses is an important outcome of this principle, as is the reduction of waste going to landfill.

Associated actions

- Identify local materials suitable for use on-site: egs
 - o Crushed concrete from Greater Shepparton City Council waste
 - Crushed bricks from Greater Shepparton City Council waste
 - Green waste compost from Western Compost 2 grades
 - Bio-solids from Goulburn Valley Water (GV Water)
 - o Soft fall from Greater Shepparton City Council saleyards
 - Quarry overburden from Dookie quarry
 - o Apricot and peach stones from SPC/Ardmona
 - Red gum recycled from bridges
 - o Railway Sleepers from VicTrack
 - o Obsolete detheridge wheels from GV Water
 - Plastic fruit Bins from SPC/Ardmona
 - Old windmills –water theme
 - o Grape stems from local wineries
- Establish an inventory of local materials with additional information related to possible uses including availability, cost, and any associated risks.
- Use on-site signage and marketing material to communicate the incorporation of local materials in the project.

7. Four specific local themes which reflect the dominant characteristics of Greater Shepparton will be featured.

The following themes have been selected.

- 1. Biodiversity flora and fauna.
- 2. Food and Irrigation their importance to this region.
- 3. Home of Many Cultures includes the indigenous and migrant cultural make-up of the Greater Shepparton community.
- 4. History of the site and the surrounding area.

It is the intention of this development to use the opportunity to showcase the characteristics of Greater Shepparton. This will relate to the environmental, social and economic factors and involve historic and contemporary perspectives. The area of landscaped gardens in particular will allow interesting perspectives and opportunities for creative representation and education. Thematic representation can be evidenced in sculpture, murals, design set in paved areas and garden beds, symbolic use of plant presentation, colour, signage materials used, marketing materials and organised activities.

Associated actions

- The Landscape architecture design will include the principal themes.
- Artistic representation will include subjects, shapes, colour and texture which make reference to, or depict, the main themes.
- Educate about the relationship between irrigation and a healthy river system.
- Establish the Indigenous Weaving Garden in the early stage of development.
- Document past human habitation on the site.
- Document the range of past uses of the site.
- Document the flora and fauna found on the site.
- Include reference to the themes in the marketing plan.
- Investigate the feasibility of viewing old waste through a strip of Perspex placed on part of the slope.
- Highlight the Red Gum Railway trestle bridge.

8. The project will provide opportunities for the improvement of the physical, intellectual and mental health of our community.

Maximising the value of this project to the community will only occur if the needs and interests of residents are sought, understood, taken into account and acted upon. The advice sought to enhance physical, intellectual and mental health will be evident in other Council policies and strategies. Information about inclusion of suitable features and activities can also be sourced from professional organisations.

Physical benefits will result from attracting people out to the site on shared pathways and to encourage activity on the site. Involvement in actions associated with the development and maintenance of the site will also present opportunities for activity eg weeding, propagating, planting.

Intellectual development is associated with the educational opportunities being built into the design eg plant recognition, explaining environmental sustainability principles used in the project and the more formal links between work projects and tertiary level courses.

Mental Health has traditionally been given less attention in relation to the planning and provision of positive spaces. This project presents an opportunity to provide a facility which is conducive to promoting mental health and well-being in the modern context.

Associated actions

- Design the landscape to provide spaces for both active and passive pursuits.
- Investigate the building of a labyrinth. There is an increasing trend towards
 providing features such as this for health reasons and to create additional
 interest. This will provide an opportunity for the young and the old to be
 together in the same space.
- Provide opportunities for the pursuit of physical activity, eg walking, training, foot racing events, gardening, cycling (safety for pedestrians to be considered).
- Liaise with local Mental Health organisations to gain advice about the types
 of spaces which could be used to enhance positive mental well-being.
- Liaise with members of the Greater Shepparton City Council Older Persons
 Advisory Committee to explore ways in which older people are able to be
 engaged in the project.
- Liaise with the Greater Shepparton City Council Disability Advisory Committee.

9. Establishing ongoing economic benefit to the community is an important aspect of the project.

Economic benefit will result when a town, city or region has assets which enhance community well-being and happiness, which encourage people to remain living in the area, attract people to come and live in the area, attract tourists to the area and to get them to stay longer once they are here.

