

DRAFT LURG 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 The information contained within has been collated from various sources and may be outdated.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 Lurg 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 Lurg.

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Executive Summary

This document details a community led action plan that showcases a vision for the progressive development of Lurg. 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 Lurg for residents to reside and work, visitors to stay, and for the future prosperity of Winton 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 Lurg, 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 Lurg Township Plan is based on the ideas, hopes and aspirations of the Lurg 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 Lurg residents
- Provides a clear blueprint for the future development of the Lurg township and surrounding region
- Assists the Lurg 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 Lurg as a tourism destination & as a great place to live

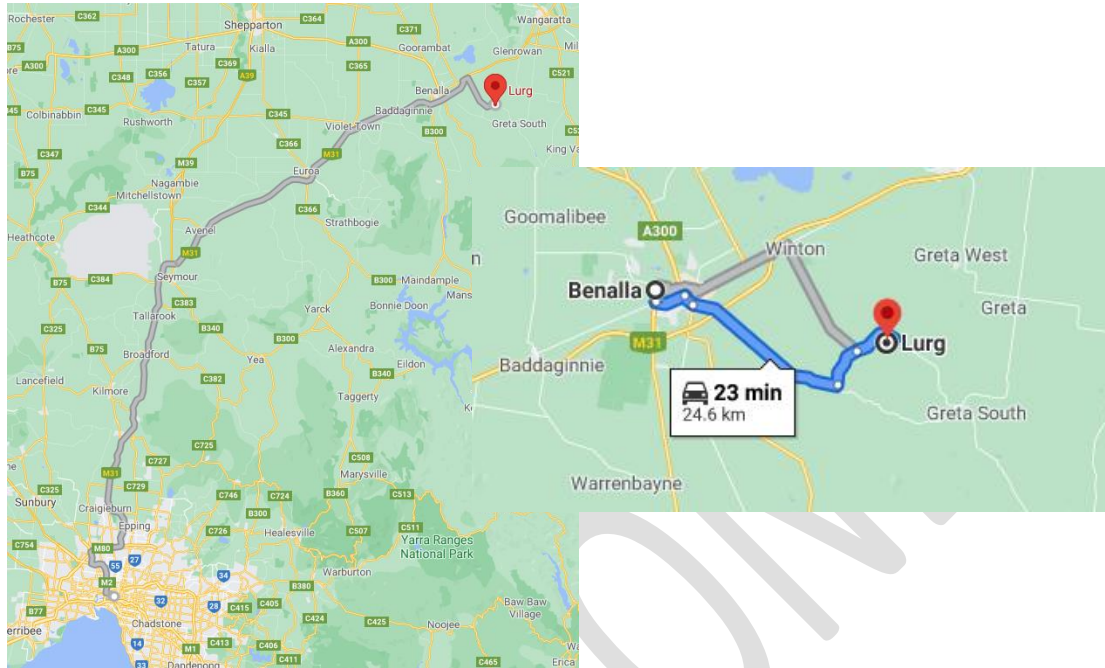
Alignment to BRCC Community Plan & Vision 2036

The Lurg 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 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 Lurg community to specifically reflect the communities' actions, plans and priorities.

Location

Lurg is a small rural town within the local government area of Benalla, being 25 kms from the township. It is located approximately 235 kms northeast from Melbourne.



