

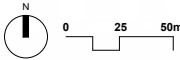
4.2

Site Analysis

Existing Site



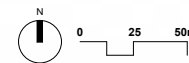
Site Area: 85,600sqm



Existing Buildings



- A - Main entrance and ticket booth
- B - Hamilton Lions Club storage and workshop
- C - Hamilton Kennel Club
- D - Umpires club room
- E - SES Building (Hamilton Branch)
- F - Exhibition and conference centre
- G - Fashion Pavilion
- H - Public Toilet
- I - Maintenance Shed
- J - Hamilton P & A Society Office
- K - Red Shield Hut
- L - Sheep Pavilion
- M - King street Storage Pavilion
- N - Public Toilet
- O - King Street entrance and ticket booth
- P - Ram Sale Pavilion
- Q - Public Toilet and Storage
- R - Oval/Flexible Turf Area
- S - On-Street parking







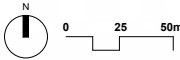
Existing Landscape



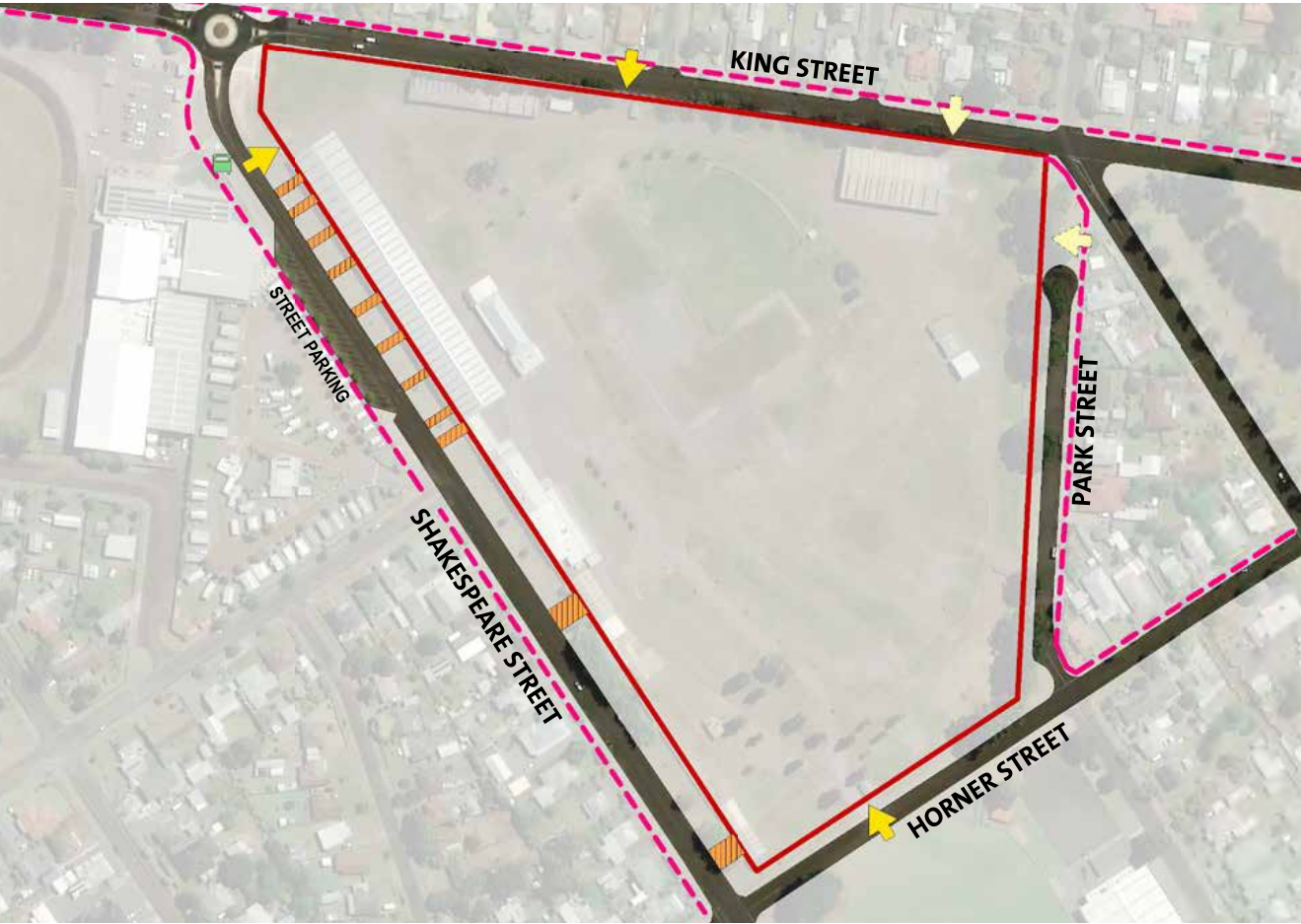
- Open Space Area: 75,300sqm approx
- Existing Trees: 110 approx

LEGEND

-  Existing trees
-  Existing open space
-  Existing Buildings
-  Existing accesways








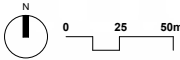
Existing Access



- There are few key access points along Shakespeare Street (Main street).

LEGEND



-  Primary Entrance
-  Secondary Entrance
-  Walking Paths
-  Loading + Vehicle Access
-  Bus Stop

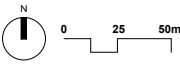


Existing Parking

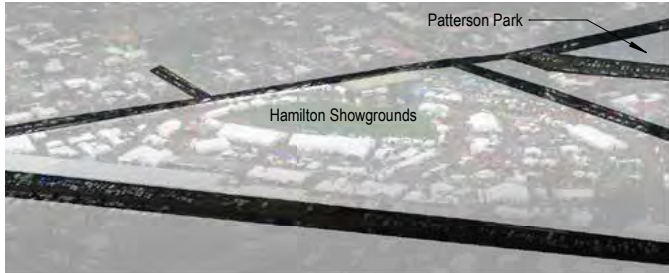


LEGEND

-  Existing Access
-  Typical Parking Zones During Large Events



- During Large events, vehicles park within the streets and on landscape verges surrounding the site.
- Patterson hosts a large amount of parking for large events (Sheepvention).
- There is a limited designated parking specifically for the showgrounds during large events.

