

BALLARAT

IMAGINE

# WHAT YOU SAID





The things I  
**love**  
about Ballarat  
are...

"The things I imagine for Ballarat are a 50m indoor swimming pool for the swimming season"

"The things I love about Ballarat are the fact that we are a quiet city. Please don't turn into Melbourne.  
The Clean fresh air."

BALLARAT

IMAGINE

"The things I love about Ballarat are the community feel, the general facilities & resources, the relatively cheap housing"

The things I  
**imagine**  
for Ballarat  
are...

"The things I love about Ballarat are the warm people, green spaces, proximity to 'bush', heritage buildings, culture-access to music & arts, public transport..."

"The things to retain in Ballarat are Lifestyle with safe community."

The things to  
**retain**  
in Ballarat are...

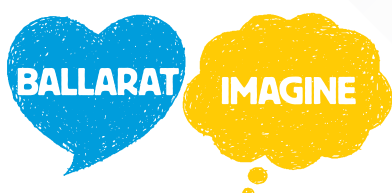
BALLARAT

IMAGINE

# Contents

---

About Ballarat Imagine	4
Responses	5
What We Love About Ballarat	6
What We Imagine For Our Future	9
What We Want To Retain For Our Future	11
Detailed Submissions	12
Next Steps	13
Appendix A: Stalls and Events	14



# About Ballarat Imagine

---

The City of Ballarat Council makes many decisions which affect the future of our community. These decisions need to be guided by what the community wants and how it sees Ballarat's future. With almost 100,000 people living here, it can be difficult for Council to find out what the community thinks. We each have different ideas for the future, different lives and live in different parts of our city.

To solve this, City of Ballarat ran Ballarat's largest ever community conversation – Ballarat Imagine. Ballarat Imagine commenced in late February 2013 and asked the community to respond to three main questions:

- The things I **love** about Ballarat are.....
- The things I **imagine** for Ballarat are.....
- The things to **retain** in Ballarat are.....

A Discussion Paper was also released to help community groups, businesses and government agencies have their say on the issues affecting our future.

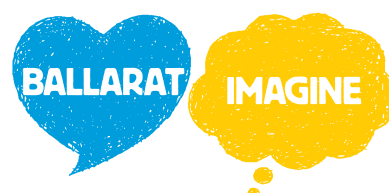
## Many Ways To Have a Say

---

There were many ways to have your say through Ballarat Imagine. These included:

- By mailing back a postcard that was distributed through events, community groups, shops, cafés and City of Ballarat facilities
- By mailing back a card that was attached to My Ballarat, which is sent to every home and many businesses in Ballarat
- Through our website
- Through Twitter and Facebook
- By talking to City of Ballarat Councillors and officers at events and stalls across Ballarat (a list is included at Attachment A)
- By filling in the full page form in The Courier and sending a photo
- Through the chalkboards placed at events and Council facilities
- Through schools which had their students draw or write about their ideas for our future
- By making a written submission on the Discussion Paper, which was posted to hundreds of community groups, businesses and government agencies
- Through organising a meeting with City of Ballarat staff.

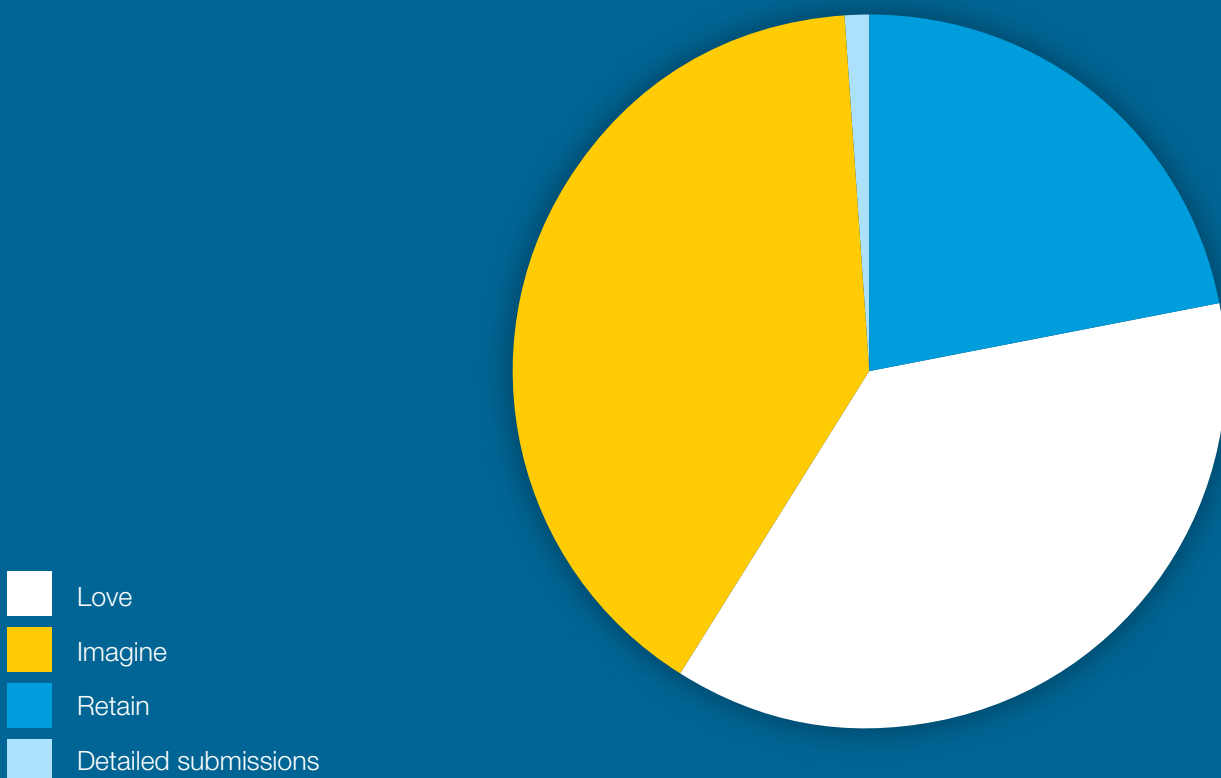
We also raised community awareness in many ways, from chalk art on footpaths, bus stop ads, radio appearances by Councillors and a YouTube video.



