

TOURIST DEVELOPMENT PLAN

PREPARED FOR

THE CITY OF CASTLEMAINE

BY

GEORGE HIBBERT AND ASSOCIATES

TOURIST DEVELOPMENT ENTERPRISES

53 MILTON ST. ELWOOD. 3184. VICTORIA.

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G O D M A D E T H E C O U N T R Y

A N D M A N M A D E T H E T O W N

- William Cowper.

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Kaweka Wildflower Sanctuary Committee, Mr. D. Mactier and Mr. Gough

Thompsons (Castlemaine) Ltd., Managing Director, Mr. Vonnegart and Company Secretary, Mr. Paull

Castlemaine Bacon Company Pty. Ltd., General Manager, Mr. J. Harris.

INTRODUCTION

This Plan sets out the Tourist Development needs of the City of Castlemaine.

At the outset, an inventory was compiled of all known features, facilities and events, and the history of the area was researched.

A general criterion was then established, and applied to this information.

The strategy which was developed as a result of this contains four clear objectives, each one receiving its separate attention in this document.

All recommendations and suggestions here-in are regarded as important to the continuing development of Castlemaine for its citizens as well as visitors. However, priorities have been suggested for most recommendations, which indicate their relative importance.

The legend for priorities:-

PRIORITY A. Act now for immediate results.

B. Act now for long term results.

C. Consider further the feasibility of the recommendation and take appropriate action.

During the planning stages, the representatives of many Castlemaine and District committees and groups were interviewed - each one convincing the planners of a genuine and enthusiastic approach in their efforts to maintain and improve Castlemaine's position as an important, as well as pleasant, country centre.

It is now recommended that consideration be given to the formation of a District Tourist Promotion Council, with membership and experience drawn mainly from these groups (see acknowledgements) for the purpose of mounting an all-out effort to implement this Plan, with co-ordination and control.

The planners feel that an immediate start must be made, because so many Victorian country towns - many with fewer attributes and attractions than Castlemaine - are already well away in the tourist winning business.

The Plan sets out recommendations of what to do - the will to do them is in the hands of the residents of Castlemaine.

It is anticipated that the neighboring Shires of Maldon, Newstead and Metcalfe will watch with interest as activity increases, and will add their weight to the movement as results become increasingly apparent.

CRITERIA

Any City or Region seeking to encourage tourists, visitors and new citizens must observe the following:

- i. Citizens must get behind the Tourist Development movement, be conscious of what is going on and what is required, and be friendly to visitors.
- ii. Civic and business leaders must be prepared to be adventurous and co-operative.
- iii. The City should have at least one major popular facility, feature or function for which it is widely noted. It should also have numerous other features in support.
- iv. Tourist information on local features should be readily available in the City, and at widely dispersed points elsewhere.
- v. Promotion of these features and facilities must be vigorous and reach a wide audience.
- vi. A successful Tourist Development program will reap wide-spread benefits for the entire community, but local money must be raised to achieve the required results.

STRATEGY OF THE PLAN

The strategy of the Tourist Development Plan for the City of Castlemaine is based on four objectives. These are:-

- I New facilities and events that will capture the tourist's imagination and make Castlemaine a "must" on his itinerary should be introduced.
- II Existing facilities and events should be appraised to ensure that they can win tourist trade in Victoria's highly competitive tourism business.
- III A wide and continuous publicity program should be carried out to ensure that the public (potential tourists) are constantly made aware of improvements and new attractions.
- IV All possible sources of finance should be explored for funding the implementation of the Plan; Industrial and Commercial involvement in all objectives should be strong.

TOURIST DEVELOPMENT AND INDUSTRIAL DEVELOPMENT = BALANCED DEVELOPMENT.

OBJECTIVE IINTRODUCING NEW FACILITIES AND EVENTSIntroduction

During the preparation period of this Plan, an inventory of existing facilities and events was compiled to establish a "district profile".

Many citizens and officials were interviewed, places visited, and observations made.

Much of the available printed and written information about the district was gathered.

This research has enabled the planners to produce the following recommendations and suggestions, with priorities and initial direction for action, for many new facilities and events.

It is appreciated that all recommendations will not be immediately acceptable, but on the principle of "hasten slowly" a wide variety of suggestions is hereby made, as tourist development is a continuing activity.

George Hibbert & Associates may be consulted on any or all suggestions.

Tourist Information Centre

A Tourist Information Centre which will enable visitors to obtain information on the many places of interest in and around the City of Castlemaine is strongly recommended.

It will create a great deal of good will, encourage tourists to visit, and return, and can be a fascinating, self-supporting venture.

The centre should display a coming program of events, sell maps, postcards, books of local interest, souvenirs, local arts and crafts, display and sell locally found gemstone specimens. The centre could be decorated with local paintings, pictures of famous local people, local birds etc.

A booking service, a tourist agency and a tourist guide service could be operated from the centre, and refreshments should be available, at a reasonable price.

The centre should be well situated preferably near the Castlemaine Market.

PRIORITY A.

ACTION - City Council,
Tourist & Publicity
Association.

Happy Valley Lake Project

This concept, first suggested in 1914, was then regarded as a worthwhile thing to do - something which would enhance Castlemaine in many ways.

During the ensuing decades, its chances of being created have risen and fallen. Now the increase in tourism in Victoria, and the need for Country Cities and Towns to seek ways of developing their environment for the benefit of citizens as well as visitors, its chances are on the rise again.

