



## **Produced by Coldstream Voice Steering Committee**

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The township of Coldstream is five kilometers north-east of Lilydale, along the Maroondah Highway. It is commonly referred to as the gateway to the Yarra Valley. The suburb of Coldstream has a population of 2,338 people, and stretches to the Yarra River to the west, north-east to include the Maroondah Highway, and east to include Killara Road.

A number of planning processes in the past 15 years have identified that rejuvenation and renewal is needed in Coldstream. A majority of residents want to see an expansion of the population of the township on the highway, and greater economic activity that supports the key tourism and agricultural sectors of the Valley. Many residents feel that Coldstream has much to offer but tends to be overlooked. In response to these concerns, Yarra Ranges Council held discussions with community and business leaders, and started a community planning process in Coldstream.

Community planning is a process where the members of a community work together to identify a shared community vision of the future, and priorities and actions that they can undertake to improve their wellbeing.

A series of community meetings, workshops and events took place between July 2013 and June 2014. In total, about 350 people (15% of the population) actively participated in the community planning process, by contributing ideas and suggestions at various events, or via email, Facebook and phone calls.

In January 2014, a draft vision statement was prepared, which summarized the key themes that had come up through the process. In May, two workshops were facilitated by community planning expert Peter Kenyon. Participants voted on their top project priorities and began to identify actions that could be taken to turn those project ideas into reality.

In March 2014, community members were invited to form a new community group which would finalise the community plan and begin to put ideas into action. The group of 12 people firstly came up with a name, Coldstream Voice, and set up a group on Facebook, which now has over 150 members. Coldstream Voice meets on the second Wednesday of the month at 7pm at the Community Centre, and anyone is welcome to attend. The group has already started on some of the projects, including a community market in November.

Coldstream Voice will coordinate the delivery of the Coldstream Community Plan. This means that it will manage some of the projects, but also encourage other organizations to take on aspects of the Plan. For example, one of the Plan's priorities is to advocate for the growth in housing and population in the township, which is the key objective of the Coldstream 2020 group. Similarly, the Yarra Valley Friendship Club has a particular interest in improving access to health services for older people in the community. Other groups will be strongly encouraged to become involved in the plan, and to initiate new projects in the future. The Plan will be reviewed and revised annually.

The vision statement, projects and first steps are summarised below.

## **Coldstream Community Plan 2014-16 – Projects and First steps**

**Vision Statement:** Coldstream is the gateway to the Yarra Valley. Coldstream will be a vibrant, busy, sustainable town that is a safe, friendly place. It will be a place that entices passers-by to stop and explore. It will have a variety of viable commercial and retail businesses, including those that will provide services to the agricultural sector and sell its produce. Coldstream will have a variety of well-used facilities and services that support families and the elderly.

<b>Strategy/Project</b>	<b>First step</b>	<b>When</b>
Promote Coldstream and support our groups, schools, and clubs.	Have a market stall about Coldstream at local markets. Create promotional materials.	2014
Hold a Community Market from Spring to Autumn.	First event in late November at Lodge Shopping Centre. Form working group. Promotion, parking, fees.	2014
Encourage local trade and improve shopping areas.	Call meeting and establish a traders' group	2014
Encourage more activity at the Community Centre	Distribute calendar to residents Council officer based at centre one day per fortnight.	2014
Advocate for more footpaths to encourage walking and to improve pedestrian safety.	Identify gaps in footpath network, incorrect signage and street names. Seek community input to identify priorities. Present findings to Council.	2014
Improve access to health services for aged residents.	Commence discussions with Yarra Valley Friendship Club and health services.	2015
Build on the Dame Nellie Melba connection.	Establish a working group. Identify funding sources, connections, ideas.	2015
Provide input into the design of playground developed by Council.	Encourage involvement of young people in the design, liaise with sports clubs.	2015
Advocate for the growth of the Coldstream township.	Advocate for structure plan to include re-zoning of land, more diversity of housing types, and re-establishment of a rail service.	2015
Advocate for a rail trail and/or tourist train between Lilydale and Yarra Glen, and connections to the township.	Participate in existing advocacy work being undertaken by other communities in the Valley.	2015

## INTRODUCTION

### WHAT IS COMMUNITY PLANNING?

Community planning is a process where the members of a community work together to identify a shared community vision of the future, and priorities and actions that they can undertake to improve their wellbeing. Communities throughout Australia, New Zealand, the UK and elsewhere have embraced community planning.

A community plan is owned by the community. While external people might facilitate the process, all of the *decisions* that are made during the process are made by the community members themselves.

For examples of community planning, see Appendix 1.

Working with communities to develop Community Plans is one of eleven key activities in Yarra Ranges Council's Council Plan 2013 - 17.

Yarra Ranges Council's Community Planning and Engagement team starting talking to community leaders about community planning in early 2013.

### COLDSTREAM'S CHARACTERISTICS

Coldstream is a small township set within a cleared agricultural setting 36km east of Melbourne. The township of Coldstream is located on Maroondah Highway, the main tourist route into the Yarra Valley. Although the town is mainly a residential community, there are some local and regional commercial facilities that have frontage onto Maroondah Highway. At the junction of Maroondah and Melba Highways is Coombe Cottage, the estate of Dame Nellie Melba, which has significant cultural and historical significance.

The population of the entire suburb of Coldstream, including rural properties is 2,338, and the population of the township alone is 1,746 (2011 census).

Coldstream is serviced by a primary school, pre-school and a community hall. There is also a range of recreation reserves scattered across the township, which are used by a sporting club, football, netball, cricket and tennis clubs. Medical services, other than a Maternal and Child Health nurse, are not operating in Coldstream.

In the township of Coldstream there are two small but separate shopping centres, The Lodge and The Gateway. The Lodge is located on the Maroondah Highway, at the junction of Killara Road and Station Street. The Lodge includes an IGA supermarket and the post office. There are a range of other businesses at this junction including Coldstream Brewery, Coldstream Timber and Hardware, Yarra Valley Gateway Estate Wines and Hydroponic Centre, and Go Wild Ballooning.

The Gateway shopping centre is not as visible, located just off the highway. Some of the shops in this strip have been converted to offices and business premises, rather than retail premises. There is a milk bar, café, opp shop, and hairdresser located in this strip.

There is limited commercial and industrial zoned land in Coldstream as it is located only ten minutes to Lilydale and Yarra Glen. Residents travel to these towns and beyond for higher order shopping.

Within Coldstream there are some isolated patches of undisturbed remnant vegetation providing important habitats. These are predominately found along creek and drainage lines and on roadside reserves. These areas include several stands of the rare Yarra Gum and the nationally and state listed 'matted flax lily' which is listed as an endangered plant. The Margaret Lewis Reserve is a popular park for walking and an active Friends group contributes significantly to its upkeep.

## PREVIOUS PLANNING ACTIVITY AND COMMUNITY CONSULTATION

### *COLDSTREAM TOWNSHIP PLAN 2002*

This concept plan focused on infrastructure development and the design of public spaces within the existing residential boundary of the township. It was commissioned by Yarra Ranges Council and was carried out by consultancy firms.

This plan focused on structural improvements, which may have also had indirect positive impacts on community wellbeing and economic development.

Coldstream Improvement Group, a group of residents which existed from 2001 to 2005, was involved in the development of the plan.

Projects identified by the plan were as follows:

- A. Realign the Highway Junction (with Station Street and Killara Road) with improved Regional Service uses and built forms.
- B. Mark the Highway through Coldstream with distinctive Australian Cypress borders and low stone walling.
- C. Establish a continuous linkage through streets and parks connecting existing open spaces.
- D. Landscape and buffer upgrades to the eastern edge of the Highway to improve residential amenity.
- E. Upgrade the image and function of the Margaret Lewis Reserve with active play facilities and paths.
- F. Possible future information/amenities centre on western side of Highway to act as a Yarra Valley/Coldstream landmark.
- G. Upgraded green space as a visual centerpiece at the Gateway shops
- H. Prominent walled gateway and signage supporting an interactive Melba tribute artwork, at the Gateway entrance.
- I. Consolidated retail services with continuous awnings and painting and potential shop-top housing.
- J. Remove some retail frontage in Gateway shops to create a new urban square visible from the Highway.
- K. Encourage limited roadside trading along Highway to the south of the Gateway entrance.

Most of these recommendations were not carried out. Some improvements to footpaths were made near the Highway Junction (Project A). Yarra Ranges Council has built some footpaths to connect reserves and parks (Project C). The volunteer Friends of Margaret Lewis Reserve group has worked in partnership with Yarra Ranges Council to create paths, fencing and shelters (Project E).

Upgrades to the Gateway entrance were made, including low stone walls and the replacement of concrete with grass, seating and trees (Projects H and G). Many of the proposals are similar to those that have been suggested in 2013-14 (see The Community Plan section below).

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### *COLDSTREAM COMMUNITY SURVEY 2011*

This survey was conducted by Yarra Ranges Council in early 2011 and was developed in response to discussion in the community about the future of the town.

The survey was sent by mail to 809 households and businesses in Coldstream. A total of 268 responses were received (33%), which provided a high level of statistical validity.

