



Baw Baw Shire Council

Deputy Mayor Cr Tricia Jones





Baw Baw Shire Council

Economic Development and Visitor Economy



A land of rolling hills, happy cows, alpine adventure and warm village feels

Lush forests with waterfalls, fern glades, towering snow gums and mountain ash
Rolling green hills of farmland
Historic townships and experiences
Cafes, (hatted) Restaurants, Breweries, Distilleries, Wineries (and award-winning wines)
Boutique shopping strips
Adventure activities (skiing, mountain biking, hiking)
A diverse country market calendar
Some of the best Producers and Produce in Victoria



Economic Development and Visitor Economy Priorities

The Economic Development and Visitor Economy Strategy 2026 – 2030 areas of focus include:

- Business Attraction and Strategic Growth
- Job Creation and Workforce Development
- Business Support
- Brand Development and the Visitor Economy

What are we working on now?

- West Gippsland Marketing Activities
- Baw Baw Culture and Connection Precinct
- Noojee Forestry Transition
- Produce and Producers (Farm Gate Sales and Activities)
- The Victorian Goldfields World Heritage Bid (Walhalla)

West Gippsland Marketing Activities

West Gippsland Official Visitor Guide (OVG)

West Gippsland Homepage

- West Gippsland homepage and 14 West Gippsland destinations
- Seasonal Campaigns (Autumn Campaign- Dog Friendly West Gippsland)
- **Toorong Falls** was the 5th highest viewed page across the site in 2024 (10,974 views)

Online Competitions

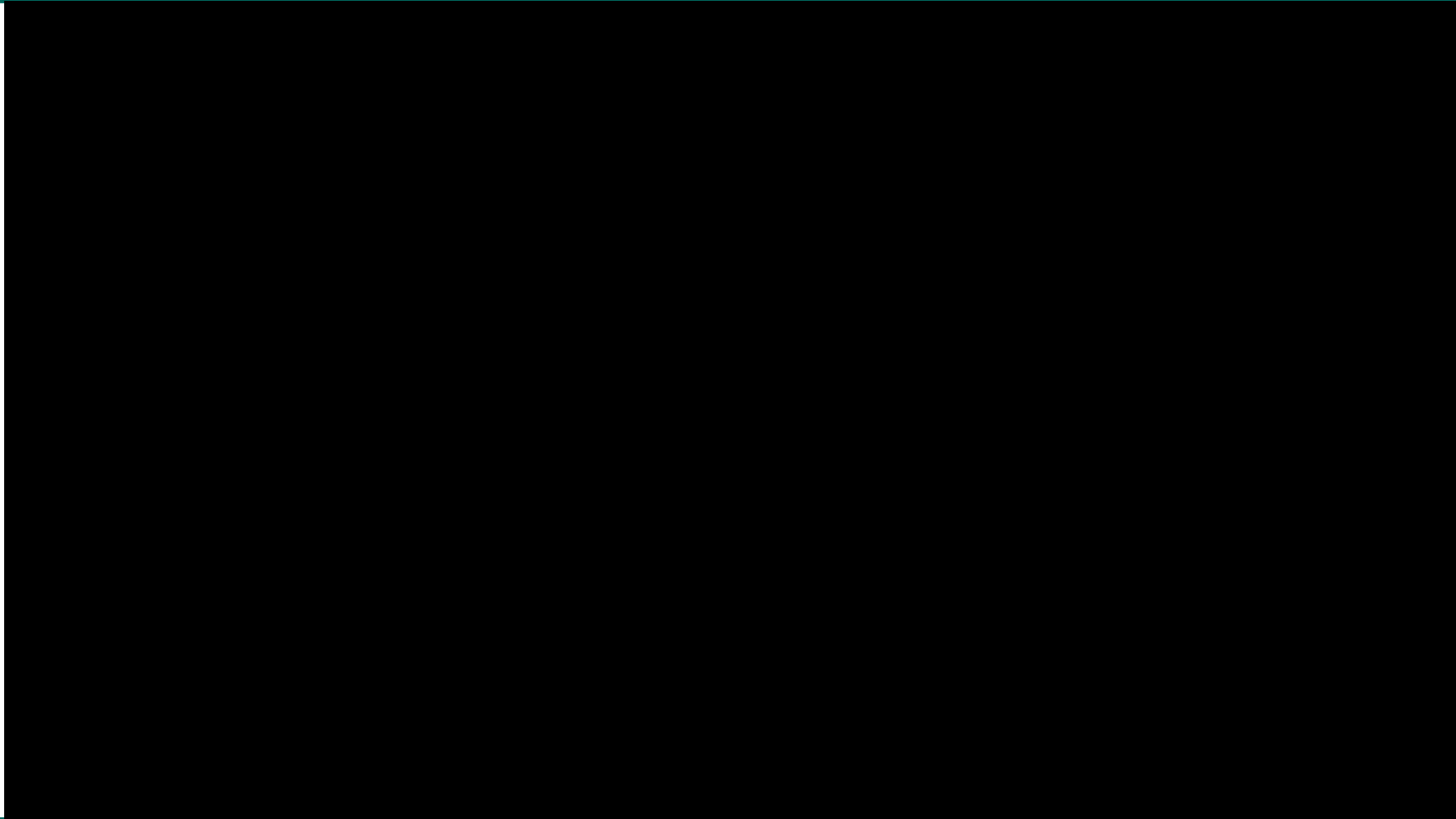
- Glamping: 71k reach and 6.7k entrants
- Neerim South: 197k reach and 10k entrants (the most ever)