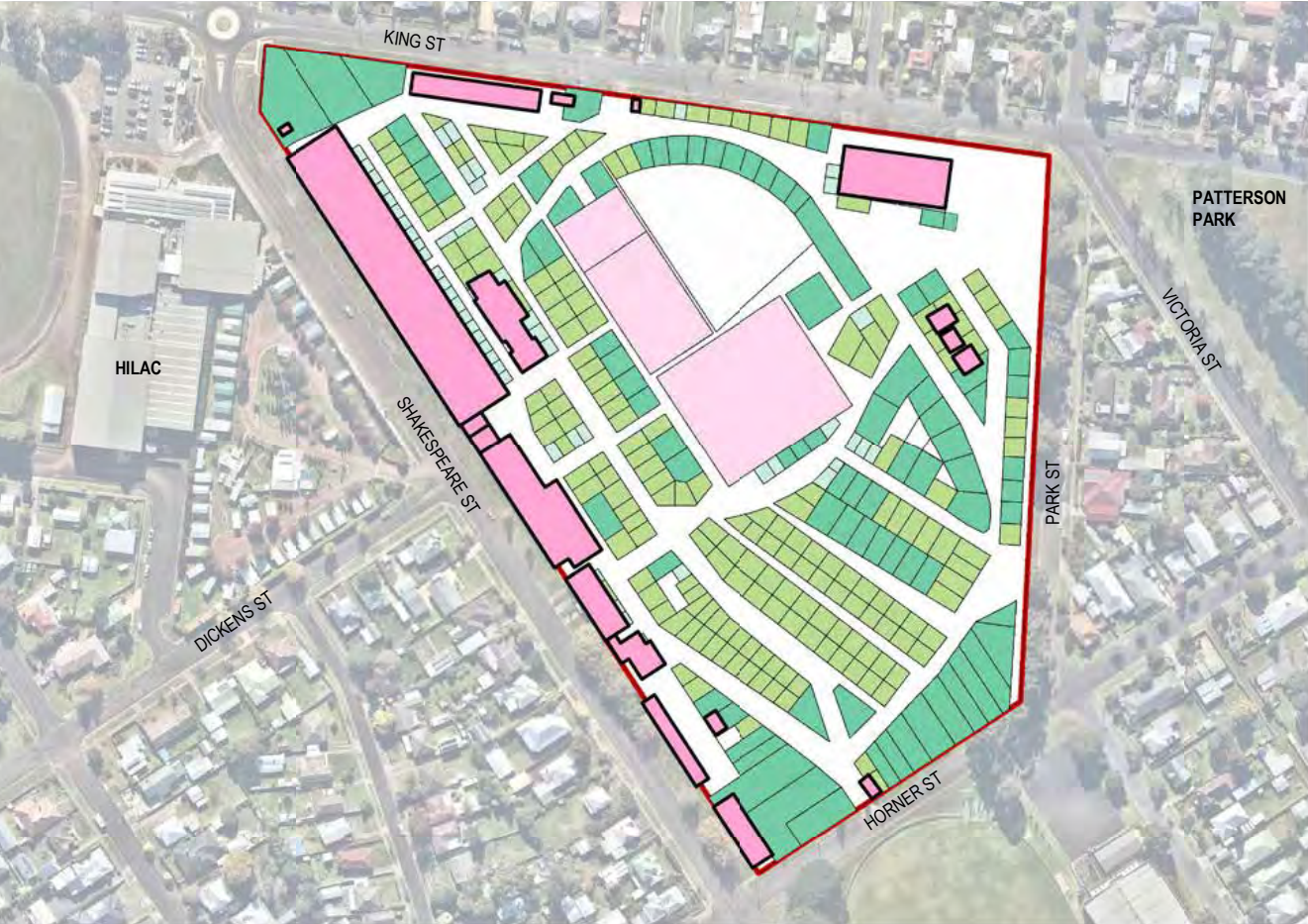


Sheepvention Aerial Photograph - Parking zones

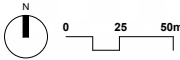
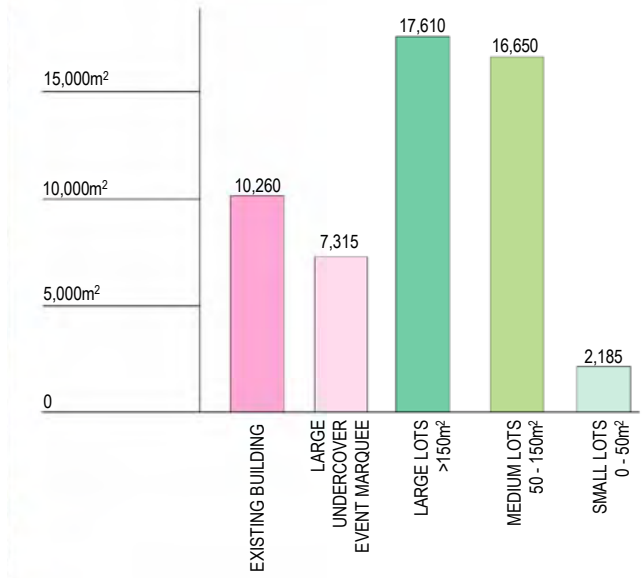


Sheepvention Aerial Photograph - Parking zones

Existing Event Lots



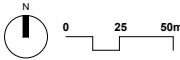
SHEEPVENTION LOT SIZES



Existing Events Circulation



- LEGEND**
- North-South Spine
 - East-West Link
 - Radial Route
 - Secondary Spine




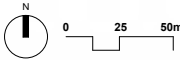
Existing Governance & Management Structure



The Southern Grampians Shire Council is the Committee of Management for the site with the Hamilton Pastoral and Agricultural Society providing day-to-day administration and management of the site on behalf of Council, and both jointly maintain the common areas across the site.



LEGEND

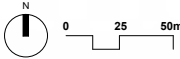
 SGSC and P+A Society Jointly Maintained Areas