Respondents were asked what they valued most about Coldstream. Responses were:

- its location (78%)
- the sense of community (44%)
- the look and feel of the neighborhood (the “amenity”) (37%)
- access to services (19%)
- other attributes such as country/rural feel, peacefulness and block size (13%).

The rest of the survey included questions regarding land use planning, which indicated that just over 50% of respondents wanted to see the township expanded, but were not in favour of subdivision of existing residential properties.

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### *YARRA RANGES ACTIVITY CENTRE NETWORK STRATEGY 2012*

This strategy document was commissioned by Yarra Ranges Council and was completed by Essential Economics Pty Ltd. The study identified the economic potential of all the towns in the municipality.

In terms of Coldstream Town Centre, the opportunities identified were:

- Potential for improved appearance of the existing retail areas
- Opportunities for the introduction of community facilities/services to the centre
- Potential for an improved tourism focus, building on the success of the Coldstream Brewery and the location of the centre at the ‘Gateway’ to the Yarra Valley
- A number of businesses with a focus on local produce are situated in the Gateway Estate. Potential may exist for these businesses to be represented in the town centre.
- Potential future development if the vacant Mixed Use Zoned land, and the land currently occupied by a landscape supplies business, which surrounds the centre.

The challenges identified were:

- Limited residential catchment
- Forecast decline in population in the suburb of Coldstream over the 2011-2026 period (note that a more recent forecast predicts a slight increase in population – see Appendix 2).
- Dated appearance of the shopping centre
- Strong competition for convenience retailing from Lilydale Major Activity Area.

Improvements to Coldstream's recreational facilities identified in this long-term plan were to:

- explore the possibility of converting two tennis courts to multi-purpose tennis/netball courts
- formalise an agreement with the school to use Margaret Lewis Reserve as a training venue
- link open spaces and shops to residential areas with walking paths, and
- seal road shoulders to improve safety and access.

## THE COMMUNITY PLANNING PROCESS IN COLDSTREAM

### GATHERING INFORMATION

Yarra Ranges Council's Community Planning and Engagement team conducted 13 one-on-one meetings with key community and business leaders in Coldstream in the first half of 2013. People were asked to describe their community, to identify its strengths and assets, and what works well in Coldstream.

Demographic information was also collected and analysed. This information is summarised below in the "What we Learned" chapter.

In total, about 350 people actively participated in the community planning process, by attending events and by providing suggestions at various events or via email, Facebook or phone calls. The various events that were held are described below.

### FIRST COMMUNITY MEETING, JULY 2013

Yarra Ranges Council called a meeting on 31 July 2013 to explain the community planning process, and to hear residents' views about Coldstream's development and planning. At this meeting, it was clear that there was a strong desire to increase the size of the residential area by expanding the urban growth boundary, but there was also recognition that this was a long-term goal that involved many stakeholders and decision-makers. Council staff presented the community planning approach as a means by which the community could identify a common vision and short-term community-led projects that would strengthen the community and improve social and economic wellbeing.

### PROMOTIONAL ACTIVITIES AND ONLINE ENGAGEMENT

Community meetings were promoted through articles in the local newspaper, by email and Facebook, on the Council website, and posting of flyers in shop fronts.

Records of meetings were sent to attendees and made available to the public via the Yarra Ranges Views website: <http://yarrarangesviews.com.au/coldstreams-future>. So far, there have been 1,950 visitors to this webpage and 570 people have obtained information from the site by downloading a file or visiting additional pages.

A *Visioning* process generates a common goal, and encourages participation and involvement. It offers a possibility for change, and gives a group something to move toward. It generates creative thinking and passion.

Visioning processes help people articulate or define the future they want for their communities. Visioning is often completed in conjunction with a master planning initiative and looks decades ahead. In this instance, the vision will lay the foundation for the development of a community plan for Coldstream. However a community planning process can only occur if the community understands and embraces the concept and wishes to participate in the process.

A visioning workshop was held in Coldstream on 23 October, 2013, when attendees worked individually and then in small groups to articulate their visions for Coldstream in ten years' time. The workshop was attended by about 20 community leaders and residents. The workshop was facilitated by consultant Kimbra White.

Attendees were asked to imagine themselves in a place at a specific time in the future, e.g. on the outskirts of Coldstream in the year 2023, 10 years in the future. Then these questions are asked:

- What is a day in 2023 like?
- What does Coldstream look like? What are people doing? How are children playing? Where are the elderly? Where are people working? What else do you see?
- What do you hear -- voices? animals? running water? engines? What else do you hear?
- What do you smell? gardens? cooking? What else can you smell?
- Take few moments to fully explore what Coldstream is like. When you are ready, draw, diagram, or write down some words or sentences about what you have heard or seen.

The resulting vision statements are attached in Appendix 2.



Figure 1: Groups presented their visions of Coldstream for 2023 at Visioning Workshop in October 2013

## CINEMA NIGHT, NOVEMBER 2013

Yarra Ranges Council organised a cinema night on 8 November 2013 at the Community Centre. This event was promoted throughout the town via a letterbox drop and via social media. About 250 people came, mostly residents from Coldstream. While children's activities were held prior to the start of the movie, attendees were surveyed using the four open-ended questions below, either through a conversation with Council staff and community volunteers or by placing Post-it notes on sticky walls (see photo). At least 108 people made comments on the night. This night doubled as a fundraiser for the Friends of Margaret Lewis Reserve group, who provided a sausage sizzle



Figure 2: The crowd at the Cinema Night, 8 November 2013

The four questions asked at the cinema night (and the number of responses) were:

1. What do you like about your community? (48 responses)
2. What don't you like about your community? (40)
3. What positive changes would you most like to see? (108)
4. How could you contribute towards achieving these changes? (20)

A summary of responses is attached in Appendix 3.



Figure 3: Sticky wall at the Cinema Night, 8 November 2013

## DISCUSSION ON LOCAL ECONOMIC DEVELOPMENT, DECEMBER 2013

Another community meeting was held on 11 December 2013, which focused on local economic development. This meeting consisted mainly of reporting back and listening to a guest speaker from the Victorian Employers' Chamber of Commerce and Industry.

At this meeting, community members expressed their disappointment that a key issue, land use planning and the desire by many for the urban growth boundary that surrounds Coldstream to be expanded to allow for more residential, commercial and industrial development, was not being addressed through the community planning process. It was agreed to address these issues in the early part of 2014.

## DRAFT VISION STATEMENT, FEBRUARY 2014

In February, Council officers distributed a draft vision statement for the community, based on all the feedback and suggestions that had been received up to that point. The statement was distributed throughout the township by letterbox and postbox drop, and it was sent by email to nearly 100 people, posted on Facebook, and the Yarra Ranges Views website. There was an article in the local newspaper about the statement.

Half a dozen responses were received, which offered further suggestions and ideas.

## COMMUNITY MEETING ABOUT LAND USE PLANNING, MARCH 2014



In March, Yarra Ranges Council hosted a presentation by David Barnes, General Manager of Hansen Partnership, on land use issues in Coldstream. The forum was attended by about 30 residents and landowners plus Yarra Ranges Council staff. The majority of people that attended wanted to see Coldstream's township population double over the long term, and significant investment in road and rail infrastructure. At this meeting, it was proposed by Mayor Cr Fiona McAlister, that Council undertake a structure planning process to deal with land use and large-scale

infrastructure issues. This planning exercise was later included in the 2014-15 Council Plan and Budget.

For more information about this issue, visit the Coldstream 2020 Facebook page. Coldstream 2020 is an advocacy group that was formed in 2009.

## PLAYGROUND CONSULTATION, MARCH 2014

One of the themes that had emerged during the community planning process was that upgrades to playgrounds, and facilities that catered to older children, were needed in Coldstream.



There are two playgrounds on Council land in the Coldstream township: one next to the Coldstream Community Centre and the Pre-school, and one at Halley Supple Reserve behind the Gateway shops. The playground next to the community centre is nearly 20 years old and due for renewal. This presented an opportunity for Council to seek feedback from community members.

Council officers held a market stall at the Primary School's harvest market in March. They asked three questions:

1. What is the ideal location for a playground in Coldstream? (place one vote/dot on the aerial map)
2. Would you prefer to continue to have two smaller playgrounds, or one bigger one? (one vote)
3. What equipment would you like to see in a new playground? (three votes/dots per person on an equipment photo board).

Feedback was received from about 80 people, including many children. The demographic was mixed but consisted mainly of families.

Halley Supple Reserve was the preferred location for a playground, because it is near the Gateway shops, it has parking, and a public toilet (although many said this needs to be upgraded). Lots of families said that they visit the reserve for sport and recreation.

There was not a strong preference for having either one or two Council playgrounds in the township. There is merit in retaining a playground at the community centre as it is used by the pre-school children.

Regarding equipment, lots of people (parents and kids) requested a skate park and/or BMX jumps, and also more adventurous and modern play equipment that is useable by a range of age groups.