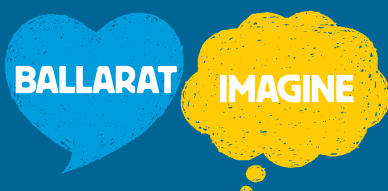
# Responses

In all, the City of Ballarat received well over 6,000 items of feedback. Most were sent in on postcards, but there were also large numbers of cards from the back of *My Ballarat*, chalkboard comments, tweets to #BallaratImagine and postings on our website. The most popular question was 'The things I love about Ballarat are...', followed by 'The things I imagine for Ballarat are...'.

## The questions you answered



"The things I imagine for Ballarat are Arcades, more skate/BMX parks and water parks"





**"The things I imagine for Ballarat are more shops for Miners Rest."**

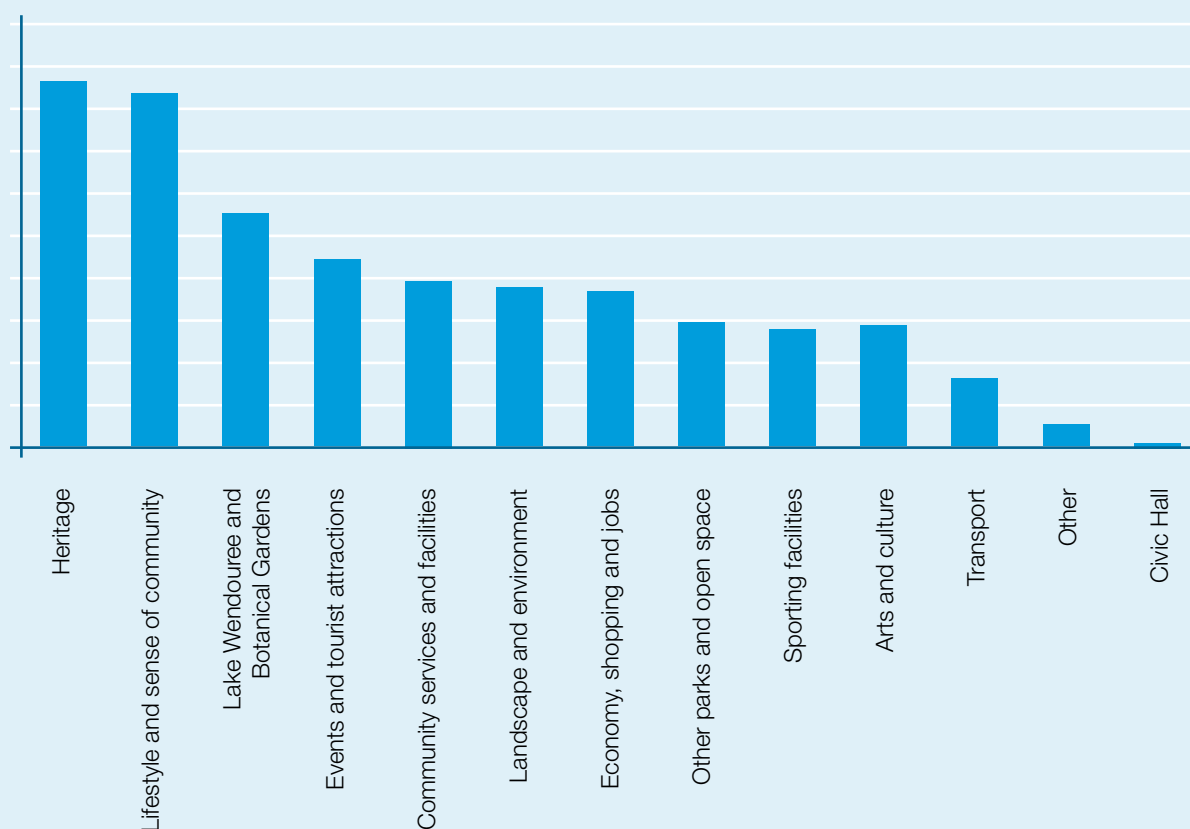
**"Mt Clear, Black Hill, Nerrina, Canadian and Ballarat East should not be developed because of bush wildlife and fire hazards."**



