

DRAFT

OUR TOWN TOWARDS 2030

Towong Placemaking and Township Co-Design Project

MITTA MITTA

Draft Place Plan Presentation
October 2023

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towongshire 

PROJECT INTRODUCTION



MITTA MITTA PLACE PLAN

The Draft Mitta Mitta Place Plan (the draft plan) is a 10-year roadmap for Council, community and other stakeholders. The plan identifies community and other stakeholder priorities to guide the future shape and character of the township. A series of proposals and actions have been summarised in three Big Ideas to inform short to long term priorities for investment and growth in the township.

The plans are part of **Our Town Towards 2030**, a Placemaking and Co-design Project (the project) initiated by Towong Shire Council to:

- + Develop a vision shared by the community and other stakeholders
- + Identify community aspirations and opportunities to address the challenges facing the township
- + Support the community to prioritise their future needs, services and opportunities
- + Align community and other stakeholder expectations including how growth and change can be carefully and positively managed.



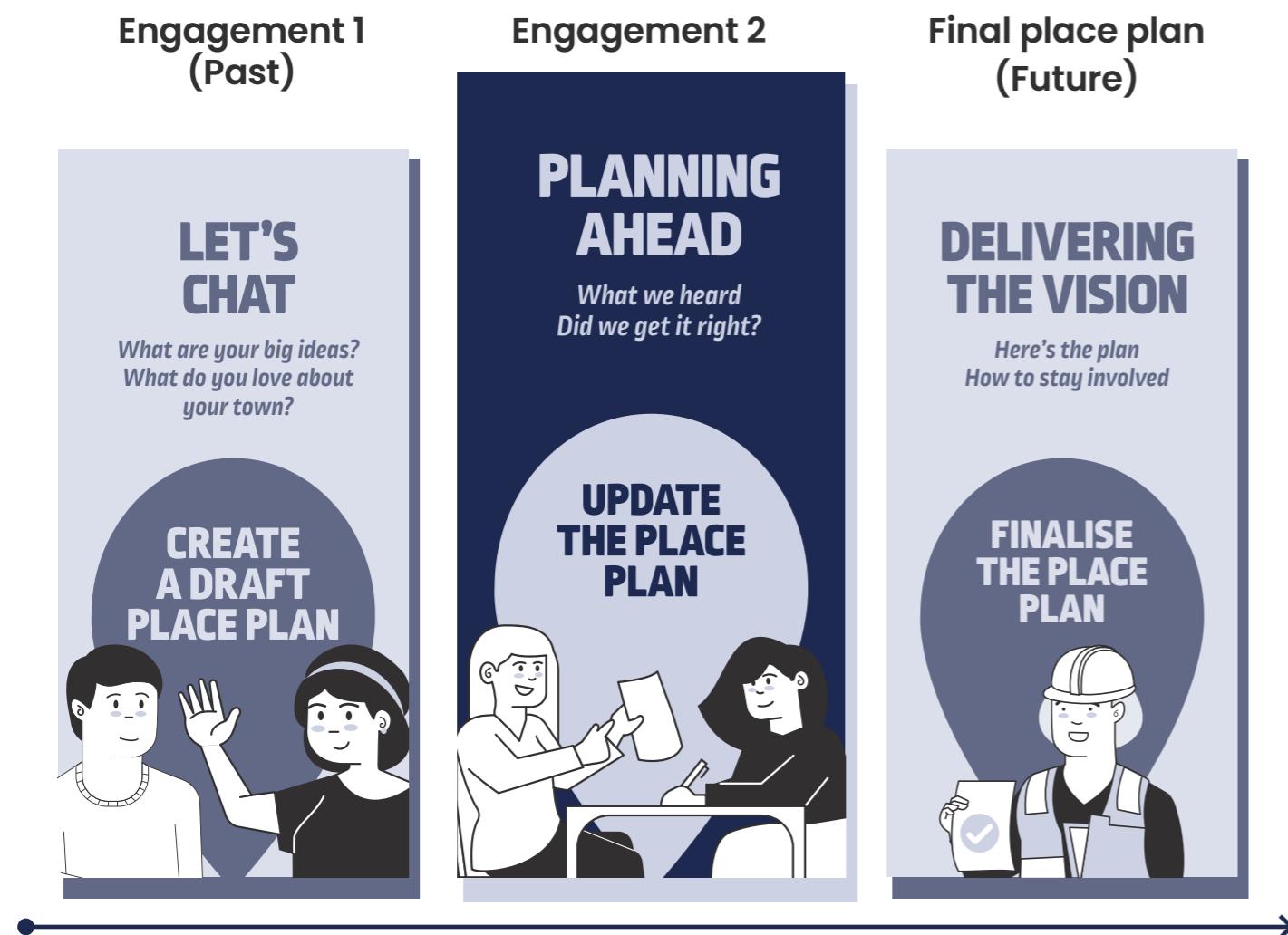
THE PURPOSE OF THIS DOCUMENT

This draft plan has been developed using a place-based approach and is the collation of ideas and proposals identified during Engagement 01: Let's Chat.

In addition to providing a summary of the conversations and the big ideas you shared with us, this document outlines the content for the second round of engagement called Planning Ahead.

Engagement 02 is your opportunity to provide feedback on the engagement 01 findings and our opportunity to collectively develop and prioritise these ideas with your participation.

DOCUMENT STRUCTURE

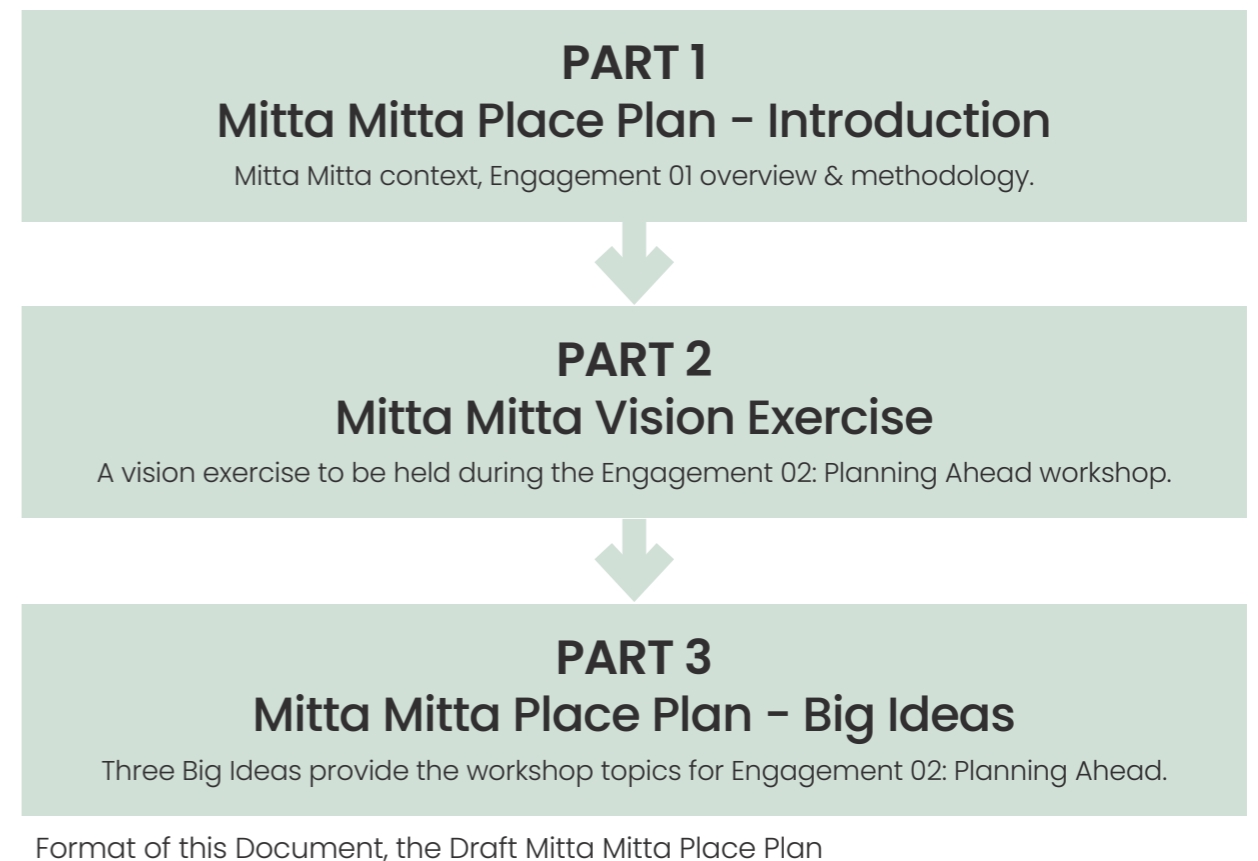


PRESENTATION STRUCTURE

This document is structured in three parts commencing with a project introduction and overview of Engagement 01: Let's Chat.

The second part is a vision exercise planned for the Engagement 02 workshop. Information on how to get involved in Engagement 02 will be provided on Council's website.

The bulk of the document, part 3 Big Ideas is a summary of the ideas and proposals from our analysis of 'what we heard'.



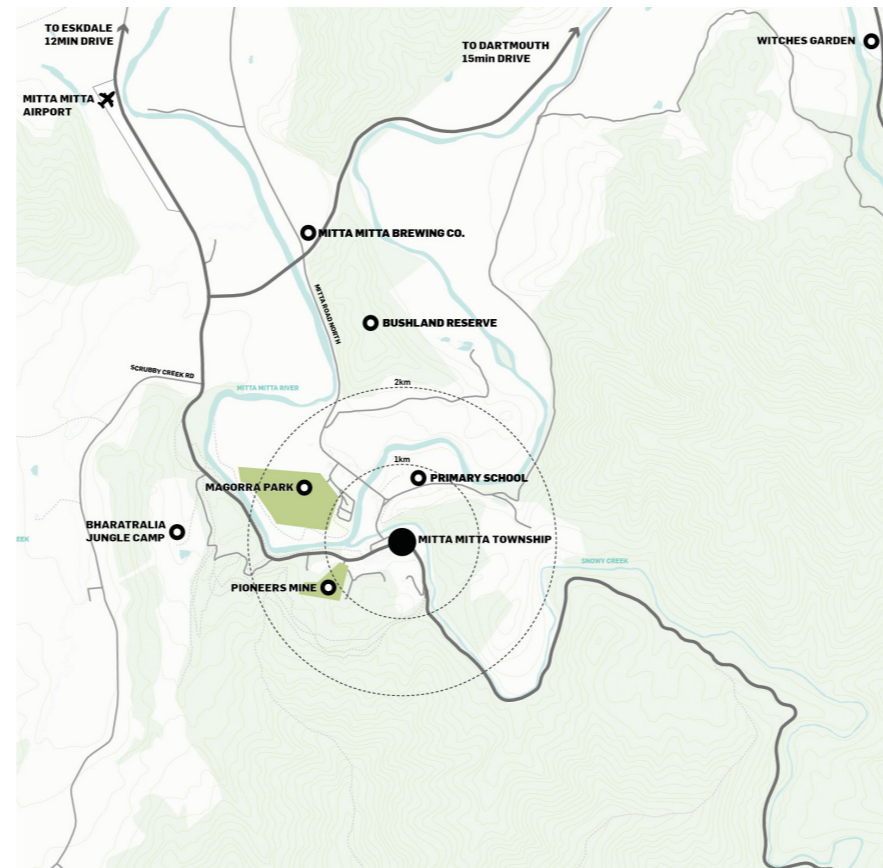


CONTEXT MAPS



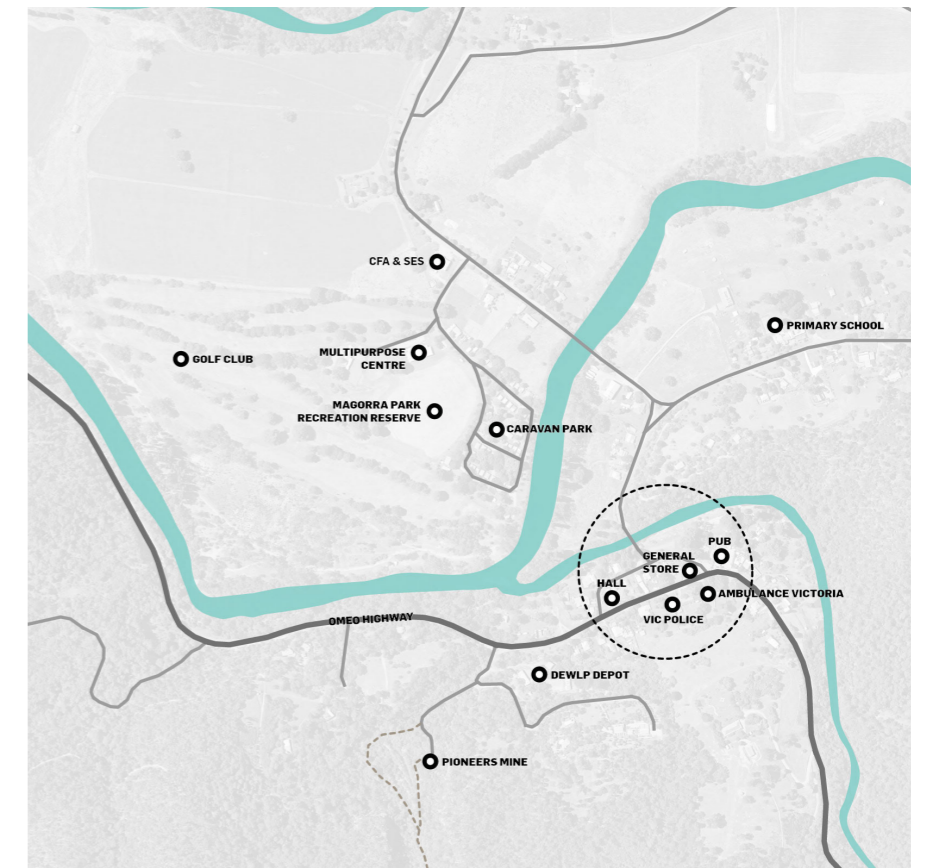
Regional Context

- + With a population base of 171 inhabitants, fertile valley and magnificent alpine surroundings, Mitta Mitta is one of three small townships servicing the predominantly farming community in the Mitta Valley.
- + The existing township was established with the discovery of gold and originally the site of a remote sheep and cattle farm called Magorra Station.
- + Prior to European settlement the area was home to Yaitmathang people who migrated between the lower valleys and floodplains in winter and higher alpine areas around Mount Bogong in summer.
- + Located in a Declared Special Water Supply Catchment Area with protections on water quality and the environment and a Bushfire Management Overlay.