## FORMATION OF COLDSTREAM VOICE, APRIL 2014

When the draft vision statement was distributed, and when the land use meeting was held, people were invited to express their interest in being part of a new Coldstream community planning group. By late March, 12 people had responded and the first meeting was held on 16 April 2014. The group has since met monthly and has been working on governance, project development and information gathering, and has taken on the task of finalizing this plan and then facilitating its implementation.

One of the first tasks was to set up a Facebook group:

[www.facebook.com/groups/coldstreamvoice](http://www.facebook.com/groups/coldstreamvoice).

The page has been used to ask residents for more ideas about improvements to Coldstream and potential project ideas, funding sources, community events and so on. To date, 150 people have joined the Facebook group.

## TWO WORKSHOPS WITH PETER KENYON – IDENTIFYING PRIORITIES, MAY 2014

Australian Community planning expert Peter Kenyon visited Yarra Ranges in May 2-14, to facilitate a series of workshops in six townships. Two workshops were held in Coldstream.

The first workshop was hosted by the Yarra Valley Friendship Club which meets at the Coldstream Community Centre and is a social club for residents older than 50. This was attended by a dozen residents, mostly friendship club members, but younger people also. They identified the lack of medical and allied health services in Coldstream as the key issue, as well as the importance of supporting clubs and groups in the town, and safer roads.

The second workshop on 20<sup>th</sup> May was also held at the community centre, and was attended by 15 residents and a few Council staff members. The purpose of this workshop was to identify priorities from the list of over 200 ideas that had been received from the community (as listed in Appendix 4).



Prior to the workshop, these 200-plus suggestions were grouped into 22 topics. The group then voted (six votes/dots each) on which of these 22 topics were of highest priority for them.

Small group discussions were then held to identify objectives, key actions and people who could be involved in turning these priorities into community strategies projects.

These strategies and actions are outlined in the following pages.

## RELEASE OF DRAFT COMMUNITY PLAN, SEPTEMBER 2014

This draft plan was completed by Coldstream Voice in September 2014 and the community was provided the opportunity to comment via a letterbox and postbox drop, Facebook, email, the Yarra Ranges Views webpage and local newspaper. Half a dozen comments were received.

Following the period of community consultation, the plan was finalised and presented to Yarra Ranges Council for acknowledgement on 18<sup>th</sup> November, 2014.

## DEMOGRAPHIC INFORMATION

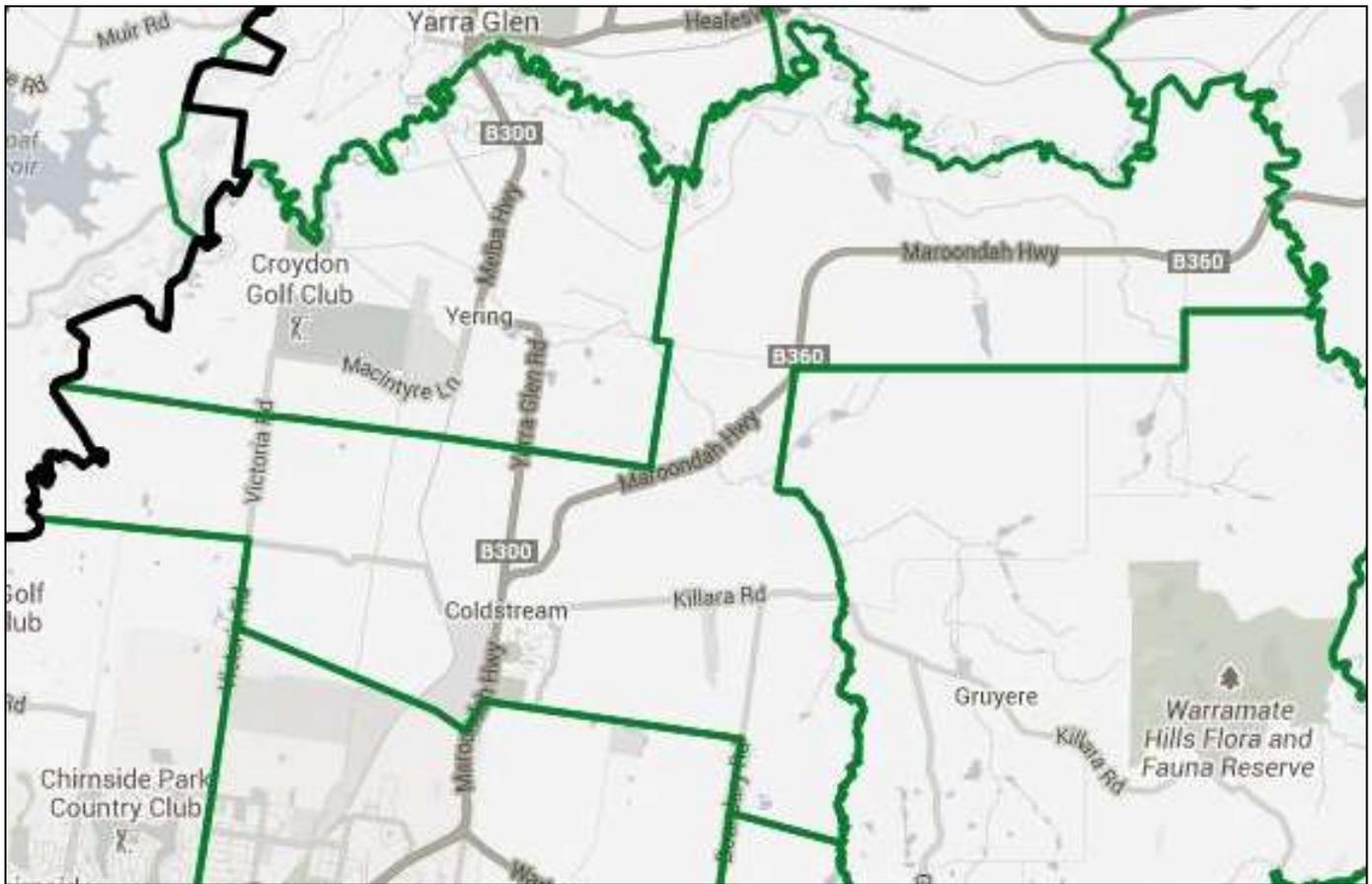


Figure 4: Map of Coldstream

For the purposes of presenting census data, the community of Coldstream includes the established residential area alongside the Maroondah Highway, as well as the rural areas stretching west to the Yarra River, north-east to include the Maroondah Highway, and east to include Killara Road. Coldstream is bounded by Yering to the north, Gruyere to the east, Chirnside Park to the west and Lilydale to the south. In this area, the population in 2011 was 2,338 and included 777 households.

The population in the established residential area of Coldstream (i.e. the original “Cheviot Park” estate plus Station Street) was 1,746 in 2011 and includes 575 households.

Other key statistics from the 2011 census (unless otherwise stated):

- Coldstream has a low number of people who have moved address in the past five years, giving it a very stable population.
- Coldstream has 73 people that need assistance from a carer due to age or disability.
- It has a slightly higher proportion of young children compared to the whole of Victoria, and this proportion has grown since 2006.

- The number of people aged 65 years or more has increased from 211 to 243 between 2006 and 2011, but the proportion of older people in the population (10.4%) is lower than the whole of Victoria (14.2%).
- It has a relatively low proportion of people living alone, 15.2% compared to 24.5% for Victoria, and this proportion has declined since 2006, while the proportion of family households has grown from 80% to 84%.
- Couples with children are the main household type, comprising 52.3% of households, compared to 46% in Victoria. Lone parent households comprise 13% of Coldstream households, of which 29% are male parents, which is much higher than for Victoria at 17.2%.
- There are 571 Coldstream students attending schools, universities or TAFEs.
- Coldstream has a low number of unemployed residents, just 40 people or 3%, compared to 5.4% for Victoria. Of those employed, 58.4% were working full-time, but this figure has fallen since 2006 (63.2%), while part-time work has increased.
- The most common occupations are technicians and trades workers, clerical and administrative workers, and managers. The proportion of professionals is half that of Victoria. The number of clerical and administrative workers, and community and personal service workers, grew the most between 2006 and 2011. Median weekly household income grew from \$1,132 in 2006 to \$1,294 in 2011.
- The biggest industries in Coldstream in 2011 were supermarket and grocery stores, food retail outlets, and building services.
- Nearly 33% of people aged 15 and over cared for children in 2011, which is higher than Victoria.
- Seventeen percent did voluntary work through an organization or group in the past 12 months, which is slightly lower than the proportion for Victoria. The proportion of people doing unpaid work is generally higher than the Victorian average.
- A very high proportion of dwellings are detached (separate houses) at more than 98%, compared to 77% for Victoria, and this proportion increased between 2006 and 2011. A further indicator of the lack of diversity in housing is the average number of bedrooms in dwellings, which is 3.4. With the average number of people per household being just under three, there is clearly a mismatch and many bedrooms not being used for their original purpose.
- Coldstream has a moderately high level of households in mortgage stress, more so than in surrounding areas. However mortgage payments in Coldstream are much lower than in areas to the north, west and east of Coldstream. Just over half of the dwellings in Coldstream are owned with a mortgage, which is much higher than for Victoria (36%).
- The proportion of Coldstream children who were vulnerable in 2012 on one or more development indicators was 18.2%, slightly higher than the proportion for Yarra Ranges which was 16.8% but lower than for Victoria at 19.5% (Australian Early Development Index, 2012).