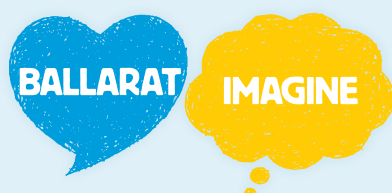
# What We Love About Ballarat

There were over 2,600 responses to the question 'The things I love about Ballarat are...'. As shown below, the most popular points were heritage, our lifestyle and sense of community and Lake Wendouree and the Ballarat Botanical Gardens.

## Responses: The things I love about Ballarat



**"The things to love about Ballarat are the historic trams & Lake Wendouree."**

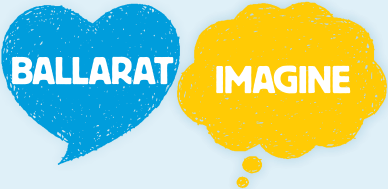
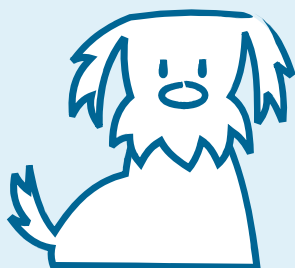
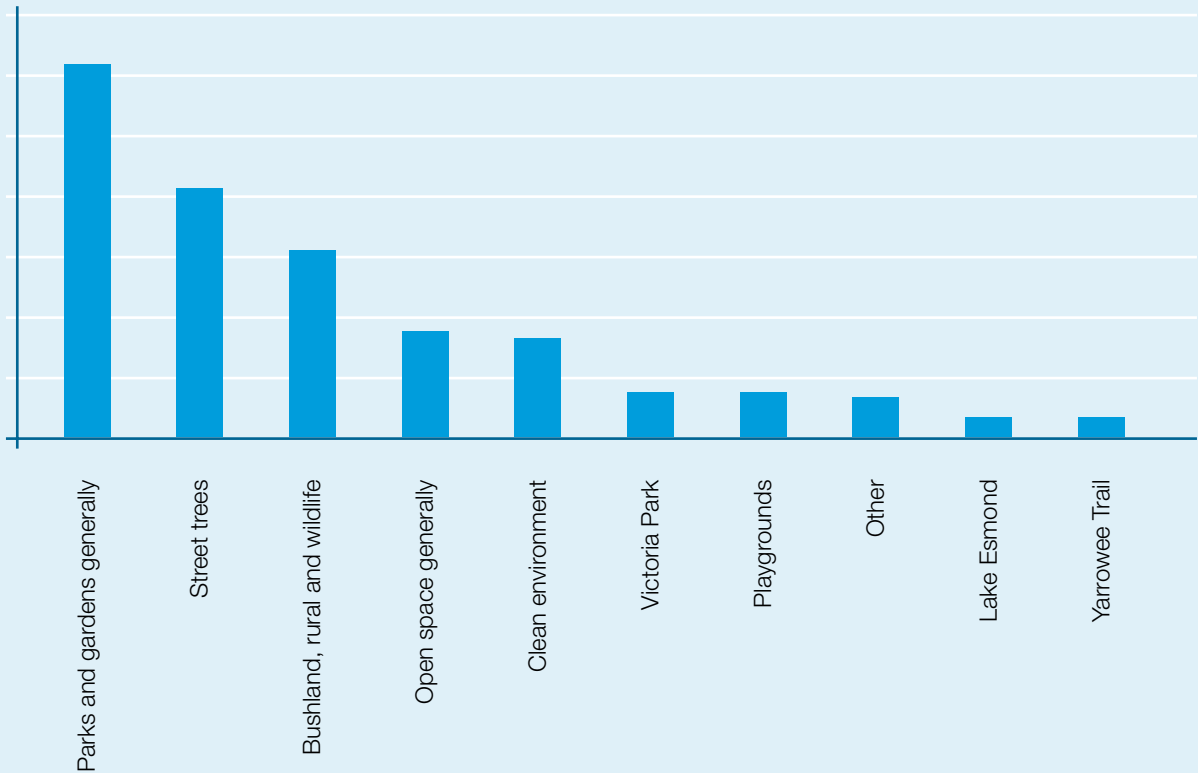




# Love Our Beautiful and Unique City

The large number of responses about heritage, Lake Wendouree and the Botanical Gardens are part of a very strong theme of loving our unique and beautiful city. This theme also included love of our green city of parks, street trees and bushland. This is shown by the responses we have classified as 'Other parks and gardens' and 'Landscape and environment' below.