There is evidence that gardens are a major attraction to residents and tourists. In the public submission stage of the KLF Site concept plan proposal a submission from the President of Tourism Greater Shepparton stated that 'statistically, nearly 50% of Australian adults visit botanic gardens or public gardens once a year, second only to cinemas and ahead of Art Galleries'. This view has since been reinforced by the Goulburn River Valley Tourism (GRVT) Development Plan, in which the KLF site development has been supported. This can be used as a lever for attracting funding.

The nature of the development of the site, with partnerships and volunteer input as a major strategy, is of economic benefit to the community because significant works on the site will not depend on ratepayer funds alone.

Associated actions

- Work with the Greater Shepparton City Council grants officer to attract funding.
- Increase the number of visits to Greater Shepparton and encourage more overnight stays by promoting this project as a new and exciting development, worthy of revisiting on a regular basis to observe progress and activities.
- Wherever appropriate and possible, support the local economy by using local businesses for the supply of materials, advice, labour and product.
- Investigate the possibility of using carbon credits to raise revenue.
- When appropriate, promote the project as an important community and tourist asset.

10. An emphasis on cost-effectiveness will ensure that value for money is achieved.

To a considerable extent the nature of this development will be driven by a combination of available funding and in-kind community contributions. A progressive, staged development strategy means that actions can be tailored to meet available funding. This project has a multi-faceted focus, with many components spread across differing aspects of society and the natural environment. This enhances the prospect of attracting outside funds and will provide a solid foundation from which to launch funding applications and, as a result, lessen the reliance on funds from ratepayers.

There is scope in this project for the involvement of local landscape designers, either by invitation, expressions of interest and competitions. The committee has seen successful examples of this at the Australian Botanic Gardens at Cranbourne, where people were invited to submit landscaping ideas as part of a competition. This will ensure local ownership and interest and lessen the need to engage expensive consultants for the entire project. However, in order to achieve consistent design across the site a 'master' landscape architect will assist the committee in approving design elements to be included.

Associated actions

- Decide on broad stages of development.
- Prioritise the stages of development and suggest timelines.
- Determine the most cost-effective means of delivering each stage, using all possibilities available.
- List potential funding sources.
- List 'in-kind' support opportunities. Note that the community strengthening aspect of this is of immense value. There are many ways in which community input is able to be harnessed without compromising the quality of the product.

11. Improving access to and developing the appreciation of our rivers and riverine areas will help to develop an understanding of our environment and encourage use of indigenous plants in home gardens.

Due to the site's location, close to the Goulburn and Broken Rivers, there is an obvious opportunity to further the appreciation of local rivers and the riverine environment. Within the bushland regeneration area there exists healthy stands of mature indigenous trees and smaller plants. The project proposes new plantings within the bush area and the creation of a sand pathway to lead people through the area to closely observe and appreciate the plants in a natural setting.

Signage which educates about local flora and the associated fauna will be a feature of the project. Local people who have extensive knowledge of the river environment will be invited to conduct tours and educational programs for visitors and school groups. The 'Friends' group will also be available to assist.

Further appreciation of indigenous flora will be possible by observation of the use of native plants in more structured landscaped gardens areas on top of the mound. This will include demonstration of methods of achieving successful dry-climate gardening in the home garden, extending the appreciation of local flora into the home setting.

Associated actions

- Relate actions to the RiverConnect development plan.
- Ensure that a close working relationship with other relevant agencies is established and maintained eg GBCMA, Parks Victoria.
- Arrange tours of the area aimed at providing education about the natural environment, history, horticulture, etc. There are people in the community who are willing to do this. Training for volunteers could be arranged.
- Display indigenous and other Australian plants in examples of garden landscaping which reflect the predominant styles used in home and commercial gardens today and how gardens may look in the future.
- Establish a propagation area for people to grow local plant species.
- Provide species for sale which have been showcased on the site. This will
 encourage the use of Australian plants in the home garden, assist
 fundraising and provide a role for volunteers. Typically, this role is adopted
 by a 'Friends' group.

12. Public art throughout the site will add interest and demonstrate the place of art in reflecting and representing local themes and creating interest.

Throughout the site there will be a co-ordination of design featuring a blending of structural components, plant displays, sculptures and other artistic features. This element of design will be strengthened through advice from the Greater Shepparton City Council Art Museum staff.

Artistic display may be of a permanent or temporary nature and will reference the guiding principles of the project. The merging of art and horticulture to reflect historical perspectives, cultural diversity, food and irrigation and biodiversity, along with the use of local materials, will serve to stamp the uniqueness of Greater Shepparton on this site.