The Develop Castlemaine and District Committee have recently, with local assistance, established feasibility of construction and reasonable estimates of cost.

It is therefore strongly recommended that before inflation kills the idea for all time, its construction be proceeded with as soon as possible. A stretch of water so close to the City would have numerous benefits, all of which can be recognized by reflecting on other Cities and Towns fortunate enough to have, or have constructed, a similar feature.

If the desire is strong enough, the finance can be found. Comments on raising finance are on page 32 of this document.

PRIORITY A.

ACTION - Develop Castlemaine
& District Committee.

New Restaurant

A centrally located Restaurant is recommended for the City business area.

It should offer an original menu containing some locally devised and suitably named courses, a well chosen wine list - both at reasonable prices - and internal and external decor reflecting Castlemaine's main features of interest.

Printing and publicity should be of a good standard. Friendly service should be of the highest order.

A local businessman could probably be encouraged to promote this venture, and George Hibbert and Associates would be available for consultation.

This venture should be in operation within 12 months.

PRIORITY A. ACTION - Seek prospective promoter.

The Grotto (?)

A new facility, operating evenings and week-ends for the entertainment and relaxation of Castlemaine's young and "young in heart" is visualized.

It is seen as being conducted in a solid old stone building or basement suitably located, tastefully illuminated and decorated with a mixture of historic and present day items, signifying Castlemaine's young people's ability to blend the best of the nineteenth and twentieth centuries.

It should not be large.

Refreshments would be served, and entertainment provided in variety by dancing, folk-singing, poetry reading, jam-sessions, recorded music etc.

It could also become a centre from which open-air functions and recreational activities are organized.

It could be run by a committee representing Church and/or service organizations on a non-profit basis, perhaps with financial help from commerce.

PRIORITY A. ACTION - Rotaract (?)

Wattle Gully Mine

Few people ever get to see a working gold mine in action.

We have already discussed the possibility of an area being set aside for tourists to watch the operation at Wattle Gully Mine with Mr. Sampson, the Managing Director. Mr. Felix Cappy is also in touch with Mr. Sampson on this subject, and it is to be hoped that some arrangement can be worked out, thus giving Castlemaine District an exclusive tourist attraction.

PRIORITY A.

ACTION - Consult the authors, and Mr. Felix Cappy.

Quartz Hill Tunnel

This disused gold-mining excavation which is basically horizontal and about two thousand feet long, is situated not far to the east of Castlemaine.

It has some interesting chambers with gold-bearing quartz faces, and with a little inexpensive re-shoring work for safety, the installation of grille gates at the entrance for security, and improvements to the most suitable approach track (may be from Pennyweight Flat) it could be developed as an interesting and popular attraction.

Conducted tours could be organized from the Castlemaine Market using veteran or horse drawn vehicles.

The owner's and the Mines Department's approval of the scheme, and organization of the various aspects of the idea are all that is necessary to get it operating as another tourist attraction.

PRIORITY B.

ACTION - Consult Mr. Felix Cappy.

Vintage Vehicle Tours

Castlemaine is rich in history, and an operator using a fleet of old world horse drawn and veteran vehicles to transport tourists around the city would appeal to the visitors seeking the aura of last century.

The drivers of the vehicles should be dressed in period costume, have a good knowledge of local history, drive the tourists around the place of historic interest and be able to deliver a cheerful running commentary.

This idea has great tourist appeal and would have large publicity potential

The vehicles could run from the Castlemaine Market or the railway station to accomodate organized tours, special trains and casual visitors. A girl in long period dress could greet the Special Train travellers, present the women with a flower from her basket and introduce the visitors to the drivers. While touring the City the vehicles would stop outside selected refreshment sources.

PRIORITY C.

Adventure Park

An Adventure Park, incorporating a small Fauna Reserve is suggested. Young people, local and visiting, would use and enjoy such a facility, and it could be sited quite close to the City's centre, maybe in the Picnic Grounds.

The authors understand that discussions along these basic lines have already taken place within a Service Club in Castlemaine and we recommend that this subject be given fairly high priority for further discussion.

Leviny Homestead

The decision of the Castlemaine Art Gallery Society to restore this charming and historic property is most fortunate.

When completed it will become a notable place to visit and enjoy, thus adding yet another asset to Castlemaine's list of attractions.

PRIORITY - Already established by
the Gallery Society.

Take-Away Food Industry

The popularity of the drive-in "fast-food" or "take'away" franchised operations in all large Cities suggests that one or two in Castlemaine could enjoy success as tourism develops.

Either an existing company could be approached to open a franchise in Castlemaine, or a local businessman could develop a first class drive-in "take-away" food business, maybe using the excellent products of the Castlemaine Bacon Company. This would keep the cash generated in Castlemaine, and provide yet another exclusive facility.

Farm Holidays

A holiday on a farm can now be had at many locations throughout Victoria.

An interesting property with plenty of things to do and see, good food and accomodation, and friendly hosts, provides the essentials for a successful venture of this kind.

Such property holders in the district could be approached with a view to initiating "Farm Holidays", which are now growing in popularity elsewhere.

Orienteering

Orienteering is an outdoor sport which originated in Sweden. It is like a car rally on foot, with a pre-laid out secret course, competitive times for the course, check points, and is organized to suit all ages.