Existing Operational Structure






- LEGEND
-  P+A Society Operated Areas
 -  User Group Operated Areas

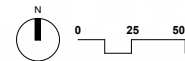


Existing Leasing Structure

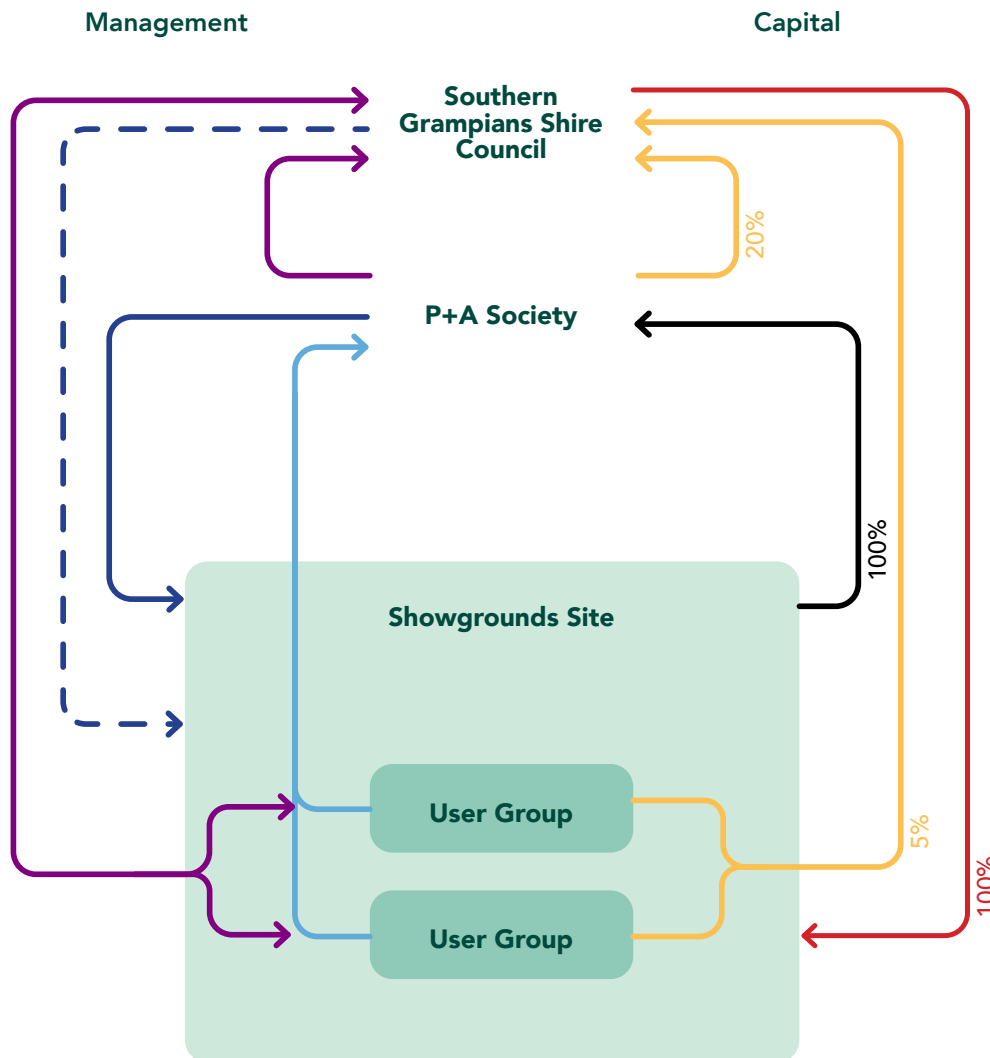


LEGEND

-  SGSC Controlled Buildings
-  P+A Society Leased Buildings
-  User Group Leased Buildings



Existing Management & Revenue Structure



- The current site management model does not make clear who benefits from investment.
- Whats not included in the model are private enterprises who could trade on the site daily and year round.
- The current model is not clear about roles, ownership and responsibilities.

Capital

- Maintenance Spending (\$45k per Annum)
- Maintenance Funding Reimbursement
- Yearly Showground event and operations profits

Management

- Site Management
- - - Maintenance Contributions
- User Agreements
- Lease Agreements

4.3

Engagement Summary

Engagement To Date

Key engagement stages timeline of the Hamilton Showground Master Plan.

April
2023

Stakeholder Analysis Workshop

Key Stakeholders were asked to explore the strength, weaknesses, opportunities and threats to the Showgrounds. They brainstormed possible opportunities and limitations as well as points for further investigation.

May
2023

Stakeholder Interviews

Interviews were conducted with those stakeholders who were unable to attend the Stakeholder Workshop. The interviews asked the stakeholders a series of questions in line with the Stakeholder workshop structure.

Ongoing

Community Engagement

An online survey is currently available for the community to provide feedback an to understand what the community love about the showgrounds and how they feel it could be improved.

June
2023

Stakeholder Design Workshop

This workshop focused on our preliminary design thinking that is exploring how the built form, parking, access and movement can be reorganised into a strategic framework that improves the overall function of the site.

Stakeholder Analysis Workshop Summary

The community engagement activities that we have conducted to date have resulted in a large number of opportunities and ideas for the project that will be identified in the forthcoming masterplan by the project team. These include:

- A functional, multipurpose building that can accommodate the needs of all user groups and future events with private and common areas with quality amenities
- A large covered area that can provide shelter during winter events and solve the steep yearly costs of hiring numerous marquees
- Create an open, inviting entrance that promotes the showgrounds to visitors and the broader community
- Reorganise site access and movement to better serve Sheepvention and allow successful future events to be held at the showgrounds
- Provide a parking strategy that can manage the large influx of vehicles and improve loading and drop off during Sheepvention
- Connect the Showgrounds through pedestrian and cycle links within surrounding streets and parklands to create a network of destination spaces within Hamilton
- Provide suitable camping facilities for seasonal camping that is part of a network of available caravan and camping spaces within Hamilton that generates income for the Showgrounds
- Lease the space to private vendors/retailers year round to generate income
- Organise a yearly event calendar that attracts visitors and the broader community to the Showgrounds that includes markets, music events, festivals, sporting events and agricultural events
- Introduce a hard stand area for Sheepvention that can be used for other events during the year
- Improve drainage as site becomes waterlogged in winter
- Remove Plane Trees
- Implement a structured management model for site governance

Stakeholder Interviews Summary

During the interviews regarding the Hamilton Showgrounds, participants discussed various issues and suggestions for improvement. Both interviews emphasized the need for improved governance, infrastructure, marketing, and collaboration to transform the Showgrounds into a thriving and versatile community space.

Issues:

- Parking constraints
- Underutilization
- Inadequate marketing
- Aged infrastructure, particularly the exhibition center
- Unsuitable location for a specific event
- Infrastructure issues, including old sheds
- Challenges faced by a specific society in holding events
- Financial strain and lack of support for attracting events and traders
- Society's attempts to contribute through funding proposals
- Ideas for an expanded exhibition center and designated area
- Need for collaborative use of space to attract different users
- Proposal for an outdoor center connecting to the exhibition center
- Visibility and navigation challenges for visitors

Suggestions for Improvement:

- Relocate the event to a more suitable location
- Renovate old sheds for better infrastructure
- Reference successful event programs in other areas
- Address drainage and infrastructure issues
- Make the Showgrounds more versatile and appealing for various events
- Collaborative use of space for indoor activities
- Outdoor center to showcase specific items
- Better visibility from the street
- Address navigation challenges for visitors
- Improve governance, infrastructure, marketing, and collaboration
- Transform the Showgrounds into a versatile and thriving community space

Community Online Survey

The results of the community survey regarding the Hamilton Showgrounds provide a comprehensive overview of the community's sentiments, desires, and concerns. Respondents shared their perspectives on various aspects of the Showgrounds, including its current state, potential improvements, and the role it plays in the community. The survey highlights a range of opinions, from positive views of existing facilities to suggestions for enhancing the Showgrounds' appeal and functionality. Common themes include the need for improved infrastructure, diversified events, enhanced maintenance, inclusivity, and increased community engagement. These insights offer valuable guidance for transforming the Hamilton Showgrounds into a vibrant, versatile, and community-centered space that caters to a variety of interests and activities.