Associated actions

- Work with Shepparton Art Museum staff to assist in the development of a public art strategy for the development of the site.
- Consider organising competitions for key art pieces.
- Ensure that the 'artistic' presentation of art and horticulture is promoted as a key feature across the site.

13. The importance of tourism to the local economy and the need to develop additional local tourism product will be recognised and accommodated.

The benefit of including a 'tourism development' component in the plan is supported at both the local and regional level. The Greater Shepparton City Council '2011- 2014 Tourism and Major Events Strategy' lists the following weaknesses in local tourism:

- 'There are no activities aimed at developing and supporting Product Development'; and
- 'There is a lack of properly identified and understood product'.

The development and marketing of the site will assist in addressing this issue by developing a strong product. Some of the 'Themes and Success Factors' (Section 5.0 of the Tourism Strategy) are being incorporated into the site development in both design, the type of infrastructure proposed and community activity and involvement. They are 'Sustainability, 'Destination Management', 'Authenticity', 'Community values' and 'Differentiation'

In relation to the regional context, Goulburn River Valley Tourism (GRVT) was established in 2009 as an initiative of four councils; Greater Shepparton, Mitchell, Murrindindi and Strathbogie. The 2011-2016 GRVT Development Plan highlights 44 strategies which will be the focus of achieving product development, infrastructure development, industry support and development and administration and monitoring. On page 104 of the Tourism Development Plan the Kialla Landfill Site project is supported. It is documented as follows:

Botanical Gardens: Shepparton has limited natural attractions product compared to the other municipalities in the Goulburn River Valley Tourism Region. A recent opportunity to grow Shepparton's natural attractions product has come to light with the potential to redevelop the Kialla Landfill Site into a new-generation botanical garden.

Strategy 19. Goulburn River Valley Tourism to support the establishment of a new-generation botanical gardens in Shepparton.

Associated actions

- Invite the Greater Shepparton City Council Tourism Manager and the CEO of Goulburn River Valley Tourism to a Committee meeting to discuss the place of this project in the tourism spectrum.
- Develop a tourism plan for the site in conjunction with Greater Shepparton
 City Council Tourism Strategies and Goulburn River Valley Tourism.
- Meet with Tourism Greater Shepparton to explain the project and invite their advice and input.
- Work with the Visitor Information Centre to promote the site. This will
 include the production of maps and brochures to provide information
 about the project and to use when visitors are at the site.
- Use the staged development of the site as a means of drawing visitors back to the site on a regular basis.
- Produce a brochure for distribution to Information Centres.
- Strongly support the provision of the bridge over the Broken River as a key municipal tourism asset that will provide an off-road link between the city centre, Victoria Park Lake and southern residential areas in Shepparton and help realise the economic and community values of such a link (Attachment Five).

LANDSCAPE DEVELOPMENT PLAN

The current landscape Master Plan (Attachment Five) has resulted from the further refinement of the Concept plan which went out to the community for feedback in early 2010. Following consideration of the positive community response to the plan and a visit to the Australian Botanic Gardens at Cranbourne, the committee decided to retain that same landscape plan with a few changes. These changes were necessary for safety and aesthetic reasons as well as a recognition that some infrastructure was required in order to fulfil the potential of the site.

The changes were as follows:

- The addition of a natural bushland track which will enable greater enjoyment of and opportunities to learn about indigenous plants in a natural setting.
- The extension of the natural bushland track to link with the landscaped gardens on the mound.
- A reworking of the steep and erosion-damaged four-cross bike track into a
 downhill track suitable for walking and slow bike riding. This is now called
 the 'Forest Entry Track'.
- A more artistic and extensive configuration of the Australian low water-use landscaped gardens on top of the mound, due to additional space being available when the 'moguls' (which were part of the four-cross track) were removed.
- A designated space for a compound and amenities.
- An indigenous wattle plant screen along the northern boundary of the site.

The landscape design has been produced by CPG Australia Pty Ltd in Melbourne. The landscape architect responsible for the design is Rob Cooper, Senior Principal – Landscape Architecture, Urban Design and Planning.

The landscape plan clearly echoes the three principal features which existed at the time the decision was made to rehabilitate the site. They are the bushland area, the borrow pit, and the rubbish mound. These three components have been linked by clever design which respects the three distinct inherited features of the site and integrates them into one. The committee believes that this overall design integrity and quality must be retained in order to maximise the interest in and establishment of the site as a significant asset to the Greater Shepparton community.