## Responses: 'Other parks and gardens' and 'Landscape and environment'

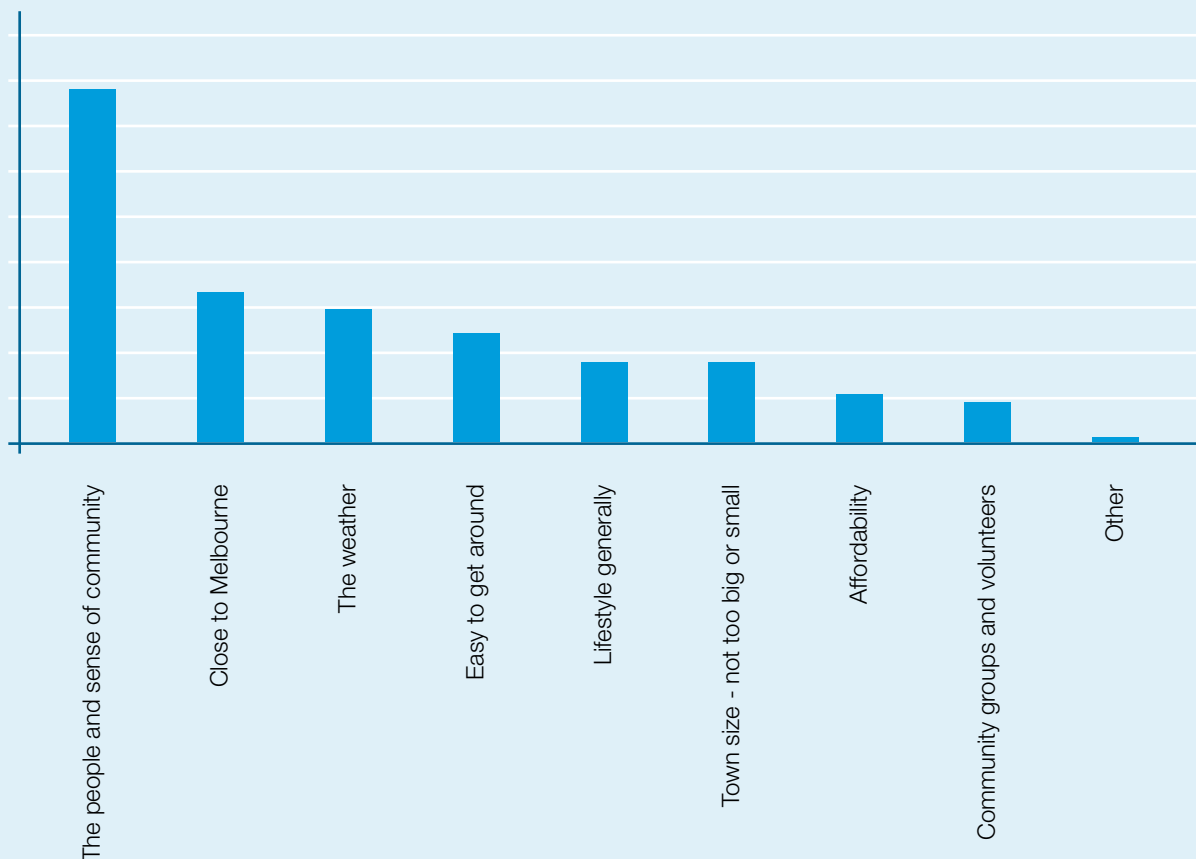


## Love Our Lifestyle

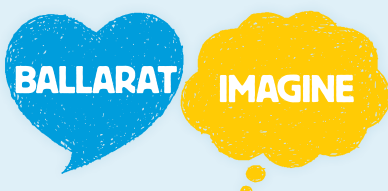
For the 'lifestyle' category, the most popular point was loving 'the people and sense of community' (see chart below). Secondly, many people said that they loved the way we can easily get to the facilities and events in Melbourne – without all of the downsides of being part of Melbourne. Thirdly was 'the weather' and fourth was loving our city for being 'easy to get around'.

These results fit with the results in many other categories like 'sporting facilities', with people loving our big-city standard of facilities without the big-city downsides. Overall, it shows that we love Ballarat's lifestyle for the mix of smaller-town benefits like a strong sense of community and larger-city benefits like great sporting facilities, shops and events – plus easy access to even more in Melbourne.

### Responses: 'Lifestyle and sense of community'



"The things I love about Ballarat are our community sports. Our small town - it's easy to get around. Don't turn us into Melbourne."



