



# Eildon Reserves Redevelopment – Deliberative Panel

**Deliberative Panel Session Two  
Summary Report**

**Murrindindi Shire Council**

**28 February 2023**

**capire**

# Giving every person a voice.

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Capire acknowledges  
and deeply respects the  
Wurundjeri people and  
the Traditional Owners  
of the Victorian land.



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## Consultation

Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

VERSION	AUTHOR	AUTHORISED	DATE
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# 1 Introduction

The purpose of this report is to provide a summary of the Eildon Reserves Redevelopment Deliberative Panel – Session Two, including key questions and discussion topics raised by Panel members.

## 1.1 Background

Murrindindi Shire Council is seeking to redevelop the Eildon Reserves. The aim of the redevelopment is to increase green space and recreational spaces available in the area, and to draw regional tourists to Eildon. To part fund this redevelopment scheme, Council is proposing to sell two underutilised land parcels in Eildon.

Council has engaged with the community previously about the Eildon Community Plan, Parks and Recreation Strategy, Lake Eildon Master Plan and Eildon Reserves Improvement Plan. Through these engagements, Council has scoped and secured funding for the project from the State and Commonwealth governments. Concept designs have also been drafted for discussions with key stakeholders and the community.

As part of Council's funding model for the project, Council has proposed the sale of two land parcels to part fund the redevelopment. This ensures grant funding is secured and to pay for specific elements of the concept plans. This has garnered mixed views from the community, with petitions sent to Council objecting to the land parcel sales. In light of this, Council is partnering with Capire Consulting Group to deliver a Deliberative Engagement program to understand these mixed views and to provide a space for the community to decide a way forward for the Eildon Reserves Redevelopment project.

## 1.2 Session overview

Session Two of the Deliberative Panel was held on Saturday 25 February from 2:00pm - 5:30pm at the Eildon Primary School. The purpose of the session was for Panel members to explore and discuss different ideas and options, and identify common aspirations for the Eildon Reserves Redevelopment. The agenda of the Session is outlined in Table 1 below:

Time	Item	Lead
2.00pm	Welcome and introductions	Capire
2.15pm	Discussion 1: Finalisation of criteria to decide the way forward	All
2.30pm	Council presentation to explore each option Q&A	Council
3.20pm	Comfort break	All
3.30pm	Discussion 2: Pros and cons of each option	All
4.30pm	Comfort break	All
4.45pm	Polling activity	All
5.05pm	Review poll and discussion	All
5.25pm	Next steps and close	Capire

## 1.3 Session objectives

The objectives of the session were to:

- Build curiosity and explore different ideas and the options.
- Ideate, converge and identify common aspirations.
- Delve deeper into the impacts of the options.



## 1.4 Participants

Panel members were recruited via an expression of interest process:

- 30 community members expressed their interest and were invited as Panel members.
- 25 community members confirmed their commitment and received a Welcome Pack prior to Session One.
- 23 Panel members attended the second Deliberative Panel session.

## 2 Session summary and outcomes

This section provides a summary of the key discussions and presentations during the session. A recording of the presentations delivered during the session is available on Council's 'The Loop' website ([click here](#)).

### 2.1 Finalise criteria to decide the way forward

The Panel reviewed criteria to decide the way forward that were discussed and drafted in Session 1. All Panel members indicated in a voting exercise that they were either very comfortable or comfortable with the criteria. The finalised list of criteria will guide Panel members to make collective recommendations to Council.

- The decision must be evidence based, produced through an open and transparent Panel process.
- The decision must benefit all members of the Eildon community, including children, young people, the elderly, people with disability, people from culturally and linguistically diverse backgrounds, and businesses.
- The decision encourages economic growth and addresses community needs in response to population growth in Eildon.
- The decision encourages growth in tourism by attracting new and existing visitors to Eildon all year round.
- The decision provides sufficient green open spaces that is utilised for the whole of Eildon.
- The decision considers funding to be contributed adequately and effectively.
- The decision considers other related impacts, including parking arrangements and surrounding facilities to the site.
- The decision values, protects, and celebrates existing characteristics of Eildon.
- The decision honours the planning and processes that have been done for the Project so far.

### 2.2 Exploring each option

#### Presentation by Shire of Murrindindi Council

Emma Kubeil (Principle Strategic Planner) and Michael Chesworth (Director Corporate and Shared Services) from the Murrindindi Shire Council delivered a presentation related to options for the Eildon Reserves Redevelopment in response to requests for more information by panellist in the Panel Session One. The presentation included the following information:

- a breakdown of capital funding sources for the Project
- reasons why land sale is proposed as part of the funding mix
- history of each land parcel proposed for sale
- preparation required for proposed land sale
- anticipated net proceeds from each land parcel proposed for sale
- town planning requirements and opportunities of proposed land sale.