Area 1: The Riverine Grassy Woodland area in the northern section of the site.

Protection and reinstatement of indigenous vegetation is a priority in this area, which is naturally suited to the presentation of indigenous species in a natural setting.

Regeneration of local species will also occur, in addition to the plantings. There is a strong link with the Broken River, which abuts the site. The proposed pedestrian bridge across the Broken River will link with existing shared pathways and the Goulburn River nearby.

Area 2: The Wetlands area.

The Wetlands area with sculptural vessels, rock-work, water retention basins and an associated indigenous weaving garden will feature additional displays of local species.

An opportunity to showcase native plants in semi-natural/water settings in conjunction with artistic structures and design will define the character of these wetlands. Erosion control and revegetation is required around the 'borrow' area to cover the scar left by earthworks and erosion over many years due to topsoil being used to cover the rubbish brought into the site over many years.

Area 3: The large mound.

The large mound will feature a contemporary garden design, lookout points and sloping landscaped areas.

This is an opportunity to showcase Australian plants in modern, low water-use gardens which educate and encourage people to transfer these ideas to home and commercial landscaping. A range of Australian species will be necessary to meet the challenge of growing plants on such an exposed area with a relatively thin layer of topsoil. The mound can be described as a 'rooftop' garden situation, with the clay cap being the hard 'roof' with the plantings being placed above that. This situation lends itself to imaginative and clever dryland gardening and will demonstrate water-conservation techniques and the importance of selecting appropriate species.

The Committee has replaced the washed-away four-cross downhill track with a planned modified version of a winding and sloping track at the western end of the mound. It is suitable for both walking and slow-cycling. The moguls which were originally constructed on the western end of the mound as part of the four-cross track were found to be severely damaged through erosion. This represented a safety risk. The Committee decided to have the moguls removed and return the shape of the top of the mound to a flat area, in keeping with the original landscape design. This also restores the view from the top of the mound towards the western bushland near Mooroopna.

NAMING OF THE SITE

It is crucial that the name given to the site reflects the mission statement, the roles and responsibilities of the Special Committee and the objectives and guiding principles of the project. All these have been clearly stated in this document.

Ideas, suggested names and keywords put forward by the public during the community consultation period in 2010 were considered in relation to achieving the objectives.

In this internet age it is necessary to use carefully selected keywords for the name of a major municipal asset. The words suggested by the committee for the principal name are keywords which people are most likely to enter when using search engines to find specific places. Using the most effective keywords will enable people to access information quickly and with ease, whereas unusual and less common words will not.

The name needs to state clearly what the site is and where it is situated.

After careful consideration a name was formulated by the Committee in order to accomplish the range of requirements stated above. Each word was selected for the role it plays in stating the location and the purpose of the project and to reflect the unique characteristics of Greater Shepparton.

It is in the form of a principal name, with an associated tagline.

The selected name and tagline is:

AUSTRALIAN BOTANIC GARDENS - SHEPPARTON

a new-generation botanical experience

Explanation:

'AUSTRALIAN' – Denotes plant species used across the site ie. the bushland regeneration area, the wetlands and the landscaped gardens on the mound. All plants will be Australian, with particular emphasis on showcasing indigenous (local) species wherever possible.

'BOTANIC GARDENS' – The emphasis on showcasing plant species and the education connected to those plants is what sets a 'botanic garden' apart from other types of gardens and parks. The following quote explains this:

Botanic gardens are places to showcase collections of living plants for the purpose of display and education. They can be traditional or modern, use introduced or indigenous species, or are a combination of both. (Wyse Jackson 2000)

The 'Australian Botanic Gardens – Shepparton' will be modern botanic gardens which are designed to showcase local, regional and national species across the site. There will be an emphasis on educating the community about Australian plants, and will encourage use of indigenous and other Australian plants in the home garden.

'A NEW-GENERATION' – This section of the 'tag' denotes a new modern means of showcasing plants in keeping with Greater Shepparton's contemporary style. It recognises that we have a relatively young history and city, an emphasis on young families, and continual migration over many decades resulting in culturally diverse new-generations.

