

33 (1)

**From:** Department of Regional Australia, Local Government, Arts and Sport  
[GMSSystem@regional.gov.au]  
**Sent:** Thursday, 11 April 2013 3:12 PM  
**To:** 33 (1)  
**Cc:** @regional.gov.au  
**Subject:** RDAF Round Four Application for Macedon Ranges Shire Council (RDAF400080)  
[SEC=UNCLASSIFIED]



Australian Government

Department of Regional Australia,  
Local Government, Arts and Sport

## RDAF Round Four Application for Macedon Ranges Shire Council

Dear 33 (1)

This email was generated within the GMS website. The email provides a copy of the RDAF Round Four application correct at the time that the email was generated (03:12 PM on Thursday 11 Apr 2013).

This application was submitted for RDAF Round Four funding at 03:12 PM on Thursday 11 Apr 2013 03:12 PM by 33 (1)

Kind regards,  
Department of Regional Australia, Local Government, Arts and Sport.

This is a system generated email. Do not respond to this email.  
For enquiries please contact the Department's Infoline on 1800 005 495 or email [rdaf@regional.gov.au](mailto:rdaf@regional.gov.au).

## About the Regional Development Australia Fund (RDAF)

### What is the RDAF?

The Regional Development Australia Fund is a national program to support Australia's regions and enhance the economic development and livability of their communities.

### Who is eligible to apply for RDAF Round Four funding?

The following organisations are eligible to apply for funding:

- Local governing bodies as defined by the Local Government (Financial Assistance) Act 1995 (Cwlth) and others (see Glossary of Terms on Page 26 of the Guidelines); and
- Incorporated not-for-profit organisations with a minimum annual income of \$1 million.

For-profit organisations (including universities) can **not** apply for funding, however, for-profit organisations may participate in a consortium which applies for funding.

### The Application Process

Applications can be submitted from Monday 13 February 2013 until Thursday 11 April 2013 05:00 PM local time. On submission of your application an automated process will instantly send an email acknowledging receipt of the

## Project Ongoing Costs

Have ongoing costs (such as operational costs, maintenance, public liability and employment) been budgeted for in the first five years of the Project's operation?

- Yes

NOTE: It is a requirement of RDAF Round Four that the asset is maintained for at least five years. This should be demonstrated in your Asset and Operations Management Plan.

If no, please provide reasons for not budgeting for ongoing costs.

## Asset and Operations Management Plan

Uploaded

## Selection Criteria

NOTE:

Your application will be assessed against the following criteria. It is in your interest to articulate and present a strong and detailed case against the following selection criteria.

You should use available data and other documentary evidence (e.g. environmental impact studies, independent assessment of Project costs, cost versus benefit analysis, market research), to support your claims.

Documentary evidence may be uploaded to support your argument. However, responses to selection criteria will only be assessed if they are provided within the fields (and character limits) provided on this page.

Please see the Guidelines for further information on each selection criteria.

Please refer to any documents referenced using the document's file name.

### Criterion 1 - The extent to which the project will contribute to and sustain regional economic growth.

The Victorian domestic overnight tourism market has seen stagnant growth trends for the past ten years, with a decline of 1% between 2002 and 2012. In spite of this stagnation Tourism Research Australia data has noted significant increases in domestic visitors attending special events (eg. concert, festivals). Visitations to special events has doubled from 300,000 visitor nights in 2002 to 600,000 visitor nights in 2012. In 2011/12 Hanging Rock attracted 104,984 paying visitors which represents 9.3% of total visitation to the Macedon Ranges & Daylesford region. This high proportion indicates the key role Hanging Rock plays in attracting and hosting visitors to the region and driving regional economic benefits. Events at Hanging Rock in particular have increased over the last few years with the introduction of large international concerts, a number of large craft markets and an annual Run at the Rock. In fact event visitations to Hanging Rock have increased by an average of 5.1% over the last 20 years with a slight drop in 2011/12 because of a cancelled race meeting. This growth in events at Hanging Rock ensures the region is well positioned to leverage the emerging and growing trend in visitations to special events. It is estimated Hanging Rock currently contributes \$10.9M to the regional economy annually through both visitor (tourists and events) and business expenditure and that 50 full time equivalent (FTE) jobs are supported. In order to sustain growth in events at Hanging Rock and thereby sustain and increase the economic benefits to the region investment in essential infrastructure to support such events is required. The project will contribute to and sustain regional economic growth through:

- Ensuring that the current events at Hanging Rock, in particular large international concerts can be maintained (see attached Frontier Touring cost comparison letter). An example of the importance of this to the region is it was estimated the Rod Stewart concert in 2012 generated \$2.3M to the regional economy. Not only that but recent Bruce Springsteen concerts hosted 5600 interstate visitors, many of whom would have made Melbourne their base showing that Hanging Rock can actually impact upon the state's economy as well as that of the region.
- Enabling further visitations and events to Hanging Rock to be supported. For example, a new event will be held in late April 2013 that has the potential to develop into a two day event in 2013. "Warrior Dash" is billed as the "World's largest obstacle race" with 50 events across the world



and is estimated to draw over 10,000 participants each day. Infrastructure is required to support this new event. • Contributing through expenditure on the project itself. It is estimated that the total economic impact of the project is \$4.851M and that 5 FTE jobs will be created (Urban Enterprise, 2013). • It has been estimated that not doing the project will have a loss of economic opportunity of \$2.3M annually or approximately 10 FTE jobs in the Macedon Ranges by 2022/23 (Urban Enterprise, 2013). • The economic benefit of the "Hanging Rock: Essential Infrastructure Development" project to substantially improve Hanging Rock reserve in order to host major events and concerts and to increase general visitations has been conservatively calculated at approximately \$22m over the next 10 years (Urban Enterprise, 2013). This project clearly delivers on the RDA Regional Committee's aim to – initiate and support investment in public infrastructure for natural, cultural and other tourism assets. Letters of support from the neighbouring Hepburn Shire Council and Daylesford and Macedon Ranges Regional Tourism Board further provides further evidence of the regional impact of the project. The economic impact assessment on the Rod Stewart Concert also noted the value that events can provide to both local and regional economic growth in stating that: The review of the economic context shows that special events tourism has grown positively despite the challenges faced by the domestic tourism industry this suggests that the industry offers a niche yet strong growth potential to retain domestic visitation in Victoria. The region stands to gain from growth in the special event tourism sector, with the Hanging Rock arena as a key facilitator in drawing domestic visitation to the area." (Urban Enterprise, 2012). The Daylesford and Macedon Ranges tourism region was once a traditional farming and timber region but is moving towards relying on other industries - tourism being the Macedon Ranges main industry now particularly given the area's natural beauty, ambience and proximity to Melbourne. The "Hanging Rock: Essential Infrastructure Development" project will ensure that Hanging Rock will continue to play a significant role in the economic development of the region - a role that will grow through the implementation of this project. Refer to attach

Upload stand-alone documents that support your response to this criterion. Only upload documents that are referred to in this criterion - documents should not be an extension of your response to the criterion. If you refer to a document in multiple criteria only one document should be uploaded.

RDAF 400080 Economic Impact Doc.pdf  
 RDAF 400080 Rod Stewart Eco Impact Assess.pdf  
 RDAF 400080 LOS & Cost Comp - Frontier.pdf