"The things I love about Ballarat are the gardens, the buildings, the whole feeling of Ballarat, walking trails"

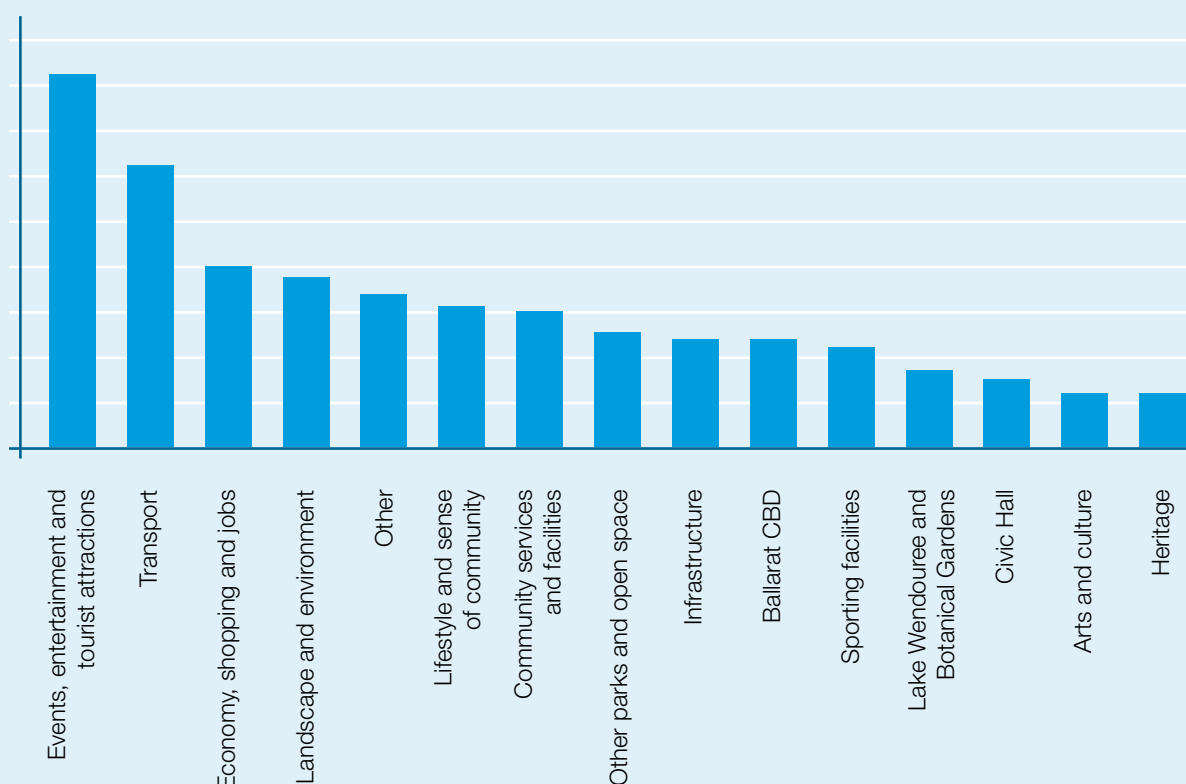


"The things I love about Ballarat are the lake, community events, markets, places to walk and ride your bike, beautiful trees and gardens, family atmosphere."

# What We Imagine For Our Future

There were almost 2,400 responses to the question ‘The things I imagine for Ballarat are...’ As shown below, the most popular points were ‘events, entertainment and tourist attractions’, ‘transport’, ‘economy, shopping and jobs’ and ‘landscape and environment’.

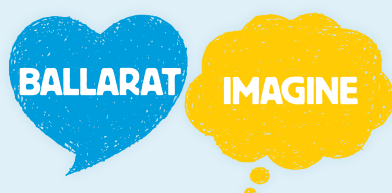
## Responses: The things I imagine for Ballarat



## IMAGINE MORE EVENTS, ENTERTAINMENT AND TOURIST ATTRACTIONS

The ‘events, entertainment and tourist attractions’ point was split fairly evenly between:

- Ideas from children such as a water play park and mine rides at Sovereign Hill
- Ideas for more or better events, markets and festivals
- Ideas for more facilities for tourists such as a tram down Sturt Street and more diverse attractions
- Hopes for more entertainment options for residents such as a new live music and entertainment venue.