Further demographic details are included in Appendix 5.

## LEARNINGS FROM COMMUNITY PLANNING PROCESS

All of the 200-plus ideas, suggestions and comments that were provided throughout the community planning process have been collated and grouped and are listed in Appendix 4. Along with the outcomes from the visioning workshop, this information was used to develop a vision statement, which is contained in the next section.

The groupings were done under the following topics or strategies:

1. Promote Coldstream
2. Better entrance to Coldstream
3. Spruce up shops at Lodge and Gateway
4. Develop housing options to allow people to live in Coldstream as they get older
5. Increase the population of Coldstream, more housing, expansion
6. Restore railway service along old railway line to Yarra Glen
7. Improve Public Transport
8. Improve entrances and exits to highway
9. Make the highway more attractive
10. Tourist trail between Lilydale and Yarra Glen via Coldstream
11. More footpaths to improve safety and encourage walking
12. Improved reserves and parks, gardens, lake, signage
13. More activities and events in town
14. Hold regular markets and/or car boot sales
15. Better communication within the town and better organised
16. Retain and support our community groups and clubs
17. Attract wider variety of businesses
18. Have a central place as the heart of the town, a gathering place
19. Provide agricultural services to growers
20. Bring medical services back e.g. doctor, pharmacy
21. More services for families
22. Increase enrolments at pre-school and school

Listed below are the assets and the things that people like about Coldstream, and the things people did not like about Coldstream.

### *Likes/Assets:*

- Comparatively small and contained.
- Caring and friendly people.
- Well established neighbourhoods.
- A town where you can let your children play in the street.
- Committed and enthusiastic volunteers, such as the sports clubs and the CFA.
- Family values.
- Affordable housing.
- A great place to retire.
- A quiet community.
- Strong participation in sports.
- Shops have potential to develop niche draw-card for visitors around gourmet food businesses already established.

- The school has held an annual market in the past two years.
- Coldstream is the gateway to all that the Yarra Valley has to offer.
- Country and rural aspect is highly valued and needs to be maintained.
- Convenient access exists to country towns, local wineries, golf courses and tourist destinations.
- Open space and reserves such as Margaret Lewis Reserve.
- Sporting activities and facilities especially Margaret Lewis Reserve are popular.
- Existing railway line and station reserve
- The monthly free community dinners at the sporting club worked well.

*Dislikes/Challenges:*

- Sports clubs are in decline in younger competitions.
- Layout of the township is constrained and dominated by the highway.
- Planning provisions restrict further housing and commercial growth.
- Dual occupancy or medium density in existing residential areas is unpopular.
- Highway has entry and exit issues. Passers-by are not drawn in to visit.
- Traffic congestion during peak times including holiday traffic
- Litter and poor roads maintenance.
- Coldstream is not a 'destination', lacks promotion - is relatively invisible to highway traffic.
- Shopping lacks variety and appeal.
- Commercial development opportunities are limited.
- Size of local market is limited.
- Public transport options are limited and need to be improved.
- Lack of population adversely impacts local service provision including school, health and transport.
- School, pre-school and maternal and child health centre are under-resourced and in need of renovation, and have declining enrolments.

*Quotes from community members:*

- "Quiet country living but close to city and wineries"
- "I know everyone but it is big enough to spread out".
- "It's a gem of a town with friendly and good people"
- "It's a great place to raise a family"
- "This place would be a basket case without volunteers".
- "Coldstream needs to see itself as town/village, not an "estate".
- "It feels like Coldstream has been a forgotten town that no-one could be bothered finishing."
- "There is nowhere for families to go without alcohol being sold".

### VISION STATEMENT

*Coldstream is the gateway to the Yarra Valley. Coldstream will be a vibrant, busy, sustainable town that is a safe, friendly place. It will be a place that entices passers-by to stop and explore. It will have a variety of viable commercial and retail businesses, including those that will provide services to the agricultural sector and sell its produce. Coldstream will have a variety of well-used facilities and services that support families and the elderly.*

### THEMES

#### 1. Protected and enhanced rural aspect and open spaces.

Coldstream will continue to be a great place to live because of its natural and rural surroundings. It will continue to be a safe and peaceful place, where our kids can play and explore. The Margaret Lewis Reserve and other open spaces will be well used by residents and visitors alike. The rural feel of the town and the open spaces will be protected and enhanced.

#### 2. Coldstream as a town and destination.

The township of Coldstream will be visible and attractive to visitors to the Valley, and the general public will know about the assets of Coldstream. There will be clear points of entry and arrival into the township and the interface between Maroondah Highway and the residential and business zones will be attractive to passers-by and entice them to visit. Access to and from the highway will be safe and easy.

#### 3. Community facilities and programs that meet the needs of families and children.

The family lifestyle in Coldstream will be valued and there will be facilities and programs that are family-friendly. New and upgraded youth and children's leisure facilities such as playgrounds, skate parks, walking pathways and bike paths have been created. There are services that meet our needs such as child care.

#### 4. Better local services.

There will be more frequent and reliable public transport, and a wide variety of commercial activity and retail outlets. Local businesses will be supported by the Coldstream and surrounding communities through incentives that encourage people to 'buy local'. Lilydale will be a major service centre and is only five minutes' travel time away, so some service providers based in Lilydale will also deliver services into Coldstream, such as health services. There will be improved community transport for the less mobile residents of our community.

#### 5. Running at full capacity.

There will be viable thriving businesses that create employment opportunities for local people. Coldstream will be a hub for growing, processing and selling quality food, wine and other local products. The sports clubs, school and pre-school will be full. The town's population will steadily grow and there will be housing options for all. Our older residents will be able to continue to live locally. Coldstream will be a great place to retire.

## STRATEGIES AND ACTIONS

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Promote Coldstream and support our community groups, school, pre-school and sports clubs.</i></b>			
Lift Coldstream's profile in the region	Have a market stall about Coldstream at markets in Coldstream and surrounds. Print banner and promotional material	2014 onwards	Coldstream Voice
	Submit funding application to Council's grants program for a community arts project to create colourful themed flags.	2014	
Promote clubs and groups in Coldstream	Promote clubs and groups via Coldstream Voice Facebook page and a new community website. Link to the club websites. Encourage clubs to update their sites. Set up community bulletin board at Lodge shopping centre.	2015	
Explore ways to increase enrolments at schools and pre-schools in Coldstream and surrounds.	Organise and host workshop	2015	Coldstream Voice and Council
Encourage clubs to be inclusive	Organise and host a workshop in Coldstream on equity and inclusion for sports clubs	2016	

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Community Market held at a regular time and place.</i></b>			
Organise first event at Lodge Shopping Centre	Form working group comprising traders and others. Consider parking and access. Promotion Fee structure	November 2014	Lorraine Smith Liz Howell Candice Bruggink Kerrilyn Bloom (Bloom's Blooms) Alan Henderson (Post Office/ Newsagency)
Provide fundraising opportunities for community groups, sports clubs, pre-school, schools.	Contact groups and determine level of interest and type of involvement		
Have a Coldstream information stall	Find volunteers to organise and staff stall at market	November 2014	Coldstream Voice
	Plan market dates for 2015	December 2015	

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Encourage local economic development and make improvements to shopping areas.</i></b>			
Establish a traders group for Coldstream	Contact traders, call meeting	2014	Candice Bruggink
Better signage on highway for local businesses.	Hold discussions about business signage, get Council's economic development team and Yarra Ranges Tourism involved.	2015	
Beautify the shops at Gateway and Lodge For example: artistic elements seats, tables, trees colourful awnings murals	Talk to school community about getting involved Develop cultural development grant application Seek input from shop landlords and tenants.	2015	
Advocate for exit onto highway from Lodge car park, and left turning lane on Killara Road	Discuss with landowners. Seek support from Council via structure planning process.	2015	
Attract anchor tenants to Gateway and Lodge shopping centres that will attract passers-by.	Develop a coherent plan, and link it with the structure planning process.	2016	
Encourage businesses that provide agribusiness services and products to Coldstream	Assess local demand for products and services via a survey  Talk to Yarra Valley Regional Food Group, Yarra Valley Agribusiness.	2016	
Encourage training providers to run horticulture courses in Coldstream	Assess demand for courses.  Talk to Burnley College or other providers.		