'BOTANICAL EXPERIENCE' – An 'action' term which refers to the activities which will take place within a project which specialises in displays of plants in a variety of settings. The activities can be very passive to very active. The variety of design elements, many pathway options within the site and community involvement in the delivery of the project will lead to opportunities for many different experiences, such as exploring the various components of the site, running, cycling, work projects, holding a range of events, fundraising, picnics, walking up to the lookout point, photography, bird-watching, assisting with maintenance, involvement in the 'Friends' group, tour leader, etc

In addition, the selected name:

- -achieves a position of equality with other regional cities and major towns
 which have this type of product to market and put forward as a major
 municipal asset for their communities; and
- -establishes valuable opportunities for gaining funding, particularly from government sources.

INFRASTRUCTURE

The nature and location of the site presents some specific and challenging situations with regard to the provision of infrastructure. However, the provision of at least some infrastructure is critical for the maximisation of use by the community, which is a key requirement through the Instrument of Delegation.

Apart from the mound, the site sits within the Urban Floodway Zone (Attachment Six). Initial discussions with the GBCMA Flood Plain Manager and Greater Shepparton City Council Manager of Planning indicates that some infrastructure will be permitted within the following parameters:

- The facility must be used for community recreation purposes; and
- Provided that buildings and other structures are located close to the southern side of the mound and do not pose any additional obstruction to flood flows.

There is a section of land within the site which satisfies these requirements. (see map) This long narrow section of land along the base of the southern face of the mound is of sufficient length and width to enable required infrastructure to be provided, such as carparking, an information centre, an amenities block, a compound for on-site work equipment and a plant propagation area. Additional parking is able to be provided on the road reserve which leads from Riverview Drive into the site.

Confirmation for proceeding with the establishment of some required elements of infrastructure will need to be formally approved by means of attaining a Building Permit from Council.

'Green', sustainable infrastructure is the preferred choice for this site. However, as increased usage eventuates it is likely that power, communications, sewerage and potable water may need to be sourced. The locating of infrastructure at the southern edge of the site is also of benefit in this case as it is the closest part of the site to Riverview Drive, where those services already exist.

It is important to note that, in the short term, there are many ways to steadily increase the usage of the site and provide some infrastructure without bringing power, water and sewerage to the site. However, there needs to be consideration of supplying these utilities in the long term. The Committee will be in a position to advise suggested timelines for this objective once the project has been through the early stages of development.

'Green' infrastructure will be favoured. Along with this, creative problem-solving will be required. This in itself will add interest to the site and further the achievement of goals such as creating opportunities for education, showcasing the sustainability credentials of the project and the economic benefits.

Infrastructure inclusions, dependent upon possibilities and requirements, are as follows:

- Drainage stormwater drainage
- Toilets
- Car and bus parking
- Compound storage of equipment and propagation area
- Main Entrance structure
- Shelter areas from rain, sun and wind
- Water to the site, both irrigation and potable. Includes stormwater reuse.
- Pathways: within the site and to the site
- Fencing and gates
- Footbridge across the Broken River
- Design structures
- Downhill shared pathway at western end of mound
- Electricity
- Telecommunications
- Information office

FUNDING

There will be a combination of Council and outside funding. Due to the many features and goals of the plan, including social, cultural, employment, health, educational and environmental, the project has possibilities for success across many funding sources.

Council has proposed that an annual capital allocation of \$50,000 be made each year for the next five years as well as providing maintenance and other assistance.

- External: State and Federal government grants.
- Philanthropic Sources.
- Donations from community groups
- Fund raising- 'Friends' group.
- Applications to local Service Clubs.

The committee will work with the Greater Shepparton City Council Grants officer to consider possibilities and to prepare for opportunities.

A list of funding possibilities will be compiled.

PUBLIC LIABILITY RISK MINIMISATION

A Risk Assessment for the entire site is currently being carried out by Council's Risk Assessment Department in conjunction with the Council's designated officer. The Risk Assessment Report will determine appropriate guidelines and list the specific works which must take place before the site can be opened to the public.

An on-site works vehicle is required. A Risk Assessment report is being prepared which will guide the committee on the applied use of the vehicle, including the implementation of best-practice procedures.

Appropriate signage, both safety and directional, will be required to ensure safe and efficient use of the site, by workers, volunteers and visitors.

Site security is of high priority. This will be planned and implemented to address security of the site, the works at the site and the equipment stored on-site.