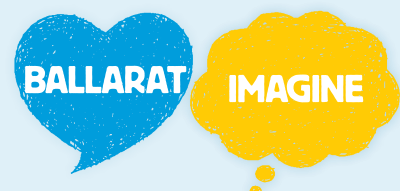
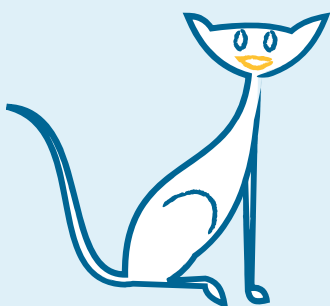
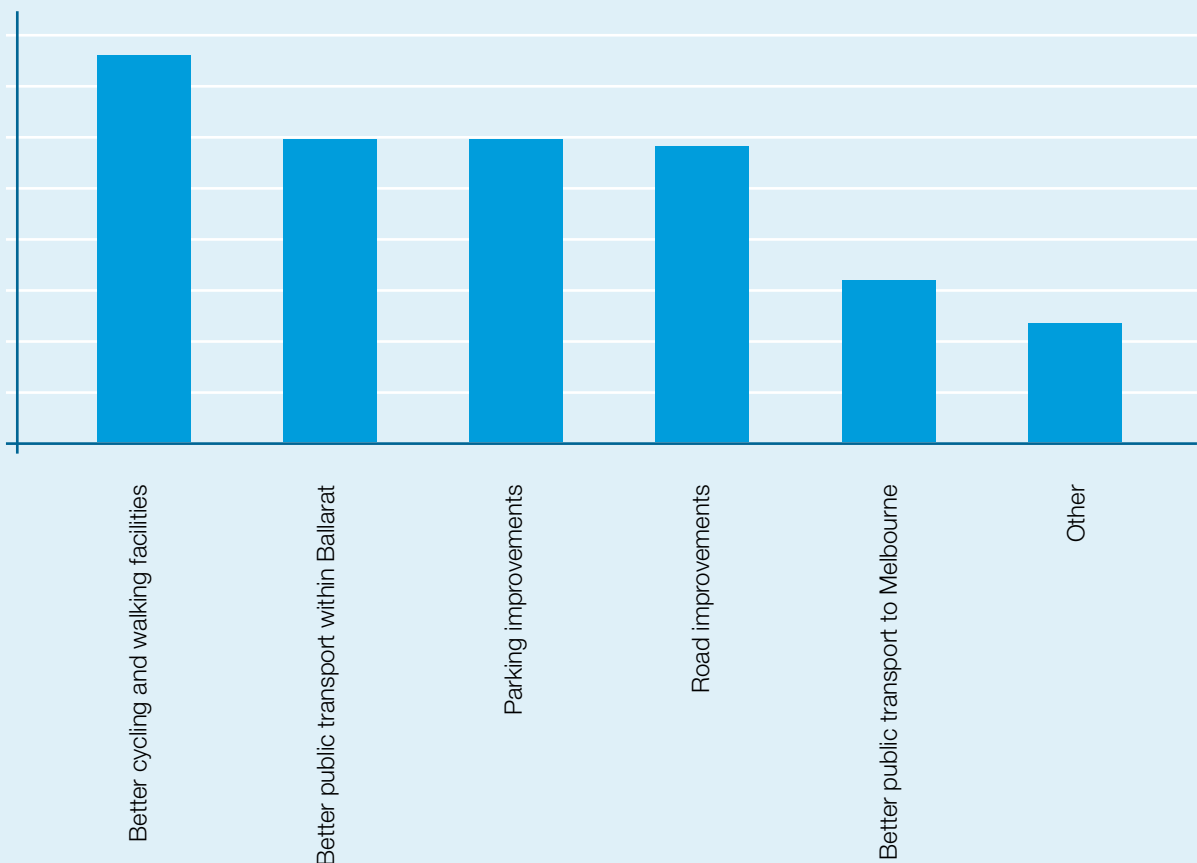


## Imagine Transport Improvements

Transport responses focused on ideas and suggestions for Ballarat's future transport as well as people who identified particular transport 'trouble spots'. Better cycling and walking facilities were most popular, followed by better public transport within Ballarat, more parking (especially in inner areas) and road and congestion improvements.

Across all of these sub-categories, there was a feeling that our transport is getting worse – for example with increased congestion and growing problems finding parking. It is interesting to think about how this fits with the 'love' results about our city being easy to get around. Overall, we feel that our city is easy to get around, but this is declining over time. People are hoping for transport improvements to fix this.