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b>More activity and better coordination at the Coldstream Community Centre.</b>			
Seek funding for acoustic batting on ceilings to improve acoustics.	Advocate to Council	2014	Morris Maxwell Kym Saunders Santha Press (Council)
Council Community Development officer based at Centre one day per fortnight	Make request to Council	Commencing October 2014	
Advocate for more outreach services at the community centre	Request Council and other service providers to use Community Centre for outreach e.g. community health, community development, arts and culture, youth services, aged and disability services, family and children's services.	2014 - 15	
Promote what is already happening at the Centre.	Improve signage to direct people to the Centre  Print and distribute a calendar of classes at the Centre	2014-15	
Encourage greater use by groups	Run "community house" type activities there, i.e. classes like yoga, craft, and music.  Encourage U3A to run courses there, and/or use it as an administration base.  Discuss with school - can they use it more?	2015	

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>More footpaths to encourage walking and to improve pedestrian safety.</i></b>			
Create a walkable village by connecting residential areas to shops and filling gaps.	Identify gaps in footpath network, incorrect signage and street names. Seek community input to identify priorities. Present findings to Council.  Better connections between Gateway and bus stops on highway.	2014	Morris Maxwell Sean Bethel Trudy Paterson Chris Riseley (Council)
Improve community awareness of safety issues	Ask Victoria Police to conduct community safety audit.	2015	

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Improve access to medical services for aged residents.</i></b>			
Increase outreach services to Coldstream	Commence discussions with Yarra Valley Friendship Club, Inspiro and Yarra Valley Community Health.  Survey community to find out where older people are currently accessing services	2015	Liz Howell
Increase medical services based in Coldstream	Encourage local medical clinic and/or pharmacy to be established in Coldstream		

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Build on Dame Nellie Melba's connection to Coldstream.</i></b>			
Advocate for establishment of a garden and/or park with a Melba theme in Coldstream estate.	Establish a working group. Create a plan to identify funds, connections, ideas.	2015	Trudy Paterson Morris Maxwell Val Sheehan Louissa Tickner Cr Fiona McAllister (Council)
Info hub developed about Dame Nellie. Art walk along highway, sculpture, garden walk, story board, recordings, photo/portrait board, art gallery	Make contact with Tarrawarra Estate, Besen Family Foundation, Athenaeum Theatre, Yarra Ranges Regional Museum, Lilydale and District Historical Society.		
Entrance sign to town to include reference to Dame Nellie Melba			
"Melba Day" - Music events, high tea, mother's day event			

Action	Next Steps	When	Contact/s at Coldstream Voice (unless stated otherwise)
<b><i>Playground Upgrade: Provide input into the design of playground developments by Council.</i></b>			
Redevelopment of playground at Halley Supple Reserve, with skate park and/or other youth components	Encourage involvement of young people in the design, liaise with sports club as main users of Reserve	2015	Liz Howell Candice Bruggink Kym Saunders Recreation Services (Council)
Upgrade of small playground next to community centre <b>OR</b> Development of new playground/park at Gateway in front of shops	Further engagement with community is required about these two options  Consider whether a theme could be incorporated into designs, e.g. road safety, Dame Nellie Melba, sensory garden	2016	

Action	Next Steps	When	Contact
<b><i>Advocate for the growth of Coldstream township.</i></b>			
Participate and contribute to the structure planning process to be run by Council.	Encourage Coldstream community members to participate in structure planning process to be undertaken by Council in 2015.  Advocate for structure plan to include: <ul style="list-style-type: none"> <li>• re-zoning of land next to township to allow for residential development, to increase population.</li> <li>• a diversity of housing types.</li> <li>• re-establishment of a rail service.</li> </ul>	2015	Robert Bethel Sean Bethel  Coldstream 2020 Group

Action	Next Steps	When	Contact
<b><i>Tourism Trails: Increase visits to Coldstream by advocating for a rail trail and/or tourist train between Lilydale, Coldstream and Yarra Glen and connections to the township.</i></b>			
Create links with existing groups with similar aims	Participate in the work being undertaken by a new community group that is advocating for a new rail trail between Yarra Glen and Lilydale.	2015 onwards	
Advocate for a link between the future rail trail and Coldstream township and Coombe Cottage, along Station Street and Maroondah Highway.	Discuss the proposal with relevant Council departments.  Talk to Lilydale and District Historical Society, and Yarra Ranges Regional Museum about Nellie Melba references along this route.	2015 onwards	Louissa Tickner Liz Howell Trudy Paterson

## APPENDIX 1: EXAMPLES OF COMMUNITY PLANNING

There have been hundreds of community plans developed across Australia and New Zealand. Below are a few of the local councils that have facilitated the development of plans.

[Golden Plains](http://www.goldenplains.vic.gov.au) – this area, which is located between Geelong and Ballarat, comprises many small communities which have so far developed 23 plans. One town, Cape Clear, has made the most of its name by building a lighthouse and a playground with a ship! See [www.goldenplains.vic.gov.au](http://www.goldenplains.vic.gov.au).

[Swan Hill](http://www.swanhill.vic.gov.au) – the Council received a grant from the state government to employ a worker to facilitate community plan development. Eleven plans have been completed in four years. See [www.swanhill.vic.gov.au](http://www.swanhill.vic.gov.au).

[Mount Alexander](http://www.mountalexander.vic.gov.au) – this area includes towns such as Castlemaine, Maldon, Newstead, Chewton, Guildford and Harcourt. Steering groups have been established in several towns, surveys have been done, get-togethers have been held and the planning process is now underway. See [www.mountalexander.vic.gov.au](http://www.mountalexander.vic.gov.au).

[Mount Macedon](http://www.mrsc.vic.gov.au) – Macedon Ranges has eight active community planning groups that bring local people together to create action plans based on what they value about their community, and what strengths and resources are already there; and how they would like to build on these to develop their community or town. See [www.mrsc.vic.gov.au](http://www.mrsc.vic.gov.au).

[North Shore, Auckland, New Zealand](http://www.flaxroots.org.nz) – Flaxroots is the name of the community planning program for a group of suburbs in Auckland. See [www.flaxroots.org.nz](http://www.flaxroots.org.nz).

[Village Planning Program, Porirua, Wellington, New Zealand](http://www.pcc.gov.nz) – Porirua is a multicultural city just north of Wellington. Eleven “villages” self-nominated through residents’ associations to prepare village plans and the community contributed voluntary labour. The plans and resulting projects had huge support at the community level. This program has won a number of international awards. See [www.pcc.gov.nz](http://www.pcc.gov.nz).

## Vision statements:

1. *A vibrant Coldstream will:*

- be connected by regular and reliable public transport
- attract people and support local businesses
- be accessible in and out of the highway
- have a greater population in the estate.

2. *A vibrant Coldstream will:*

- be a viable town
- have viable businesses, sports clubs and schools
- have increased community group membership
- be a community that is organised to present a united front
- have facilities that grow with the town's development
- have both sides of Coldstream linked
- link nature reserves together to create wildlife corridors

3. *A vibrant Coldstream will:*

- have a definite entrance to Coldstream, e.g. stonework
- have cafes, a bakery, Yarra Valley Produce, quaint specialty shops that are thriving
- have plenty of kids at the school and kindergarten
- have diversity in housing, smaller houses and land sizes, a small retirement village area
- make people slow down when entering the village and allowing visitors to enjoy its offerings, e.g. traffic lights
- have an overall feeling of character, encapsulating the diversity of rural, residential, industrial, landscape, and its great people.
- have a railway station with avenue to the gateway shops
- include 500m<sup>2</sup> housing blocks to the west, north and east of the estate.
- include the re-alignment of the Station Road/ Killara Road intersection