Township Context

- + The township of Mitta Mitta covers an area of approximately 170 hectares of land.
- + Located on the through-route from Omeo Gippsland to Tallangatta and Albury-Wodonga, the township sits 'at the end of the Valley', and is framed by bushland forming part of the Alpine National Park with Mount Welcome to the south.
- + The township abuts the mountain range to the south including the Pioneer Mine Historic Reserve and walking trails extending to Mount Bogong Spur.
- + The township stretches to the north with key assets such as the airport, brewery and accommodation located on the periphery of the township with dwellings and sheds dispersed along key roads.



Town Centre Context

- + The town centre is positioned at the confluence of the Mitta Mitta River and Snowy Creek, and forms a community node at the General Store, Mitta Pub and Paddy's Reserve.
- + Magorra Park Recreation Reserve, including the Multipurpose Centre, Golf Course and Caravan Park provides a community and recreational hub for residents and visitors and is the location of the Mighty Mitta Muster Festival.
- + Key emergency services are located within the town centre and along Mitta Road North.
- + The township includes a mix of residential buildings and sheds with large parcels of agricultural land to the north and east.

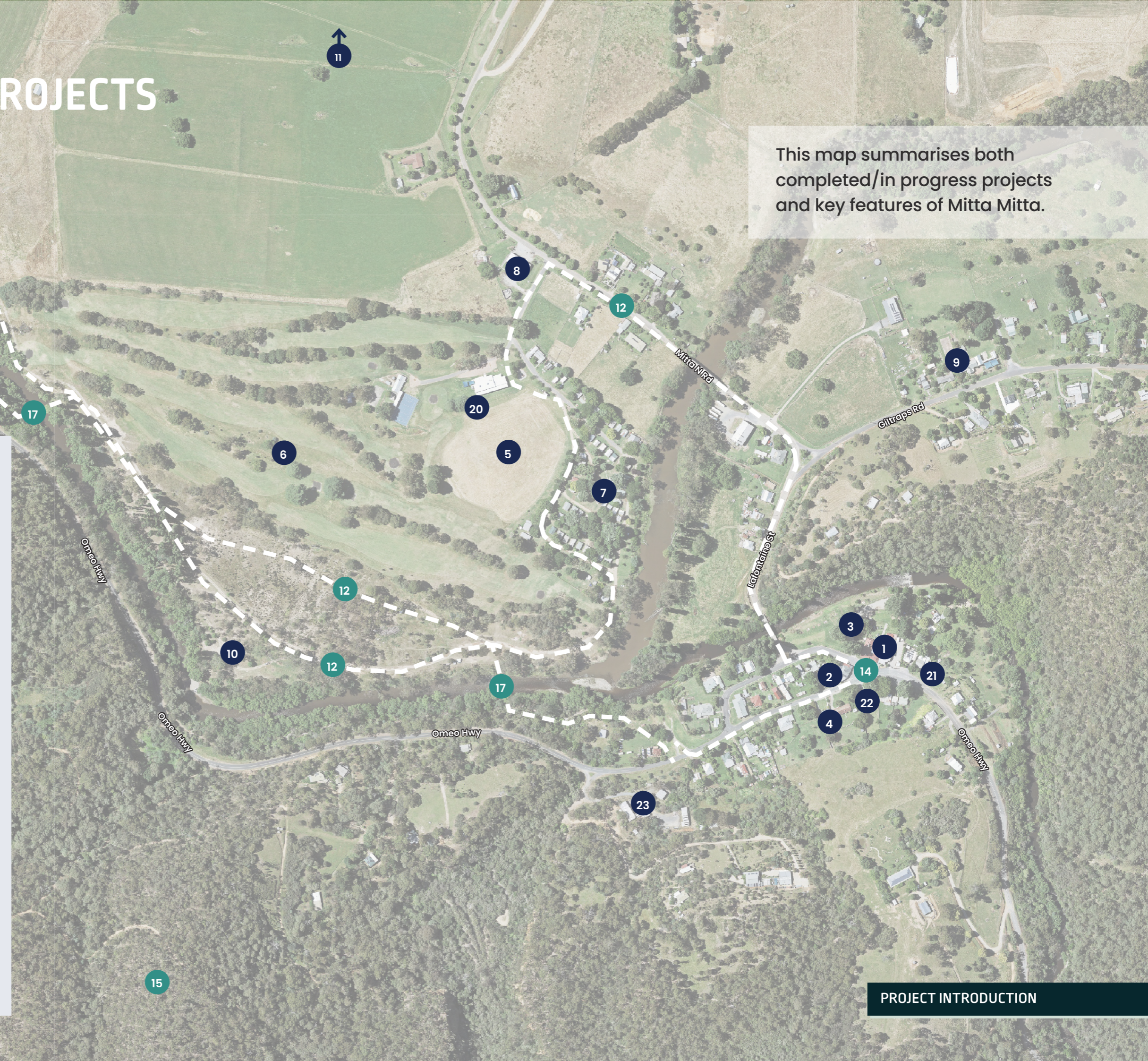


MITTA MITTA PROJECTS

This map summarises both completed/in progress projects and key features of Mitta Mitta.

KEY

- Key feature
 - Completed / in progress project
 - Potential Future Trail Project
- 1 Mitta Pub
 - 2 Mitta General Store
 - 3 Paddy's Reserve/Snowy Creek Picnic Ground
 - 4 Mitta Police
 - 5 Magorra Park Recreation Reserve
 - 6 Mitta Mitta Golf Course
 - 7 Mitta Mitta Caravan Park
 - 8 Mitta Mitta CFA & SES
 - 9 Mitta Mitta Primary School
 - 10 Free Campground - The Mill
 - 11 Mitta Mitta Brewing Co
 - 12 Streetscapes Upgrade - Shared Path
 - 13 Streetscapes Upgrade - Suspension Bridge
 - 14 Streetscapes Upgrade - Town Roads
 - 15 Mountain Bike Proposal - Main Bike Trails
 - 16 Mountain Bike Proposal - Township Link Trail
 - 17 Mountain Bike Proposal - Suspension Bridge
 - 18 Mountain Bike Proposal - Skills area
 - 19 Mountain Bike Proposal - Mill Mountain Bike Trailhead
 - 20 Magorra Park Multipurpose Centre
 - 21 Butcher's Hook Shop
 - 22 Ambulance Victoria
 - 23 Former DEECA/DEWLP Depot



ENGAGEMENT 01: LET'S CHAT

The project is comprised of three stages of engagement. The first engagement, Let's Chat took place between March – April 2023 and included a broad spectrum of stakeholders – residents, workers, visitors, students, government departments and agencies.

Four questions were asked, with more detailed conversations held with individuals or small groups.

- + What makes your town special?
What do you love and value?
- + What challenges does your town face?
- + What are the opportunities over the next 10 years?
- + What would make your town more environmentally sustainable and resilient?



WHO WE SPOKE TO & HOW

Engagement 01: Let's Chat included a number of methods including 'Town-hall' style meetings and events, focus groups and 1:1 meetings, online meetings and online and hardcopy surveys.

Community Events

- + Butcher's Hook Craft Market
- + Town Hall Event

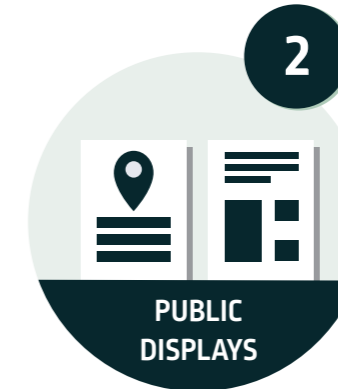
Government Departments & Agencies

- + Towong Shire Senior Leadership Team
- + Towong Shire Councillors
- + Towong Shire Maternal Child Health Nurse
- + DEECA Planning, Bushfire & Emergency Recovery Coordination
- + DTP Transport Strategy & Integrated Transport, Regional Transport
- + Parks Victoria
- + Country Fire Authority (CFA)
- + Victoria State Emergency Service (SES)
- + Goulburn Murray Water (GMW)
- + North East Water (NEW)
- + North East Catchment Management Authority (NECMA)
- + Tourism North East (TNE)
- + Victoria Police

Focus Groups & One-to-One sessions

- + Residents Greg Allaway & Russell Kelly
- + Mitta Mitta Primary School staff & students
- + Doris Razeng & Robyn Scales, Mitta Valley Landcare
- + Professors Sarah Bekessy & Brendan Wintle
- + Thomas Giltrap, Magorra Park Committee of Management
- + Mitta Swimming Pool Committee
- + Business owners (Mitta Mitta Brewing Co; Mitta Mitta Pub, Mitta General Store, Mitta Valley Inc, Mitta Valley Beef)

FEEDBACK



PROMOTION & REACH



*Number of people engaged is approximate and does not account for market stalls

MITTA MITTA SCHOOL STUDENTS

Mitta Mitta Primary School students participated in the engagement process. The following is a selection of responses across the Years P-6 highlighting how Mitta Mitta could be a better place in their future.

**Our Town Towards 2030
Mitta Mitta Ideas**

What would you like to see in Mitta Mitta in the future?

Please use the space provided to let us know your ideas - draw, write, collage, whatever takes your fancy.
Please complete and return to your school by Monday 3rd April 2023.

Name: _____
Age: _____

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Name: _____
Age: _____

skate Pucke
walk fawn
skat Puck
base chras
walk Puck

OUR TOWN TOWARDS 2030

**MITTA PRIMARY SCHOOL
Our Town Towards 2030
Mitta Mitta Ideas**

What would you like to see in Mitta Mitta in the future?