## Criterion 2 - The extent to which the project will provide community benefit.

Hanging Rock has been a gathering place for people for many years and presently provides a significant recreational and picnic destination to the local and regional community. It is a special place for many people. Over 100,000 people annually visit Hanging Rock to attend events, to picnic in the natural surroundings or to participate in the community based activities provided by the various clubs that exist at the reserve. Community based groups such as the Friends of Hanging Rock and the Newham Landcare Group provide activities for volunteers to care for the Hanging Rock environment. The Macedon Ranges Shire Council supports this involvement that has substantially improved the Hanging Rock environment over many years. The volunteers from the Newham Fire Brigade and Woodend State Emergency Service provide logistical support for a number of the large events and are provided with donations to assist in their community safety activities. This community involvement in Hanging Rock in its many forms provides benefits to the individuals concerned in improvements to health and well being. Local groups constantly make Hanging Rock a destination for their local gatherings which assists in social inclusion and the strengthening of social and community networks. Interestingly too almost 3000 locals or 10 % of the shire's adult population attended the recent Bruce Springsteen concerts and providing for a significant gathering of the local community. Frontier Touring's Director, Michael Gudinski, summarised the level of community support in that the concert: "showed the huge potential of this venue to attract people to this magnificent site. It also demonstrated the very positive impact this event had on the region and the enthusiastic involvement of the local community in the operations of the event itself." The "Hanging Rock: Essential Infrastructure Development" project will enhance the community benefits that Hanging Rock currently provides by: • Ensuring that all of the current activities are sustained. • Expanding the opportunities for picnicking and smaller community events in the East Picnic Grounds through the provision of essential infrastructure such as shelter, toilets, power and water. • Increasing the sustainability of the reserve enabling more support to be provided for community facilities and activities. • Enabling the main reserve area to remain open for general visits because the east Picnic Grounds are capable of hosting small to medium sized (up to 8000 people) events in its own right. The community based Hanging Rock Development Advisory Committee (HRDAC) consists of representatives from user groups such as the tennis, cricket and racing clubs, the Friends of Hanging Rock, Parks Victoria, Department of Sustainability and Environment, Tourism Macedon Ranges, the National Trust and Councillors, and its purpose is to advise and assist Council on developmental proposals for Hanging Rock. The HRDAC has fully supported the upgrade of infrastructure at Hanging Rock for over 10 years and most recently endorsed the detail of the "Hanging Rock: Essential Infrastructure Development" project. Of most interest is the potential for the project to involve the indigenous community in Hanging Rock. The indigenous population in the Macedon Ranges is extremely small (0.5%) and the information on pre-European settlement human interest in Hanging Rock is all but non-existent. This project will include the development of a Cultural Heritage Management Plan that may shed further light on any indigenous involvement in Hanging Rock and enable such to be either incorporated or recognised in some way in this or future projects. This involvement or recognition will be undertaken sensitively and will involve the Macedon Ranges

Reconciliation Group as well as the various indigenous groups. An allowance has been made in the project budget for cultural heritage works that may result from recommendations or information received through the Cultural Heritage Management Plan. General community support for the project to enhance Hanging Rock for events and other uses is best summarised by:

- Business support – One of many comments received was that "the region benefitted from the broad publicity about the concert and ...Hanging Rock was as much a star as the performers. One of our wines was served at the concert – a substantial order for a small winery"- Gisborne Peak Winery.
- Resident support – Over 10% of the crowd to the Bruce Springsteen concerts came from the Macedon Ranges and many more attend other events or to picnic.
- Council support – Council resolved in November 2012 to endorse the project and to provide \$1M in funding together with in-kind land and project management resources to support the project. The community benefits accruing from the "Hanging Rock: Essential Infrastructure Development" project are varied and broad and both economic and social

*Upload stand-alone documents that support your response to this criterion. Only upload documents that are referred to in this criterion - documents should not be an extension of your response to the criterion. If you refer to a document in multiple criteria only one document should be uploaded.*

RDAF 400080 Project Support.pdf

### **Criterion 3 - The extent to which the Applicant leverages additional funding, including from a variety of sources.**

The "Hanging Rock: Essential Infrastructure Development" project has a number of funding partners:

- Kyneton and Hanging Rock Racing Club – Horse racing has been held at Hanging Rock for over 125 years and is an integral part of its history. Currently race meetings are held on New Years and Australia Days and attended by over 8000 people to each meeting. In fact each of these race days are attended by more people than attend any other horse race meeting in country Victoria. The racing club has challenges in sustaining their race meetings due to increasing costs and the project to enhance the supporting infrastructure at Hanging Rock will go some way to supporting their events. In particular, the club is providing \$30,000 towards the project which is a substantial investment by a small club. These funds will go towards the development of a viewing mound with supporting infrastructure (power and water) to enable the club to host high end corporate guests and provide a new income stream to help support their activities. The mound has unsurpassed views across the race track to the rock and car parking can be provided immediately adjacent to the site. The mound can also be used for other small events at other times of the year due to the views it provides and also for smaller concerts of 2-3000 people in the second amphitheatre.
- Department of Sustainability and Environment (DSE) – Council manages the crown land section containing Hanging Rock but DSE oversee the site on behalf of the State Government. DSE have significant responsibilities across the North West region managing some 1.6M hectares of public land. DSE have provided funding support to Hanging Rock previously and in this case have committed \$21,000 to the improvement of pedestrian access and for a new footbridge.
- Macedon Ranges Shire Council – Council resolved in November 2012 to endorse the project and to provide \$1M to support the project should funding be achieved from RDA. This is a significant contribution from Council when considered against a myriad of other cost pressures from a growing municipality but underlines the community and regional benefits that have been recognised. Council's in-kind support includes the provision of the land (valuation \$775,000) and project management resources (\$263,000). Importantly though this project will enhance the capacity to leverage other funding for further but related enhancements at Hanging Rock. These further projects include:
- Accommodation – Regional Development Victoria and Tourism Victoria have partnered Council in the formulation of a Development and Investment Strategy for Hanging Rock to consider whether a quality low impact accommodation and conference facility could attract private investment at Hanging Rock. If feasible and supported this would address the current shortfall in such accommodation through the Daylesford and Macedon Ranges region as identified in the Regional Tourism Action Plan 2009-12 and the Macedon Ranges Tourist Accommodation Supply Demand Analysis. These noted that the major opportunities in the region are the development of high quality, large capacity accommodation, and expanded activities aimed at attracting international visitors. The infrastructure and in particular the power and water provision to be provided as part of the "Hanging Rock: Essential Infrastructure Development" project has been planned and will support and enable possible private investment in accommodation leading to flow-on benefits both to Hanging Rock and the region. The private investment required is estimated to be in the order of \$23M. The study is at draft stage.
- Water and cycling walking trail – Council is currently partnering the regional water authority, Western Water, in a feasibility study into the potential to provide recycled and potable water pipelines from Woodend to Hanging Rock. A log desired walking and cycling trail along the pipeline route is also being considered. The provision of recycled and potable water will assist in drought proofing the reserve that currently relies on dam and tank water for all irrigation and personal use purposes. Promising discussions have been held with the State Government in terms of funding this project which is estimated to cost in the order of \$3M. The "Hanging Rock: Essential Infrastructure Development" project will put the on-site infrastructure (ie internal ring main, tanks and pumps) in place to support this project and RDA funding will provide the impetus for additional State Government involvement. In summary the "Hanging Rock: Essential Infrastructure Development" project will leverage significant funding from the Macedon Ranges Shire Council and contributions from other partners but will also support and enable potential significant future funding from the private sector and state government. Refer to attached letters of support and Business Case.



Upload stand-alone documents that support your response to this criterion. Only upload documents that are referred to in this criterion - documents should not be an extension of your response to the criterion. If you refer to a document in multiple criteria only one document should be uploaded.

RDAF 400080 LOS & Conf funds - Race Club.pdf

RDAF 400080 LOS & Conf funds - DSE.pdf

#### **Criterion 4 - The extent to which the Applicant is unable to otherwise fund the project (for projects which are normally the responsibility of local government or state and territory governments only).**

Like many other rural local government authorities in Australia the Macedon Ranges Shire Council has a major challenge to maintain essential municipal infrastructure such as roads, bridges, public buildings and open space assets. This is further exacerbated for the Macedon Ranges Shire Council with the growth being experienced and the need to provide additional and new infrastructure and services to support this growth. Council's Strategic Resource Plan 2012 indicates that "funding of the infrastructure renewal gap on current assets will be an ongoing challenge. The gap is presently widening due to ageing infrastructure". Furthermore Council's borrowing capacity has been substantially impacted by the defined benefits superannuation shortfalls in Victorian local government. Council is about to borrow \$3.6M to meet this shortfall leaving little capacity to borrow funds for capital works projects. As such, funding by other levels of government is essential to support such major projects as upgrading infrastructure at Hanging Rock that are outside of the core municipal responsibilities but vital in assisting the economic sustainability and growth of the region as well as probably the state. Without such funding improvements at Hanging Rock would only be incremental and too small to implement the "big ticket" items such as upgrades to power supplies that are estimated at \$1.638M and are a challenge to implement in stages. Incrementally improving facilities will also be too small and too late to respond to challenges faced by current events and take advantage of future opportunities. In particular Frontier Touring have completed their four concert series and their review may find that such are unsustainable at a venue that has such high set-up costs. Based upon the objectives and outcomes of the RDAF program (Program Guidelines, 2012) it rather than other Federal or State funding programs is the logical choice for the "Hanging Rock: Essential Infrastructure Development" project in that:

- Objective 1 - Investment in the regional priorities identified by local communities through RDA Regional Plans The project delivers on the RDA Loddon Mallee committee's Regional Plan priorities to: Establish Australia's first heritage region, linked to the goldfields heritage, as an iconic destination to value our natural heritage and promote tourism within the region. Initiate and support investment in public infrastructure for natural, cultural and other tourism assets, such as... National Parks to drive tourism.
- Objective 2 - Sustainable regional economic development, economic diversification, and increases to the economic output of local and regional economies. Hanging Rock currently adds \$10.9M to the region's economy annually, event tourism is on the increase and tourism is now the main industry in the Daylesford Macedon Ranges tourism region.
- Objective 3 - Strong, dynamic and progressive regional communities which support social inclusion and 'Closing the Gap on Indigenous Disadvantage' and are underpinned by quality sport, recreational, arts, cultural and social facilities, and Hanging Rock plays a special role in the Macedon Ranges community and it is important that it provides quality facilities to support community, tourist and event activities.
- Objective 4 - Australian, state and local government, private sector and community partnerships to support investment in regional communities. This project will leverage significant Council funding as well as funding from other sources. Importantly though it will potentially enable and support future private and State Government investment. Given this the RDAF program is ideal for answering the challenges faced and opportunities presented by an Australian iconic venue such as Hanging Rock and is substantially supported by \$1M in funding from the Macedon Ranges Shire Council.

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#### **Document Checklist**

Notification: Please upload a Confirmation of Broader Benefits.

Notification: Please upload a Project Quality Plan.

Notification: Please upload a Previous two years audited financial statements.

Site B sits on Crown land located in the grassed area (sportsfield) to the south of the existing Café, and also includes the existing gravel carpark and sealed access road extending from the café to South Rock Road.

Site A is substantially undeveloped with no existing electrical and telecommunications services currently servicing the site. Site B comprises a developed recreation reserve already serviced by existing electrical distribution, some of which will be replaced with new services due to its poor condition and/or inadequate services.

We have prepared a preliminary site plan drawing (appended to this report) indicating the proposed arrangement of servicing the two sites, to suit the briefed requirements and proposed scope of work.

### 2.3.2 SITE A

#### 2.3.2.1 General

New electrical and telecommunications services distribution is to be provided to Site A to support its ongoing use as a temporary outdoor venue for concerts, multi-vendor markets, exhibitions and the like.

We have also been advised by Council that future development of Site A may include a permanent Conference Facility, and that our determination of the ultimate electrical load and the provision of appropriate infrastructure should incorporate a level of flexibility and capacity to supply this future facility.

The following major works are envisaged.

- a) Provide a low voltage electricity supply to the site from a new on-site authority kiosk type substation. Supply authority advice received to date indicates that the substation will be supplied from the authority's high voltage aerial network in the vicinity of the site, via a new underground high voltage supply reticulated from the street to the substation. High voltage easements will need to be created on site for the HV underground cabling and kiosk substation.
- b) Provide an outdoor site main switchboard to facilitate the distribution of low voltage supply throughout the site, and supply retailer metering facilities. The site main switchboard will be supplied from the new kiosk substation. Council have advised that a single supply retailer meter is required for the whole of the site except the future Conference Facility which is to be separately metered.
- c) Provide a network of free-standing, above ground outdoor electrical connection pillars (8 no.) to facilitate supply to temporary market/concert event facilities.
- d) Provide a power supply to two permanent toilet blocks, located at the north and south perimeters of the site, to supply general building lighting, water pump system and an external electric BBQ.
- e) Provide low level external lighting of the access roads.
- f) Provide Telstra telephone service cabling infrastructure to the site, and provide a central distribution point, to facilitate telephone connection and services to temporary market/concert event facilities.
- g) Provide spare infrastructure including underground conduits and pits, to enable the future reticulation of electrical supply and telephone communications to a location on the east perimeter of the site for the future Conference Facility.
- h) All proposed services are to be reticulated underground. All underground cabling will be installed to comply with the relevant requirements of AS/NZS3002 Electrical Installations – Shows & Carnivals (ie. typically deeper burial).



In particular, the club is providing \$30,000 towards the project which is a substantial investment by a small country racing club.

These funds will go towards the development of a viewing mound with supporting infrastructure (power and water) to enable the club to host high end corporate guests and provide a new income stream to help support their activities. The mound has unsurpassed views across the race track to the rock and car parking can be provided immediately adjacent to the site.

The mound can also be used for other small events ie: weddings, functions, etc at other times of the year due to the views it provides and also for smaller concerts of 2-3,000 people in the second amphitheatre.

#### Department of Sustainability and Environment (DSE) –

Council manages the Crown land section containing Hanging Rock but DSE oversee the site on behalf of the State Government. DSE have significant responsibilities across the North West region managing some 1.6M hectares of public land.