The event is conducted in bush country, and competitors basically only need a map and compass.

Since its introduction to Australia three years ago, and Victoria two years ago, it has rapidly grown in popularity.

The Victorian Orienteering Association organizes a course out of Melbourne every two weeks, and currently about two hundred people attend and have a healthy and absorbing day out in the country.

Kalimna Park Reserve is regarded by George Hibbert & Associates as being an ideal venue, and when held there, the event would bring a considerable number of people to Castlemaine.

It is recommended that immediate steps be taken to ensure that Castlemaine (Kalimna Park) be selected by the Association for inclusion on its calendar of future events.

PRIORITY A.

ACTION - Consult G. Hibbert & Assoc.
in first instance.

NOTE: SOME REALLY GOOD PUBLICITY CAN BE GENERATED BY THIS EVENT, AND LINKING THE NAME OF ROBERT O'HARA BURKE WITH IT WOULD BE FURTHER PUBLICITY FOR CASTLEMAINE.

All-Terrain Vehicle Rally/Field Day

The variety of terrain in various nearby locations, in areas accessible by car, would provide ideal venues for a type of event unique in Victoria.

The planners are in touch with a Melbourne manufacturer of All-Terrain Vehicles, which are small size wheel go anywhere vehicles, also capable of travelling across water.

They are used commercially for a variety of purposes, and are gaining popularity as family "fun" machines.

It is suggested that a Rally and Field Day including these as well as certain other types of rough terrain vehicles, and possibly some varieties of Australian Army scout cars etc., be approved and organized.

Preliminary discussion with this Manufacturer has been held, and keen interest in the basic idea has been shown.

The benefits of a well-organized and publicized event would be:

1. Attracts people to Castlemaine and District.
2. A new concept in entertainment and sport for both local citizens and visitors.
3. Originality of concept would attract wide publicity.
4. Such an event could become an annual happening.
5. The Manufacturers and the Army would gain publicity for sales and recruitment respectively.
6. In this, as in other events, planning would endeavour to include routing of spectators through Castlemaine to the event area.

An early acceptance of this basic idea is sought, to enable the authors to proceed with discussions with the A.T.V. Manufacturer in detail; then proceeding through communication with other vehicle groups and the Army as suggested, finally back to a yet to be selected Castlemaine group for final acceptance of the detailed plan, and co-ordination of all parties concerned.

PRIORITY A.

ACTION - Consult George Hibbert & Assoc.
in first instance.

Major Sporting Event

Some Victorian towns have gained interstate and even overseas recognition and publicity by organizing an annual sporting event of note.

It is recommended that Castlemaine's sporting clubs collectively discuss the proposition that such an event would be beneficial to the district and establish a working committee to investigate feasibility and format.

PRIORITY C.

ACTION - Sporting Officials.

"Market Fair"

It is suggested that a "Country Fair" run on the basic American style, could be held once a year in the Castlemaine Market car park and the adjoining Victory Gardens, with nett proceeds going to the Market Restoration Fund - at least for the first few years of its operation.

Visualize the whole area gay with bunting and fairy lights during a warm late summer day and evening in February or March, with activities such as competitions for the biggest pumpkin etc., the longest bean etc., the smallest dog etc., a kissing booth at (ten) cents a kiss, a competition for the prettiest, thinnest, fattest etc. legs (booth shows only the legs) - an endless variety of fun things to be involved in.

Suggestions could be called for from the citizens to ensure all ideas are considered.

Hot-dogs, fairy floss, and other food confections, and soft drinks could be sold, as well as gay "fair" type souvenirs and novelties. Beer tents could be operated - if permitted.

The organization and running of such a happening could be handled by the Restoration Committee with all Service Clubs giving their support.

PRIORITY B.

ACTION - City Council, and consult Mr. Felix Cappy for his views.

NOTE: This is an event which would attract wide publicity if it was unusual enough and not "run of the mill".

Rodeo Weekend

This event could have wide appeal if it was organized as a basic Rodeo but with associated and complimentary activities.

Everybody would then be catered for, from the Rodeo fan to the visitor who is only mildly interested but curious.

Saturday evening could be programmed with barn dances, barbecues, hay-rides, campfire singalongs etc.

It should be held at a time when no other major function appears on the Districts "Calendar of Events". A local group prepared to organize this event properly could make a good profit.

PRIORITY C.

ACTION - Approach other areas where rodeos have been held - to obtain complete details and contacts in the rodeo circuit.

Concerts (Refer Objective II, Theatre Royal)

With reference to the use of the Theatre Royal for concerts, it is suggested that the proprietor, Mr. Vin Holland, could arrange with Mr. George Hibbert in Melbourne to seek out groups of concert entertainers and performers. suitable for functions.

Success can lead to success - organizing the first concert and making it a winner is the challenge.

Local citizens stand to gain more from this scheme than tourists, and the Castlemaine Light Opera Company could well become involved.

PRIORITY B.

ACTION - Mr. Holland communicates his re-action to G. Hibbert & Assoc.

Jazz Concerts

This type of entertainment, whether in the open or in a hall, is capable of drawing a good audience from the relatively small but enthusiastic band of jazz buffs, if well presented.

It does not encourage crowds of the size that pop festivals do, and is easier to manage and control.

Consideration should be given to holding such a function which, if successful, can become an annual feature in the life of the District.