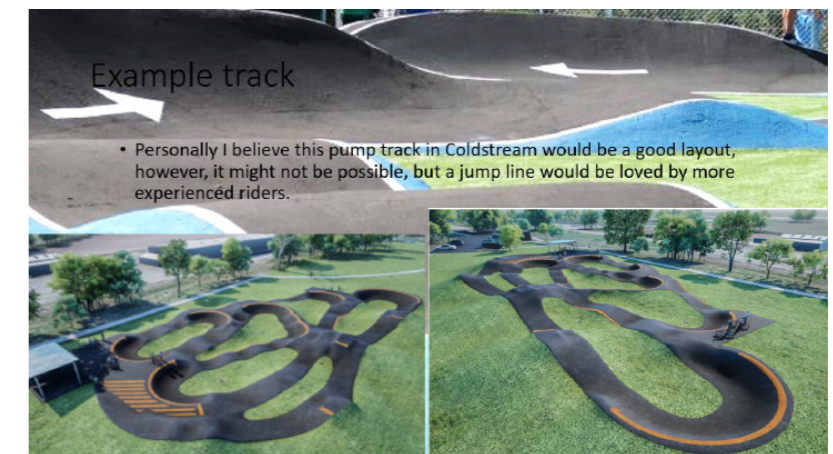
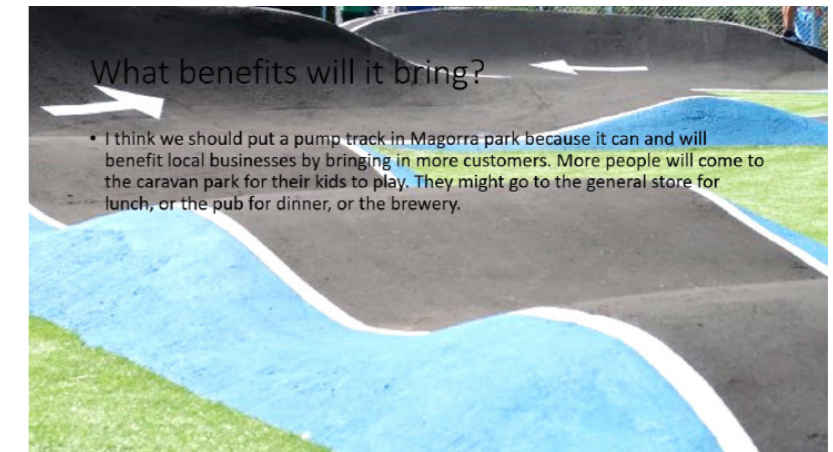
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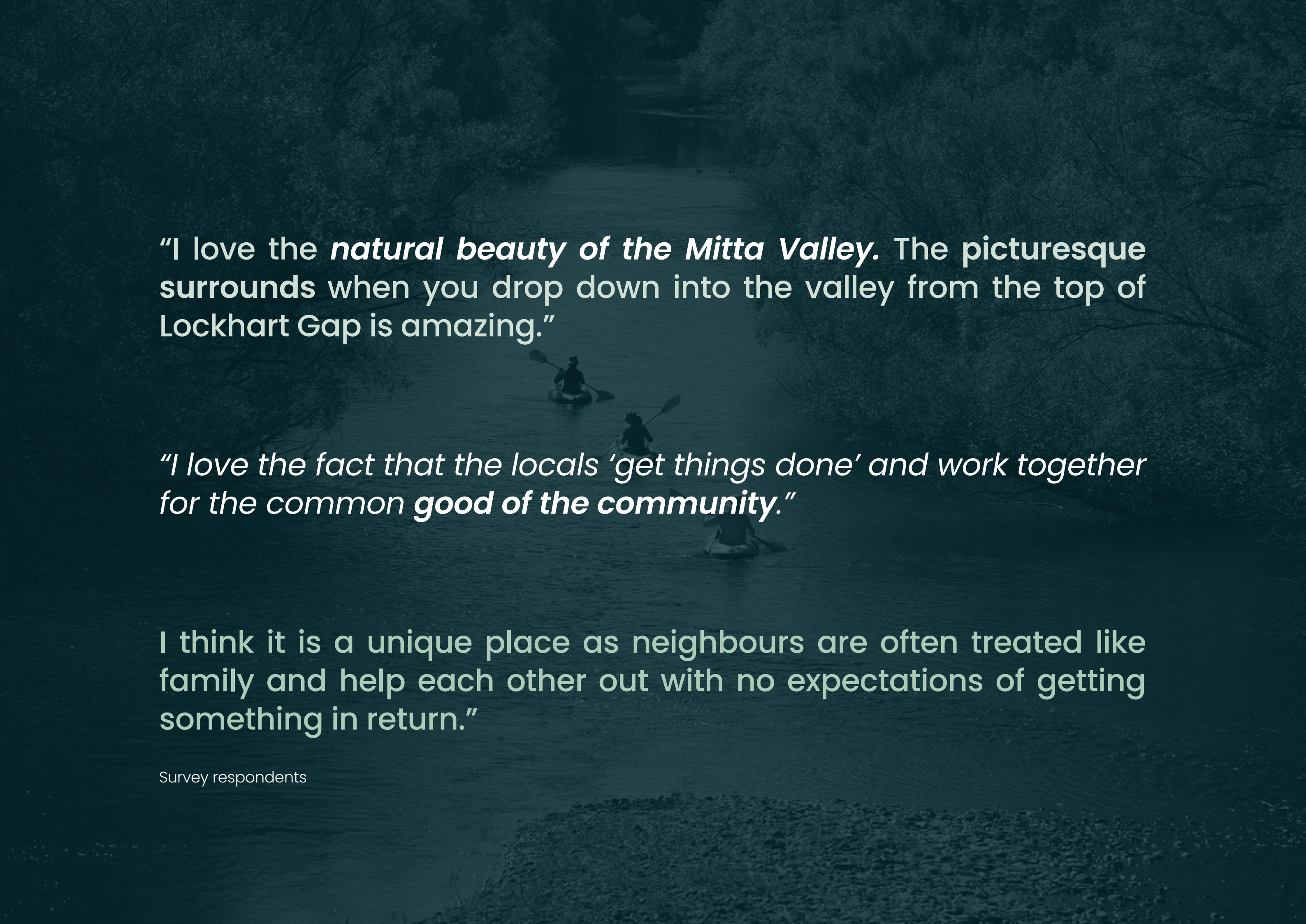
Name: _____
Age: _____

i live in Dartmouth and here are some ideas i have for Dartmouth. walking tracks, State park, excess to camping places, more campings spots, Waterpark, Cutchies, Playgrounds, get alot of pony club, more rides tracks, HMD track more, Bate shop, Take away shop, shops, cafe.

OUR TOWN TOWARDS 2030

Extract from Mitta Mitta Pump Track Proposal by Primary School student



A dark, atmospheric photograph of a river valley. The scene is dimly lit, with the water reflecting some light. Three kayakers are visible on the river, paddling away from the viewer. The surrounding landscape is dense with trees and foliage, creating a sense of a secluded, natural environment. The overall mood is serene and quiet.

"I love the *natural beauty of the Mitta Valley*. The picturesque surrounds when you drop down into the valley from the top of Lockhart Gap is amazing."

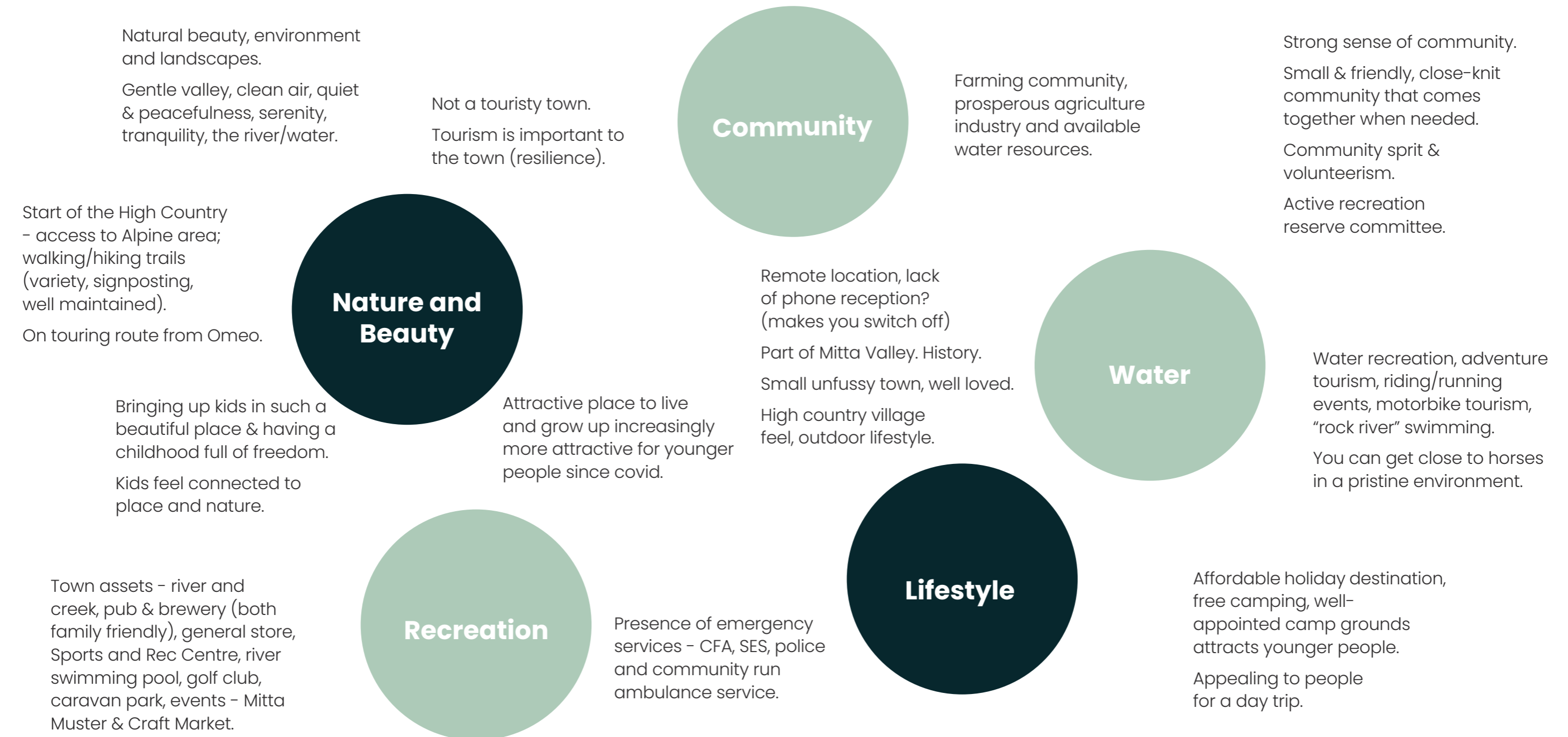
"I love the fact that the locals 'get things done' and work together for the common *good of the community*."

I think it is a unique place as neighbours are often treated like family and help each other out with no expectations of getting something in return."

Survey respondents

MITTA MITTA STRENGTHS & ASSETS

An analysis of your responses to the questions 'What makes your town special?' and 'What do you love and value?' have been summarised in the following strengths and assets.



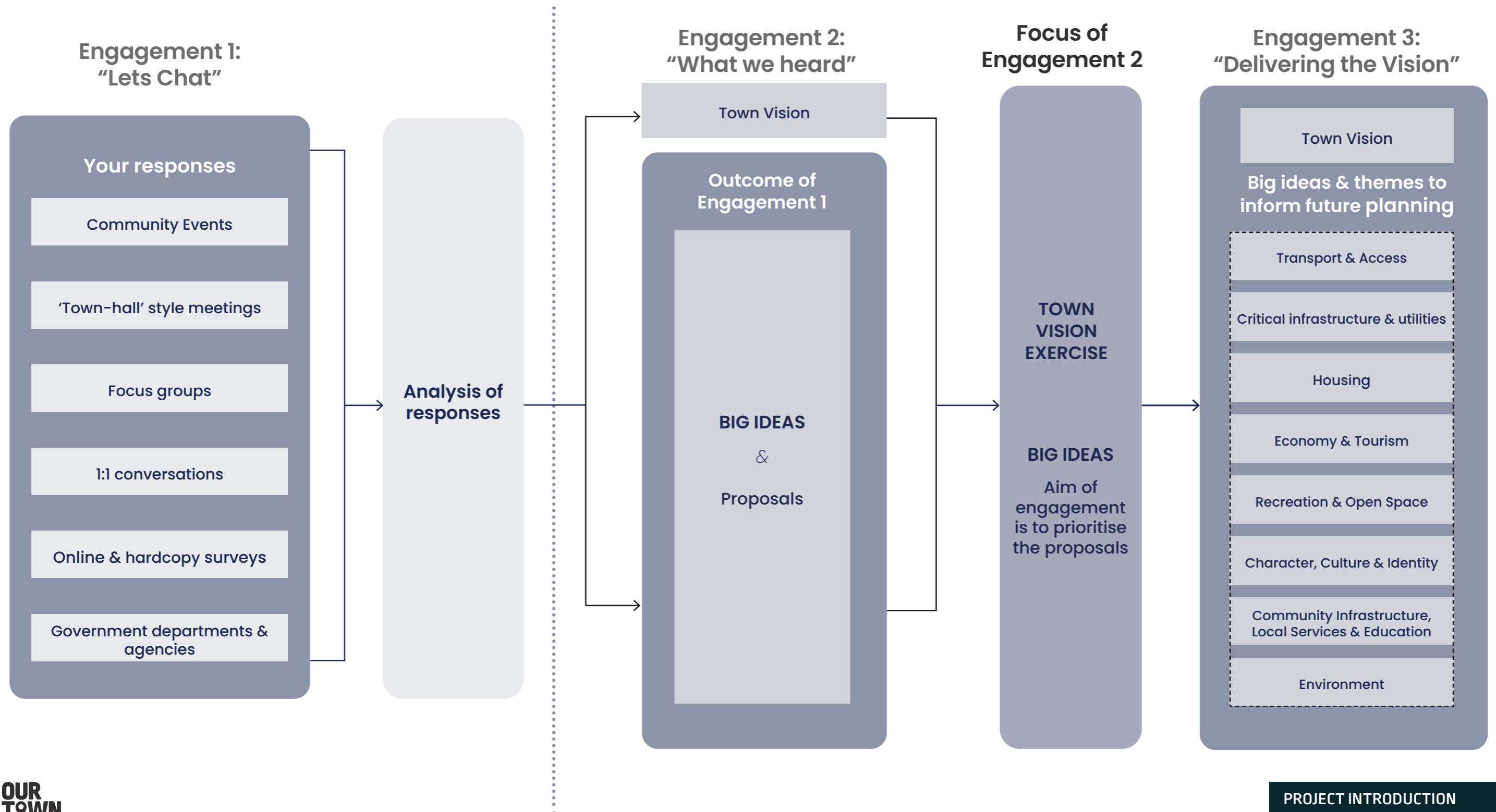
MITTA MITTA CHALLENGES

An analysis of your responses to the question 'What challenges does your town face?' have been summarised in the following challenges.