DSE have provided funding support to Hanging Rock previously and in this case have committed \$21,000 to the improvement of pedestrian access and for a new footbridge.

#### Macedon Ranges Shire Council –

Council resolved in November 2012 to endorse the project and to provide \$1M to support the project should funding be achieved from RDA. This is a significant contribution from Council when considered against a myriad of other cost pressures from a growing municipality but underlines the community and regional benefits that have been recognised.

Council's in-kind support includes the provision of the land (valuation \$775,000) and project management resources (\$291,000).

Importantly though this project will enhance the capacity to leverage other funding for further but related enhancements at Hanging Rock. These further projects include:

#### Accommodation –

Regional Development Victoria and Tourism Victoria have partnered Council in the formulation of a Development and Investment Strategy for Hanging Rock to consider whether a quality low impact accommodation and conference facility could attract private investment at Hanging Rock.

If feasible and supported this would address the current shortfall in such accommodation through the Daylesford and Macedon Ranges region as identified in the Regional Tourism Action Plan 2009-12 and the Macedon Ranges Tourist Accommodation Supply Demand Analysis. These noted that the major opportunities in the region are the development of high quality, large capacity accommodation, and expanded activities aimed at attracting international visitors.





The infrastructure and in particular the power and water provision to be provided as part of the "Hanging Rock: Essential Infrastructure Development" project has been planned and will support and enable possible private investment in accommodation leading to flow-on benefits both to Hanging Rock and the region.

The private investment required is estimated to be in the order of \$23M

The study is at draft stage.

#### Water and cycling walking trail –

Council is currently partnering the regional water authority, Western Water, in a feasibility study into the potential to provide recycled and potable water pipelines from Woodend to Hanging Rock. A long desired walking and cycling trail along the pipeline route is also being considered.

The provision of recycled and potable water will assist in drought proofing the reserve that currently relies on dam and tank water for all irrigation and personal use purposes.

Promising discussions have been held with the State Government in terms of funding this project which is estimated to cost in the order of \$3M.

The "Hanging Rock: Essential Infrastructure Development" project will put the on-site infrastructure (ie internal ring main, tanks and pumps) in place to support this project and RDA funding will provide the impetus for additional State Government involvement.

In summary the "Hanging Rock: Essential Infrastructure Development" project will leverage significant funding from the Macedon Ranges Shire Council and contributions from other partners but will also support and enable potential significant future funding from the private sector and state government.

#### Funding Challenges

Like many other rural local government authorities in Australia the Macedon Ranges Shire Council has a major challenge to maintain essential municipal infrastructure such as roads, bridges, public buildings and open space assets.

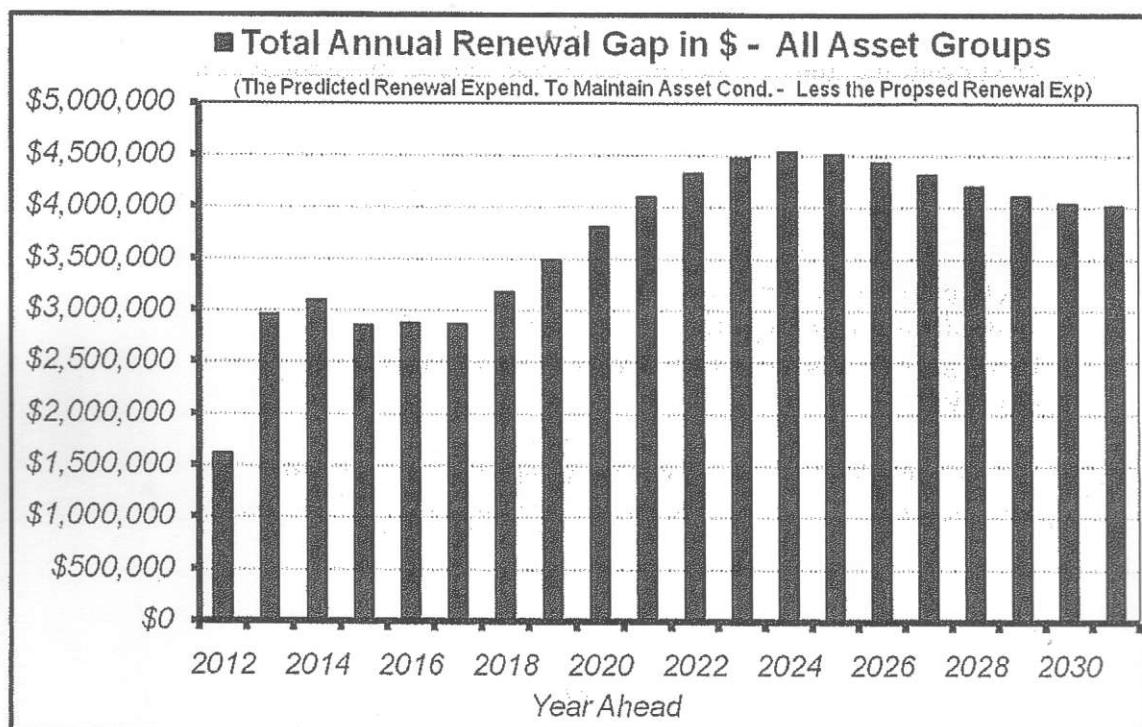
This is further exacerbated for the Macedon Ranges Shire Council with the growth being experienced and the need to provide additional and new infrastructure and services to support this growth.