Summary Overview

Arrival Experience:

Survey respondents have diverse experiences upon arriving at Hamilton Showgrounds. Some mention issues like open gates, potholed roads, and long grass, describing the entry as untidy and poorly maintained. However, positive mentions of facilities like the exhibition center and Lions building also appear.

Description of Showgrounds:

Opinions about Hamilton Showgrounds vary. Some view it as neglected and muddy, while others highlight positive aspects like the exhibition center and stock shed. Some consider it lifeless or uninspiring, but recognize its potential.

Reasons for Visiting:

Respondents visit the Showgrounds for specific events or purposes, often event-driven. Sheepvention, markets, and functions draw them in. The Showgrounds is seen as a destination for particular occasions, with potential for broader utilization.

Uniqueness of Showgrounds:

Unique aspects vary among respondents. Location for diverse events is noted, along with the stock shed's availability. Some see it as lacking uniqueness due to maintenance issues.

Best Physical Characteristics:

Respondents appreciate the Showgrounds' central location, size, exhibition center, proximity to town, event spaces, and sheep pavilion. While potential is acknowledged, underutilization is noted.

Challenges for Attractiveness:

Factors hindering Hamilton's appeal include negativity, council management, infrastructure, limited events, and competition with other destinations. Engaging the community positively and improving infrastructure are emphasized.

Visit Frequency and Exclusive Features:

Respondents visit based on events and utilize the Showgrounds for markets, Sheepvention, and community activities. Unique aspects include space, hosting a town show, large-scale events, and potentially a drive-in theater.

Preferred Activities at Showgrounds:

Enjoyed activities include attending markets, Sheepvention, events at the exhibition center, walking dogs, participating in functions, and playing basketball. Desire for more diverse activities is expressed.

Role of Showgrounds:

The Showgrounds is seen as a community hub, event venue, multi-use facility, and central gathering point. It's viewed as hosting events, fostering community spirit, and offering varied activities.

Success of Showgrounds:

Success factors involve utilization, diverse events, maintenance, community involvement, council collaboration, inclusiveness, and support for user groups. Regular maintenance, diverse events, and community involvement are key.

Detailed Survey Results

Q1: What greets you when you arrive?

Survey respondents had varied experiences upon arriving at the Hamilton Showgrounds. Many noted issues such as confusion over open gates, potholed roads, and long grass. Some described the entry as untidy and uneven, while others mentioned rundown buildings and infrastructure in need of repair. The general sentiment was that the entrance area appeared deserted, sad, and poorly maintained. However, there were also positive mentions of specific facilities like the exhibition center and Lions building, which were viewed as assets to the community. Despite the current state, respondents recognized the potential for the Showgrounds to serve as a versatile and bustling space for events, screenings, markets, and more.

Q2: How would you describe Hamilton Showgrounds to someone?

The Hamilton Showgrounds is described by survey respondents as a diverse range of opinions. Some view it as neglected, muddy, and barren, while others highlight its positive aspects, such as the exhibition center and stock shed. The location is seen as the home of Sheepvention and is recognized for having potential but being underutilized. It's referred to as a big area with sheds and buildings, but some consider it lifeless, abandoned, or uninspiring. The Showgrounds are often associated with infrequent use and missed opportunities, with opinions ranging from positive potential to underutilization and poor management.

Q3: Why do you choose to visit Hamilton Showgrounds and not other parts of the town?

Respondents tend to visit the Hamilton Showgrounds primarily for specific events or purposes, and their visits are often event-driven. Events like Sheepvention, markets, and functions draw them to the Showgrounds. Some participants mention being part of organizations that utilize the site, such as archery clubs or brass bands. The convenience of attending events, conventions, and activities held at the Showgrounds' convention center is highlighted. While the Showgrounds seem to be a destination for specific occasions, there's also a desire for more consistent and varied utilization beyond these events. It's worth noting that respondents do visit other parts of the town as well, suggesting that their choice to visit the Showgrounds is influenced by the nature of the events and facilities offered there.

Q4: What is unique about Hamilton Showgrounds?

The unique aspects of the Hamilton Showgrounds are perceived differently by respondents. Some highlight the location as an advantage for holding diverse events such as markets, car shows, music gigs, and exhibitions. The availability of the stock shed is also recognized as distinctive. Conversely, others mention the poor state of the grounds, including issues like pot holes and drainage problems. Some respondents feel that there’s nothing currently unique about the Showgrounds due to its perceived mess and lack of distinct features.

Positive aspects noted by respondents include the potential for diverse event space, the central location within the town, and the availability of multi-purpose facilities. However, there’s a recurring sentiment that the Showgrounds are underutilized, particularly when compared to other Showgrounds in different communities. The lack of greenery and overnight camping facilities, as well as the absence of a regular local show, are also mentioned as distinctive characteristics, though not necessarily positive ones. Overall, opinions on the unique features of the Hamilton Showgrounds vary widely among respondents.

Q5: What are the best physical characteristics of Hamilton Showgrounds?

The best physical characteristics of the Hamilton Showgrounds, as identified by respondents, include:

- Location: Many respondents appreciate the Showgrounds’ central location within the town.
- Size and Space: The spaciousness and size of the grounds are recognized as offering potential for a variety of activities and events.
- Exhibition Centre (HECC): The Exhibition Centre is highlighted as a valuable facility within the Showgrounds.
- Proximity to Town: The Showgrounds’ proximity to town and other amenities is seen as a positive aspect.
- Event Spaces: The availability of event spaces, large sheds, and versatile venues for gatherings and functions is noted.
- Sheep Pavilion: The sheep pavilion is mentioned as a distinct and valuable feature.
- New Infrastructure: Some respondents mention newly built or updated infrastructure that has been erected, enhancing the Showgrounds.
- Access: Easy access to the venue and facilities, despite concerns about maintenance, is acknowledged.
- Natural Elements: Trees on the grounds are highlighted as positive features.

These characteristics reflect the potential and value that the Hamilton Showgrounds possess for hosting a range of events and activities, despite differing opinions on maintenance and utilization..