It is anticipated that a specific strategy will need to be devised to ensure that pedestrian safety is built into the design. The safety of pedestrians when cyclists are on-site is paramount. There will be careful consideration of places where there needs to be a separation of cyclists and pedestrians, or cyclist speed needs to be reduced. If pedestrians feel threatened by cyclists-movement or cannot relax when on-the site, then people will not return to the site and the maximisation of the use of the site, as documented in the delegation requirements, will not be achieved.

Greater Shepparton City Council Volunteer forms will be used for volunteer participation (Attachment Seven).

PROPOSED TIMELINES

It needs to be clearly understood, by Council and the public, that development will be staged, ongoing, and it may be many years before the total site is fully developed as per the Master Plan. An initial five year program approach to development and maintenance is proposed. It is appropriate to develop a management and maintenance plan in as much detail as possible for the first two years and then make broad predictions about requirements for the next three years. This plan will be determined in conjunction with the designated COGS officer and will be reviewed at the end of each 12-month period. From there, depending on funding and other factors which may evolve to influence direction, further stages will be selected for detailed planning and development.

Year One: July 2011 to end of June 2012

The first stages identified for development will be aimed at achieving 'quick wins' which will capture the interest of the community and visitors.

1. The Terraces - design and planting

'The Terraces' are situated to the east of the lookout and form part of the low-water use landscaped gardens on top of the mound. The design will create a 'roof-top' garden view of the plants and will complement the spectacular views towards the Strathbogies.

2. The Entrance Driveway

This will be an avenue of eucalypts and understorey vegetation along Kialla Tip Road which leads to the site. The works will include the removal of weeds and the creation of some parking spaces.

3. Bushland Regeneration

The regeneration project will proceed in conjunction with a 'Mission Australia' Green Corps project. It includes a screen of wattles along the railway line boundary, a sand path through part of the bushland and understorey plantings.

Progress:

A 'Mission Australia'/Greater Shepparton City Council administrative partnership has been established. A launch of this project was held at the site on Friday July 29th 2011.

Clean up of rubbish in the bushland area has been completed.

Ripping of soil along northern boundary has been completed and wattles ordered. The GBCMA is covering the cost of the plants in this area.

4. The Indigenous Weaving Garden

Design and plant selection

Progress:

The preliminary concept design and site selection has been completed.

A meeting was held with participants of the Sharing Weaving Class, where the project was explained and the required species selected by the weavers.

5. Development of the Compound/Amenities area and Access Maintenance Road.

This includes a storage facility for equipment, an area for landscape supplies, drinking water, irrigation water and toilets.

Progress:

A meeting with representatives from GBCMA and the COGS Planning Department has taken place to confirm the positioning of the compound and amenities area.

The removal of peppercorn trees and weeds has started.

- 6. Conduct an Open Day for the public.
- 7. Establish a 'Friends' Group
- 8. Finalise a list of required actions to be completed to ensure the site is safe for public access and complete these before the Open Day.
- 9. Prepare a Marketing Plan for the first two years.
- 10. Explore Funding options and make applications where appropriate.
- 11. Analyse water-balance associated with the wetlands area and construct a plan consistent with the management of that area in conjunction with the design guidelines.
- 12. Complete a public art policy and strategy for the site.

Year Two: July 2012 to end of June 2013

Continue with projects listed above as well as:

- 13. Establish the Indigenous Weaving Garden.
- 14. Develop several defined areas of the landscaped garden area to the west of the roundabout.
- 15. Wetlands area: Plant the slopes of the water-holding area
- 16. Construct pathways around the wetlands area.
- 17. Provide a handrail along the 'ramp to lookout area', as shown on the plan.
- 18. Produce a detailed design of the sloped mound area of the 'Forest Entry Track', including plant species to be used.
- 19. Begin signage for the naming of plants and explanation of the site.
- 20. Hold an activity day for the public.
- 21. Plan significant art projects for the site. Complete one major art project.

Years Three, Four and Five: July 2013 to end of June 2016

Continue application of the above objectives as well as:

- 22. Complete the design and planting of all landscaped areas on the top of the mound.
- 23. Construct built design features in the wetlands area.
- 24. Continue constructing pathways within the site, with the pathway to Mooroopna a priority.
- 25. Extend the parking area to cater for additional cars and buses.
- 26. Design and build an Information Centre.
- 27. Complete the planting in the wetlands area.
- 28. Provide a feature entrance to the site.
- 29. Increase the opportunities for use of the site for educational purposes.
- 30. Promote the site as a regional tourism destination.
- 31. Design and plant landscaped areas across the slopes of the mound.
- 32. Plant the 'Forest Entry Track'.
- 33. Lobby for shared pathways from the Goulburn Valley Highway to the site and from Taylor's Estate to the site, including a bridge across the Broken River.

