

# SWANPOOL TOWNSHIP PLAN

Please Note: This document is a draft version of the Township Plan. The information contained within has been collated from various sources and may be outdated. The Community Development Team from Benalla Rural City Council want to work together with the Swanpool community to develop and update this document so that it accurately reflects the current plans and priorities of the town and its community members. Your feedback on this document will help shape consultations and the future of Swanpool.

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## **Executive Summary**

This document details a community led action plan that showcases a vision for the progressive development of Swanpool. The document also outlines the plan to both maintain and enhance the future prosperity of the township through ongoing planning and development of the town and its community members, including infrastructure, maintenance, community inclusion & promotion and events to increase tourism.

## **Vision Statement**

To improve Swanpool for residents to reside and work, visitors to stay, and for the future prosperity of Swanpool from a social, economic, recreational and environmental perspective; whilst maintaining the character intrinsic to the community.

To engender good-will, build partnerships between local groups and the residents of Swanpool, and promote a spirit of co-operation. To ensure initiatives have a greater likelihood of being supported, by how they are perceived by the community and for volunteers to support projects.

## **Purpose of the Township Plan**

The Swanpool Township Plan is based on the ideas, hopes and aspirations of the Swanpool community together with the Benalla Rural City Council (BRCC). The Township Plan aspires to guide the future development of the town by developing a list of projects and priorities to inform council strategic planning and to support the community to apply for grants when funding is available.

The plan:

- Articulates the issues that are important to Swanpool residents
- Provides a clear blueprint for the future development of the Swanpool township and surrounding region
- Assists the Swanpool community to attract local and state funding to help achieve identified priorities and projects
- Provides a coordinated approach for the social, cultural and economic development of the township and surrounding enterprises
- Aspires to promote Swanpool as a tourism destination & as a great place to live

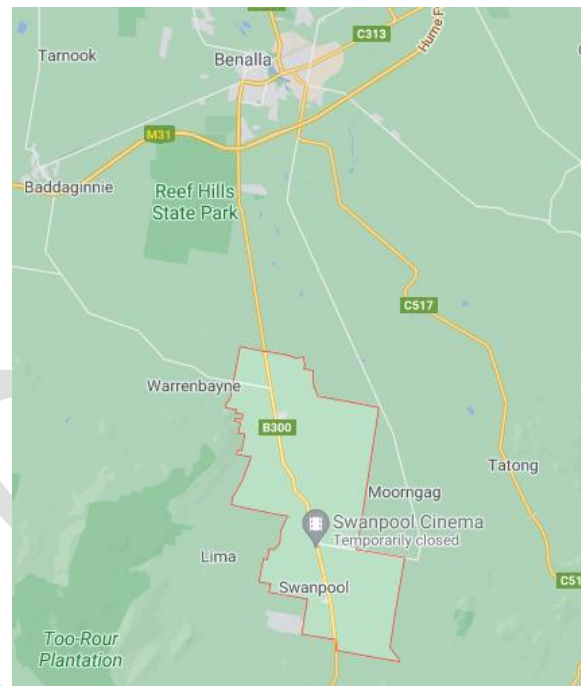
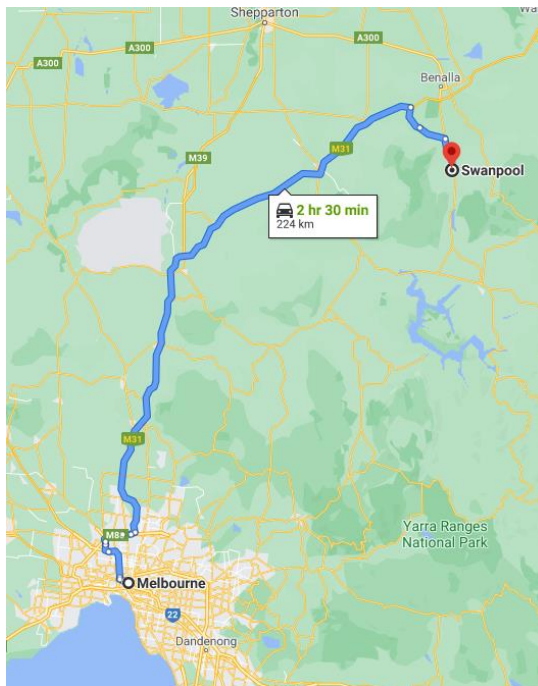
## **Alignment to BRCC Community Plan & Vision 2036**

The Swanpool Township Plan aligns with the BRCC Community Plan and Vision 2036 documents respectively as together they seek to provide a pathway to the development of individual towns and the rural area of Benalla as a whole.