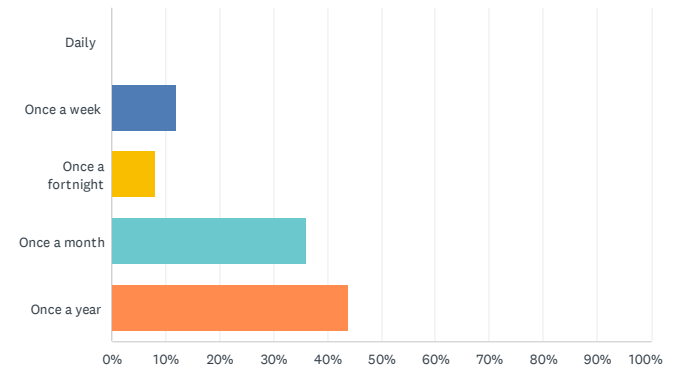
Q6: What gets in the way of Hamilton becoming one of the most attractive regional destination towns within Victoria?

The factors that hinder Hamilton from becoming one of the most attractive regional destination towns within Victoria, as indicated by respondents, include:

- Local Negativity: A sense of negativity among residents towards change, new businesses, and events, which impacts the overall community spirit and progress.
- Council Management: Some respondents cite issues with the local council’s decision-making, lack of pride in the town, and perceived misallocation of resources.
- Lack of Infrastructure: Concerns about the town’s infrastructure, including roads, footpaths, and facilities, are mentioned as deterrents.
- Limited Events and Activities: The absence of events and attractions that can draw tourists and visitors to the town.
- Business and Tourism Development: Challenges with businesses meeting expectations for tourism promotion, vacant shopfronts, and a lack of restaurants and cafes.
- Community Engagement: A perceived unwillingness of the community to collaborate positively and work together to enhance the town’s appeal.
- Aging Facilities: Some respondents mention aging and poorly maintained facilities, both at the Showgrounds and within the town itself.
- Lack of Positive Communication: Gossip and negative discussions about the town’s development, potentially fueled by a lack of open communication.
- Competition with Other Destinations: The competition with other regional towns that offer more attractive natural environments, such as seaside locations.
- Population Dynamics: The challenge of attracting and retaining younger residents and professionals.
- Tourism Infrastructure: A lack of facilities like accommodation, cafes, and restaurants, as well as a limited range of attractions.
- Inappropriate Development Decisions: Some concerns about decisions that don’t value existing assets, such as removing shade trees or placing infrastructure in inappropriate locations.

These responses collectively highlight a range of issues that need attention to enhance Hamilton’s appeal as a regional destination town..

Q7: How often do you visit Hamilton Showgrounds?



Q8: What could only happen at Hamilton Showgrounds and nowhere else?

Respondents provide various perspectives on what could only happen at the Hamilton Showgrounds and nowhere else:

- **Sheepvention:** This event is frequently mentioned, although some respondents believe it could potentially be hosted elsewhere.
- **Hosting a Town Show:** Some suggest that a traditional town show could uniquely take place at the Showgrounds.
- **Large-Scale Events:** The spaciousness of the Showgrounds is seen as ideal for hosting larger events that might not be feasible elsewhere.
- **Movie Drive-In:** The concept of a drive-in movie theater is suggested as a unique possibility.
- **Carnivals and Fairs:** These types of events, including dog shows and car shows, are mentioned as suitable for the Showgrounds.
- **Covid Testing:** Respondents note that the Showgrounds' space was effectively utilized for Covid testing.
- **Indoor Activities:** Ideas like indoor archery, indoor bowls, bowling alley, ice skating, roller skating, and gymnastics are put forth as possibilities that the Showgrounds could uniquely offer.
- **Culture Center:** A few respondents propose that the Showgrounds could potentially serve as a site for a future culture center.
- **Concerts:** The grounds' potential for hosting concerts is suggested.
- **Monthly Markets:** The Showgrounds could potentially host regular markets that might not happen elsewhere.
- **Community Center Functions:** The Showgrounds could potentially function as a community center for various activities.

While some respondents believe that some of the events hosted at the Showgrounds could potentially take place elsewhere, there's a general recognition that the Showgrounds' spaciousness and infrastructure offer opportunities for larger gatherings and specialized events that might be challenging to replicate in other locations.

Q9: What activities do you enjoy doing at Hamilton Showgrounds?

Respondents outline various activities they enjoy doing at the Hamilton Showgrounds:

- **Markets:** Several respondents mention attending markets, including trash and treasure markets.
- **Sheepvention:** This event is highlighted as a significant attraction at the Showgrounds.
- **Events at the Exhibition Centre:** Events hosted at the Exhibition Centre are mentioned as enjoyable.
- **Walking Dogs:** The Showgrounds are appreciated by some for providing space for walking dogs.
- **Attending Special Events:** Responses indicate attending special events like balls, dinners, festivals, and large-scale gatherings.
- **Community Commitments:** Some respondents participate in community group activities and commitments held at the Showgrounds.
- **Basketball:** Respondents enjoy participating in basketball at the Showgrounds.
- **Dog Activities:** The presence of a large contained area for dogs to run off-leash is mentioned.
- **Quick Sheer and Other Activities:** Some respondents highlight other events like the Quick Sheer competition.
- **Potential for More Activities:** Some respondents express a desire for more diverse and frequent activities to be available at the Showgrounds.
- **Limited Utilization:** A few respondents mention not having opportunities to enjoy activities at the Showgrounds due to a lack of available options.

Overall, respondents' enjoyment at the Showgrounds spans from attending specific events to making use of the space for various recreational and social activities.

Q10: What is needed in Hamilton to provide for the various sporting and community groups? How can existing facilities and spaces be improved to provide for the community?

Respondents provide suggestions for improving facilities and spaces in Hamilton to better accommodate various sporting and community groups:

- **Infrastructure Improvement:** The need for improved infrastructure, including multi-use facilities, is highlighted.
- **Melville Oval Upgrade:** Respondents mention the need for upgrading Melville Oval to properly host sporting events.
- **Public Spaces:** Suggestions include revitalizing public spaces, replacing footpaths, and addressing tree issues in the main street.
- **Maintenance:** Improving the maintenance and overall appearance of existing facilities is emphasized.
- **Advertising and Promotion:** Better advertising and promotion of existing facilities to attract a wider range of people and events are suggested.
- **Diverse Use of Space:** Calls for utilizing existing spaces for a variety of events and activities that appeal to the entire community.
- **Multi-purpose Sheds:** Suggestion to create multi-purpose sheds that can be used by different user groups for various purposes.
- **Inclusive Facilities:** Respondents emphasize the need for inclusive facilities, such as accessible parks and amenities for people with disabilities.
- **Support for Various Groups:** The importance of accommodating different groups beyond just sports is highlighted.
- **Public Transport:** Incorporating public transport options, including a stop inside the Showgrounds, is suggested.
- **Community Storage Spaces:** Providing storage spaces for community groups and organizations to base themselves out of.
- **Youth Meeting Center:** Suggestion for a youth meeting center to engage young people in community activities.
- **Inclusivity and Diversity:** Ensuring facilities cater to a diverse range of interests and preferences, not just sports.
- **Utilization Beyond Events:** Encouraging the utilization of spaces beyond specific events like Sheepvention.
- **Outdoor Facilities:** Improving outdoor spaces to provide options for various outdoor activities.
- **General Maintenance:** Suggestion to address basic maintenance issues like upgrading asphalt surfaces.