## Questions raised by Panel members

Participants raised various questions during the question and answer time after the presentation, regarding multiple topics relevant to the Eildon Reserves Redevelopment. Questions asked are outlined below and can also be reviewed in the recorded presentation.

### Open space arrangements after land sale

- Can equipment on existing open spaces proposed for sale be relocated to the Project site, the remaining open space area at 18 Twenty First Street, or other open spaces in Eildon?
- Will existing equipment in the open space area at 18 Twenty First Street be upgraded, if there is extra funding from the land sale?
- Can community undertake fundraising to upgrade open space facilities in Eildon?
- How much open space can be retained around the area if the two proposed parcels of land are sold?

### Funding and land sale options

- Can Council proceed with the Project without any sale of land?
- Can 18 Twenty First Street be sold in whole, instead of being subdivided?
- Do the anticipated net proceeds from land sale include costs for planning and sale processes?
- Would Council receive more revenue if the proposed land for sale is further subdivided?
- Would the revenue from the sale of 10 Eighth Street and 11 Seventh Street be sufficient to cover Project funding, and if so, will the sale of 18 Twenty First Street be needed?

### Town planning requirements and opportunities

- How can planning requirements ensure land being sold will be developed to diversify housing options in Eildon, such as key worker housing?
- What are the risks of applying new planning Overlays on the land being sold?

## 2.3 Pros and cons of each option

Following Council presentation, Panel members were asked to have small group discussions and brainstorm the pros and cons for both Option 1 and Option 2 (Figure 1), and start to identify common and differing aspirations.

### Option 1:

Proceed with sale of land to support project delivery within the current scope, as per proposed timelines. This will include considerations for new use opportunities for the land parcels if sold

### Option 2:

Do not progress with the sale of land, and the project either does not proceed, or it proceeds at a much-reduced scale with fewer benefits to the local economy and user experience

Figure 1: Options deliberated by the Panel

During the discussion, Panel members were asked to consider community members and visitors who may not be represented on the Panel, this included:

- young people



- people with disability
- LGBTIQ+ community
- culturally and linguistically diverse community
- people who may not have visited or heard of Eildon
- people who rent a home in Eildon.

Two panel members indicated that they rented a home in Eildon.

Summarised in Table 1, is an overview of what Panel members stated as the pros and cons of proceeding with Option 1.

*Table 1: Pros and Cons of Option 1 stated by the Panel*

Pros	Cons
<b>Funding</b> <ul style="list-style-type: none"> <li>• ensures the Project is being delivered in full scope with sufficient funding</li> <li>• secures State grants</li> </ul> <b>Benefit to the Eildon community</b> <ul style="list-style-type: none"> <li>• adds a key attraction to the Eildon town centre</li> <li>• provides high quality open space for young people and people with disability</li> <li>• attracts existing and new visitors to Eildon</li> <li>• increases employment opportunities</li> <li>• stimulates economic growth in Eildon</li> <li>• improves overall image of Eildon</li> </ul> <b>Opportunities for land sale</b> <ul style="list-style-type: none"> <li>• provides opportunities to diversify housing options in Eildon to address housing demands from key workers and the growing population</li> <li>• reduces cost required to manage current underutilised open spaces</li> <li>• retains sufficient open space at Twenty First Street</li> <li>• gains potential extra funding for other future opportunities in Eildon</li> </ul>	<b>Risks to the Eildon community</b> <ul style="list-style-type: none"> <li>• amplifies existing transport issues, including traffic congestion, limited parking spaces, and pedestrian safety around the Project site</li> <li>• causes disturbance to local residents with increased visitors to Eildon</li> </ul> <b>Land sale</b> <ul style="list-style-type: none"> <li>• risks loss of valuable open space if land being sold is not developed to diversify housing options to support the growing population and key workers</li> <li>• reduces open space available for residents around land parcels proposed to be sold</li> </ul>

Panel members further shared the risks of not proceeding with Option 1, including:

- loss of State funding to deliver the Project
- damage to Eildon's reputation to apply for future State funding opportunities
- waste of resources and efforts spent on the Project so far
- the Eildon community, especially young people continue to have limited access to attractive open space.

After the first round of discussion on Option 1, Panel members agreed that they had enough information to proceed to the next activity without discussing the pros and cons of Option 2.

## 2.4 Polling activity

Panel members were asked to participate in a polling activity to indicate their level of comfort for each option and write down their reasons why.

As shown in Figure 2, the majority of Panel members supported Council to proceed the Project with Option 1. A total of 20 (87%) Panel members were either very comfortable or comfortable with Option 1. 2 (9%) Panel members are either very uncomfortable or uncomfortable, and 1 (4%) Panel member remained neutral.