The information in this document has been collated from a number of sources including the Swanpool & District Community website, Benalla Rural City Council website, previous community consultations and grant applications, google and Facebook searches and various other council documents. Information may be updated, changed and further developed by the Swanpool community to specifically reflect the communities' actions, plans and priorities.

## Location:

Swanpool is in the heart of the Broken River Valley and is located 25kms south-east of Benalla along the Midland Highway. It is 2.5 hours' drive north-east from Melbourne. The town is at the foothills of the Victorian High Country and surrounded by mountain ranges and waterways. To the south, Mount Samaria reflects in the waters of Lake Nillahcootie – home to all kinds of recreational boating and fishing; to the west are the Strathbogie Ranges with numerous recreational driving and walking tracks.



## History of Swanpool:

The area around Swanpool was originally inhabited by the Wurundjeri people, as part of a tract of land in Northeast Victoria that they roamed over, following the food chain and reliable water supplies. The Broken River area, as it was later known by the early settlers, was inhabited by the Pangurang (sometimes spelt Bangerang or Bangurang) and the Taoungurong (sometimes spelt Taungurong) tribes.

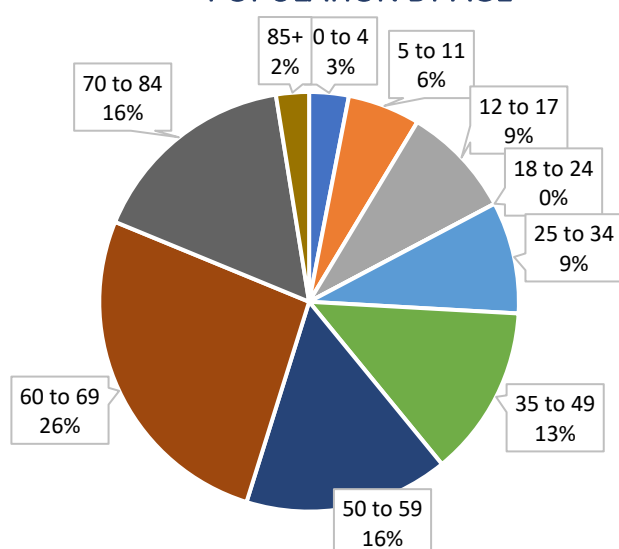
In late 1824 the area was explored by Hume and Hovell and the district became known as Broken River. The township of Swanpool developed as a stop on the main road between rail facilities at Benalla and Mansfield. The first mention of Swan Pool (two words), Samaria and Lima are on a map drawn of the Lima Station in 1847. Simple tracks were developed and squatters began settling in the area followed soon after by Government officials. Large areas of common lands were gazetted with some later being subdivided to meet the demand for smaller farm size blocks between 1855 and 1865. As more settlers came and stayed, schools, churches and public facilities emerged and later butter factories, sawmills, quarries, shops and post offices. Delivery runs of mail, bread and other supplies emanated out of Swanpool to the surrounding valleys.

## Swanpool Today\*

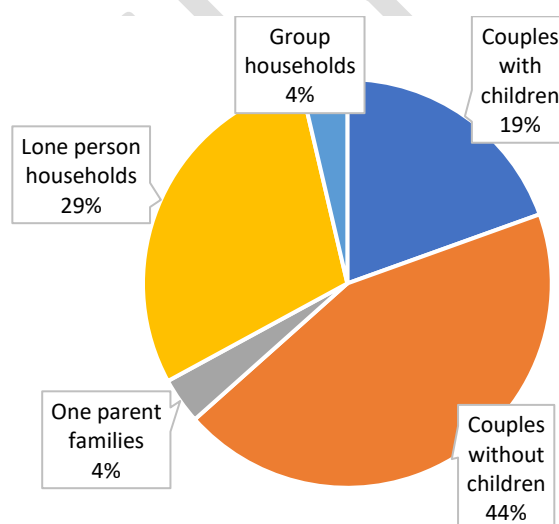
Swanpool is a picturesque town with a primary school, strong sporting clubs, a general store, museum, post office and the Swanpool Cinema. The recently completed Heritage Murals at Swanpool depict some of the early commercial operations in the area. Agriculture, horticulture, forestry, quarrying, and tourism are the main business operations in the district.

At the 2016 census, Swanpool and the surrounding area had a total population of 208, with 106 males and 104 females. Of these, 16 residents were born overseas and 9 need assistance due to age or disability. Education statistics show 15 children attend pre - school or primary school, 14 attend secondary school and 7 attend TAFE. Housing statistics show 48 residents own their homes, 27 are purchasing and 11 are renting.