Famils (Timeout Magazine, Escape)

Victorian Top Tourism Town Awards | Top Tiny Tourism Town



West Gippsland Marketing Activities



Opportunities for Support

Event Sponsorship

Gippsland Jersey Hoe-down, Thorpdale Potato Festival, Snowfest, Neerim Arts Fest (formerly Neerim Bower Sculpture Festival)

Event Promotion

Thorpdale Potato Festival, Creative Harvest, Farm World

Business Promotion via DG Campaigns:

Dog Friendly West Gippsland, West Gippsland's East End, Neeri Nuff & Broughton Hall (competition)

Business Collaborations

Snowfest, Noojee & District Historical Society

Event Support

Hallora Marathon, Neerim Arts Fest, Warragul Show



Baw Baw Culture and Connection Precinct

- New community library, including a children's library, maker's space, video gaming, reading, collection and study areas
- Creative and cultural space
- Community meeting rooms and seminar area
- Co-working spaces
- Public terrace area
- Public amenities such as a Changing Places facility
- Plaza and pedestrian connection to the West Gippsland Arts Centre



Noojee Forestry Transition Project

Tourism Working Group

Exploring health & wellbeing activities, tracks and trails, a Visitor Welcome Point, Community Hub and environmental education experiences.

- Noojee Heritage Precinct
- Noojee Primary School
- Tracks and trails

Specialised Agriculture Working Group

Supporting 6 niche produce farms to create an innovation ecosystem where the businesses are supported to expand and create new jobs, develop product collaborations and share resources and specialist skills.

Power and Connectivity Working Group

Exploring improved power supply and communications, renewable energy opportunities and a Noojee Power Pilot project.