ENGAGEMENT METHODOLOGY

Three big ideas emerged from an analysis of your responses. The following diagram illustrates the methodology developed for this project and how the insights are being used to create the vision, big ideas and draft proposals for the second stage of engagement.





BIG IDEAS

BIG IDEAS

Three Big Ideas emerged from an analysis of your responses. These broadly focus on improving the liveability and sustainability of the township with critical infrastructure and housing, integrating the waterways with the township to provide more community gathering spaces, capitalising on the amenity and natural beauty with nature-based sustainable tourism to bolster the local economy. The following pages summarise the proposals under three Big Ideas and provide the workshop topics for Engagement 02: Planning Ahead.

01 Strengthen the community heart along the Mitta Mitta River & Snowy Creek



- + Gateway arrival & road upgrades
 - Gateway arrival & intersections
 - Road upgrades, speed limit & crossings
- + Improving existing assets
 - Strengthen the civic heart
 - Riverfront community spaces
 - Waterfront restoration
 - Streetscape upgrades
 - Education Centre
 - Magorra Park Multipurpose Centre
 - Magorra Park & health services

02 Sustainable development to ensure liveability & resilience



- + Housing supply & choice
 - Township Zone housing
 - Rural Living Zone housing
 - Prioritised housing for key communities & housing diversity
 - Bushfire preparedness
- + Critical infrastructure
 - Reticulated water, sewerage, telecommunications & energy
- + Plan for long-term resilience
 - Disaster & hazard resilience planning
 - Bushfire Risk Assessment
 - Emergency services & infrastructure
 - Waste minimisation & recycling
 - Water reuse & recycling

03 Mitta Mitta, a historic & eco-tourist destination



- + Destination for hiking
 - Trails and shared paths
 - Improve amenity at key locations
 - Public bus service
- + Historic town
 - Upgrade the Historic Park Reserve
 - Historic Town Walk
 - First Nations cultural heritage
- + Regional connectivity
 - Upgrade regional roads

NOTE

Wherever possible we have tried to use the words people said to describe the big ideas. In some cases, the big ideas might already have elements that are underway. We haven't excluded them if they've already started. Instead we have included them to honour their importance and to highlight their progress to community members who may not know they are underway.

BIG IDEA 01

STRENGTHEN THE COMMUNITY HEART ALONG THE MITTA MITTA RIVER & SNOWY CREEK



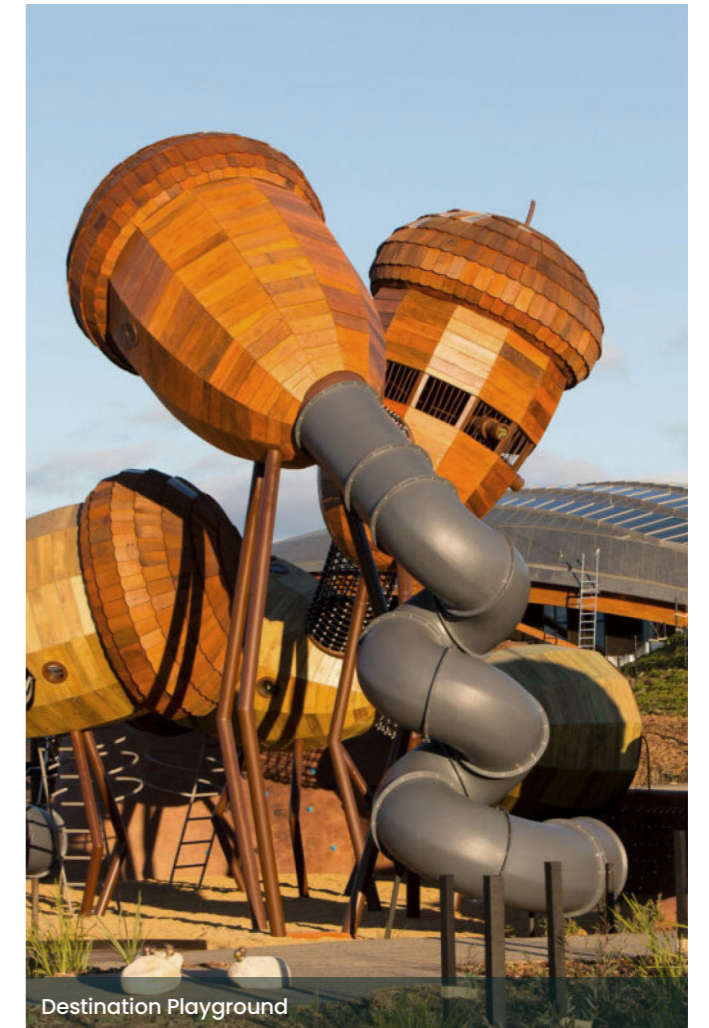
Riverside Seating & Play Areas



Water Based Activities



Creek/River Restoration



Destination Playground



Memorial Hall Reuse



Places to Sit/Gather

STRENGTHEN THE COMMUNITY HEART ALONG THE MITTA MITTA RIVER & SNOWY CREEK

GATEWAY ARRIVAL & ROAD UPGRADES

What we heard

Roads/driving are the main form of transport in the township with Omeo Highway providing the north-south route connecting Tallangatta/ Corryong to Omeo. The Highway forms part of the main street through the town centre with a lack of safe pedestrian access to housing, key services/businesses and attractions such as walking trails, camping and the future mountain bike park located on either side of the Highway. In addition, the existing Mitta Mitta River trail joins a small section of the narrow Highway, creating unsafe conditions for pedestrians and cyclists.

Vehicle speed and speed limit through the town centre were identified as an issue, particularly with younger children, an ageing population and visitors regularly crossing the Highway. A predominantly farming community, ageing road infrastructure and an issue with logistics and the movement of goods in/out of the town were also identified as a concern.

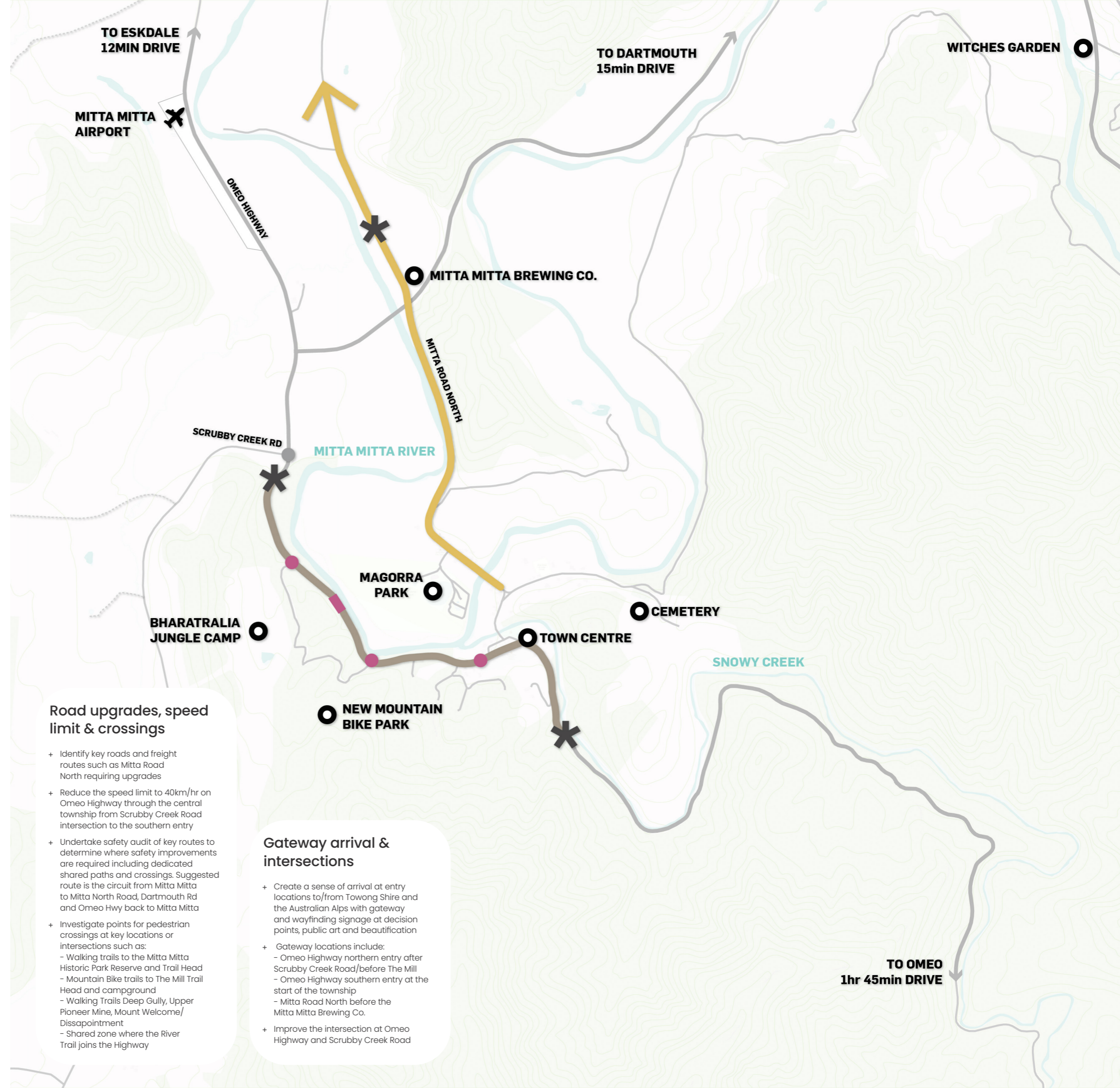
What is proposed

This Big Idea focuses on improving general road transport and safety including the sense of arrival into the township with:

- + Upgrading key roads
- + Reducing the speed limit through the town centre
- + Improving intersections and crossings
- + Gateway beautification and signage.

The future Mountain Bike Park and Trail Head at The Mill are located on either side of the Highway requiring a pedestrian crossing

- POTENTIAL CROSSING/ SHARD ZONE
- ROAD UPGRADES
- UPGRADE INTERSECTION
- SLOW ROAD (40km/hr)
- ✖ GATEWAY SIGNAGE



Road upgrades, speed limit & crossings

- + Identify key roads and freight routes such as Mitta Road North requiring upgrades
- + Reduce the speed limit to 40km/hr on Omeo Highway through the central township from Scrubby Creek Road intersection to the southern entry
- + Undertake safety audit of key routes to determine where safety improvements are required including dedicated shared paths and crossings. Suggested route is the circuit from Mitta Mitta to Mitta North Road, Dartmouth Rd and Omeo Hwy back to Mitta Mitta
- + Investigate points for pedestrian crossings at key locations or intersections such as:
 - Walking trails to the Mitta Mitta Historic Park Reserve and Trail Head
 - Mountain Bike trails to The Mill Trail Head and campground
 - Walking Trails Deep Gully, Upper Pioneer Mine, Mount Welcome/ Dissapointment
 - Shared zone where the River Trail joins the Highway

Gateway arrival & intersections

- + Create a sense of arrival at entry locations to/from Towong Shire and the Australian Alps with gateway and wayfinding signage at decision points, public art and beautification
- + Gateway locations include:
 - Omeo Highway northern entry after Scrubby Creek Road/before The Mill
 - Omeo Highway southern entry at the start of the township
 - Mitta Road North before the Mitta Mitta Brewing Co.
- + Improve the intersection at Omeo Highway and Scrubby Creek Road

STRENGTHEN THE COMMUNITY HEART ALONG THE MITTA MITTA RIVER & SNOWY CREEK

IMPROVING EXISTING ASSETS

What we heard







Engagement findings indicate that improving the presentation and experience of the town with safe and accessible places for community to gather, was one of the highest ranked opportunities. While comments reflect a strong sense of community spirit, findings suggest that increasing opportunities for well-being and community connection by strengthening existing community nodes/assets were supported including catering for more diverse interests, changing demographic needs and community expectations.