PRIORITY B.

ACTION - Consult the authors.

OBJECTIVE IIIMPROVING EXISTING FACILITIES AND EVENTSIntroduction

Castlemaine's many features and places of interest are well known to most local citizens, and also to some visitors.

When this Tourist Development Plan is adopted, the recommendations in this section should receive attention as early as possible, as the least time and money is involved when compared with the cost of creating new facilities.

As the recommendations are adopted, and tourists become aware - through publicity - of the improvements, existing facilities will gain more patronage.

As the tourist flow steadily increases, the need for extensions, additions, and new facilities will become obvious, thus encouraging enterprising businessmen in Castlemaine to further invest in tourism for Castlemaine.

George Hibbert & Associates may be consulted on any or all suggestions.

Hotels

Whenever feasible, hotel proprietors in Castlemaine should be encouraged to improve or extend their operations. A bright, fresh external appearance, unique decor inside, good food, friendly service, entertainment, and an unusual and interesting feature about the building or its proprietors - all add up to a facility worthy of increased patronage, and publicity.

It is recommended that all hotel proprietors conduct an inventory of their operations, and improve or up-grade any aspect considered to be below par.

PRIORITY A.

ACTION - Proprietors.

NOTE: Where facilities have already been re-modelled or improved, those proprietors should publicize the fact as widely as possible. First-time visitors to your city should not be confused as to where to go for the type of service they require.

Albion Hotel - Wesley Hill

This hotel is well situated out of town, on the best side of the highway entrance from Melbourne, with wide tree-shaded areas for parking, neat fresh appearance, and is well conducted by friendly proprietors.

Business here should increase with growing tourist traffic, provided travellers are visually encouraged to pull-in, and are well rewarded inside with comfortable and interesting surroundings.

An appraisal of existing space could well indicate the possibility of providing additional facilities and services.

Any improvements carried out could well be rewarded within six months.

PRIORITY B.

ACTION - Proprietors.

Midland Private Hotel

Linked with Castlemaine's historic past, and situated attractively by the railway station, this hotel, already patronized by many regular travellers and others, could also benefit by an anticipated increase in rail travel through special trains as well as scheduled services.

Under Objective I of this document it is recommended that some form of leisurely transport be provided for sightseers in Castlemaine - the two departure points suggested being the Castlemaine Market, and the Railway Station.

When this suggestion is adopted, Midland Hotel will come further into prominence, and the proprietors could well think along these lines regarding facilities and tourist interest.

It is otherwise regarded that good and reasonably priced accommodation and table service is already provided - in a quite noteworthy building.

Imperial Hotel Tea Rooms and Galleries

Unique in every way, this enterprise offers its patrons a feast of interest from the basement to the attic.

It is a fine example of an adventurous and imaginative approach to the employment of an historic old building and is worthy of wide publicity.

We suggest that an occasional function, particularly in the basement, could draw further attention and publicity.

The Cafe in Mostyn Street

The cafe in Mostyn Street, which is well situated opposite the Castlemaine Market, offers a good menu at reasonable prices, with friendly service. However, it could be missed by visitors due to its external shop-front appearance, and lack of identification.

Recommendations

The proprietor selects a suitable name and mounts an external sign or signs visible from all directions.

If possible, window dressing and signwriting should be re-arranged to encourage cafe patrons as well as shop patrons.

Inside, the walls could be made attractive by hanging paintings by local up and coming artists - with small reference cards for purchase. Also, some warm-coloured lighting could be introduced, providing a pleasant dining atmosphere.

Certain items on the menu could be given suitable local names, and references could be made to one or two items of interest about Castlemaine.

Increased business would surely follow the above improvements, at small cost to the proprietor. An immediate start is highly recommended.

PRIORITY B.

ACTION - Proprietor.

NOTE: This cafe is selected as an example due only to its central location and proximity to the important Castlemaine Market.

Other cafes in the City could be appraised likewise, and their proprietors encouraged to up-grade standards where necessary.

PRIORITY B.

ACTION - Traders Association, Proprietors

Castlemaine Railway Station

It is strongly recommended that this station and its immediate surroundings be suitably painted and landscaped to return it to its former glory.

The station buildings, signal box, and forecourt are sufficiently attractive to warrant this attention, thus making the area a tourist attraction in itself.

Additionally, this Tourist Development Plan recommends the use of special trains for events existing and yet to be adopted, as well as the use of the station forecourt as one of two starting points for a fleet of veteran vehicles (further detailed in Objective I) taking tourists on leisurely drives around the City's many historic and natural attractions.

On acceptance of these suggestions in principle, George Hibbert & Associates are available to negotiate and/or liaise with Council, Victorian Railways, and others interested in this concept.

Theatre Royal (Refer Objective I - Concerts)

This centrally situated entertainment venue, apart from cinema operations, could well be suited to certain types of concert performances.

With seating for 800 persons, many forms of musical entertainment could be devised and organized, and audiences found by adventurous planning and publicity. Mr. Vin Holland could consult George Hibbert & Associates on this matter.

Town Hall

It is considered that the ground floor passageways could be made more attractive by the use of indoor plants, more bench seating, and a brighter colour when next painted.

The main function hall is of good proportions and very interesting design. It is worthy of continued maintenance, and if funds allow, some restorative work could be done.