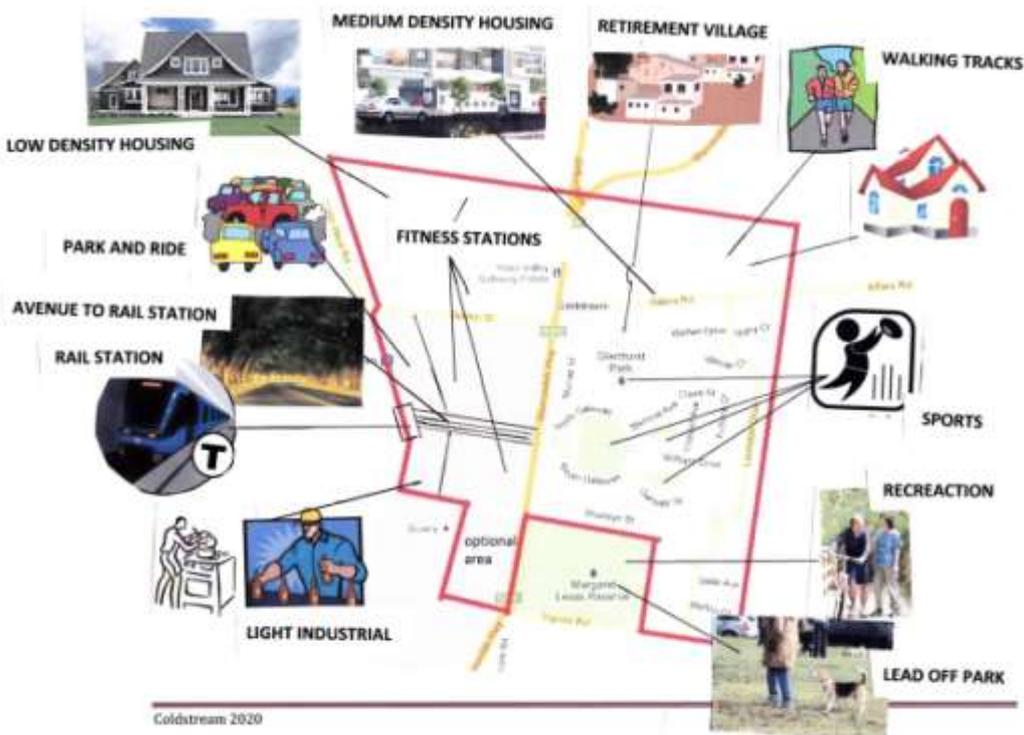
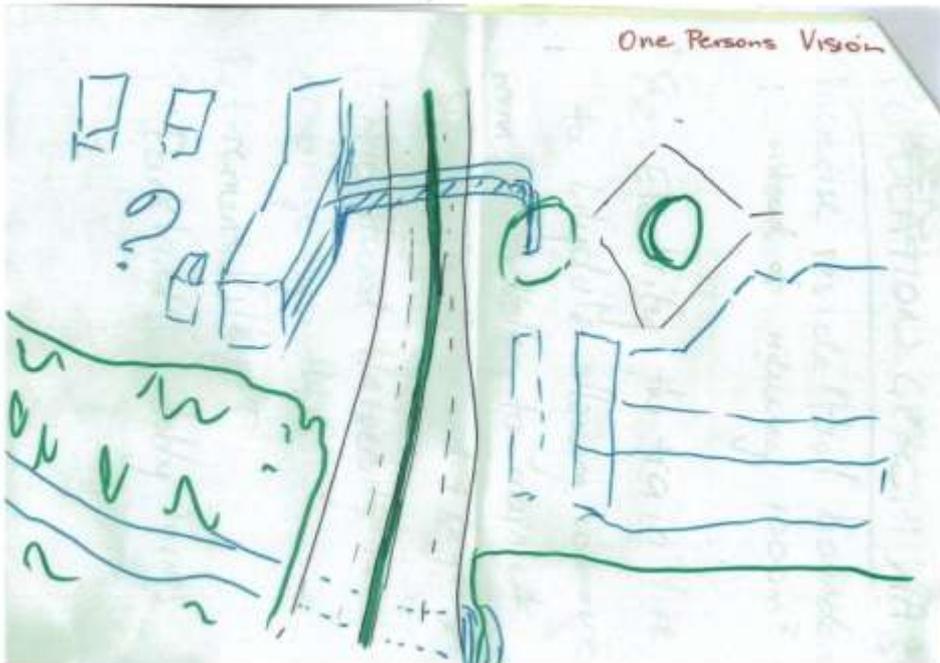
4. *A vibrant Coldstream will:*

- be visible and full of energy
- be a place people want to stop and spend time
- be full of people (who live here and visit as well) to work, children playing, vibrant fun markets, to support local business and all shopping locally
- be connected shopping/community centre/heart where people come together
- be a community who know each other, send their kids to our school
- have clubs and committees that people are part of
- have a train station and connections to Melbourne
- have diverse community activities that give people choices and bring people together
- have amenities like toilets for people to use
- have Christmas carols and community dinners
- promote our good news stories and our meetings.

5. A vibrant Coldstream will:

- have lots of young and older people
- have a train station for commuters and for freighting produce
- be an agricultural services centre
- be a great place to retire, it's quiet and close to recreational activities in the valley.

Individual contributions:



APPENDIX 3: OUTCOMES FROM THE CINEMA NIGHT, NOVEMBER 2013

Question	No of responses	Summary of responses
What do you like about Coldstream?	48	<ul style="list-style-type: none"> <li>• caring, friendly and safe community</li> <li>• peacefulness and rural aspect are valued</li> <li>• close to activity centres and services</li> <li>• large residential blocks</li> <li>• the school, local traders and sports facilities.</li> </ul>
What don't you like about Coldstream?	40	<ul style="list-style-type: none"> <li>• poor bus services and a lack of facilities and services especially for families and young people.</li> <li>• highway access and crossings are dangerous</li> <li>• littering is a concern</li> <li>• Council not interested in Coldstream.</li> </ul>
What positive change would you like to see in Coldstream?	108	<ul style="list-style-type: none"> <li>• more facilities and activities for young people</li> <li>• better shopping</li> <li>• a skate park (especially highlighted by children)</li> <li>• upgraded playgrounds, activities for teenagers and children, community events and bike/walking trails</li> <li>• better variety of traders and a "spruce up" of existing shops</li> <li>• public transport must be improved.</li> </ul>
How would you contribute to these positive changes?	20	<ul style="list-style-type: none"> <li>• volunteering, donations, will attend community events.</li> <li>• there is already a lot of volunteer effort in Coldstream.</li> </ul>

On May 20, 2014, all of the ideas that had been gathered were collated and presented to a workshop facilitated by Peter Kenyon, from BANK of I.D.E.A.S. These were grouped into 22 key themes, and participants voted for the themes that were most important to them. By the end of the workshop, 12 strategic priorities had been identified (see “Strategies and Actions” section above).

Numbers in brackets indicate number of people raised a particular idea.

### 1. *Promote Coldstream*

- Use the "cold" theme, e.g. a giant ice block (2)
- Better promotion of Coldstream such as an information centre/kiosk, displaying the local sites and produce, as well as its history.
- Welcome to Coldstream" signage rather than the small Yarra Ranges Coldstream sign
- A “meet your local business owners” article with a photo and brief rundown of the businesses in the area.
- A write-up in the local paper highlighting the benefits of the area, business facilities, etc (2)
- Promote the location of Coldstream as the gateway to the Yarra Valley.
- Promotion of local attractions (2)
- Attract people and support local businesses
- Be visible
- Better signage to promote (3)
- Have an overall feeling of character, capturing the diversity of rural, residential, industrial, landscape, and its great people
- More advertising about the town

### 2. *Better entrance to Coldstream*

- Coldstream is the true gateway to the Yarra Valley and this could be represented physically at/over the highway.
- New style signage for the township of Coldstream, (Mt. Evelyn has new style)
- Have a definite entrance to Coldstream, e.g. stonework

### 3. *Spruce up shops at Lodge and Gateway*

- Need to clean the community centres car park more often (including the dead tree)
- More pretty and interesting township – a facelift wouldn't hurt.
- Shelter for the table at the estate entrance
- Spruce up shops and surrounds (4)
- Develop the Lodge Shopping Centre.
- The facades of the Gateway shopping area need to be improved and updated.
- Signage that is out of date to be removed, including shopping strip
- Village green (temporary) to east of supermarket with furniture, awning.
- Improve streetscape around IGA
- Refurbish the shop fronts. Make it attractive so that people to stop. Use the fences facing the highway.
- Face lift for the shops in the Gateway entrance, may require help with council fund and/or influence
- Improve and update the facades of the shopping area
- The town is not attractive and does not attract people driving along the

highway. Beautification is needed.

- Tidy town and highway (2)
- More litter bins
- Temporary village green next to The Lodge shopping centre.

4. *Develop housing options to allow people to live in Coldstream as they get older*

- Have diversity in housing, smaller houses and land sizes, a small retirement village area
- Retirement village and nursing home is desired by older residents living in larger homes who want to remain in the community (6)
- Be a great place to retire, it's quiet and close to recreational activities in the valley.

5. *Increase the population of Coldstream, more housing, expansion*

- Be a viable town
- Brownfield development (i.e. within the existing urban growth boundary)
- Change zoning to allow five acre lots around the existing town
- Expanding the Urban Growth Boundary
- Expansion of town but this must be done in a way that doesn't change the current feel of the town.
- Expansion of town's population to achieve economic and social sustainability.
- Offset new housing development by designating an equivalent amount of land on the west side of highway for permanent restored bushland (developer's contribution).
- Transition buffer between the farms and the town, with 1/5/10/20 acre blocks, to maintain an open rural landscape while providing an alternative style of housing.
- Growth – people, employment, retail.
- Reduce green wedge
- Construction of roads, new infrastructure and housing in Coldstream/Yering
- 500m<sup>2</sup> housing blocks to the west, north and east of the existing estate
- Develop facilities and activities that are family-friendly, as the town grows.
- Development of surrounding land for a diversity of dwelling types and lot sizes, combination of low and medium density. Land to the west of Highway, to the old railway line, is preferred expansion zone, but access to existing services to east of highway needs to be considered.
- Footbridge over Maroondah Highway, with businesses operating on the bridge itself.
- Bridge over dual highway
- Have a greater population in the estate, between 3,000 and 4,000 (50+)
- Have both sides of Coldstream linked
- have facilities that grow with the town's development
- Keep block sizes in new areas the same as the current township
- Land development new housing (3)
- Mixture of light industry and retail off highway.
- More housing, shops, families
- More units (housing)
- Shopping strip on western side of highway
- Have a 'main street' that connects the two shopping areas