Council's Strategic Resource Plan 2012 indicates that *"funding of the infrastructure renewal gap on current assets will be an ongoing challenge. The gap is presently widening due to ageing infrastructure."*





The following graph depicts the funding shortfall Council has in respect to maintaining current assets:



Furthermore Council's borrowing capacity has been substantially impacted by the defined benefits superannuation shortfalls in Victorian local government. Council has to borrow \$3.6M next in 2013/14 financial year to meet this shortfall leaving little capacity to borrow funds for capital works projects.

As such, funding by other levels of government is essential to support such major projects as upgrading infrastructure at Hanging Rock that are outside of the core municipal responsibilities but vital in assisting the economic sustainability and growth of the region as well as probably the state.

Without such funding improvements at Hanging Rock would only be incremental and too small to implement the "big ticket" items such as upgrades to power supplies that are estimated at \$1.638M and are a challenge to implement in stages.

Incrementally improving facilities will also be too small and too late to respond to challenges faced by current events and take advantage of future opportunities. In particular Frontier Touring have completed their four concert series and their review may find that such are unsustainable at a venue that has such high set-up costs.



Based upon the objectives and outcomes of the RDAF program (Program Guidelines, 2012) it, rather than other Federal or State funding programs is the logical choice for the "Hanging Rock: Essential Infrastructure Development" project in that:

*Objective 1 - Investment in the regional priorities identified by local communities through RDA Regional Plans.*

The project delivers on the RDA Loddon Mallee committee's Regional Plan priorities to:

*Establish Australia's first heritage region, linked to the goldfields heritage, as an iconic destination to value our natural heritage and promote tourism within the region.*

*Initiate and support investment in public infrastructure for natural, cultural and other tourism assets, such as... National Parks to drive tourism.*

*Objective 2 - Sustainable regional economic development, economic diversification, and increases to the economic output of local and regional economies.*

Hanging Rock currently adds \$10.9M to the region's economy annually, event tourism is on the increase and tourism is now the main industry in the Daylesford Macedon Ranges tourism region.

*Objective 3 - Strong, dynamic and progressive regional communities which support social inclusion and 'Closing the Gap on Indigenous Disadvantage' and are underpinned by quality sport, recreational, arts, cultural and social facilities.*

Hanging Rock plays a special role in the Macedon Ranges community and it is important that it provides quality facilities to support community, tourist and event activities.

*Objective 4 - Australian, state and local government, private sector and community partnerships to support investment in regional communities.*

This project will leverage significant Council funding as well as funding from other sources. Importantly though it will potentially enable and support future private and State Government investment.

Given this the RDAF program is ideal for answering the challenges faced and opportunities presented by an Australian iconic venue such as Hanging Rock and is substantially supported by \$1M in funding from the Macedon Ranges Shire Council.