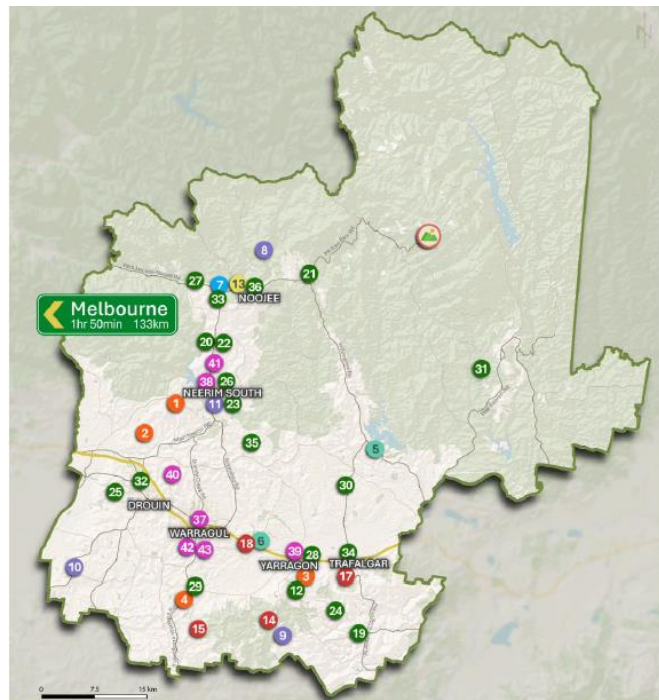


Noojee Forestry Transition Project

- We run quarterly community events with an average attendance of 80 people.
 - We've seen a significant positive impact on the community's social cohesiveness and sense of community.
 - A new business has opened at the Noojee Heritage Precinct (Heritage Gifts and Café).
 - Three businesses in Noojee are in the top 10 businesses for spend data in West Gippsland (March 2025 CommBankIQ).
 - Nationwide Trees received a grant of \$750,000 to expand, creating 10 new FTE.
 - Two more businesses are being supported to apply for Forestry Transition Fund grants with a combined value of \$1, 050, 000, creating 14 new FTE positions.
 - We are supporting a community group to apply for a Community Development Fund grant to launch an annual specialised produce festival in 2026.
 - We continue to work with a number of businesses to support their expansion plans and grant applications.
-

Celebrating Produce and Producers

Developing Farm Gate activities to support Producers to offer financially viable farm gate sales, on farm activities and share the story of their produce and region.



PRIMARY PRODUCE FARM GATE SALES.

Farm gate sales are known as 'Primary Produce sales' under the planning scheme and involve land used to display and sell primary produce.

Products permitted

1. Primary produce grown on the property
2. Primary produce grown on adjacent properties
3. Processed goods made substantially from the primary produce of 1. and 2.

Examples

Permitted use: John sells cut flowers he grows on his farm from a mobile cart on his property. He also sells tomatoes that are grown by his neighbour and chutney made from those tomatoes.

Permit required: Sue would like to sell potatoes grown on her property from a location that is within 100m of her neighbour's property and build a new permanent shed for this. A planning permit from Council is required in this case.

Inappropriate activities: Sarah currently sells apples grown on her farm and home-made apple sauce made from those apples. She also sells her own hand-made candles and potatoes from a friend's farm, which is located in another town. The latter two activities fall outside the scope of primary produce sales and are not permitted from farm gates.

Contact Us
Better Approvals Team
E: Your.Business@bawbawshire.vic.gov.au
P: 1300 BAW BAW (1300 229 229)

ON FARM ACTIVITIES.

Want to share your passion for the land, show customers where your produce is grown and facilitate an interactive experience?

This could include a pick your own experience, farm tours or agriculture-based workshops or lessons on your farm.

Here is what you need to consider:

On farm or ancillary activities fall under a Place of Assembly

A 'Place of Assembly' is defined under the planning scheme as 'land where people congregate for religious, spiritual or cultural activities, entertainment, or meetings.'

A permit is likely required for running on farm activities.

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The Victorian Goldfields World Heritage Bid



THE VICTORIAN
GOLDFIELDS



WORLD HERITAGE BID

World Heritage Listing

- Can be a catalyst for regional regeneration.
- Celebrates cultural heritage, which is vital to the wellbeing of communities.
- Provides opportunities for connection to place and each other.
- **1223** properties in **168** States Parties.
- Australia has 20 Properties on World Heritage List and 9 Sites on the Tentative List.
- World Heritage does not affect ownership or management. The World Heritage Committee can only add or remove a property from their list and advocate for better protection.

World Heritage Listing

Over 10 years forecasts include:

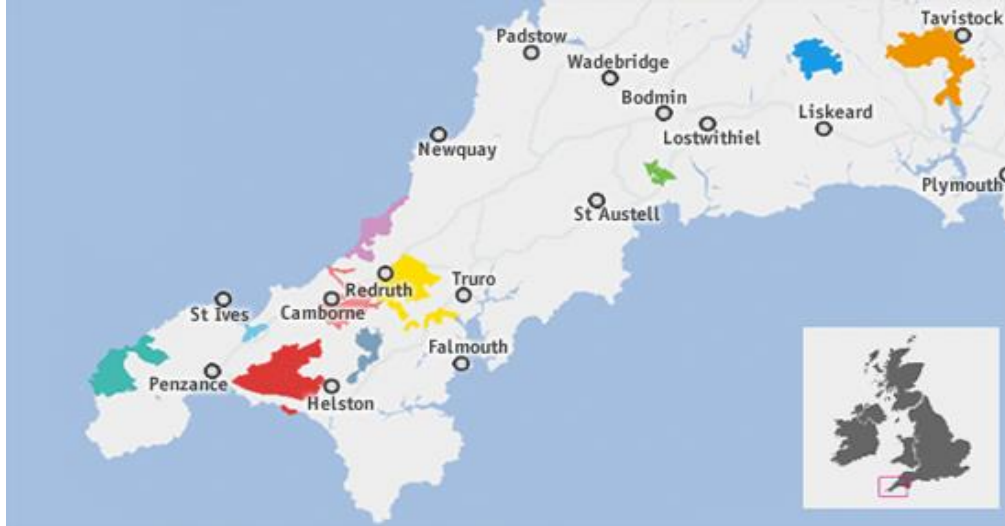
- 2.5 million new visitors
- \$526m increase in visitor spend
- 2125 new local tourism jobs
- 1892 constructions phase jobs
- \$1 billion to the region