6. *Restore railway service along old railway line to Yarra Glen*
- Resurrection of a rail service to Coldstream (5)
  - Interchange between commuters and tourists at Coldstream
  - Railway station with avenue to the existing North Gateway shops
  - Have a train station and connections to Melbourne
  - Have a train station for commuters and for freighting produce
  - Restore the railway line between Lilydale and Coldstream, and build new railway station at Coldstream. Bus interchange at station.
7. *Improved Public Transport*
- Improve bus service/public transport/carpooling (11)
  - Be connected by regular and reliable public transport
  - Connection by regular and reliable public transport services, or other forms of transport.
8. *Improve entrances and exits to highway*
- Left and right turning lanes, for Killara Road, Station Street, Ingram Road and exit from the Gateway Estate, this would ease the congestion during peak times including holiday traffic
  - Re-alignment of the Station Road/ Killara Road intersection.
  - Traffic light Maroondah highway, Station Street and Killara Road.
  - Traffic lights or roundabouts or pedestrian crossings to enable better access into the estate
  - Lights for highway access/crossing (4)
  - Killara Road crossing
  - Split Maroondah Highway – dual carriageway with turning lanes and islands near bus stops (5)
  - Have a definite, easily recognised entrance to Coldstream.
  - Fix the asphalt outside businesses on highway and outside Gateway Estate
  - Be accessible in and out of the highway
  - Better accessibility between the town and Maroondah Highway via traffic lights, dual carriageway, more turning lanes, lower speed limits.
  - Have people slow down when entering the village and allowing visitors to enjoy its offerings, e.g. traffic lights
  - Reduce the speed limit through the town from 70km to 50km.
9. *Make the highway more attractive*
- The town needs to simply look nicer from the highway too.
  - Clean up the tree along creek Maroondah Highway
  - Create a sense of Coldstream as a real town. Turn Maroondah Highway into a main street for the town, consolidate shopping and tourist attractions on the highway, and include art works, sculptures.
  - Remove dead trees along highway and plant new trees
  - Removal of dirt heap along highway owned by Vic Roads
  - Beautify the highway on western side e.g. plantings - geraniums are colourful
  - Fallen cypress tree removal opposite Ingram Road
  - Make Maroondah Hwy an attractive space to drive through e.g. art work/sculptures etc.

10. *Tourist trail between Lilydale and Yarra Glen via Coldstream*

- Bike/walking trail to Lilydale/Killara Road (4)
- Tourist trail or rail-trail along old railway line between Lilydale and Yarra Glen.

11. *More footpaths to improve safety and encourage walking*

- Footpath on Ingram Road
- Footpath on highway from service road to Ingram Road
- Footpaths Lauriston Drive area
- More footpaths connecting reserves with shops, schools and existing paths.
- More footpaths so kids don't have to walk on the road to get to the park
- Pave the footpath to the Lodge Shopping Centre along Killara Road from Lauriston Drive, and along Maroondah Highway from North Gateway.
- Around main oval, foot path and/or running track
- More tracks, pathways and gardens need to be developed around the town, e.g. Lauriston Drive, Halley Supple Reserve.
- A footpath from North Gateway to the Lodge Shopping Centre
- More street lighting (2)

12. *Improved reserves and parks, gardens, lake, signage*

- More walking tracks and parks, botanical garden
- Covered play and eating area for the park (2)
- Improve entrances to Margaret Lewis Reserve (3)
- Parkland or BBQ area with toilet facilities that can be seen and easily pulled into from Maroondah Hwy.
- Theme park/water park/zoo (5)
- Signage on highway to attract people to Margaret Lewis Reserve, and/or a structure on the corner of Ingrams Road (3)
- Bushland reserve on the west side of the highway linked to the estate via footbridge (2)
- Link nature reserves together to create wildlife corridors
- Skate park (31)
- BMX track (3)
- Stuff for kids to do e.g. BMX track, skate park (5)
- Replace play ground near community centre with obstacle/training course similar to Lilydale Lake
- New playground front of shops, replace old one with skate park South Gateway (2)
- New/upgraded playground (9), include something for older children
- A community vegetable garden (3)

13. *More activities and events*

- Better and smarter use of community centre
- Kids dance class
- Yoga class
- Fitness gym
- More people, better use of community centre
- Recreation/hobby clubs
- Gardening club
- Men's/Women's Shed
- Cinema nights

- Exercise club
- Reviving the monthly community dinners

*14. Hold regular markets and/or car boot sales*

- Regular Market near highway, daily or weekly, food and wine, attract tourists, summertime
- Car boot sale or market of some type in the area at the Gateway entrance (3)

*15. Better communication within the town and better organised*

- Better communication within community (3)
- Promote our good news stories and our meetings.
- People smiling
- Be a community who know each other, send their kids to our school
- Be a community that is organised to present a united front

*16. Retain and support our community groups and clubs*

- Have viable businesses, sports clubs and schools
- Have clubs and committees that people are part of
- Have increased community group membership
- Retain clubs and groups such as football, sports, friendship, socialising (5)

*17. Attract wider variety of businesses*

- Improved retail opportunities which will encourage people to shop locally, e.g. bakery
- Have cafes, a bakery, Yarra Valley Produce, quaint speciality shops that are thriving
- Attract more shops to North & South Gateway shopping strip instead of storage type businesses
- Service station (3)
- Casino
- Better variety and more shops (9)
- Attract new local businesses like a petrol station, bakery, cafes, speciality shops
- Be a place people want to stop and spend time
- Signage for businesses and local attractions e.g. Margaret Lewis Reserve (3)
- 1-2 hour parking bays along highway, in front of businesses
- Promote local businesses and encourage residents to “buy local”.
- Be full of people (who live here and visit as well) to work, children playing, vibrant fun markets, to support local business and all shopping locally
- Bank (2)
- Nursery/sand/soil centre
- Keep the supermarket (2)

*18. Have a central place as the heart of the town, a gathering place*

- Have a shopping/community heart where people meet, come together, activities are held.
- Be connected shopping/community centre/heart where people come together

*19. Provide agricultural services to growers*

- Be an agricultural services centre.
- Encourage market gardening to return.
- Promote local produce
- More businesses servicing rural uses.

- Establish produce group

20. *Bring medical services back e.g. doctor, pharmacy*

- Land west of highway used for a base hospital
- Medical facilities/doctor/pharmacy (10)
- Hospital or super medical clinic with aged care and helipad.
- Doctors on call locally

21. *More services for families*

- Early childhood centre
- Have amenities like toilets for people to use
- Replace old public toilets at oval with new improved similar to Lilydale main street toilets
- Provide teenager/kids activities (7)
- Public toilets need refurbishing at Halley Supple Reserve.
- Public toilets needed
- Maternal Child Health and Kinder are in need of a renovation
- Develop facilities, services and programs for children and youth, e.g. child care centre.
- Family friendly facility (2)
- Library service

22. *Increase use of pre-school and school (more kids)*

- Increase School funding and promotion (4)
- Have plenty of kids at the school and kindergarten
- Better use of school and nearby oval.
- A child care facility to complement the kindergarten's hours
- Before and after school care
- Improvements to the primary school and create demand for a high school
- Promote the school, pre-school and sports clubs (kids' day?)
- In order to attract families to Coldstream, childcare services need to be offered, pre-schools and maternal and child health services maintained, and the primary school needs to attract more children.
- Retain the school and pre-school (2)

**APPENDIX 5: DEMOGRAPHIC INFORMATION – COLDSTREAM**

<b>People</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Total	2,338	--	2403	--	--
Male	1,209	51.7	1,216	50.6	49.2
Female	1,129	48.3	1,187	49.4	50.8
Aboriginal and Torres Strait Islander people	21	0.9	12	0.5	0.7

<b>Age</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
0-4 years	169	7.2	165	6.9	6.4
5-9 years	174	7.4	323	13.4	6.1
10-14 years	151	6.5			6.1
15-19 years	161	6.9	397	16.5	6.5
20-24 years	149	6.4			7
25-29 years	163	7			7.3
30-34 years	160	6.8	1014	42.2	7
35-39 years	138	5.9			7.2
40-44 years	148	6.3			7.3
45-49 years	176	7.5			7
50-54 years	182	7.8			6.6
55-59 years	177	7.6	296	12.3	5.9
60-64 years	148	6.3			5.5
65-69 years	92	3.9	211	8.8	4.2
70-74 years	51	2.2			3.3
75-79 years	42	1.8			2.6
80-84 years	44	1.9			2.1
85 years and over	14	0.6			2
Median age	36	--	35	--	--

<b>Registered marital status</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>People aged 15 years and over</i>					
Married	1,004	54.4	1,026	53.5	49.1
Separated	53	2.9	184	9.6	2.9
Divorced	119	6.4			7.8
Widowed	62	3.4	76	4	5.6
Never married	607	32.9			34.7

<b>Country of birth</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Australia	1,954	83.5	1,948	81.1	68.6
<i>Other top responses</i>					
England	124	5.3	142	5.9	3.2
New Zealand	33	1.4	18	0.7	1.5
Scotland	22	0.9	23	1	0.6
Netherlands	19	0.8	28	1.2	0.4
Italy	16	0.7	19	0.8	1.4

<b>Religious affiliation, top responses</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
No Religion	841	36	803	33.4	24
Catholic	473	20.2	457	19	26.7
Anglican	420	18	400	16.6	12.3
Uniting Church	114	4.9	112	4.7	4.7
Presbyterian and Reformed	90	3.8	85	3.5	2.7