Increased activity in holding functions there could be sought, thus once more putting existing facilities to work.

Recreation Complex

The recreation complex adjoining the Alexander Homes, consisting of the Botanic Gardens, Swimming Pool, Caravan Park, Picnic Grounds (with the Pony Club nearby) is seen as an area worthy of further improvement, and publicity.

The well designed main entrance to the Botanic Gardens would look even more impressive with some inexpensive restoration work. A panel proclaiming that area as "Castlemaine Botanic Gardens", with information including the name of Von Mueller who laid them out, would be of interest.

Some repair and maintenance work on existing facilities will assist the general appearance of the gardens, when carried out.

A larger, more attractive sign should be erected at the entrance(s) to the Picnic Grounds, which are of good proportions and entirely suitable for the addition of further facilities as use demands and finance permits.

Moderate sized, weather proof panels could be designed - showing the overall layout of this recreation complex, the proximity of each one to the other, entrances, exits, vehicular and pedestrian ways, facilities etc., and a "YOU ARE HERE" indicator spot on the diagram to indicate the point where they are mounted.

Visitors can be confused as to what the complex is composed of, and where they are in relation to the whole.

Local enterprise could provide additional services in the fields of snacks confections, photographic films, and hiring of wheel-chairs, pushers, etc. through Council concessions.

A modest sound shell could be erected in the Picnic Ground should the City various musical and entertainment groups and societies consider such a venture warranted.

Guiding signs to the complex from Barker Street could be improved.

PRIORITY B.

ACTION - City Council.

Kalimna Park Reserve

This natural bush area of about 450 acres of crown land - situated one mile from the Post Office - is one of the City's most fortunate natural attractions. Due to its nature, very little development is required.

However, it is suggested that picnic facilities could be provided at one or two accessible points, with areas for car-parking.

At the main entrance, timber arches could be erected, and weather-proof diagrams of the area could be mounted nearby.

An observation tower or deck could be constructed at Lookout Point, perhaps with coin-in-the-slot binnoculars firmly mounted.

Ground could be cleared at Kalimna Point for a few cars to park. A fine view of Happy Valley Lake will be available from here - when it is constructed.

This reserve is an ideal locality for the new sport of Orienteering, elsewhere suggested in this document (Objective I) as an event worthwhile fostering.

Approach signs should be more obvious - reserve entrances are not easy for the visitor to locate.

Recommendation

Council adopts these suggestions now, to its own priority, and an approach be made to the Forestry Commission regarding the tower or deck construction - which could be a joint venture.

Kaweka Wildflower Sanctuary

This uniquely situated sanctuary has been and will be preserved as a completely natural tract of land.

Its Preservation Committee holds steadfast to this concept, which is fortunate.

The only suggestions for improvement are that better direction signs be erected, boundary points be defined, a list of plants, shrubs and trees be prepared and made available to the Tourist Information Centre wherever it may be, and the possibility of a few natural seats inside the sanctuary, and a few picnic table and form sets outside (maybe in Turner Street) be considered.

Brighten The City's Appearance

The following is a list, briefly stated, of small but collectively important jobs which should be carried out as soon as possible, so as to give Castlemaine an appearance and atmosphere to match the colour pictures seen in any worthwhile tourist brochure.

The performing of these jobs will hopefully involve all citizens, groups, business and commercial enterprises, City Council and other bodies, and in so doing, the community feeling of pride and achievement will increase.

Some good example of sprucing up are noticable here and there in the City, and it is suggested such efforts be widespread throughout the community.

- * Paint buildings of prominence.
- * Paint other buildings and homes.
- * Clean, restore and floodlight Burke Memorial.
- * Clear around the Anticline in Lyttleton Street, polish brass plate.
- * Maintain steps and approach to Market Building weed and litter free at all times.
- * The Castlemaine City and Service Clubs sign board at eastern entrance to City - maintain area weed free, maybe pave surrounds with Castlemaine slate.
- * Introduce colourful, hardy plants such as Cannas to Victory Park and Castle Motel, and trim or prune shrubs in Victory Park.
- * Straighten Victory Park - Market boundary fence.
- * Check all entrance roads to City and encourage general sprucing up, and any rubbish/litter removal. Check road pavements for condition - particularly the edges.
- * Encourage the use of flags on prominent buildings - civic and commercial.
- * Check all central street corners for street name plates and condition.
- * Check all direction signs to the City's features for clarity, position, size, and sufficiency of information - i.e. "KAWEKA WILDFLOWER SANCTUARY" sign in Forrest Street could indicate distance to Sanctuary. 1 ML, $\frac{1}{2}$ ML, $\frac{1}{4}$ ML, etc.