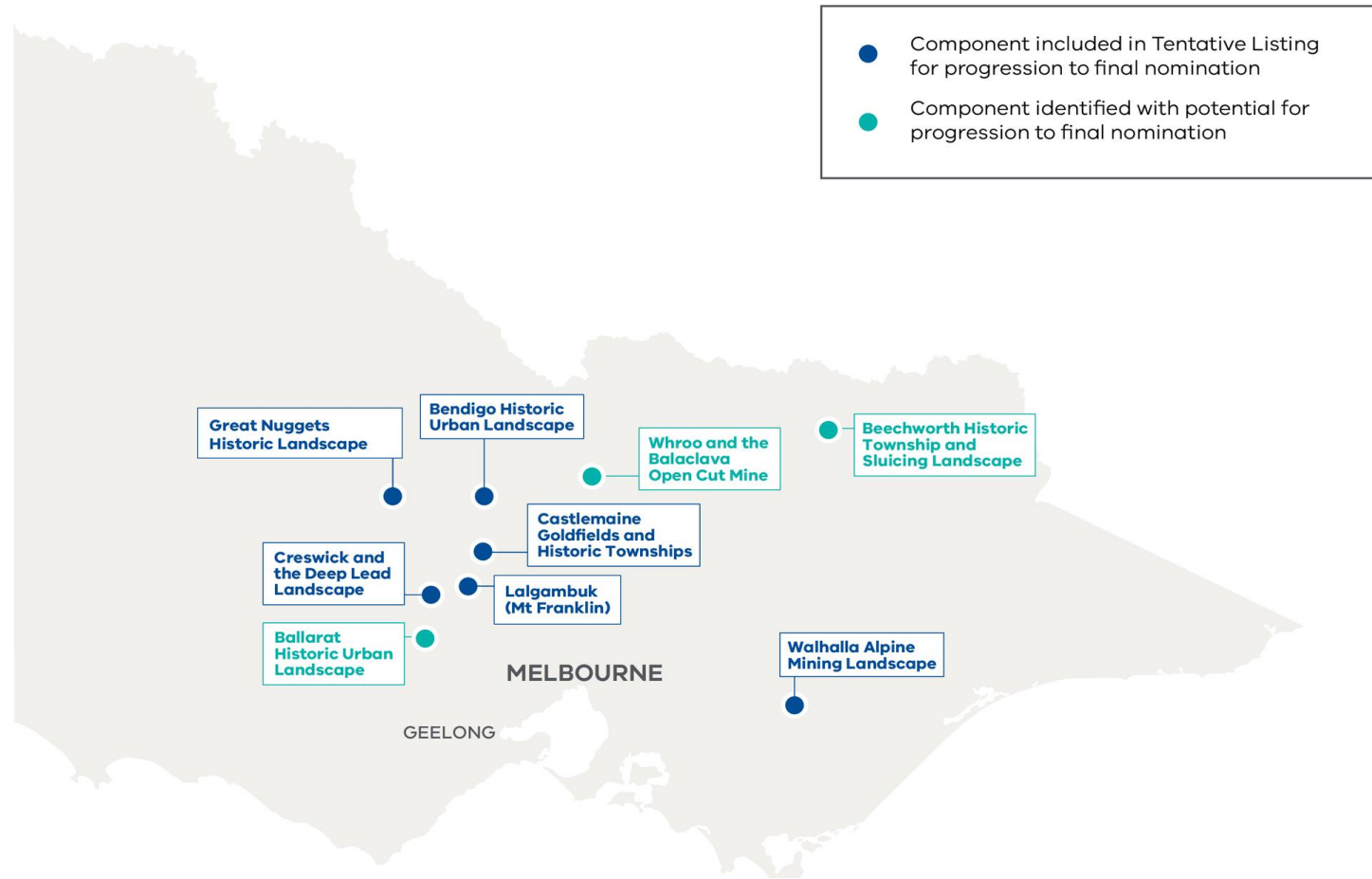
Cultural Landscape Serial Listing

- allows a series of areas to better demonstrate the full narrative
- spreads the benefits of World Heritage Listing across the region

e.g., The Cornwall and West Devon Mining Landscape World Heritage Site consists of 10 unique areas.



Cultural Landscape Serial Listing



Cultural Landscape Serial Listing

- **Castlemaine Goldfields and Historic Townships:** pre-eminent alluvial diggings of an early major gold rush in Victoria
- **Creswick and the Deep Lead Landscape:** unparalleled example of this rare type of gold mining
- **Bendigo Historic Urban Landscape:** one of the world's most notable gold rush cities
- **Lalgambuk (Mt Franklin):** an area that evidences Aboriginal connection to Country before, during and after the gold rushes
- **Great Nuggets Historic Landscape:** diggings that yielded the greatest concentration of the largest gold nuggets in the world
- **Walhalla Alpine Mining Landscape:** steep topography that guided settlement centered on Victoria's richest gold mine

Other places mentioned in the Tentative List submission for inclusion at the World Heritage nomination stage, which will be developed over the next year include **Ballarat, Beechworth and Whroo**.