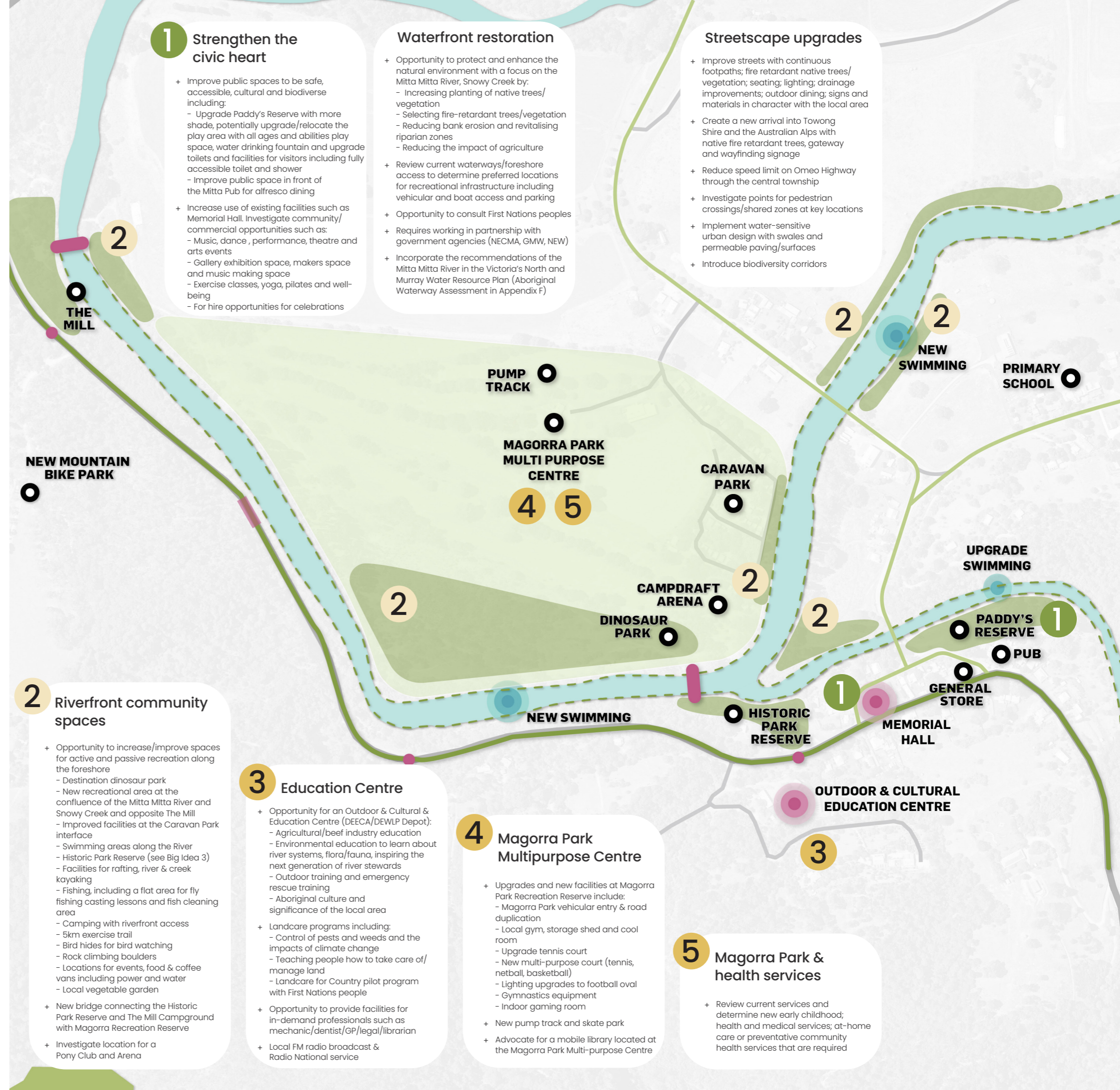
Engagement revealed a strong interest in the qualities of the natural environment with great value placed on access to the bush and waterways, and a need to enhance and protect these qualities through weed/pest control. Landcare members also identified opportunities to expand their work through existing programs and environmental learning.

What is proposed

This Big Idea focuses on strengthening community nodes/assets and leveraging the amenity and opportunities for water recreation at the Mitta Mitta River and Snowy Creek to make them a more central feature of the township. Key opportunities include:

- + Increasing use of existing assets
- + Improving civic spaces and streets
- + Improving amenity and access to/health of waterways and foreshore
- + Increasing health services and facilities.

-  WATERWAYS & POTENTIAL FORESHORE RESTORATION
-  POTENTIAL CROSSING/SHARED ZONE
-  POTENTIAL UPGRADED FORESHORE RECREATIONAL AREAS
-  OMEO HIGHWAY STREETSCAPE UPGRADES
-  GENERAL STREETSCAPE UPGRADES
-  UPGRADED ASSET



1 Strengthen the civic heart

- + Improve public spaces to be safe, accessible, cultural and biodiverse including:
 - Upgrade Paddy's Reserve with more shade, potentially upgrade/relocate the play area with all ages and abilities play space, water drinking fountain and upgrade toilets and facilities for visitors including fully accessible toilet and shower
 - Improve public space in front of the Mitta Pub for alfresco dining
- + Increase use of existing facilities such as Memorial Hall. Investigate community/commercial opportunities such as:
 - Music, dance, performance, theatre and arts events
 - Gallery exhibition space, makers space and music making space
 - Exercise classes, yoga, pilates and well-being
 - For hire opportunities for celebrations

Waterfront restoration

- + Opportunity to protect and enhance the natural environment with a focus on the Mitta Mitta River, Snowy Creek by:
 - Increasing planting of native trees/vegetation
 - Selecting fire-retardant trees/vegetation
 - Reducing bank erosion and revitalising riparian zones
 - Reducing the impact of agriculture
- + Review current waterways/foreshore access to determine preferred locations for recreational infrastructure including vehicular and boat access and parking
- + Opportunity to consult First Nations peoples
- + Requires working in partnership with government agencies (NECMA, GMW, NEW)
- + Incorporate the recommendations of the Mitta Mitta River in the Victoria's North and Murray Water Resource Plan (Aboriginal Waterway Assessment in Appendix F)

Streetscape upgrades

- + Improve streets with continuous footpaths; fire retardant native trees/vegetation; seating; lighting; drainage improvements; outdoor dining; signs and materials in character with the local area
- + Create a new arrival into Towong Shire and the Australian Alps with native fire retardant trees, gateway and wayfinding signage
- + Reduce speed limit on Omeo Highway through the central township
- + Investigate points for pedestrian crossings/shared zones at key locations
- + Implement water-sensitive urban design with swales and permeable paving/surfaces
- + Introduce biodiversity corridors

2 Riverfront community spaces

- + Opportunity to increase/improve spaces for active and passive recreation along the foreshore
 - Destination dinosaur park
 - New recreational area at the confluence of the Mitta Mitta River and Snowy Creek and opposite The Mill
 - Improved facilities at the Caravan Park interface
 - Swimming areas along the River
 - Historic Park Reserve (see Big Idea 3)
 - Facilities for rafting, river & creek kayaking
 - Fishing, including a flat area for fly fishing casting lessons and fish cleaning area
 - Camping with riverfront access
 - 5km exercise trail
 - Bird hides for bird watching
 - Rock climbing boulders
 - Locations for events, food & coffee vans including power and water
 - Local vegetable garden
- + New bridge connecting the Historic Park Reserve and The Mill Campground with Magorra Recreation Reserve
- + Investigate location for a Pony Club and Arena

3 Education Centre

- + Opportunity for an Outdoor & Cultural & Education Centre (DEECA/DEWLP Depot):
 - Agricultural/beef industry education
 - Environmental education to learn about river systems, flora/fauna, inspiring the next generation of river stewards
 - Outdoor training and emergency rescue training
 - Aboriginal culture and significance of the local area
- + Landcare programs including:
 - Control of pests and weeds and the impacts of climate change
 - Teaching people how to take care of/manage land
 - Landcare for Country pilot program with First Nations people
- + Opportunity to provide facilities for in-demand professionals such as mechanic/dentist/GP/legal/librarian
- + Local FM radio broadcast & Radio National service

4 Magorra Park Multipurpose Centre

- + Upgrades and new facilities at Magorra Park Recreation Reserve include:
 - Magorra Park vehicular entry & road duplication
 - Local gym, storage shed and cool room
 - Upgrade tennis court
 - New multi-purpose court (tennis, netball, basketball)
 - Lighting upgrades to football oval
 - Gymnastics equipment
 - Indoor gaming room
- + New pump track and skate park
- + Advocate for a mobile library located at the Magorra Park Multi-purpose Centre

5 Magorra Park & health services

- + Review current services and determine new early childhood; health and medical services; at-home care or preventative community health services that are required

BIG IDEA 02

SUSTAINABLE DEVELOPMENT TO ENSURE LIVEABILITY & RESILIENCE



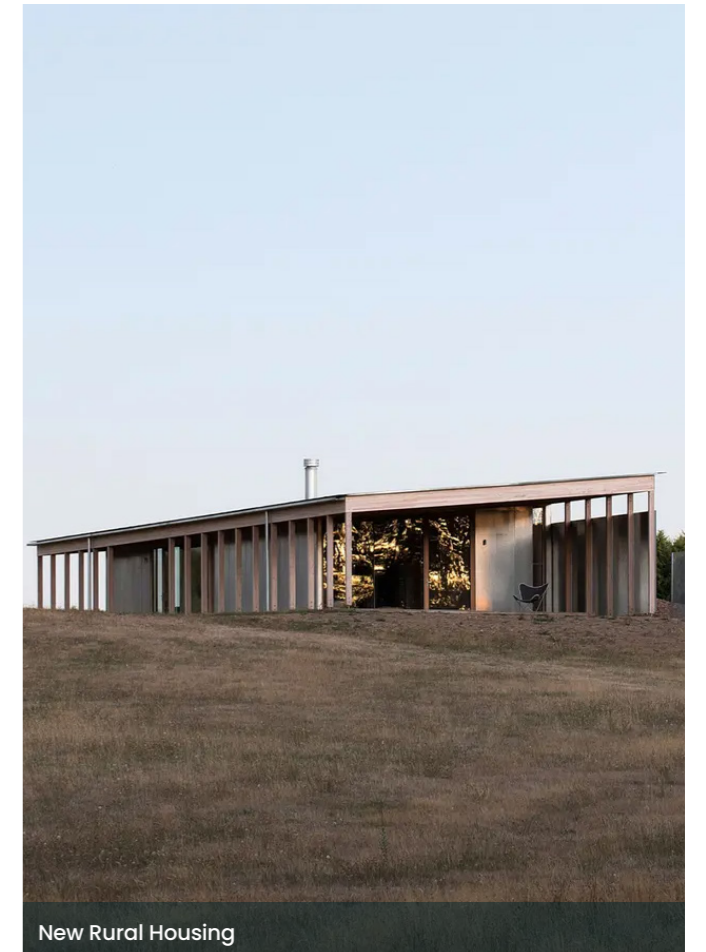
Increase Density While Retaining Character



Higher Density On Rural Lots



Sustainable Tourist Accommodation



New Rural Housing



Sumu Yakushima, Co-operative Housing Project

SUSTAINABLE DEVELOPMENT TO ENSURE LIVEABILITY & RESILIENCE











What we heard



A lack of reticulated water/sewerage, followed by unreliable telecommunications were the highest ranked suggestions for how to improve the township, followed by employment, improving the township presentation and community spaces and housing. Housing supply is constrained by the the Bushfire Management Overlay; GMW/ EPA requirements adjacent waterways; and a lack of existing housing available for permanent residents. Bushfire preparedness was the highest ranked opportunity for environmental sustainability and resilience. It is worth noting that the township boundary is highly unlikely to be expanded due to the extreme fire risk. Engagement findings indicate that limited housing supply/choice for residents and workers including rentals, is a key issue in the township creating a barrier for employment, a lack of volunteers for community led services with fewer permanent residents to support existing businesses, sporting groups and the local school.