<b>Median weekly incomes</b>	<b>Coldstream 2011 (\$)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (\$)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>People aged 15 years and over</i>					
Personal	600	--	513	--	--
Family	1,416	--	1,208	--	--
Household	1,294	--	1,132	--	--

<b>Education</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Pre-school	58	8.7			5.6
Primary - Government	177	26.6			16.8
Primary - Catholic	17	2.6			5.8
Primary - Other Non Government	20	3			2.8
Secondary - Government	123	18.5			12
Secondary - Catholic	22	3.3			5.1
Secondary - Other Non Government	28	4.2			4.3
Technical or further education institution	54	8.1			7.3
University or tertiary institution	56	8.4			15.2
Other	16	2.4			3.1
Not Stated	95	14.3			22
Total	666	--			--

<b>Language, top responses (other than English)</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Italian	31	1.3	23	1	2.3
Greek	15	0.6	15	0.6	2.2
French	9	0.4			0.3
German	8	0.3	13	0.5	0.4
Hungarian	7	0.3			0.1
Mandarin			8	0.3	
Polish			7	0.3	
English only spoken at home	2,198	94			72.4

<b>Employment</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>People who reported being in the labour force, aged 15 years and over</i>					
Worked full-time	773	58.4	856	63.2	59.2
Worked part-time	438	33.1	376	27.7	29.6
Away from work	72	5.4	53	3.9	5.8
Unemployed	40	3	39	2.9	5.4
Total in labour force	1,323	--	1,355	--	--

<b>Occupation</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Employed people aged 15 years and over</i>					
Technicians and Trades Workers	241	18.7	256	19.5	13.9
Clerical and Administrative Workers	200	15.6	186	14.1	14.4
Managers	184	14.3	201	15.3	13.2
Labourers	161	12.5	189	14.4	9
Professionals	131	10.2	127	9.7	22.3
Community and Personal Service Workers	116	9	86	6.5	9.3
Sales Workers	116	9	146	11.1	9.7
Machinery Operators And Drivers	107	8.3	100	7.6	6.1

<b>Industry of employment, top responses</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Employed people aged 15 years and over</i>					
Supermarket and Grocery Stores	44	3.4	49	3.7	2.4
Building Completion Services	42	3.3			1.4
Cafes, Restaurants and Takeaway Food Services	39	3	52	4	4.2
Building Installation Services	35	2.7	37	2.8	1.8
Residential Building Construction	33	2.6			1.9
Fruit and Tree Nut Growing			44	3.3	
Road Freight Transport			36	2.7	

<b>Unpaid domestic work, number of hours</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>People aged 15 years and over</i>					
Less than 5 hours per week	393	21.3			23.1
5 to 14 hours per week	482	26.2			24.9
15 to 29 hours per week	232	12.6			11.5
30 hours or more per week	226	12.3			9.7

<b>Unpaid work</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>People aged 15 years and over</i>					
Did unpaid domestic work (last week)	1,336	72.5			69.3
Cared for child/children (last two weeks)	601	32.6			27.3
Provided unpaid assistance to a person with a disability (last two weeks)	192	10.4			11.3
Did voluntary work through an organisation or group (last 12 months)	313	17			17.7

<b>Family composition</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Couple family without children	232	34.3	209	31	36.7
Couple family with children	354	52.3	368	54.6	46
One parent family	88	13	92	13.6	15.5
Other family	3	0.4	5	0.7	1.8

<b>Single (or lone) parents</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Proportion of the total single (or lone) parent population</i>					
Male	--	29.3			17.2
Female	--	70.7			82.8

<b>Dwelling type</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Occupied private dwellings	780	93.3	823	94.6	88.7
Unoccupied private dwellings	56	6.7	47	5.4	11.3

<b>Dwelling structure</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Occupied private dwellings</i>					
Separate house	768	98.6	802	97.4	76.9
Semi-detached, row or terrace house, townhouse	5	0.6	5	0.6	9.6
Flat, unit or apartment	3	0.4	8	1	12.9
Other dwelling	3	0.4	8	1	0.6

<b>Tenure</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Occupied private dwellings</i>					
Owned outright	270	34.7	290	35.2	34.2
Owned with a mortgage	391	50.3	366	44.5	35.9
Rented	93	12	121	14.7	26.5
Other tenure type	9	1.2	12	1.5	0.8
Tenure type not stated	15	1.9	38	4.6	2.7

<b>Number of bedrooms</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
<i>Occupied private dwellings</i>					
None (includes bedsitters)	0	0			0.5
1 bedroom	7	0.9			4.6
2 bedrooms	42	5.4			19.1
3 bedrooms	434	55.7			47.2
4 or more bedrooms	285	36.6			26.8
Number of bedrooms not stated	11	1.4			1.8
Avg no. of bedrooms per dwelling	3.4	--			--
Avg no. of people per household	2.9	--			--

<b>Household composition</b>	<b>Coldstream 2011 (No.)</b>	<b>Coldstream 2011 (%)</b>	<b>Coldstream 2006 (No.)</b>	<b>Coldstream 2006 (%)</b>	<b>Victoria 2011 (%)</b>
Family households	652	83.9	659	80.1	71.2
Single (or lone) person households	118	15.2	134	16.3	24.5
Group households	7	0.9	13	1.6	4.2
Total households	777		806		

Source: Australian Bureau of Statistics Quickstats, 2006 and 2011.

## Population Forecast

The population in the Gruyere - Coldstream - Yering area is forecast to grow from 3,286 in 2011 to 3,306 by 2021 and to 3,370 by 2031. Forecasts are not available for Coldstream only.

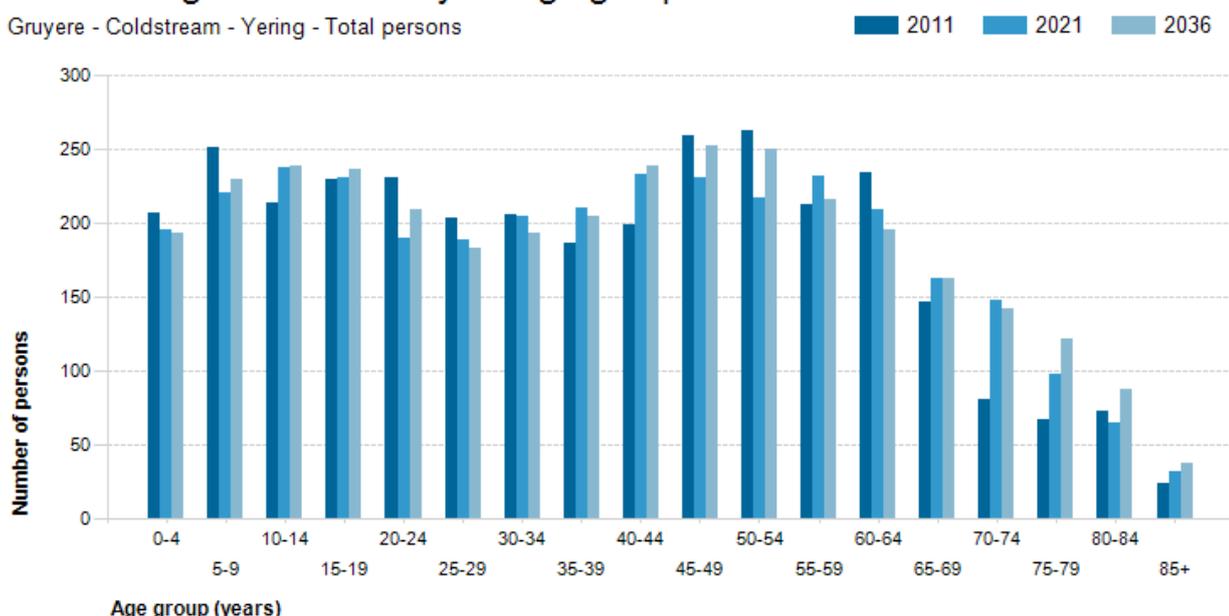
*“It is important to look at the relationship between population and average household size. If the average household size is falling, then there will need to be growth in the number of households (and dwellings for them to live in) to maintain or grow the population.”<sup>1</sup>* The forecast predicts that there will be an additional 45 dwellings in 2021 across the three localities compared to 2011.

Gruyere - Coldstream - Yering	Forecast Year					
	2011	2016	2021	2026	2031	2036
Population	3,286	3,286	3,306	3,341	3,370	3,393
Change in population (5yrs)		0	20	35	29	23
Average annual change (%)		0.00	0.12	0.21	0.17	0.14
Households	1,121	1,150	1,170	1,186	1,199	1,209
Average household size	2.93	2.86	2.83	2.82	2.81	2.81
Dwellings	1,180	1,208	1,225	1,240	1,255	1,265
Dwelling occupancy rate	95.00	95.20	95.51	95.65	95.54	95.57

Source: id the population experts, September 2013. <http://www.id.com.au>

### Forecast age structure - 5 year age groups

Gruyere - Coldstream - Yering - Total persons



Population and household forecasts, 2011 to 2036, prepared by .id the population experts, September 2013.