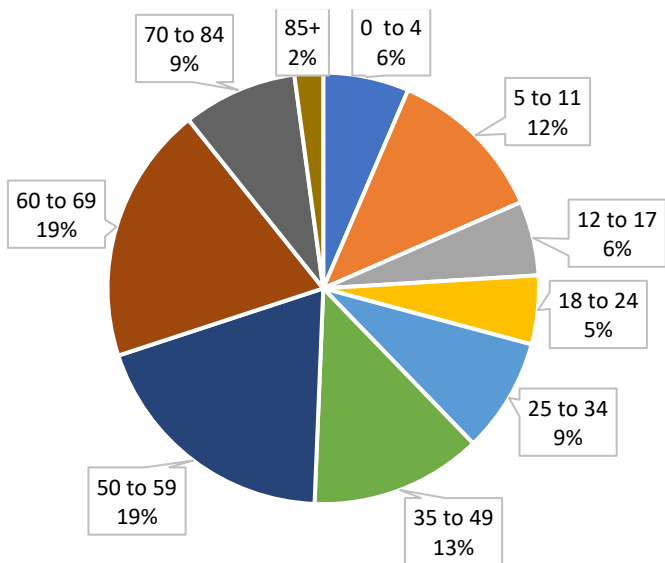
History of Lurg

Lurg Today*

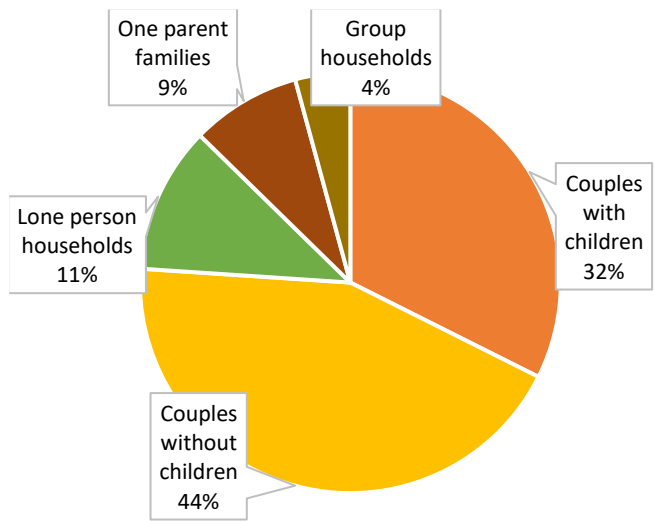
The area is undulating with farming ranging from high end merino and greyhound breeding to mix crops, sheep and cattle. The number of horse breeders and enthusiasts continues to grow. There are a significant number of small acreage-lifestyle blocks and over recent years there has been regular movement on the real estate market with constant flow of the new owners creating vitality to the area.

Lurg and the surrounding district had a population of 225 in 2016, with 112 males and 115 females. Of these, 10 were born overseas and 6 require assistance due to age or disability. Education statistics show 16 children attend pre - school or primary school, 7 attend secondary school and 5 attend TAFE. There are 87 dwellings with 36 residents own their own homes, 25 are purchasing and 6 are renting.