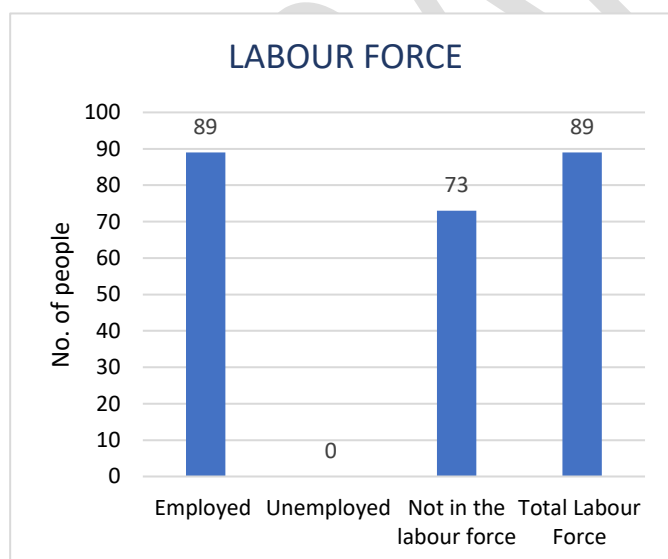
### POPULATION BY AGE



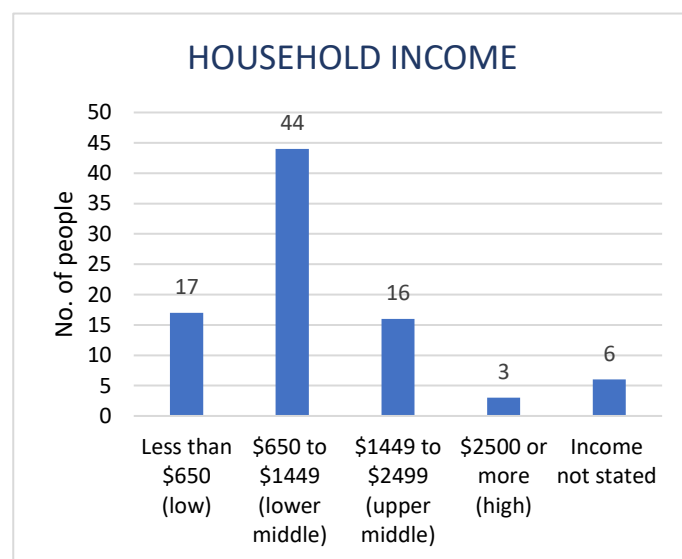
### HOUSEHOLD TYPES



### LABOUR FORCE



### HOUSEHOLD INCOME



\*The information represented in the above graphs has been taken from the 2016 Census from the Australian Bureau of Statistics (ABS) and therefore may not be an accurate reflection of the township in 2021.

## What makes Swanpool unique

Swanpool is unique in many ways, not least being its idyllic valley location within the Broken River Valley Range in the heart of the Mountain Ranges.

### Products and Services

- Yarrowood Nursery – Café/Farm Shop
- Swanpool Cinema
- Swanpool General Store
- Swanpool Post Office Antiques
- Swanpool Native Plant Nursery
- Glenwood Farm Equestrian Centre
- Midland Holiday Park
- Auscamp
- Samaria Farm
- Samaria Creek Morgan Farm
- Rotherlea Lodge
- A range of District Wineries



### Community Groups

- Country Women's Association - Swanpool
- Moorngag Cemetery Trust
- St Aidan's Anglican Church
- Swanpool Anglican Guild
- Swanpool & District Land Protection Group
- Swanpool Gardening Group
- Swanpool Planned Activities Group
- Swanpool Red Cross – Swanpool Branch
- Swanpool Uniting Church
- CFA

### Sport and recreation

- Swanpool Bowling Club
- Swanpool & District Table Tennis Association
- Swanpool Tennis Club

### Education

- Peranbin Primary College - Swanpool Campus

### Attractions

- Swanpool Cinema
- Heritage Murals
- Swanpool Motor Festival



- Swanpool Arts Festival

#### Marketing & Promotion

- Swanpool & District Community Development Association Inc. Website  
[www.swanpoolanddistrict.com.au](http://www.swanpoolanddistrict.com.au)
- You-tube  
Swanpool Magic. Community cinema at its best. - YouTube
- Swanpool Cinema Website  
[www.swanpoolcinema.com.au](http://www.swanpoolcinema.com.au)
- Facebook Swanpool Cinema (1128 followers, active)  
[www.facebook.com/swanpoolcommunitycinema](https://www.facebook.com/swanpoolcommunitycinema)
- Swanpool Snippets