Overall, the responses highlight the need for versatile and inclusive facilities that cater to a range of interests and activities within the community, and the importance of maintaining and promoting these spaces effectively.

Q11: What features do you like least about Hamilton Showgrounds and what do you think needs improvement?

Respondents share their concerns and suggestions for improving the Hamilton Showgrounds:

- Overall Appearance: The general appearance of the Showgrounds is a common concern, with respondents mentioning that it looks unkempt, overgrown, and unattractive.
- Entrances: Several respondents highlight the need to refresh and improve the entrances to the Showgrounds to create a more welcoming first impression.
- Internal Roads: Some respondents mention the poor condition of internal roads and tracks, suggesting that they need improvement.
- Lack of Use: Some feel that the Showgrounds are underutilized and that its potential is not being fully realized.
- Facilities and Buildings: Concerns about the condition and appearance of buildings and sheds within the Showgrounds are raised, with suggestions for improvement.
- Toilet Facilities: The quality, location, and availability of toilet facilities are mentioned as areas needing improvement.
- Accessibility: Issues related to accessibility, including pathways and disability access, are highlighted as needing attention.
- Muddy Conditions: Some respondents mention the Showgrounds becoming muddy and difficult to navigate during the wet season.
- Lighting: Lighting is mentioned as an area that needs improvement, particularly for nighttime events and activities.
- Overall Infrastructure: Several respondents mention the need for overall infrastructure improvements, including drainage, road surfaces, and facilities maintenance. Specific concerns are mentioned, such as the oval with a grandstand and the need for better drainage and pot hole repair.
- Aesthetic Concerns: Respondents express concerns about the lack of aesthetic appeal, with suggestions to enhance the overall look and feel of the Showgrounds.
- Coordination of Facilities: Suggestions are made to better connect the different parts of the Showgrounds through a common theme or coordination of facilities.
- Unused Space: Some respondents feel that the large area of the Showgrounds is underutilized for most of the year and could be put to better use.
- Lack of Knowledge: Some respondents admit to not knowing the Showgrounds well enough to provide specific feedback.

Overall, the responses highlight a range of areas that need improvement, including infrastructure, aesthetics, accessibility, and facilities maintenance, with the goal of creating a more attractive, functional, and welcoming space for both local events and the broader community.

Q12: What would you like to see at the Hamilton Showgrounds?

Respondents express their desires for the future of the Hamilton Showgrounds:

- Diverse Events: Many respondents want to see a variety of events taking place at the Showgrounds, including festivals, music events, car competitions, poultry shows, expos, and more. They emphasize the importance of hosting a range of events to attract a wider audience.
- Community Spaces: Some respondents suggest creating spaces that can be used for community events and gatherings. They envision the Showgrounds as a central hub for various activities that cater to different age groups and interests.
- Sporting Facilities: Respondents highlight the need for improved sporting facilities, such as a criterium course for bikes and spaces for youth sports.
- Youth and Family Activities: There's a desire for spaces dedicated to youth, including playgrounds and areas suitable for teaching children to ride bikes safely. Family-oriented events, carnivals, and entertainment options are also mentioned.
- Annual Show: Several respondents express a desire for the return of an annual show that can cater to kids and families in the region.
- Infrastructure Improvement: Some respondents call for maintenance and improvement of the existing infrastructure to make the Showgrounds more usable and appealing.
- Accessibility: The importance of opening up discussions beyond online surveys is mentioned, as not everyone may have digital literacy. Making information about events easily accessible at entrances is also suggested.
- Camping and RV Facilities: Some respondents propose allowing RVs to stay for a fee, thus catering to travelers and potentially increasing tourism.
- Community Engagement: The community's desires and needs are at the forefront of suggestions, with emphasis on developing the Showgrounds to cater to a wide range of interests and activities.

Overall, respondents envision the Hamilton Showgrounds as a dynamic space that hosts diverse events, provides recreational opportunities for various age groups, and engages the community in meaningful ways.

Q13: What do you think the role of the Hamilton Showgrounds is?

The role of the Hamilton Showgrounds, as perceived by respondents, encompasses several aspects:

- Community Hub: Many respondents view the Showgrounds as a central entertainment and community space in Hamilton. It serves as a hub where various events, shows, festivals, and gatherings can take place, fostering a sense of community cohesion.
- Event Hosting: The primary role mentioned is hosting events, such as Sheepvention and other shows. Respondents also express a desire for the Showgrounds to continue serving as a venue for diverse events, not limited to specific niches, and to become a meeting place for markets, festivals, and more.
- Multi-Use Facility: The Showgrounds are seen as a versatile multi-use facility that can cater to a wide range of activities, from sports to exhibitions, shows, and gatherings. It is envisioned as a space that can be utilized by various groups for their events.
- Community Gathering: The Showgrounds play a role in bringing the community together by providing spaces for events and functions. Respondents emphasize the importance of using the space to unite residents for shared activities.
- Central Location: The Showgrounds' location in the middle of town is highlighted, suggesting its potential to serve as a central point for accessible events and gatherings within the community.
- Utilization for Various Purposes: Respondents also suggest that the Showgrounds could serve as a venue for meetings, agricultural displays, and potentially even new types of events that benefit the community.

Overall, the Showgrounds are seen as a valuable community asset that has the potential to host a diverse range of events, gatherings, and activities that contribute to the social, cultural, and recreational life of Hamilton and its surrounding areas.

Stakeholder Analysis Workshop Summary

Q14: What would make the Hamilton Showground successful?