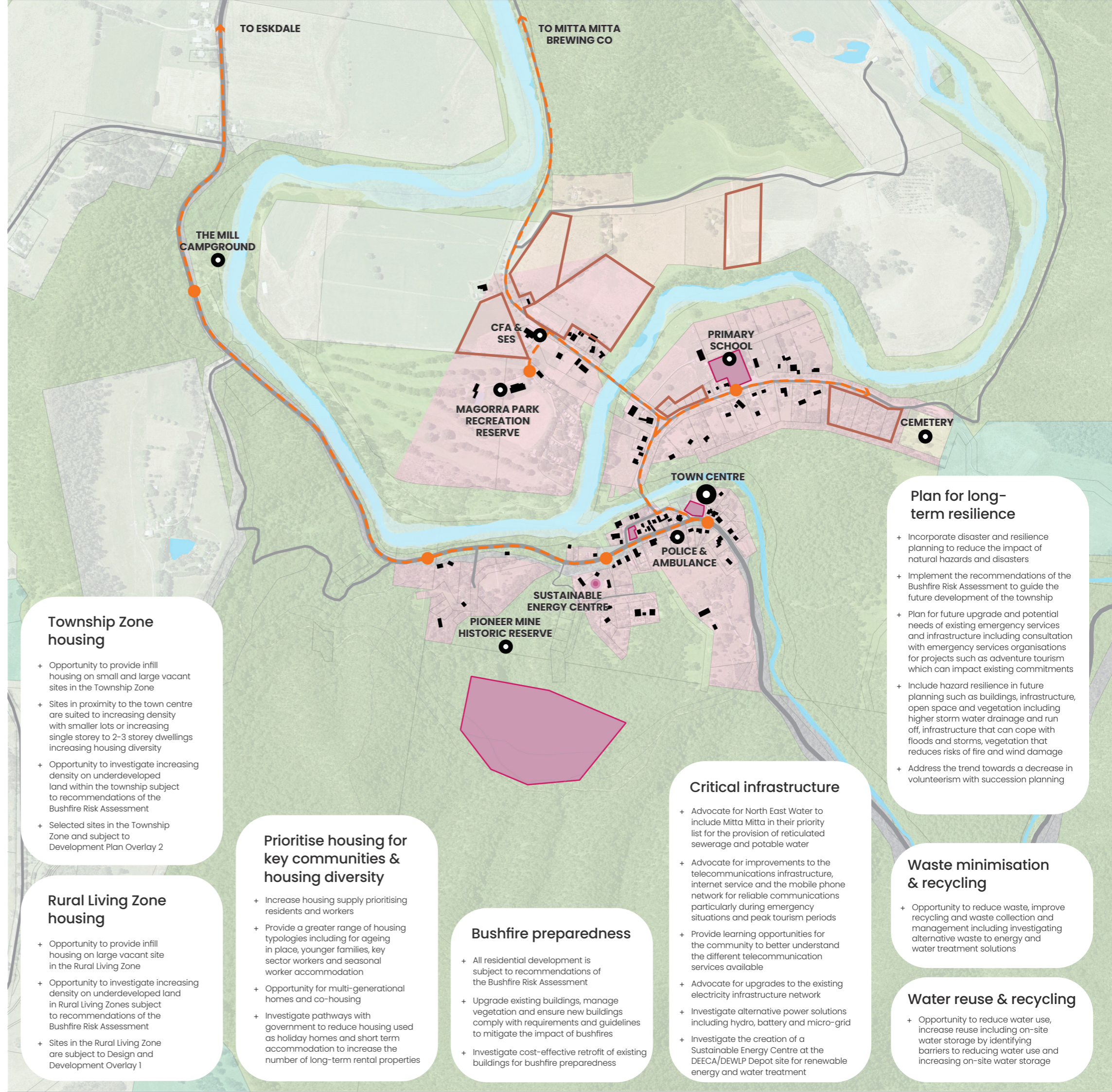
What is proposed

This Big Idea focuses on increasing the long-term resilience of the township through the provision of:

- + Infill housing, increasing housing availability, diversity, bushfire preparedness & transport
- + Critical infrastructure to support liveability & development of constrained sites
- + Planning for long-term disaster and resilience.

	POTENTIAL INFILL SITES SUBJECT TO CONSULTATION		PUBLIC USE ZONE
	HERITAGE OVERLAY		PUBLIC PARK & RECREATION ZONE
	TOWNSHIP ZONE		FARMING ZONE
	RURAL LIVING ZONE		SHUTTLE SERVICE ROUTE & STOP
	PUBLIC CONSERVATION & RESOURCE ZONE		UPGRADED ASSET

OUR TOWN  1:10,000 @ A3
 0 500m



Township Zone housing

- + Opportunity to provide infill housing on small and large vacant sites in the Township Zone
- + Sites in proximity to the town centre are suited to increasing density with smaller lots or increasing single storey to 2-3 storey dwellings increasing housing diversity
- + Opportunity to investigate increasing density on underdeveloped land within the township subject to recommendations of the Bushfire Risk Assessment
- + Selected sites in the Township Zone and subject to Development Plan Overlay 2

Rural Living Zone housing

- + Opportunity to provide infill housing on large vacant site in the Rural Living Zone
- + Opportunity to investigate increasing density on underdeveloped land in Rural Living Zones subject to recommendations of the Bushfire Risk Assessment
- + Sites in the Rural Living Zone are subject to Design and Development Overlay 1

Prioritise housing for key communities & housing diversity

- + Increase housing supply prioritising residents and workers
- + Provide a greater range of housing typologies including for ageing in place, younger families, key sector workers and seasonal worker accommodation
- + Opportunity for multi-generational homes and co-housing
- + Investigate pathways with government to reduce housing used as holiday homes and short term accommodation to increase the number of long-term rental properties

Bushfire preparedness

- + All residential development is subject to recommendations of the Bushfire Risk Assessment
- + Upgrade existing buildings, manage vegetation and ensure new buildings comply with requirements and guidelines to mitigate the impact of bushfires
- + Investigate cost-effective retrofit of existing buildings for bushfire preparedness

Critical infrastructure

- + Advocate for North East Water to include Mitta Mitta in their priority list for the provision of reticulated sewerage and potable water
- + Advocate for improvements to the telecommunications infrastructure, internet service and the mobile phone network for reliable communications particularly during emergency situations and peak tourism periods
- + Provide learning opportunities for the community to better understand the different telecommunication services available
- + Advocate for upgrades to the existing electricity infrastructure network
- + Investigate alternative power solutions including hydro, battery and micro-grid
- + Investigate the creation of a Sustainable Energy Centre at the DECCA/DEWLP Depot site for renewable energy and water treatment

Plan for long-term resilience

- + Incorporate disaster and resilience planning to reduce the impact of natural hazards and disasters
- + Implement the recommendations of the Bushfire Risk Assessment to guide the future development of the township
- + Plan for future upgrade and potential needs of existing emergency services and infrastructure including consultation with emergency services organisations for projects such as adventure tourism which can impact existing commitments
- + Include hazard resilience in future planning such as buildings, infrastructure, open space and vegetation including higher storm water drainage and run off, infrastructure that can cope with floods and storms, vegetation that reduces risks of fire and wind damage
- + Address the trend towards a decrease in volunteerism with succession planning

Waste minimisation & recycling

- + Opportunity to reduce waste, improve recycling and waste collection and management including investigating alternative waste to energy and water treatment solutions

Water reuse & recycling

- + Opportunity to reduce water use, increase reuse including on-site water storage by identifying barriers to reducing water use and increasing on-site water storage

BIG IDEA 03

MITTA MITTA, A HISTORIC & ECO-TOURIST DESTINATION



Common Ground Project, Community Farm and Social Enterprise



Iron Creek Bay Tasmania, Farm Stay



Camping / Adventure Tourism



Alpine Trails To Mount Bogong



Cycling Event



Great Alpine Challenge

MITTA MITTA, A HISTORIC & ECO-TOURIST DESTINATION

ECO-TOURISM DESTINATION

What we heard

Retaining the town's character and accessible public transport and walking/cycling trails/routes were the second (equal with telecommunications) and sixth respectively ranked opportunities. While existing trails were identified as an asset, maintenance could be improved including trail signage. Safety concerns were raised about paths, in particular, those adjacent to roads.

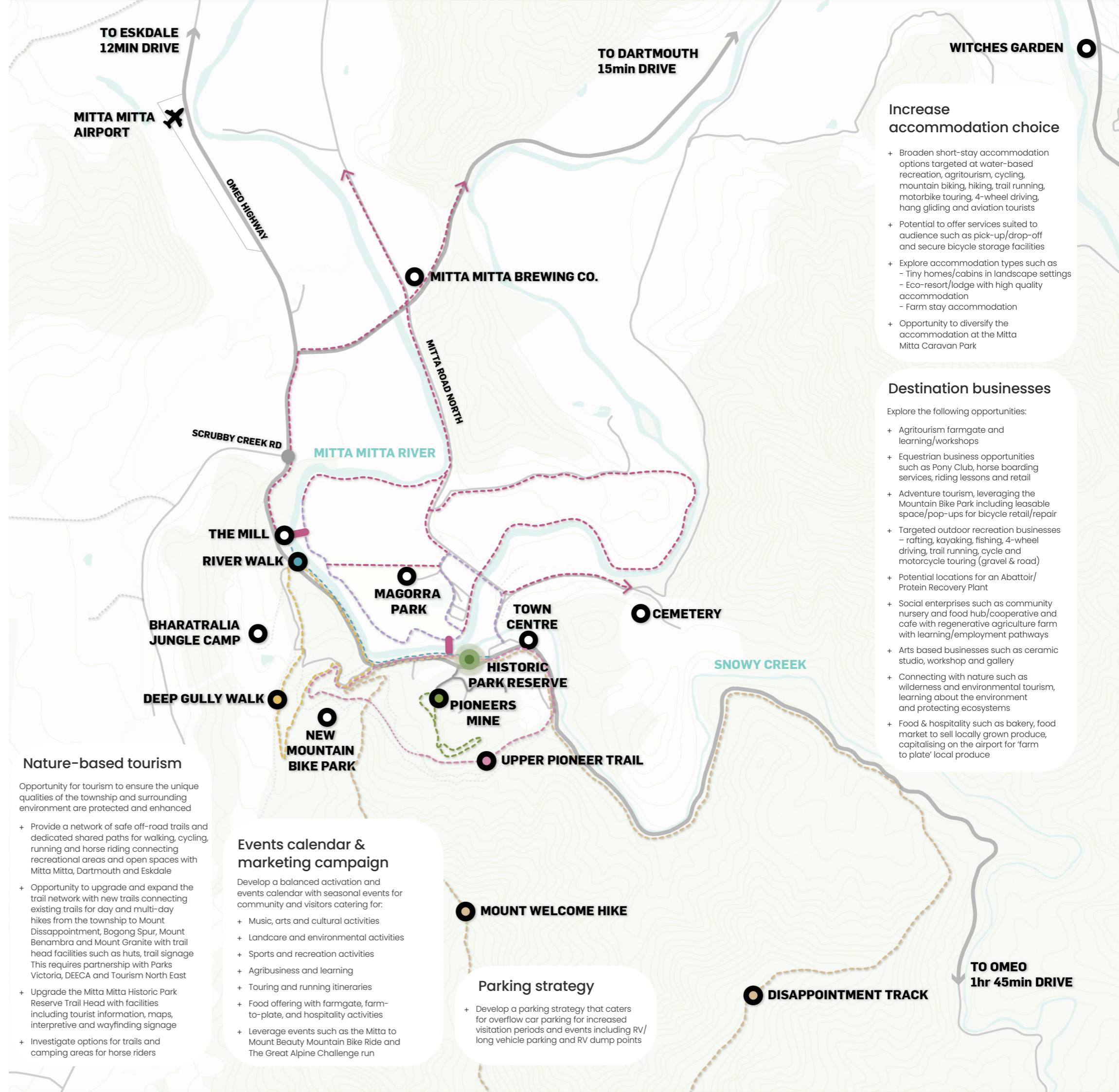
Diversifying the local economy is the third highest rated opportunity, with work underway to diversify the product under Mitta Valley Beef including training and a mobile abattoir. Alternatives to the beef industry include nature-based tourism including events with the addition of a new Mountain Bike Park expected to increase visitor numbers. Engagement findings indicate that there is some concern about the poor infrastructure and a lack of suitable amenity for visitors including toilets, parking, a lack of reticulated water/sewerage, accommodation and eating experiences.

What is proposed

This Big Idea focuses on developing a local tourism strategy tailored to Mitta Mitta's strengths and assets and balances the needs of residents with visitors by:

- + Focusing on nature-based tourism
- + Improving infrastructure to support tourism
- + Providing a network of paths/trails with wayfinding signage & facilities
- + Eco-friendly accommodation
- + Destination businesses
- + Parking Strategy to determine parking requirements.