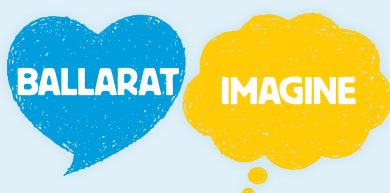
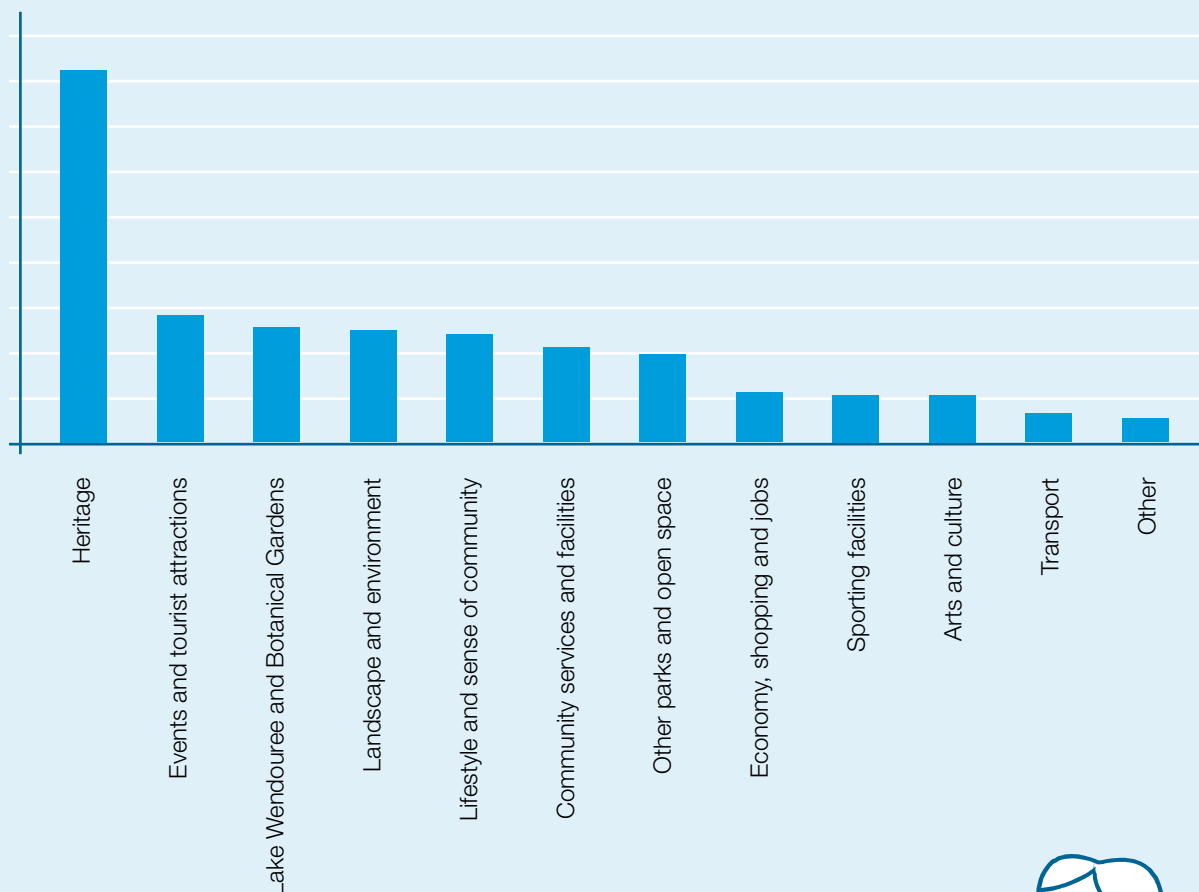
### Responses: Transport



# What We Want To Retain For Our Future

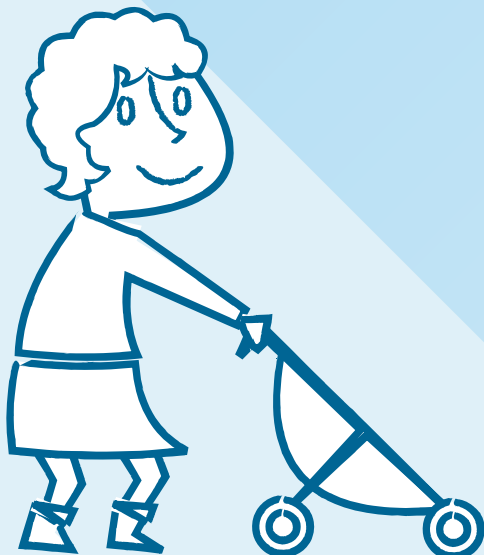
There were over 1,400 responses to the question 'The things I want to retain in Ballarat are...' As shown below, protecting our heritage was by far the biggest concern. Further, our third and fourth most popular topics are also closely related. They cover protecting Lake Wendouree, the Botanical Gardens, street trees and bushland. Put together, they show clearly that we want to protect our beautiful and unique city into the future.

## Responses: The things I want to retain in Ballarat





“The things to retain in Ballarat are Buninyong, as a special historic village.”



“The things to retain in Ballarat are significant roadside vegetation and Parks & surrounding forests.”

"The things I imagine for Ballarat are better employment opportunities."



"One of the things that has been sadly lacking in Learmonth has been a public transport system that can get people out of Ballarat to Learmonth and back again twice a day. In and out in the morning and again in the afternoon."