#### Desired further improvements:

- Update and promote Swanpool Snippets
- Learning Exchange - IT skills for older people
- More free events
- Promote as a tourism stop from/in conjunction with Benalla
- Walking and bike lanes to reduce use of cars especially around schools
- Increase maintenance and cleaning of Swanpool toilets (especially during events)
- Increase promotion of Swanpool cinema
- Increase social activities in the community
- New Community noticeboard
- Improved signage
- Revitalize the Swanpool Oval precinct – for caravans/camping & events
- Upgrade street lighting
- Replace bitumen around the Swanpool Memorial Hall and the toilet block

## Past & Recent Funding Grants & Infrastructure Projects

Year	Project	Amount	Source	Group
2020	Permanent shade structures	\$14,000	CIG*	Swanpool Bowling Club Inc.
2020	Production of Swanpool tourist maps	\$1000	CG	Swanpool & District Community Development Assoc.
2019	Albert Heaney Reserve	\$500	CSP	Swanpool & District Community Development Assoc.
2019	CDA	\$500	CSP	Swanpool & District Community Development Assoc.
2018	Swanpool Bowling Club	\$500	CSP	Swanpool & District Community Development Assoc.
2018	Albert Heaney Reserve	\$500	CSP	Swanpool & District Community Development Assoc.
2018	SCRAP Festival Funding	\$2950	ME	Swanpool & District Community Development Assoc.
2018	Purchase/Install security doors (Bowling Club)	\$500	CSP	Swanpool Bowling Club Inc.
2017	Australia Day morning tea	\$2200	CG	Swanpool Bowling Club Inc.
2017	Shade structures bowling club	\$2200	CG	Swanpool & District Community Development Assoc.
2017	Samaria Suns	\$2000	CG	Swanpool & District Community Development Assoc.
2016	Bowls ANZAC day event	\$500	CSP	Swanpool & District Community Development Assoc.
2016	Swanpool Cinema	\$2500	CG	Swanpool & District Community Development Assoc.
2014	Split system air con bowling club	\$2500	CG	Swanpool Bowling Club Inc.
2013/14	BRCC + PLF Grant	\$25,000	BRCC	Swanpool & District Community Development Assoc.
2013	Swanpool Cinema	\$400	CSP	Swanpool & District Community Development Assoc.
2013	Football and Netball Club	\$2500	CG	Swanpool & District Community Development Assoc.

Funding Source Legend **CG** = Community Grant

**ME** = Major Event

**CSP** = Community Sponsorship

**YP** = Youth Participation

\*Community Infrastructure Grant – Drought Funding

## Major Infrastructure Projects

Year	Project	BRCC Funding	State Gov Funding	Project Total



## Swanpool Projects & Priorities:

Priority - Time Line:    **A** = SHORT TERM (1- 2 years) **B**= MEDIUM TERM (3-4 years) **C**= MED -LONG TERM (5-8 years) **D**= LONG TERM (9+ years)

### ASSESTS & INFRASTRUCTURE

Priority	Project	Working Groups	Proposed Costs	Other Comments
	Address Heaneys Road flooding issues			
	Yorker Hill double S Bend for double lines?			
	Double lines Midland Hwy			
	Dangerous Cross Roads & Intersections			
	Hard Rubbish Collection			
	Walking & Bike lanes to reduce traffic especially around schools			
	Increase maintenance & cleaning for public toilets			

### CHARACTER & APPEARANCE

Priority	Project	Working Groups	Proposed Costs	Other Comments
	New Community Noticeboard			
	New Signage			

### CELEBRATIONS & EVENTS

Priority	Project	Working Groups	Proposed Costs	Other Comments
	SCRAP			
	Free Events			To draw people into the town

### SWANPOOL COMMUNITY PROJECTS

Priority	Project	Working Groups	Proposed Costs	Other Comments
	IT Skills Hub for older residents			
	Cricket & Tennis Clubs			To increase activities for young people

### SOCIAL MEDIA, ADVERTISING & PROMOTION

Priority	Project	Working Groups	Proposed Costs	Other Comments
A	Swanpool Snippets			
Ongoing	Promote together with Benalla Tourism			
	Increased promotion of Swanpool Cinema			

### ONGOING ASSOCIATED PROJECTS

Priority	Project	Working Groups	Proposed Costs	Other Comments

### LONG TERM GOALS & ASPIRATIONS

Priority	Project	Working Groups	Proposed Costs	Other Comments





# **BENALLA**

**RURAL CITY COUNCIL**

DRAFT ONLY

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