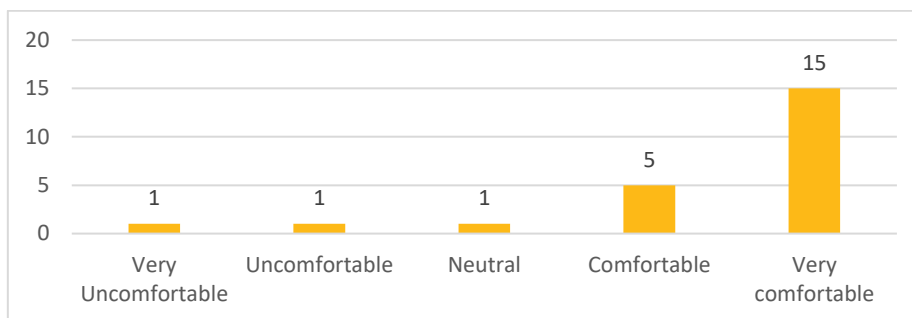


Figure 2: Panel members' level of comfort if Option 1 is adopted by Council (n=23)

Key reasons stated by Panel members who were comfortable with Option 1 were consistent with the pros of Option 1 mentioned in the previous activity. Panel members also shared further considerations for Council to proceed the Project with Option 1, including:

- 10 Eighth Street and 11 Seventh Street site should be subdivided to obtain more funding.
- Sale of land parcel on 10 Eighth Street and 11 Seventh Street should be prioritised over sale of 18 Twenty First Street if sufficient funding is secured for the Project to retain open space for surrounding residents.
- Excess funding from the Project should be allocated to upgrade other open spaces in Eildon, including 18 Twenty First Street, Gum Tree Gully Reserve, and Eildon Pondage
- Land parcels being sold should be developed as unit housing to provide more diverse housing options targeted at key workers, elderly, and young families.
- Further exploration of Utah Place to remain open for vehicle access to be considered to reduce traffic congestion on the main street.

Panel members who were uncomfortable with option 1 preferred to reduce the scope of the Project so that the sale of existing open space will not be required.

As shown in Figure 3, the majority of Panel members did not prefer Council to proceed with Option 2. A total of 18 (82%) Panel members were either very uncomfortable or uncomfortable with Option 2, with 3 (14%) Panel members either very comfortable or comfortable, and 1 (5%) Panel member remained neutral.

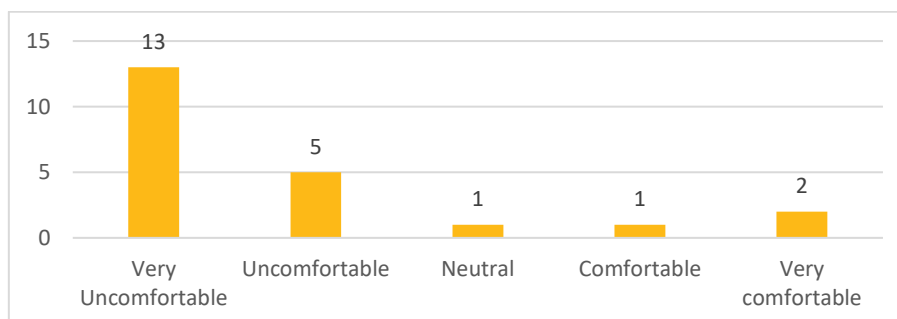


Figure 3: Panel members' level of comfort if Option 2 is adopted by Council (n=22)

Panel members who felt comfortable with Option 2 would like to retain existing open space that is valuable to the Eildon community. There were worries that the sale of Twenty First Street would reduce open space available for the local community members to enjoy activities such as footy and cricket.

Reasons other Panel members felt very uncomfortable or uncomfortable with Option 2 were:

- risk of losing State grants
- continued delay of the Project
- waste of resources and effort dedicated to the Project so far
- damage to the reputation of Eildon
- declining economy of Eildon
- lost opportunities to provide quality open space for young people.

## 2.5 Further information

At the end of the Session, Panel members were asked what other information about the Project they were interested in to help develop detailed recommendations in Session Three. Topics raised by Panel members included:

- further consideration by Council with respect to the existing Project designs in relation to pedestrian safety, parking arrangements, and traffic flow and management
- consideration of opportunities to keep Utah Place open for vehicle access to reduce traffic congestion
- town planning opportunities to ensure land being sold would provide more diverse housing options targeted at key workers, elderly, and young families
- trade-offs and opportunities to maintain and enhance existing open space at land parcels proposed for sale
- opportunities to reuse existing facilities on existing open space around land proposed for sale.

### 3 Next steps

The Third Panel Session will be held on Saturday 4 March 2023 from 2:00pm to 5:30pm for the Panel to further assess and agree on preferred option, and develop detailed recommendations for Council.

Session Two recording and other relevant materials are available on Council's 'The Loop' website.



*QR code to Project page on Council 'The Loop' website*

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