The respondents suggest several factors that could contribute to making the Hamilton Showgrounds successful:

- **Utilization and Promotion:** One of the key aspects mentioned is increased utilization of the Showgrounds for a variety of events and activities. Many believe that successful utilization would involve having a calendar of events and activities that is visible to the public, making it easier for people to know what's happening and when.
- **Diverse Events:** The Showgrounds' success could be enhanced by hosting a diverse range of events, including festivals, markets, shows, and sports competitions. Respondents emphasize the need for a continuous rotation of events to keep the community engaged.
- **Maintenance and Upkeep:** The Showgrounds' appearance and facilities are important factors. Regular maintenance, modernization of amenities such as toilets and ticket booths, and improvement of lawns and gardens could contribute to its success.
- **Community Involvement:** Involving the community in the planning and decision-making process is considered crucial. A successful Showgrounds would reflect the input and needs of the community, potentially leading to a sense of ownership and pride.
- **Collaboration with Council:** Successful utilization of the Showgrounds could involve collaboration with the local council, including tourism teams, to manage and promote the space effectively.
- **Inclusiveness:** The Showgrounds could be successful if it is seen as an inclusive space that caters to various age groups and interests, providing amenities like a roller-skating rink, playground, and volleyball courts.
- **Support for User Groups:** Successful management of the Showgrounds could include better support for user groups and organizations that wish to utilize the space.
- **Strategic Plan:** A well-defined and feasible plan that considers community suggestions, ownership, funding, and sustainability is seen as essential for the Showgrounds' success.
- **Accessible Shelters:** Respondents suggest utilizing some of the sheds as shelters for homeless individuals in need, potentially contributing to the well-being of the community.
- **Ongoing Maintenance:** Maintenance is highlighted as a continuing requirement for the Showgrounds' success. Regular upkeep would help maintain the facility's attractiveness and functionality.

Overall, the Showgrounds' success appears to be linked to its ability to engage the community, provide a wide variety of events, maintain its facilities, and be inclusive and responsive to the needs of the residents of Hamilton and surrounding areas.

Q15: Are there any additional comments/feedback you would like to provide?

The additional comments and feedback provided by respondents offer insights and suggestions for the future of the Hamilton Showgrounds:

- **Comprehensive Improvement:** Respondents emphasize the need for a comprehensive and inclusive approach to the Showgrounds' improvement, ensuring that all areas and groups are considered in the revitalization efforts.
- **Community Engagement:** Many suggest engaging the community in discussions and idea-sharing sessions to gather valuable input for the future development and use of the Showgrounds.
- **Youth and Family Activities:** There is a strong desire for more family-friendly and youth-oriented activities that can be enjoyed without concerns about shelter, mud, and limited parking. Diversifying the available activities is seen as key to attracting different age groups.
- **Tourism and Economic Boost:** The potential for boosting tourism and the local economy by transforming the Showgrounds into a vibrant space with various events and attractions is highlighted.
- **Transparency and Communication:** Open communication and transparency are considered important for the success of any improvements to the Showgrounds. It's suggested that the community should be kept informed about plans and developments.
- **Outside-the-Box Thinking:** Some respondents encourage thinking creatively and outside the box to come up with unique and innovative ideas that can make the Showgrounds a thriving hub of activity.
- **Prioritizing Infrastructure:** The condition of roads, shelters, amenities, and parking is a recurring concern. Many respondents express the need for better infrastructure to support a variety of events and activities.
- **Local Arts and Culture:** Creating spaces for local artists to showcase their work, hosting touring exhibitions, and potentially moving the cinema and community house to the Showgrounds are ideas that aim to enhance the cultural and artistic aspects of the space.
- **Mixed Responses:** While some respondents are enthusiastic about changes and improvements, others have reservations about potential negative impacts on existing assets.
- **Positive Approach:** Several comments suggest optimism and enthusiasm for transforming the Showgrounds into a vibrant and accessible space that caters to various needs and interests of the community.

These additional comments further underline the desire for positive change and thoughtful planning to ensure that the Hamilton Showgrounds becomes a successful and valuable resource for the community.

The community engagement activities that we have conducted to date have resulted in a large number of opportunities and ideas for the project that will be identified in the forthcoming masterplan by the project team. These include:

- A functional, multipurpose building that can accommodate the needs of all user groups and future events with private and common areas with quality amenities
- A large covered area that can provide shelter during winter events and solve the steep yearly costs of hiring numerous marquees
- Create an open, inviting entrance that promotes the showgrounds to visitors and the broader community
- Reorganise site access and movement to better serve Sheepvention and allow successful future events to be held at the showgrounds
- Provide a parking strategy that can manage the large influx of vehicles and improve loading and drop off during Sheepvention
- Connect the Showgrounds through pedestrian and cycle links within surrounding streets and parklands to create a network of destination spaces within Hamilton
- Provide suitable camping facilities for seasonal camping that is part of a network of available caravan and camping spaces within Hamilton that generates income for the Showgrounds
- Lease the space to private vendors/retailers year round to generate income
- Organise a yearly event calendar that attracts visitors and the broader community to the Showgrounds that includes markets, music events, festivals, sporting events and agricultural events
- Introduce a hard stand area for Sheepvention that can be used for other events during the year
- Improve drainage as site becomes waterlogged in winter
- Remove Plane Trees
- Implement a structured management model for site governance

4.4

Benchmarking Study

Adelaide Showgrounds, South Australia



Adelaide showgrounds offers Dining space for up to 2000 diners with commercial space to suit

The Goyder Pavilion has an integrated 3.5 million litre underground water tank and 1000 kw solar system - self sufficient in water and energy

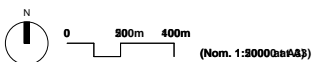
Relevance to Hamilton Showgrounds:

- Arena is central to showgrounds site
- Showground sits among inner residential suburb
- Multiple entrie from multiple surrounding roads

 **HAMILTON SHOWGROUNDS**
SITE AREA APPROX: 85,600m²

 **ADELAIDE SHOWGROUNDS**
SITE AREA APPROX: 270,000m²

DIFFERENCE IN SITE AREA
APPROX: 185,000m²



Wangaratta Showgrounds, Victoria




Contains Spectator stand. Wangaratta offers 11, 000 person capacity spectator stand

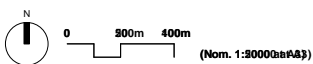
Relevance to Hamilton Showgrounds:

- Part of a greater sporting and recreation precinct including:
 - Aquatic centre
 - Tennis courts
 - Basketball/ Netball Courts
 - Sports
- Similar population to Hamilton. Population 29, 740
- Similar distance to Melbourne CBD. 252 km
- Arena is central to Showgrounds site
- Showground pavilions occupy the street edge
- No dedicated showground aprking
- Showground located among residential suburb
- Single showground entrance
- 1.4Km, to Wangaratta commercial centre - Similar distance to commercial centre as Hamilton showgrounds
- No integrated public showground
- Currently undergoing Masterplan upgrades

 **HAMILTON SHOWGROUNDS**
SITE AREA APPROX: 85,600m²

 **WANGARATTA SHOWGROUNDS**
SITE AREA APPROX: 96,000m²

DIFFERENCE IN SITE AREA
APPROX: 10,000m²



RNA Showgrounds, Queensland



- Show pavilions are spread out and can be separately hired
- Majority of the site retained in show ownership
- Very little on site-parking
- Multiple entry points from multiple streets

Relevance to Hamilton Showgrounds:

- Arena is central to site, used for many purposes

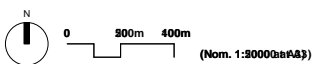


HAMILTON SHOWGROUNDS
SITE AREA APPROX: 85,600m²



RNA SHOWGROUNDS - BRISBANE
SITE AREA APPROX: 220,000m²

DIFFERENCE IN SITE AREA
APPROX: 135,000m²



Hobart Showgrounds, Tasmania




- Incorporates caravan accommodation
- No on-site dedicated showground carparking

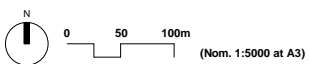
Relevance to Hamilton Showgrounds:

- Single main site entrance
- Site located within residential suburb

 **HAMILTON SHOWGROUNDS**
SITE AREA APPROX: 85,600m²

 **ROYAL HOBART SHOWGROUNDS**
SITE AREA APPROX: 110,000m²

DIFFERENCE IN SITE AREA
APPROX: 24,400m²



Birraung Marr, Victoria



Birraung Marr is a multipurpose space that can accommodate different events and activities and therefore can recover after an event while other areas can be utilised.