PROVISION OF LONG-TERM MANAGEMENT AND MAINTENANCE

At the beginning of the term of the committee the site had been damaged by rain events and floods. This necessitates some works to be done, particularly to roads and pathways, to ensure the site is safe for the general public to enter. Even so, certain areas will need to be declared off-limits for visitors during the early days of development. The washed away original four-cross track is the main area in this category.

Once the safety issues have been addressed, a maintenance program will be put in place to enhance and maintain the overall appearance of the site while the establishment of the gardens, wetland and bushland takes place.

At this early stage of the project it is difficult to accurately predict the extent of maintenance required, as the project will take many years and will be, to a considerable extent, dependent upon outside funding and the degree to which volunteers are able to be engaged. Management and maintenance will be continually determined and reviewed by the Committee, working in partnership with Council officers. This understanding was outlined in the officers report to Council in the March 15th 2011 Ordinary Council Meeting agenda (item 7.4)

In conjunction with Council officers and known budget allocations the maintenance plan will take into account:

- the role and responsibility of Council;
- the role and responsibility of the Committee;
- the anticipated contribution of volunteers, eg. the 'Friends' Group; and
- the anticipated contribution of outside organisations such as Mission Australia, GOTAFE, schools and service clubs.

COMMUNICATION AND MARKETING

The development will happen in stages over many years because of the nature of the funding of this project. Some works will result from the budget allocation per year to the Special Committee for development purposes, a maintenance budget and commitment of works from Council, successful applications for funding from State and Federal Governments and funding from corporate and private sources. As a result there will be many stages and levels of development, guided by the Development and Management plan.

The site plan has many points of interest to draw people to visit and the gradual revealing of each significant stage or achievement will build on-going connection and usage.

A marketing plan and strategy will be devised in conjunction with the Greater Shepparton Marketing and Communications department.

The obvious strategy for successful communication and marketing is an 'Unfolding Story' approach. This allows for the 'progression of stages' concept and is also an opportunity to build continual reinforcement of the value of the site. Layers of information will retain interest and draw people back to the site again and again.

This strategy will also be aimed at the successful marketing of a new tourism product. There are many opportunities, with some at reasonably low cost, such as Greater Shepparton City Council media, Committee publications and 'Friends' communications, local media and tourism communications.

Evidence reveals that family and friends visiting the area make up a significant percentage of the tourist dollar, and this will be capitalised upon with appropriate marketing. To achieve the full potential of the project and continually increase visitor numbers effective and well-planned promotions will be required.

The 'Friends' group will be included in this Marketing Plan. As is typical of 'Friends' groups, many volunteer activities and fundraising will occur. To assist the 'Friends' group and strengthen the effectiveness of communication and marketing, the co-ordination of information and style consistency will be vital.

THE 'FRIENDS' GROUP

Community members often form groups to support their local councils, especially with major community assets such as parks and gardens, libraries and art galleries. This is an important means by which local people can become actively involved in a variety of ways and increases the number of volunteers associated with the development and maintenance of the site.

A local incorporated organisation, the 'Greater Shepparton Botanic Gardens Association', which has been established and active for over ten years, will change its name and work closely with the Kialla Landfill site committee to enhance the project. A member of the proposed 'Friends' organisation is a current committee member and this enables sound planning and co-ordination between the two groups.

Roles of the 'Friends' group are:

- Raising finance (raffles, market stalls, plant propagation, donations etc.).
- Seeking grants.
- Education (speaking both privately and publicly on the benefits of botanic gardens).
- Tagging trees and plants with botanic information.
- Providing plant/tree identification for database.
- Planting, weeding and other garden tasks.
- Light construction work if required.
- Identifying damage and other works requiring council assistance.
- Acting as guides for tourists.
- Catering (tearoom activities etc.).

- Participating in 'clean up' days as required.
- Generating ideas for consideration by the Kialla Landfill Friends Committee.
- Attending meetings with quality guest speakers.
- Bus trips to other interesting gardens (social days).
- Other social/fundraisers outings as arranged.
- Participating in regular dinner outings.
- Attendance at training sessions for new Friends (includes plant care and identification, Occupational Health and Safety, care and maintenance of equipment, how to 'boil the billy' and any other items of importance).