- WALKING TRAIL
- UPGRADE EXISTING SHARED PATH
- NEW SHARED PATH
- NEW PEDESTRIAN BRIDGE
- UPGRADED ASSET



Increase accommodation choice

- + Broaden short-stay accommodation options targeted at water-based recreation, agritourism, cycling, mountain biking, hiking, trail running, motorbike touring, 4-wheel driving, hang gliding and aviation tourists
- + Potential to offer services suited to audience such as pick-up/drop-off and secure bicycle storage facilities
- + Explore accommodation types such as
 - Tiny homes/cabins in landscape settings
 - Eco-resort/lodge with high quality accommodation
 - Farm stay accommodation
- + Opportunity to diversify the accommodation at the Mitta Mitta Caravan Park

Destination businesses

Explore the following opportunities:

- + Agritourism farmgate and learning/workshops
- + Equestrian business opportunities such as Pony Club, horse boarding services, riding lessons and retail
- + Adventure tourism, leveraging the Mountain Bike Park including leasable space/pop-ups for bicycle retail/repair
- + Targeted outdoor recreation businesses
 - rafting, kayaking, fishing, 4-wheel driving, trail running, cycle and motorcycle touring (gravel & road)
- + Potential locations for an Abattoir/Protein Recovery Plant
- + Social enterprises such as community nursery and food hub/cooperative and cafe with regenerative agriculture farm with learning/employment pathways
- + Arts based businesses such as ceramic studio, workshop and gallery
- + Connecting with nature such as wilderness and environmental tourism, learning about the environment and protecting ecosystems
- + Food & hospitality such as bakery, food market to sell locally grown produce, capitalising on the airport for 'farm to plate' local produce

Nature-based tourism

Opportunity for tourism to ensure the unique qualities of the township and surrounding environment are protected and enhanced

- + Provide a network of safe off-road trails and dedicated shared paths for walking, cycling, running and horse riding connecting recreational areas and open spaces with Mitta Mitta, Dartmouth and Eskdale
- + Opportunity to upgrade and expand the trail network with new trails connecting existing trails for day and multi-day hikes from the township to Mount Disappointment, Bogong Spur, Mount Benambra and Mount Granite with trail head facilities such as huts, trail signage. This requires partnership with Parks Victoria, DEECA and Tourism North East
- + Upgrade the Mitta Mitta Historic Park Reserve Trail Head with facilities including tourist information, maps, interpretive and wayfinding signage
- + Investigate options for trails and camping areas for horse riders

Events calendar & marketing campaign

Develop a balanced activation and events calendar with seasonal events for community and visitors catering for:

- + Music, arts and cultural activities
- + Landcare and environmental activities
- + Sports and recreation activities
- + Agribusiness and learning
- + Touring and running itineraries
- + Food offering with farmgate, farm-to-plate, and hospitality activities
- + Leverage events such as the Mitta to Mount Beauty Mountain Bike Ride and The Great Alpine Challenge run

Parking strategy

- + Develop a parking strategy that caters for overflow car parking for increased visitation periods and events including RV/long vehicle parking and RV dump points

BIG IDEA 03

Public bus service

- + Advocate for a public bus service between Albury-Wodonga and Omeo/Gippsland, stopping in Tallangatta and Mitta Mitta
- + Opportunity to provide a community shuttle to health service & other key locations in the township that can be used by tour operators
- + Requires advocacy with the Department of Transport and Planning

TO MITTA AIRPORT & ESKDALE

TO MITTA MITTA BREWING CO.

TO CEMETERY

NEW MOUNTAIN BIKE PARK

THE MILL

MOUNTAIN BIKING

NEW SWIMMING

PRIMARY SCHOOL

MAGORRA PARK MULTI PURPOSE CENTRE

CARAVAN PARK

UPGRADE SWIMMING

DEEP GULLY WALK

GOLF COURSE

CAMPDRAFT ARENA

PADDY'S RESERVE

RIVER WALK

DINOSAUR PARK

PUB

NEW SWIMMING

GENERAL STORE

HISTORIC PARK RESERVE

MEMORIAL HALL

OUTDOOR & CULTURAL EDUCATION CENTRE

UPPER PIONEER TRAIL











PIONEER MINE WALKING TRACK

MOUNT WELCOME HIKE



1:5,000 @ A3

0 150m

-  NEW MOUNTAIN BIKE PARK
-  NEW UPGRADED COMMUNITY ASSET
-  UPGRADED OPEN SPACE
-  NEW SHUTTLE ROUTE/STOPS
-  NEW BRIDGE
-  UPGRADE EXISTING/NEW SHARED PATH
-  NEW SHARED PATH
-  NEW PEDESTRIAN CROSSING/SHARED ZONE (PEDESTRIANS & VEHICLES)
-  NEW PEDESTRIAN BRIDGE
-  WALKING TRAIL

MITTA MITTA, A HISTORIC & ECO-TOURIST DESTINATION

HISTORIC TOWN

What we heard

The township has a rich history spanning thousands of years from First Nations people to European explorers and Chinese miners. The Jaitmathang people lived in this area for over twenty thousand years, migrating between the lower valleys and higher alpine areas. The first European explorers to the area were Hume and Hovell in 1824 followed by the establishment of the township by early pastoralists in 1835, with a remote sheep and cattle farm called Magorra Station. The discovery of gold in 1852 in the Snowy Creek behind the existing Mitta Pub, led to mining in the river, creeks and streams, including Chinese miners who brought their own mining practices. The arrival of new technology called hydraulic sluicing led to the development of a mine to the south of the township at the site of the current Pioneer Mine Historic Reserve.

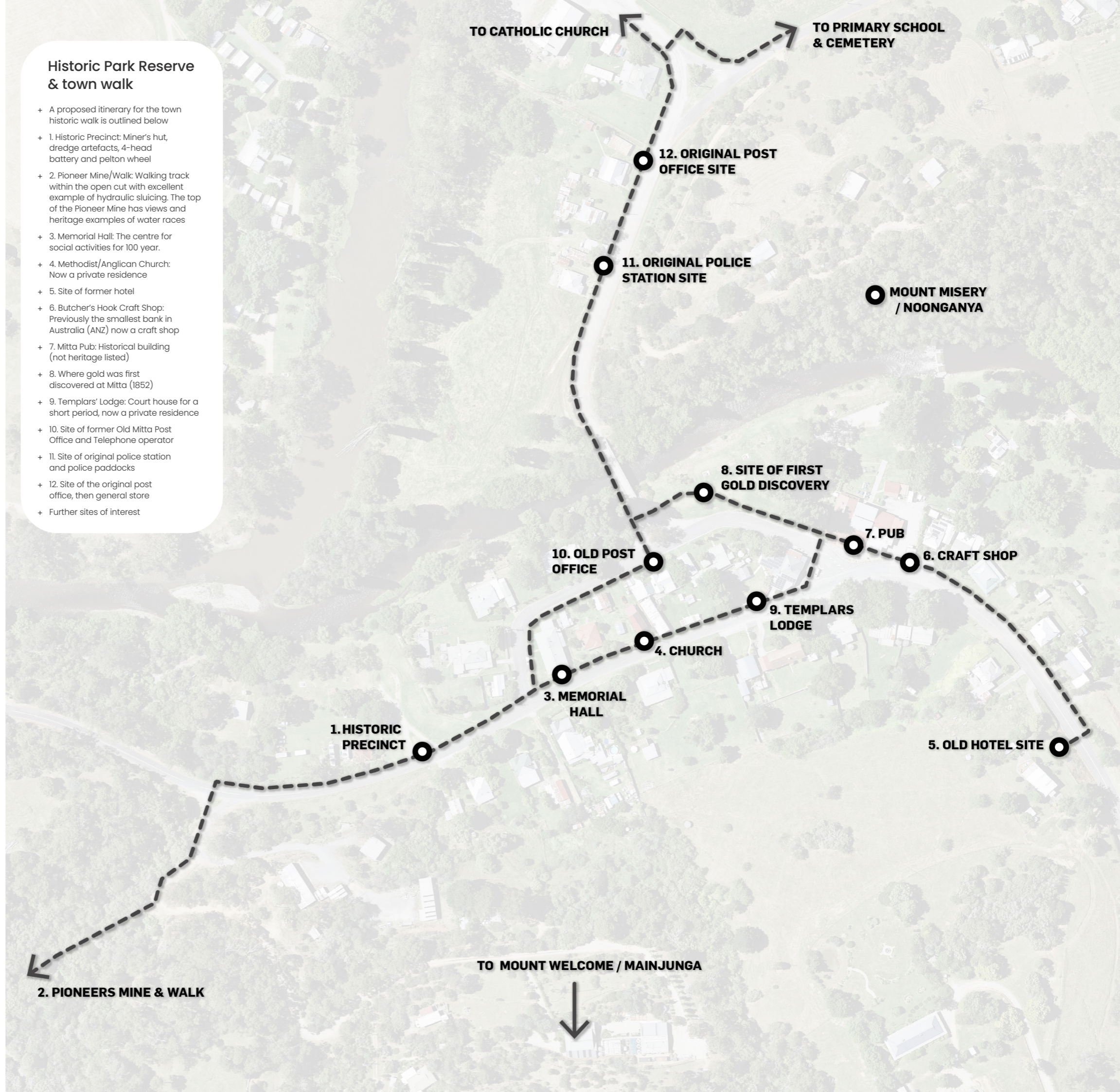
What is proposed

This Big Idea focuses on preserving and enhance the unique historic elements that celebrate the township's heritage and increase visibility of the town's history by:

- + Upgrading the Historic Park Reserve as the trail head for walks at the Pioneer Mine Historic Reserve, providing historic and trail information
- + Developing a historic walk of significant places and buildings through the township with interpretive signage
- + Exploring First Nations history by deepening our knowledge of Indigenous culture and history through acknowledgement, place names, truth-telling and stories.

Historic Park Reserve & town walk

- + A proposed itinerary for the town historic walk is outlined below
- + 1. Historic Precinct: Miner's hut, dredge artefacts, 4-head battery and pelton wheel
- + 2. Pioneer Mine/Walk: Walking track within the open cut with excellent example of hydraulic sluicing. The top of the Pioneer Mine has views and heritage examples of water races
- + 3. Memorial Hall: The centre for social activities for 100 year.
- + 4. Methodist/Anglican Church: Now a private residence
- + 5. Site of former hotel
- + 6. Butcher's Hook Craft Shop: Previously the smallest bank in Australia (ANZ) now a craft shop
- + 7. Mitta Pub: Historical building (not heritage listed)
- + 8. Where gold was first discovered at Mitta (1852)
- + 9. Templars' Lodge: Court house for a short period, now a private residence
- + 10. Site of former Old Mitta Post Office and Telephone operator
- + 11. Site of original police station and police paddocks
- + 12. Site of the original post office, then general store
- + Further sites of interest



EXISTING HERITAGE FEATURE



Incorporate First Nation's history

- + The name Mitta Mitta is from the First Nations name for "mida-modunga" which translates to where reeds grow
- + The Jaitmathang people lived in this area for over twenty thousand years, migrating between the lower valleys and floodplains in winter and higher alpine areas around Mount Bogong in summer to feast on the moths
- + This painting attributed to Eugene von Gerard of the Upper Mitta Mitta River 1863-64, illustrates the presence of First Nations people on the Mitta Mitta River
- + Regarded as Australia's greatest colonial landscape painter, von Gerard undertook extensive travels throughout the south-eastern colonies of Australia during his time in Victoria (1852-1882) with many paintings featuring this region
- + Engagement findings have identified references to First Nation's names for Mount Welcome and Mount Misery from an Argus article dated 16 November 1883

Significant Aboriginal cultural heritage

- + Identify any sites of significant First Nations cultural heritage in/surrounding Mitta Mitta with traditional custodians

Place name strategy

- + Develop a First Nation's place name strategy with traditional custodians to incorporate First Nation's culture and heritage through acknowledgement, place names, truth-telling and stories

Waterway's foreshore & open spaces

- + Consult First Nations people on the opportunities for new/upgraded open/public spaces along the Mitta Mitta River and Snowy Creek foreshore