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- * Directory on Post Office could have a "You are here" spot plainly indicated.
 - * Some shopfronts need brightening up, and it is recommended that any re-modelling be in character with the City's "Living History" image. "OLDE WORLDE" is preferable to "Modern".
 - * Prominent industrial buildings and environs, in some cases need a spot of paint and a weeding.
 - * An annual "Best (domestic) street" competition could be organized by a suitable group or society. This would encourage whole blocks of home-owners to out-do each other! An award plaque would be placed in street each year.
 - * Tree planting in selected positions is a way to improve an area, or accent a position, place or feature. (Doncaster Shoppingtown in Melbourne is notable and remembered for its numerous palm trees introduced fully grown from elsewhere).
 - * Arch, pylon, flag poles, or other structures could be erected to signify the entrance to the City - particularly at the approach from Melbourne.
 - * Install suitable tourist roadside signs at each highway entrance and exit, to read as entering "SLOW DOWN IN THIS FRIENDLY TOWN" and as leaving "COME AGAIN TO CASTLEMAINE". (This by way of example. The authors can prepare these and other ideas - graphically designed - if required. Contact has already been made with the C.R.B. on this subject.)
 - * Industries are encouraged to create static displays outside their premises - illuminated at night - of what they manufacture.
NOTE: Anything can be presented in an interesting, attractive way - take the example of "NAIL SCULPTURE"!
 - * Consider ways of financing flood-lighting some of the City's worthy buildings. The results are well worth the time and expense, which need not be great.
 - * Here is an interesting idea. Re-pave the footpath outside the Castlemaine Market either with Castlemaine slate or mosaic. It could be achieved as a community project with all labour and materials donated by literally hundreds of people. Visiting celebrities could be invited to lay a piece. The publicity angle of such a move would be considerable. Also, why not call for donations to a fund such as "Castlemaine Unlimited" (see Objective IV, Fund-Raising) with donors having their initials carved into the stones (?). This basic idea has many variations. Discussion is recommended to arrive at a final acceptable-to-all format, then it could be commenced soon.

Calendar of Events - Castlemaine

We suggest that during 1973, each existing event be appraised with a fresh and critical eye, for the purpose of elevating standards where necessary, to eliminate any aspects which do not appeal strongly, and to consider the amalgamation of any two events which by so doing will more than double their potential.

It is noted that Castlemaine only appears four times in the "Victoria - Calendar of Events 1972", and three of those entries are in October - November, with one in May.

This indicates that existing events at other times of the year must be brought to greater prominence, and that new events - many are recommended or suggested in this document - must be organized for other months of the year.

OBJECTIVE IIIPUBLICITYIntroduction

To put Castlemaine on the tourist map, an immediate start should be made on a wide publicity program which will reach these audiences:

1. The Local Community

Start by acquainting (or reminding) all citizens of the District with the wide and diversified interests to be found nearby. Once they all realize their District's potential, they will want to be involved in some way in the new development program. Show them the way.

2. Specific Recreational and Commercial Groups

Clubs and societies concerned with gem hunting, historical interest, water sports, photography, oil painting, bushwalking, etc., as well as commercial bus lines, tourist agencies, convention promoters, selected industrial companies etc. should all be told and re-told the Castlemaine story which directly interests them as well as other items of interest they may not have known about.

3. Statewide, General Audiences

Much effort must be put into this section, so as to tell the Castlemaine story on a continuing basis to all Victorians.

Publicity, advertising, promotions and public relations activities will all need to be handled in a vigorous and professional manner.

4. Interstate and Overseas

This type of publicity, by necessity, must be extremely selective in its aims and direction. By the time Castlemaine is ready to proceed with this type of publicity, aims and direction will be well recognized and selectivity thus simplified.

A series of recommendations and suggestions to meet this objective now follows.

George Hibbert & Associates may be consulted on all recommendations and suggestions.

Newsletter

A monthly "Castlemaine Newsletter" should be produced as soon as possible.

Its aims would be:-

1. To outline plans, action, and intentions concerning Castlemaine's development.
2. To encourage re-action and response as well as ideas, from recipients.
3. To reach selected audiences within the City by distributing to councillors, businessmen, industrial executives, group secretaries, service clubs, personnel managers (for the staff notice board), as well as maintaining a mailing list to selected companies and organizations outside Castlemaine.
4. To be professionally produced.

PRIORITY A.

Castlemaine and District Profile

An immediate start should be made on a short series of professionally written articles which aim to present an interesting and thorough inventory of the District's attractions and items of current and historical interest.

The objective here is to make sure that most residents in the area are quickly made aware of the existing story of their town, so as to create enthusiasm among them for the task of developing the area for citizens and visitors alike.

PRIORITY A.

MEDIA - "The Castlemaine Mail"

Brochure

A brochure should be produced, and released during the second half of 1973, telling the story of Castlemaine briefly but dramatically. It should serve as a commercial and industrial lure for the Castlemaine District, as well as a Tourist brochure.

It should be made available at numerous points throughout the State, as well as selected points interstate and overseas.

PRIORITY B.

Song Competition

Many places throughout the world have a song written about them.

Castlemaine could have one too.

A competition should be organized for the best song from local songwriters. If entries were also accepted from persons outside the District, wider publicity would accompany the event.

Essentially, the winning song would have to be a potential "chartstopper" in the opinion of the judging panel, as mediocrity could do more harm than good.

PRIORITY B.

Moomba Float from Castlemaine

Consideration could be given to the entering of a Castlemaine Float in the next "Moomba" procession in Melbourne. Sponsorship, and talent to construct a first class entry would need to be found, should this idea be acceptable in principle.

PRIORITY C.

Essay Competition

An essay competition for local schoolchildren on the subject "Why do you like living in Castlemaine?" would arouse considerable interest in the community, provide publicity, and probably bring forth some very interesting opinions and ideas.

PRIORITY A.

Poster Competition

A "Castlemaine poster" competition could be organized - the aim being to produce a poster having decorative qualities as well as being a tourist poster suitable for distribution to agencies and carriers etc. (That Spanish bullfighter poster is sought and hung by many people around the globe!)

