

Mr Tony Reynolds  
Green Hill Lake Development Board  
40 Vincent Street  
Ararat 3377  
Monday 8<sup>th</sup> May 2023

CEO Ararat Rural City  
Dr Tim Harrison  
Vincent St  
Ararat 3377

Dear Tim,

I am writing on behalf of the GHLDDB in reference to the Ararat Rural City committing to engage with the community in regard to the annual budget and asking for feedback and ideas. We would like Council to consider upgrading and sealing the main road in the Green Hill Lake Complex.

This road carries a huge amount of traffic daily and we believe it would be the most used unsealed road in the Ararat municipality with the recent traffic count showing 14,551 vehicles over 21 days, averaging 693 vehicles a day or nearly one vehicle every minute during daylight hours.

Green Hill Lake complex has doubled in camping numbers during the last six months creating a huge flow-on effect for businesses and tourist attractions in the Ararat area. Sadly the road is not able to cope with this increased volume of traffic. Campers have provided feedback that the unsealed road is definitely a drawback to this beautiful holiday destination.

During the Easter break when the weather had been quite wet, the road was very muddy, boggy and most unsafe for the volume of traffic using the road. With additional rain predicted over the coming winter months, this will become quite an issue.

The sealing of this road would not only make grading a thing of the past but would also alleviate the problem of dust which is really bad particularly during spring, summer and autumn. Campers have been complaining for many years about the dust problem. A contractor who stayed at the lake even went to the extent of bringing his water truck to the lake and watering the road regularly over his period of stay. The removal of the dust problem would also make the drive along this road more attractive to lake users as well as the many keen naturalists, both local and from afar, that enjoy the birdlife and natural flora and fauna in the area. Likewise sealing this road would be a huge asset for bike riders and walkers who use Green Hill Lake as a part of the fitness regime.

The GHLDDB realises that this is a very costly job however we would ask that Council commence this process by taking our request to estimates so that the necessary sealing of this road can commence.

Thank you for considering this request and we look forward to working in partnership with you on this great tourist attraction for Ararat.

Regards

Tony Reynolds  
Secretary GHLDDB

Hello Josie,

Please Pass on the following Comments to Dr Tim.

I picked up a copy of the Draft Budget Snapshot 2023/24 today and noted some points of interest to myself and our Farming Business.

Firstly, I congratulate Council on sticking to a Zero % Rate rise , although how that will translate to our Farming rates is yet to be seen..

Secondly I note that Council is considering an Environmental Land Differential to support people in preserving land for Environmental purposes.

This would be a really helpful move as it will also encourage any efforts to engage with Carbon Sequestration and Carbon Farming issues.

At Challicum Park the Oddie Families have over the past 100 years committed over 10 % of the property to growing Native Plantations, Some Agro Forestry and Wind breaks .

Currently there is also 100 acres of Native Grasslands committed to a permanent Covenant as well as the above.

Planning for the next 2 years includes another 5 acres of mixed Native trees.

These works have certainly improved the Environment and any recognition or assistance in this area would be very helpful.

I am more than happy to take this discussion further if the opportunity arises.

Kind regards

Peter Oddie

Hello. My name is Mark Wolfe. Thank you for the opportunity to offer feedback and put forward a concept that aligns with current initiatives, locally for Ararat and the broader region.

Grampians Tourism and Ararat Council share a fantastic vision and synergy for developing and delivering on key economic drivers to our - not yet fully realised - region.

Aiming to incentivise not only property owners to renew and restore, but also to entice new investment for other exciting projects, a large body of research reveals the areas where we need to focus, work and remedy, as we steadily build toward what we all know the region should be known as - a world class destination and tourist region.

With a current and projected dramatic short fall in quality accommodation that meets the expectations of day trippers and over night holiday makers from Melbourne and other larger regional hubs, and given that we know statistically that over three million people from Victoria's city and suburban areas have yet to spend a single night in the Grampians wine and tourist region, we can clearly see that action must be taken to upgrade critical infrastructure, especially in Ararat's outer suburbs. A foundational stone like having decent bitumen roads and access through the very region we collectively claim our Ararat/Grampians Region is known for - its wine, wineries and destination assets, is paramount. Suitable bitumen road access to key tourist and wine destinations is one of the key expectations - delivered as per any of the other competing tourist and wine destination region like The Barossa Valley SA or The Hunter Valley NSW as an example. They all deliver the tourist a fantastic sense of arrival - and good roads and signage wether you drive to the region in a beetle or luxury Porsche. I know I would not drive a very expensive car to destination areas with many dirt roads - and these customers are also a good portion of our target market.

I propose a concept to begin a world class, three phase, wine and destination tourist link, that when complete, would bolster visitation in the short to medium term and enable property owners to feel confident investing their hard earned money into other assets like luxury accommodation eco-lodges or similar - thus increasing visitation and customer spend in the medium to long term as well. We need to work collectively as a team - prosperity for one and prosperity for all.

Phase one of 'the Wine and Destination tourist link' would start at the intersection of Garden Gully Road and Westgate Road. Heading along Westgate Road, it would then go up Hard Hill Road until the Shire boundary near Poppet Head Road. Grampians Shire could then take the reigns and bitumen Poppet Head right up past the race course and Seppelt and onto the Western Highway. At the other end, on Westgate Road, the first stage of sealing the road would be complete as it reached just past Miners Ridge Winery. During this first stage, highly visible and uniform in design winery and destination signage needs to be put in place along the route. 'With smaller but very visible winery and destination roadside signs at intersections along the way to destination areas. See pdf examples attached (I will email these).

Stage two would take up road sealing again from Westgate Road near Miners Ridge and finally connect with Salvation Gully Road.

Stage three would be the sealing of Salvation Gully Road through to Ryhmney Road - finalising this particular road sealing project. This can then be built upon in later budgets.

At least at this particular stage, we would have a defined Wine and Destination tourist route that is bituminised. And thus, attracting the desired aforementioned customer up tick and a better customer experience and thus feed into owners investing in luxury accommodation and or destination upgrades to their property.

In closing, I believe the strategies for the regions future are in good hands with Ararat Council and Grampians Tourism and I, as do many others, believe sealing the described roads will be of community benefit, economic benefit and tourist perception benefit - leading to more investment in our as yet, still undiscovered wine and destination mecca.

Ararat is not just an admin hub for the region with a few museums, its a wine and destination hub - the vines in the street echo the story.

Thank you for taking the time to review this concept.

Enjoy the afternoon,

Mark Wolfe



Ararat.

**Your contribution:**

Feedback from Pomonal Progress Assoc. PPA

The framework of the ARCC Budget is an excellent one. It's good to see the whole of ARCC being engaged including villages such as Pomonal. The services in all budget categories, present & future has been much enhanced in the last couple of years.

Among many of PPA goals is a healthy, connected population through enhanced infrastructure is still needed - safe bike/walking tracks connecting around Pomonal and to Halls Gap for fitness & tourism opportunities is essential, as is completing the road safety visibility project.

Extending the ARCC business initiatives to villages would be another. Supporting community driven ideas has been great in the past and will hopefully continue into the future. We look forward to continuing to work closely with ARCC. Thank you for the chance to comment.