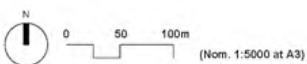
The park hosts a variety of native flora, sculpted terraces, pedestrian and bicycle paths and is used for numerous festivals and events throughout the year.

Relevance to Hamilton Showgrounds:

- Central to the CBD and accommodates a variety of users.
- Very similar in size
- Located close to waterbodies
- Multiple entry points from surrounding roads and parks



DIFFERENCE IN SITE AREA
APPROX: 2,600M²



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SOUTHERN GRAMPIANS SHIRE COUNCIL PLANNING COMMITTEE TERMS OF REFERENCE

Purpose

To support the efficient and effective consideration of planning permit applications in accordance with S6 Instrument of Delegation – Members of Staff, for the effective use and development of land and strategies in support of the environment, community and economy.

To provide an open forum where planning applications can be considered and applicants and objectors have an opportunity to be heard.

Scope

This committee was established as a Delegated Committee of Council on 12 August 2020 in accordance with Section 64 of the *Local Government Act 2020*.

Matters for consideration

All planning permits valued ~~between \$1 million and \$5 million and \$10 million~~ (or less if the officer is recommending refusal ~~except if refusal relates to a matter which is prohibited under the Planning Scheme~~).

All planning permits that receive between ~~10 and 20~~ ~~three (3) and five (5)~~ objections

All applications where the officer is recommending refusal ~~(except if refusal relates to a matter which is prohibited under the Planning Scheme)~~.

Power to decide to grant an amendment to a planning permit if the value of the original development exceeds ~~\$54 million~~ or if ~~10~~ ~~3~~ or more objections were received, or if the officer is recommending refusal ~~(except if refusal relates to a matter which is prohibited under the Planning Scheme)~~.

All planning permits made pursuant to Section 97C of the *Planning and Environment Act 1987* to request the Minister to decide the application.

All planning scheme amendment under section s.8A(7) of the *Planning and Environment Act 1987* to prepare the amendment specified in the application without the Minister's authorization if no response received after 10 days.

All planning scheme amendments that clarify or correct mistakes in the Planning Scheme (applied for under Section 20(4) of the *Planning and Environment Act 1987*).

Whether applications should be referred to the full Council for a decision.

Operational Guidelines

Chairperson: Nominated Councillor, as determined by the Council at its annual statutory meeting.

Minutes/Agenda: Minutes, agenda and working papers will be distributed before the meeting.

Meetings will be held on a needs basis and will be called at short notice if specific issues need to be dealt with expeditiously.

Applicants and objectors/submitters (or their representatives) will have the right to make a submission to the Committee. All meetings will be held open to the public.

Membership

Two Councillors (representatives nominated by Council)

Director ~~Wellbeing, Planning and Regulation~~, ~~Planning and Development~~

Director ~~Infrastructure and Sustainability~~, ~~Shire Infrastructure~~ (or one other member of the Executive Leadership Team if unavailable)

Councillor proxy(ies) can be nominated if one or two of the Councillors are unavailable.

Quorum

More than 50% of the membership.

Voting

As per Council's Governance Rules adopted under section 60 of the *Local Government Act 2020*; and

- voting must be by show of hands; and
- if the number of votes in favour of the question is half the number of members of the delegated committee present at the meeting at the time the vote is taken, the Chairperson has a second vote.

Extent of Authority

The extent of delegated authority for the Planning Committee will be as per Council's ~~Instrument of Delegation~~.

Reporting

Minutes will be received by Council at the next available Council meeting following the Planning Committee meeting.

Secretariat

Director ~~Wellbeing, Planning and Regulation~~, ~~Planning and Development~~ will provide the secretarial/administration support to the Committee.

Sunset provision

The Terms of Reference ~~and operational procedures~~ will be reviewed, at a minimum, every four years or as required, ~~within one year of the establishment of the Committee and annually thereafter~~.



Maddocks Delegations and Authorisations

C5 Instrument of Delegation (Planning Committees)

**Southern Grampians Shire Council
Instrument of Delegation
Planning Committee**

Southern Grampians Shire Council (**Council**) delegates to each person who is from time to time appointed as a member of the committee established by resolution of Council passed on 13 December 2023 and known as the "Planning Committee" (**the Committee**), the powers, discretions and authorities set out in the Schedule, and declares that:

- 1. this Instrument of Delegation is authorised by a resolution of Council passed on 13 December 2023;
- 2. the delegation:
 - 2.1 comes into force immediately the common seal of Council is affixed to this Instrument of Delegation;
 - 2.2 remains in force until Council resolves to vary or revoke it; and
 - 2.3 is to be exercised in accordance with the exceptions, conditions and limitations set out in the Schedule and with the guidelines or policies which Council from time to time adopts; and
- 3. all members of the Committee have voting rights.

THE COMMON SEAL OF THE)
SOUTHERN GRAMPIANS SHIRE COUNCIL)
was affixed by authority of the Council)
in the presence of:)

.....
Councillor

.....
Chief Executive Officer

Date:



SCHEDULE

Purpose

To exercise Council's powers, discretions and authorities to perform Council's functions under the *Planning and Environment Act 1987* in accordance with relevant policies and guidelines of the Council and to do all things necessary or convenient to be done for or in connection with the performance those functions, duties and powers.

Exceptions, conditions and limitations

The Committee is not authorised by this Instrument to:

1. Determine permit applications pursuant to section 61(1) of the Planning and Environment Act 1987 if:
 - a. The application has less than 10 objections and is not being recommended for refusal (except if refusal relates to a matter which is prohibited under the Planning Scheme);
 - c. The value of the development is greater than \$10 million
2. exercise the powers which, under s 11(2) of the *Local Government Act 2020* or s 188 of the *Planning and Environment Act 1987*, cannot be delegated to the Committee.