The competition should be open to professionals and students in the arts field.

This event would attract wide interest and publicity.

PRIORITY C.

Castlemaine and Queensland - A Link (?)

The very popular Queensland beer - Castlemaine XXXX - is named after Castlemaine, Victoria, due to the brewers E. & N. Fitzgerald from this City joining the Queensland company of Perkins, in the 1880's.

A thorough research of their activities in Castlemaine as brewers, and their connection with Castlemaine - Perkins Ltd., Queensland, could be carried out with the thought that the Queensland company may in some way be encouraged to publicize Castlemaine, Victoria, as the place "where it all began", or similar.

This would be invaluable State wide publicity for this City, in Queensland. Maybe some reciprocal publicity for 4-X could be involved.

PRIORITY B.

Signboards

To assist tourists to identify the buildings of interest listed in the Castlemaine Art Gallery Brochure and other documents, it is suggested that small, sturdy signboards be erected as near as permissible to each structure, showing name and date.

PRIORITY A.

Tourist Survey

A thorough Tourist Survey should be conducted in the not too distant future - preferably when the recommended Tourist Information (or Reception Centre is established.

Its purpose would be to establish answers to a selected set of questions from as many visitors as possible, to enable trends to be established, and to facilitate further planning of development for the District.

PRIORITY B.

One Day Programs

A series of single sheet, one colour documents each describing a different way to spend a day should be progressively created, beginning as soon as possible.

Each daily program would guide the visitor for activities of his/her choice - historic buildings and structures, gem hunting and old mines, mineral springs, wildflowers, gold panning, photography, painting, water sports, general interest, adventure trails, etc. These would be available

at the Reception Centre, hotels, motels, etc., and would enable visitors to plan their days according to their interests and length of stay, by selecting one for each day.

PRIORITY A.

"Package" Weekends, and Weeks

There is no reason why the popular idea of "packaged holidays" in the travel market should not be scaled down to a weekend, or a week, in Castlemaine and District.

A scheme could be organized whereby tourists could book for a stay in Castlemaine which was all-inclusive, and according to their pockets, and taste.

The variables could be:-

Accommodation. - Motel, hotel, caravan, private or farmhouse.

Meals. - Motel, hotel, restaurant, cafe.

Travel - Bus, rail, (private car).

Entertainment. - Cinema, theatre, ball, dance, or other (according to what's on).

Tourist Guide. - For specific interest groups.

All packages could include any or all of the following:-

A kit of brochures, maps, tours, and other available information.

A souvenir of Castlemaine (printed, manufactured or found, gemstone (?)).

A welcome drink or can of refreshment on arrival.

A tin of Castlemaine rock, etc., etc.

Such an operation would involve many commercial interests in Castlemaine, and could be simplified by a coded grid system of choice of package.

PRIORITY C.

Explore Castlemaine

A series of "adventure trails" could be devised, and shown printed on parchment type paper in a rich brown ink, and rolled up with a ribbon tie.

These would be available at the Tourist Information Centre.

Many such "be your own explorer" type trails could be worked out in the District, and presenting them in this way would appeal to the visitors imagination.

This approach also fits in with some original publicity ideas for the District which the authors could implement.

PRIORITY B.

Sister City

As Castlemaine was apparently named after Viscount Castlemaine by Captain W. Wright, Chief Goldfields Commissioner, in the 1880's, some research could be conducted to establish further facts and links with a view to approaching Castlemaine, U.K., for a "Sister City" declaration.

Such arrangements can create good publicity as well as friendly relations with a City across the globe.

PRIORITY C.

Castlemaine's Adopted Son, R.O.H. Burke

The authors feel strongly that Castlemaine should go all out to totally identify with the explorer Robert O'Hara Burke.

His character, his bearing, his personality, and his deeds stamp him as an extremely colourful man, and as he was one of Australia's best known explorers, so strongly linked with Castlemaine, his memory could be revived in scores of different ways - all of which would be beneficial to this City.

The authors have a total concept as to how this should be done.

PRIORITY C.

Media Publicity

George Hibbert & Associates have many promotional and publicity ideas which could be used selectively, and with deep penetration, through the co-operation of most radio and television stations, newspapers, weekly and monthly magazines, and trade journals.

We would hope to be appointed to conduct planning and implementation sessions either with the existing committees, or with a newly created District Tourist Promotion Council as previously recommended in the "Introduction".

Being Melbourne based, we are in a good position to contact and liaise with those professional persons and groups who can be of most assistance.

Recommendation

Install traffic counters at all four main entrances to the City, and establish the percentage of increase in highway traffic over the years, using 1973 as the baseline. This is one way of checking the results of the Tourist Development Plan.

OBJECTIVE IVFUND RAISING - INDUSTRY AND COMMERCEIntroduction

This objective has been placed last in this document because firstly must come the need for a Tourist Development Plan, the ideas necessary to create one, and the will to implement it.

Once enthusiastic decisions have been made to do something, the money needed for implementation can usually be raised.

Comments on fund raising follow.

Industry and commerce are already the life-blood of the City and District. Various suggestions to help maintain or improve this important sector are woven into all sections of this Plan, each suggestion being tourism orientated.

Fund Raising, Financing

Many methods of raising funds for specific purposes are possible.