MITTA MITTA, A HISTORIC & ECO-TOURIST DESTINATION

REGIONAL CONNECTIVITY

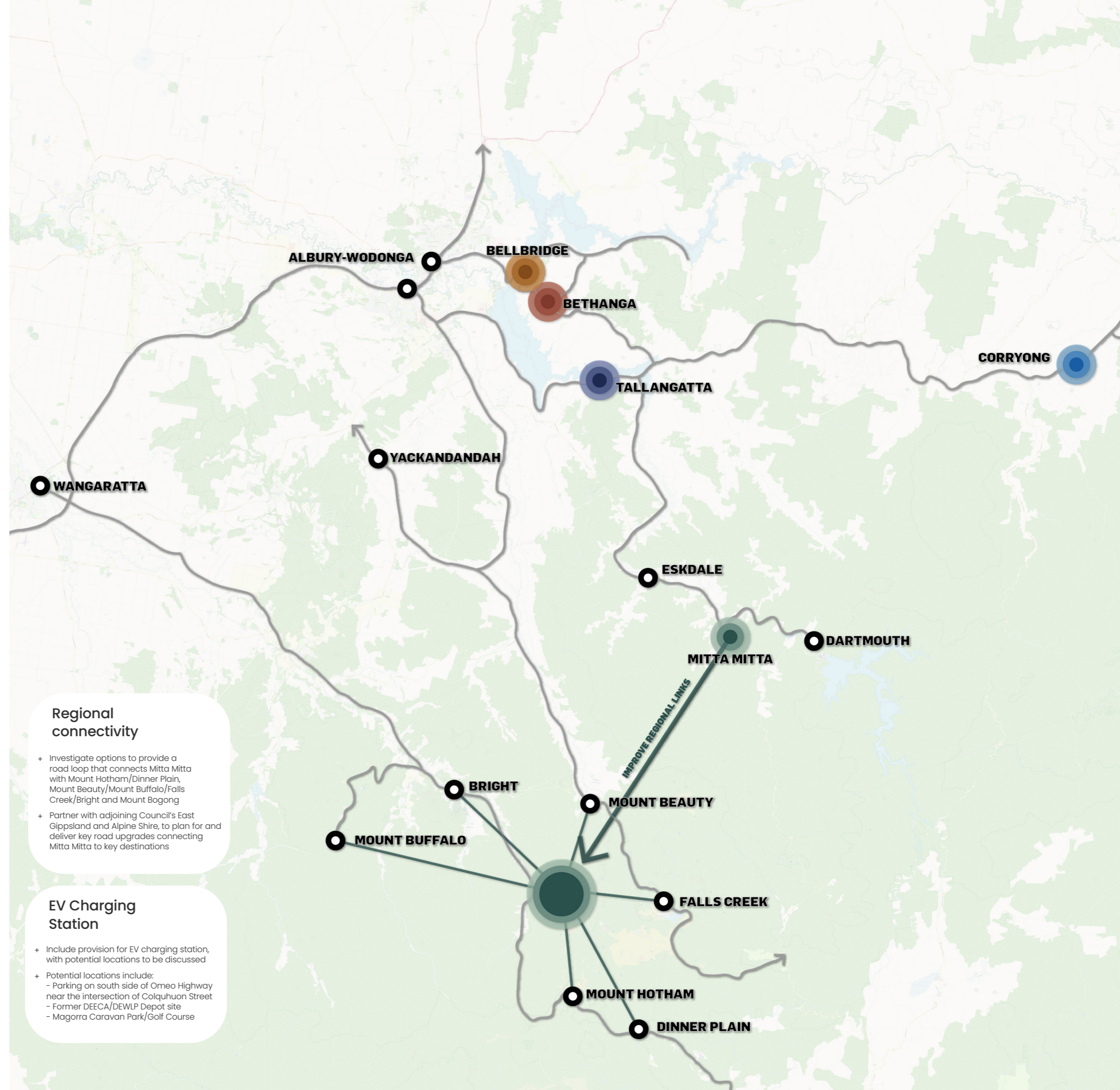
What we heard

Mitta Mitta is located to the east of a cluster of well known townships and mountains that form the central Alpine National Park. Currently, routes to key destinations such as Mount Hotham/ Dinner Plain are via Omeo Highway to the south and for Mount Beauty/Mount Buffalo/Falls Creek/ Bright to the north on Omeo Highway, before taking various routes south such as Gundowring Road/Mullagong Road/Kiewa Valley Highway.

Engagement findings indicate that improvements to roads connecting Mitta Mitta to this particular cluster of townships is a key opportunity. In addition, Mitta Mitta is well placed to access Mount Bogong with existing trails to Granite Flat and Eskdale Spur via The Hollow Way Road at the Omeo Highway junction near the Snowy Creek Campground.

What is proposed

This Big Idea focuses on improving regional connectivity to destinations within the Alpine National Park to improve access for residents, workers and visitors. This includes the potential to have an EV charging station in the township to support the current touring route from Gippsland on the Omeo Highway, addressing a current gap in the existing EV charging stations.



Regional connectivity

- + Investigate options to provide a road loop that connects Mitta Mitta with Mount Hotham/Dinner Plain, Mount Beauty/Mount Buffalo/Falls Creek/Bright and Mount Bogong
- + Partner with adjoining Councils East Gippsland and Alpine Shire, to plan for and deliver key road upgrades connecting Mitta Mitta to key destinations

EV Charging Station

- + Include provision for EV charging station, with potential locations to be discussed
- + Potential locations include:
 - Parking on south side of Omeo Highway near the intersection of Colquhoun Street
 - Former DEECA/DEWLP Depot site
 - Magorra Caravan Park/Golf Course

BIG IDEAS SUMMARY



01

**Strengthen the community heart
along the Mitta Mitta River &
Snowy Creek**

- + Gateway arrival & road upgrades
- + Improving existing assets



02

**Sustainable development to
ensure liveability & resilience**

- + Housing supply & choice
- + Critical infrastructure
- + Plan for long-term resilience



03

**Mitta Mitta, a historic & eco-tourist
destination**

- + Destination for hiking
- + Historic town
- + Regional connectivity

A man wearing a light-colored hat, glasses, and a checkered jacket is sitting on a large, ribbed pumpkin. He is smiling and looking towards the camera. The setting appears to be an outdoor market stall with various items on shelves in the background. A sign on the right side of the stall reads "TALLANGAT BEST EXHIBIT".

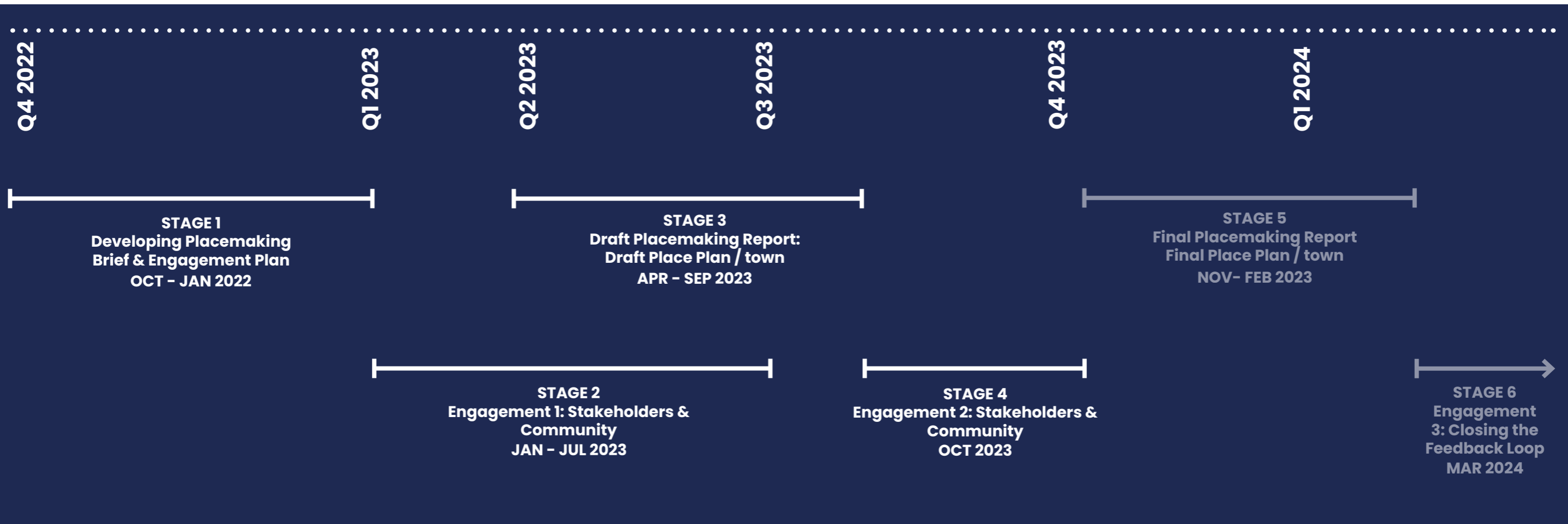
ENGAGEMENT 2 CLOSE

NEXT STEPS

- + 2-week comment period opens to the public
- + Review and refine the Draft MITTA MITTA Place Plan based on feedback and discussions
- + Draft Final MITTA MITTA Place Plan to Council for review and endorsement



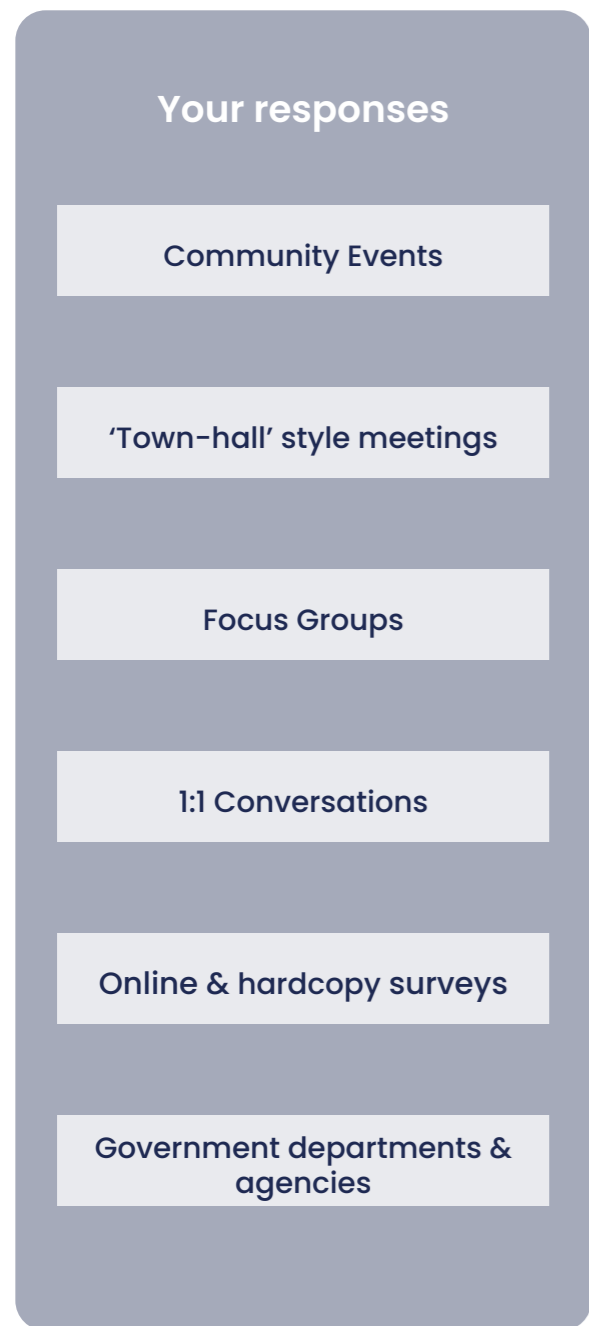
PROJECT TIMELINE



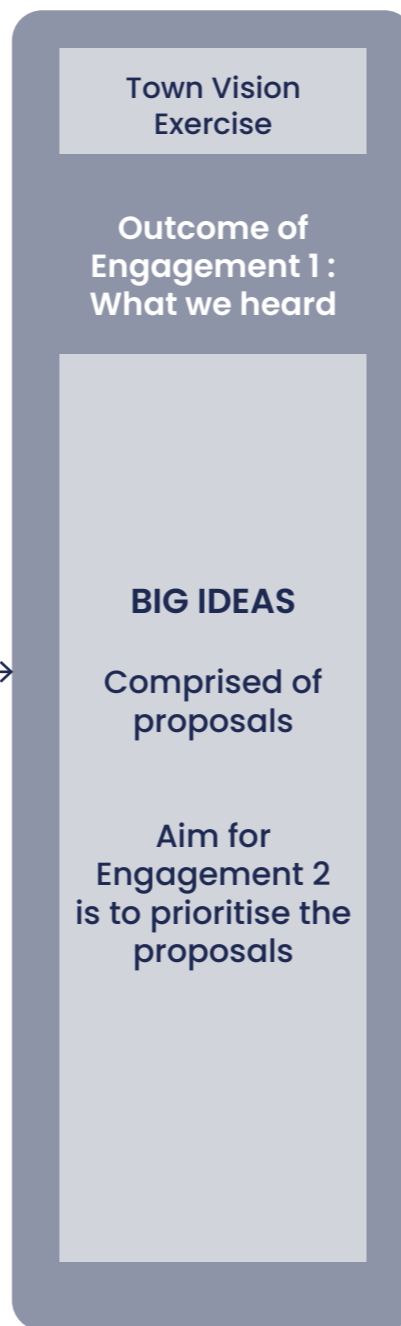
ENGAGEMENT METHODOLOGY

Three Big Ideas emerged from an analysis of your responses. The following diagram illustrates the methodology developed for this project and how the insights are being used to create the vision, proposals and actions for Engagement 2. The final proposals for the Final Place Plan will correlate to eight themes to provide the implementation framework for future planning.

Engagement 1: "Lets Chat"



Engagement 2: Planning Ahead



Engagement 3: Delivering the Vision