# Detailed Submissions

---

As well as submitting postcards, tweets or website comments, people had the option of sending in a detailed written submission or meeting with City of Ballarat staff to talk about their thoughts. Around 30 people and groups took up this option, including eleven community groups and fifteen individuals. The issues raised in these submissions included:

- Environmental issues such as renewable energy and protection of our forests and waterways
- Issues faced by residents of Miners Rest and Learmonth as smaller, more rural areas of our city
- The health and wellbeing of the community generally and for particular residents including unemployed people, people with a disability, the elderly and women
- Vulnerable and disadvantaged residents who have difficulty coping with the demands of daily living
- Suggestions for how we can develop while protecting our beautiful city with a unique sense of identity
- The local and national importance of Ballarat's heritage, including suggestions for how to enhance our buildings and streetscapes
- Challenging growth – is it necessary and a good thing?
- Ways to encourage tourism, including a suggestion for a new tourism slogan
- Attracting jobs, infrastructure and investment to Ballarat
- The future of Canadian Forest
- Ideas for improving Ballarat's arts scene
- Ways to improve safety and prevent crime in Ballarat
- Transport, including improvements to public transport, cycling infrastructure, traffic congestion and parking
- The introduction of green and hard waste collection

**“The things I love about Ballarat are housing affordability, cycling options on and off road (but always room for improvement).”**



**IMAGINE**

“The things to retain in Ballarat are safety, public pride, ongoing maintenance/restoration of our heritage.”



"I would like to see things improved around Ballarat - like safety, with more police officers patrolling the streets for you and everyone's own safety, so they feel safe."



# Next Steps

---

What you told us through Ballarat Imagine is already changing the City of Ballarat Council's priorities. The 2013-17 Council Plan and 2013/14 Budget adopted on 26 June 2013 include many priorities raised by the community through Ballarat Imagine, including building major new recreation facilities and an indoor 50m pool, a boost to infrastructure maintenance, more funds for street tree planting and a new initiative to improve planning protection for heritage.

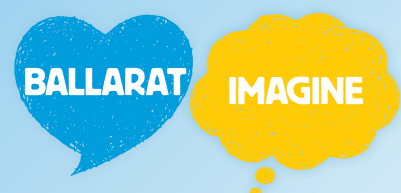
The Ballarat Imagine results will guide Council's work for years to come. The City of Ballarat has developed Our Vision for 2040, which outlines what our community values about Ballarat now, our collective hopes for Ballarat's future (a vision), and how we are going to achieve the vision (key principles). Our Vision for 2040 is drawn directly from your submissions to Ballarat Imagine and each submission has been read by City of Ballarat staff in developing the vision and key principles for action.

Our Vision for 2040 will guide much of City of Ballarat's work over the next decade. For example, it is an important part of our work on Today Tomorrow Together: The Ballarat Strategy. This plan will:

- guide the future growth of the city by answering questions like 'which areas will grow and which will not';
- guide infrastructure and service delivery to make sure it is coordinated with growth; and
- help Council to respond to the important social, economic and environmental challenges Ballarat will face to 2040.

**"The things I love about Ballarat are the busy but relaxed atmosphere, sport facilities, old buildings, being able to go across town in 15 minutes (if you don't use Mair St)."**

**"Ballarat is overwhelmingly a beautiful and stimulating place to be. This is what distinguishes it from other regional cities - this legacy is a consequence of the planning decisions of those who preceded us."**

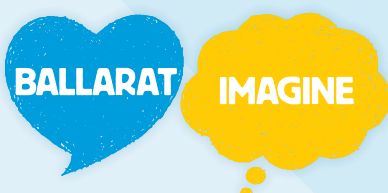


# Appendix A: Stalls and Events

Between March and May 2013, Councillors and City of Ballarat staff attended many events and community meeting places in Ballarat to talk to Ballarat residents and businesses about Ballarat Imagine. Locations were chosen to meet people from all parts of the Ballarat community and all walks of life. At each place, the community was encouraged to fill in a Ballarat Imagine postcard and many hundreds of additional responses were gathered this way.



**"The things I imagine for Ballarat are...  
Do not extend any development beyond  
infrastructure. Invest in infrastructure prior  
to development."**





## Stalls and events included:

Begonia Festival	9 to 11 March
Backyard Tasters Alfred Deakin Place, CBD	15 March
Buninyong Farmers Market	16 March, 20 April, 18 May
University of Ballarat Mt Helen campus	18 March
University of Ballarat SMB campus	19 March
Macarthur Street School Fair Soldiers Hill	22 March
Ballarat Lakeside Market Lake Wendouree	23 March, 13 April, 25 May
Harmony Festival Alfred Deakin Place, CBD	24 March
University of Ballarat Camp Street campus	28 March
Ballarat Fresh Produce Market Bridge Mall, Ballarat CBD	2 Mar, 6 April
Weekly Times Rural Expo Ballarat Showgrounds	6 April
Stockland Wendouree	Daily 8 April to 12 April
Community Tree Planting Day Doug Dean Reserve, Delacombe	4 May
MADE Opening Weekend MADE, Eureka	4 and 5 May
Community breakfast for the homeless Anglican Cathedral, Ballarat CBD	8 May
MADE FOR WOMEN weekend MADE, Eureka	11 May
Heritage Weekend Mining Exchange, Ballarat CBD	11 and 12 May
Arbor Day planting Victoria Park	23 May



IMAGINE



The things I love about Ballarat are the lake. The Schools. The generosity of people's hearts. The friendliness.