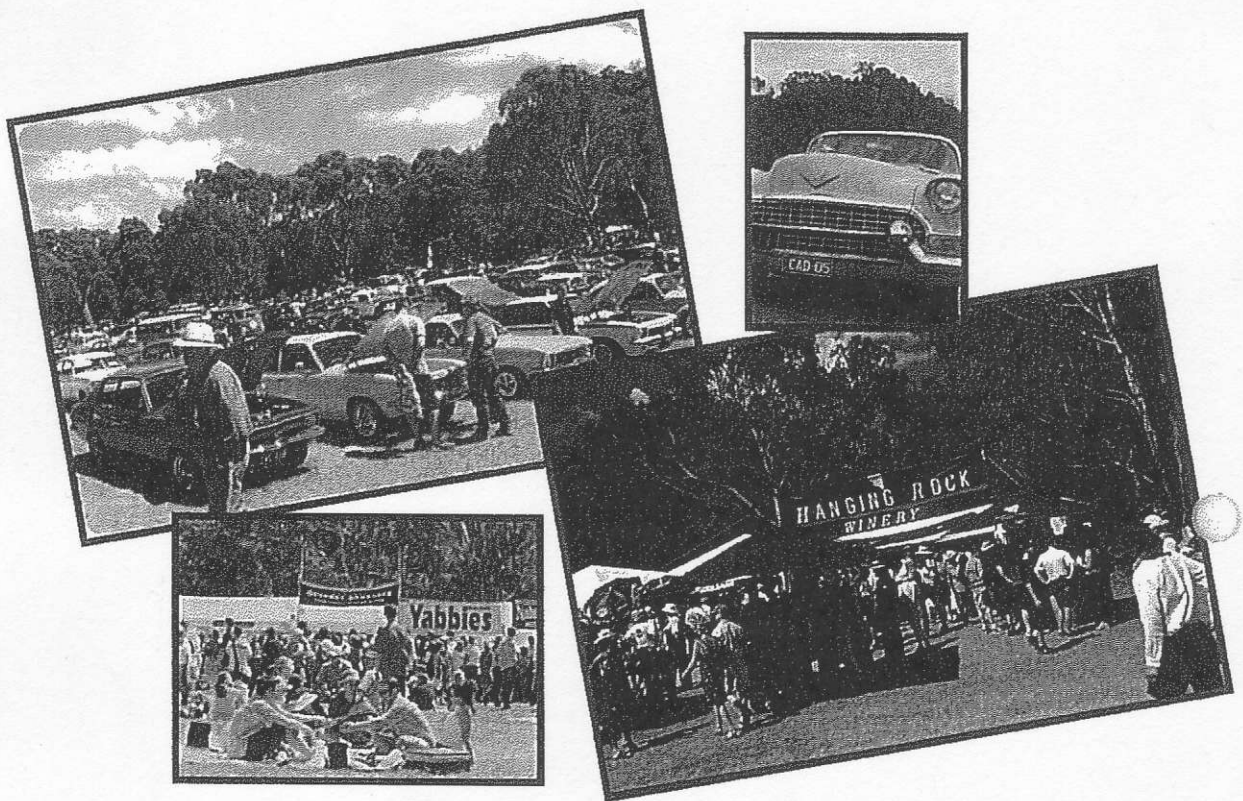


## Environmental Benefits

The unique natural heritage and environment at Hanging Rock will be enhanced by better managing visitations by providing fit for purpose areas throughout the reserve addressing the need to preserve the more sensitive areas by catering for events and providing enhanced infrastructure in the east picnic grounds. Other environmental benefits include increased plantings to expand wild life habitat and improved path ways and viewing areas to control pedestrian movements.

The project includes funding to create new picnic facilities, reducing the impact of visitors on the more fragile aspects of the Reserve's environment. In addition, a vegetation corridor will also be created on the eastern boundary of the Reserve, creating a sheltered route for wildlife.

Most importantly, the project will provide increases to revenue at Hanging Rock which in turn provides additional resources to manage the environmental challenges at Hanging Rock not the least is the control of noxious weeds and animals such as rabbits and also enables revegetation.



HANGING ROCK EVENTS | Car Display | Harvest Picnic





## Project Outcomes

The benefits accruing from the project for Hanging Rock will be evident through the attainment of the following outcomes:

- Substantial increase in revenue per annum above CPI.
- 3% growth in general visitors per annum to 2020/21.
- 2 concerts to be held per annum to 2015/16 and three concerts per annum from 2015/16 once infrastructure is in place.
- Two new events per annum, increasing by one every 2 years to 2020/21.
- New and diverse events are being explored. For example, the possibility of hosting the Great Victorian Bike Ride, leading to around 10,000 overnight stays. Other examples include; scout jamborees, music festivals, camping shows, outdoor exhibitions (such as, caravan and camping shows, field days and shows) and the Solar and Sustainable Living Exposition.
- Increase in the number of residents using the recreation and sporting facilities and participating in events

Full operating projections are attached as Appendix C.