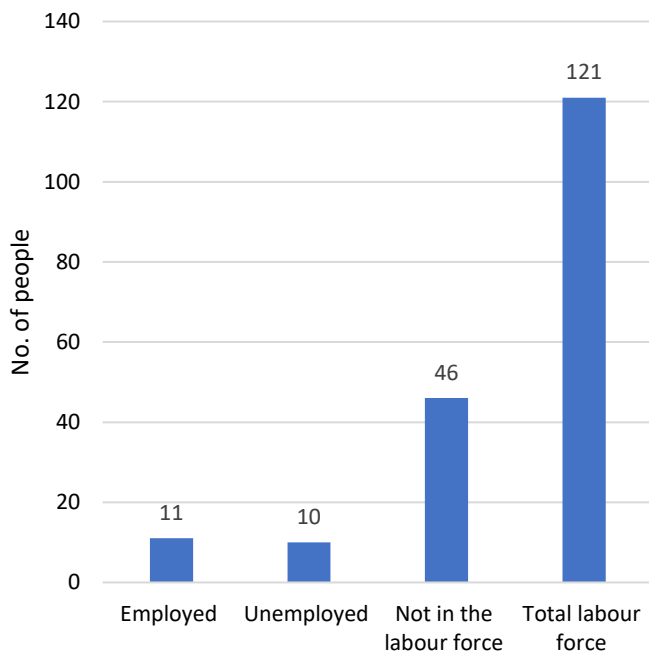
POPULATION BY AGE



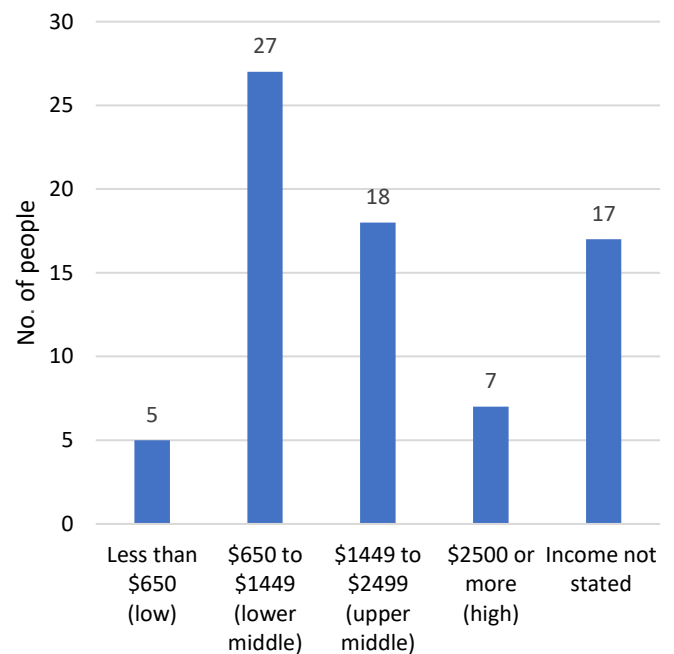
HOUSEHOLD TYPES



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 Lurg Unique

Lurg is a quiet, rural farming community. It has varied and abundant bird and wildlife as well as scenic vistas and unique flora and fauna, it is near the snow fields and wineries.

The Lurg Hall and Don McKenzie Reserve provide the only common meeting place for residents to gather for social activities, functions, services and community information sessions. The Lurg Hall & Reserve Committee is committed to the ongoing building and fostering of a sense of community within the Lurg District.

Products & Services

- The hall and school reserve are available for private and public use
- Imperial (Welsh Pony Stud)
- McPhee Rodeo Company
- Public Camping area

Community Groups

- CFA
- Lurg Hall & Reserves Committee
- Book Club
- Children's Playgroup

Sport & Recreation

- Recreation Reserve

Attractions

- One of the highest points in Lurg is Spion Kop and the views are memorable
- Trivia nights

Marketing & Promotion

- Facebook (142 following)
<https://bit.ly/2Xv3dyW>
- Lurg Examiner

Desired Town improvements:

- Maintenance and improvement of facilities
- Continued support for social activities, functions, services and community information sessions

Past & Recent Funding Grants

Year	Project	Amount	Source	Group
2019	Hall improvements	\$1355	CG	Lurg Hall & Reserves Committee
2018	Hall improvements	\$500	CSP	Lurg Hall & Reserves Committee
2018	Construction of ram to public toilets	\$2000	CG	Lurg Hall & Reserves Committee
2018	Live4Life	\$850	YP	Lurg Hall & Reserves Committee
2017	Hall improvements	\$2000	CG	Lurg Hall & Reserves Committee
2017	Youth	\$954	YP	Lurg Hall & Reserves Committee
2016	Christmas in July	\$500	CSP	Lurg Hall & Reserves Committee
2016	McKenzie Reserve	\$2000	CG	Lurg Hall & Reserves Committee
2016	?	\$500	CSP	Lurg Hall & Reserves Committee
2015	Roof over toilet block & upgrade walls & fascia	\$2500	CG	Lurg Hall & Reserves Committee
2013	Hall improvements	\$1410	CG	Lurg Hall & Reserves Committee

Funding Source Legend

CG = Community Grant

ME = Major Event

CSP = Community Sponsorship

YP = Youth Program

Major Infrastructure Projects

Year	Project	BRCC Funding	State Gov Funding	Project Total

Lurg 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

CHARACTER & APPEARANCE

Priority	Project	Working Groups	Proposed Costs	Other Comments

CELEBRATIONS & EVENTS

Priority	Project	Working Groups	Proposed Costs	Other Comments

COMMUNITY PROJECTS

Priority	Project	Working Groups	Proposed Costs	Other Comments

SOCIAL MEDIA, ADVERTISING & PROMOTION

Priority	Project	Working Groups	Proposed Costs	Other Comments

ONGOING ASSOCIATED PROJECTS

Priority	Project	Working Groups	Proposed Costs	Other Comments

LONG TERM GOALS & ASPIRATIONS

Priority	Project	Working Groups	Proposed Costs	Other Comments

Key Community Contacts

Name	Landline	Mobile	Email	Group	Title

DRAFT ONLY