The success of any appeal for funds depends upon:-

1. Clearly defining the objectives.
2. Outlining the benefits.
3. Stating the management of the fund.
4. Tangible recognition of each donor.
5. Presenting the appeal with enthusiasm.

Some comments on this subject follow.

Public Subscription

When the citizens of Castlemaine are aware, through publicity, of the interesting developments planned for their City, a well conducted public subscription should meet with much support, as has happened in other towns in Victoria, and has been indicated by some public reaction to the idea in Castlemaine.

Support by Industry and Commerce

The tourist dollar benefits the whole community, because when exchanged for local goods and services, it stays in the town - circulating through the economic fabric on its mission to justify the exchange.

It is hoped that the industrial and commercial enterprises of Castlemaine with their interest in the community at large, will recognize the benefits to be derived in all quarters, by financially supporting the growing movement to "put Castlemaine on the map".

City Council

All municipal councils have "priority" problems where funds are concerned as the demand is always great.

The Council of the City of Castlemaine has shown its basic intention by engaging the authors to produce this document, and it is to be hoped that the Council will employ every method at its disposal to get this plan under way, and encourage other bodies to do likewise.

Arresting population decline and developing it into a population increase would be Council's direct interest in putting Castlemaine "on the map" This will be a relatively long term benefit resulting from the implementation of this Tourist Development Plan.

Government Assistance

Some recommendations herein, such as proceeding as soon as possible with the Happy Valley Lake project, could well encourage Government assistance when a well documented case for funds is presented to the Ministry for Tourism.

Assistance from Government Instrumentalities such as the Victorian Railways could also be expected following an enthusiastic approach to adopt the Railway Station recommendation.

"Castlemaine Unlimited"

The Town Clerk, Mr. Stan Stevens, believes that a Trust Fund, appropriately named as above, could be set up to accept and administer subscriptions by local citizens, and interested visitors to the District.

The authors agree with this concept, as it would provide a central control for receipt and distribution of all monies subscribed for the general purpose of developing tourism in Castlemaine and District.

The name "Castlemaine Unlimited" is extremely apt, and likely to generate enthusiasm and imagination in all quarters.

It could be the "king pin" to the success of a public subscription.

Apart from individual donations - various groups throughout the District could be encouraged to hold functions, with the proceeds going to "Castlemaine Unlimited".

The activities financed by this fund could be publicized in the Newslette previously recommended, as well as regular reports through the "Castlemai Mail" Newspaper

Also, there are many other ways in which subscriptions can be acknowledge the main thing is that they are acknowledged in some small practical way.

A New Industry

A very popular Australian beer is named after this City.

Castlemaine XXXX (4X) is brewed in Queensland by Castlemaine-Perkins Ltd., which was joined in the 1880's by two brewers named E. and N. Fitzgerald from Castlemaine.

This fact suggests the possibility of a beer, lager or ale being specially brewed in Castlemaine, either as a subsidiary of the Queensland Company or under licence - bottles and/or cans only.

This would be an unusual and publicity-worthy tourist industry for the City.

The Brewing Industry would find the idea acceptable if the product was only marketed in Castlemaine, and otherwise only used for promoting Castlemaine at points outside the City during suitable promotions.

Should this idea be impractical - it could be a further thought to encourage a soft-drink industry in Castlemaine to produce drinks with names like "BURKE'S BREW", "CASTLEMAINE CIDER", etc., each with a distinctive flavor and label.

PRIORITY C.

ACTION - I.F.C. Co-op. Ltd.

Permanent Industrial Display

A static display of samples, models, diagrams, pictures and other information concerning the present day industrial story of Castlemaine should be considered.

This would enable any visitor, whether on business or touring, to see just what Castlemaine produces.

As the City's economy is basically derived from industry and commerce, this is regarded as a fundamental suggestion. It could be located within the Tourist Information Centre.

PRIORITY A.

ACTION - I.F.C. Co-op. Ltd.

Industrial Park(s)

We strongly recommend that the City Council seek out and allocate land areas suitable for light industry - industrial parks.

Many other Australian towns have found this type of encouragement for industry to be really worthwhile.

It also allows the City Council to control the siting of new industry on a long-term planning basis, and assists in the selection of the type of industry sought for the District.

PRIORITY A.

ACTION - City Council.

SUMMARY

It is abundantly clear that there are many groups of people in Castlemaine who give a great deal of their time and effort in creating recreational and entertainment events.

Also, it is clear that Castlemaine as a district has a great variety and number of very interesting features which should attract a much wider audience.

It is to be hoped that the contents of this Plan, and the way in which it is presented will encourage an upsurge of interest by officials and citizens alike, in co-ordinating the whole into a closely knit fabric of interest and activity.

In so doing, it should be kept in mind that Castlemaine is a part of Victoria's heritage - it is "living history" and no activity should be allowed which detracts in any way from this image. In fact, it is possible to attract visitors to the district by intensifying this atmosphere and image in such a way that they do not come and "look", but come and "live" with what is offering - even if only for a day.

By hastening slowly, and co-ordinating publicity with the improvements as they are brought about, an ever increasing flow of visitors and settlers will eventuate.



MOUNT ALEXANDER
— SHIRE COUNCIL —

Ivan L. Gilbert
Chief Executive Officer

*Peter, Will compliments
25/9/96 I UAW!*



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