Timing

- ✓ Tentative Listing – World Heritage Investment Master Plan 2024

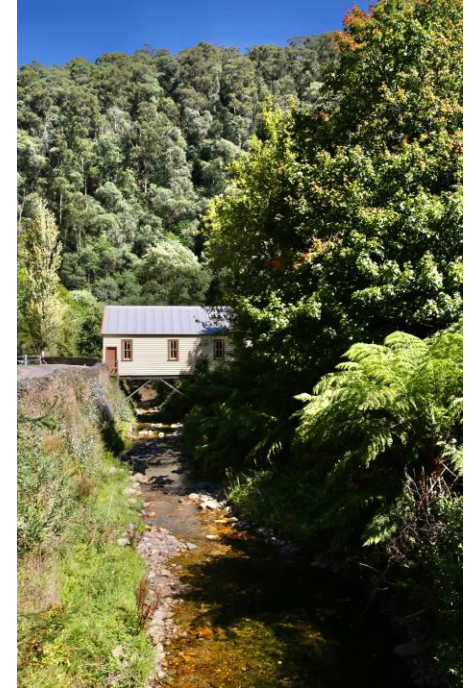
01 February 2025

- Nomination – Investment ask

01 February 2026

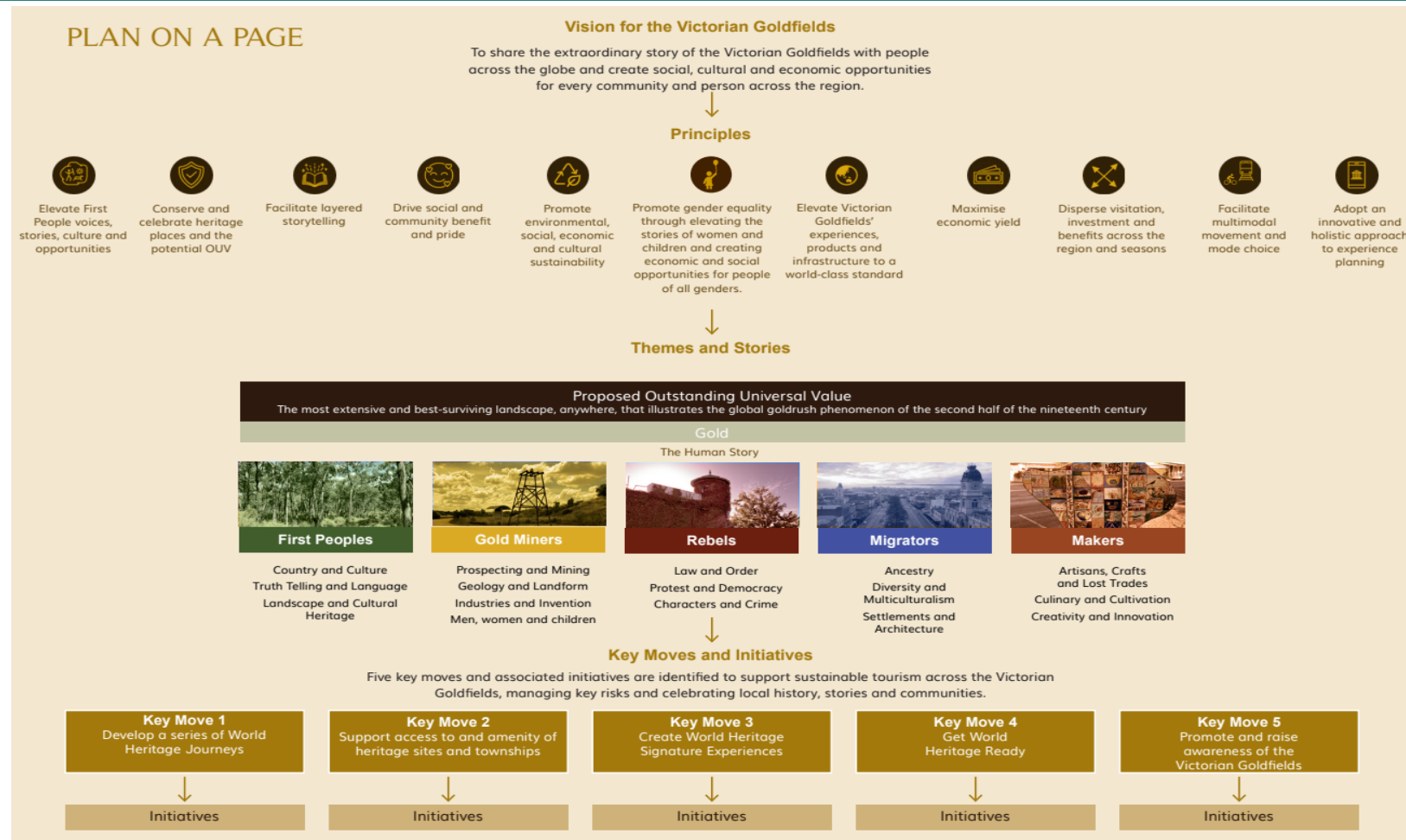
- Assessment – Investment delivery design

Mid-late 2027



Australia's World Heritage Tentative List is a list of 'properties' that the Australian Government intends to nominate for the World Heritage List sometime in the future. The World Heritage Committee can't consider a nomination unless the 'property' is already on the Tentative List.

Plan on a Page



Victorian Goldfields World Heritage Masterplan

KEY MOVE 2: SUPPORT ACCESS TO AND AMENITY OF HERITAGE SITES AND TOWNSHIPS WALHALLA



A. Access

Strengths

- EV charging available at Star Hotel.
- Proximity to Erica and Rawson which can serve as gateway towns
- Historic railway access.
- Several walking tracks and trails including the Australian Alps Walking Track.

Challenges

- Highly constrained access with one road entry and exit which is windy and narrow.
- Lack of cycling paths into town.
- Historic railway is disconnected from neighbouring townships and destinations.
- Accessibility issues throughout Walhalla, particularly due to steep gradients and narrow footpaths.



B. Facilities

Strengths

- Public facilities including toilet and visitor centres.
- Picnic tables and seating available at Ned Stringer's Park and along Stringers Creek.

Challenges

- Insufficient provision of public toilets and spaces for shelter.
- Limited basic services including general provisions and medical services.



C. Infrastructure

Strengths

- Internet and phone coverage.

Challenges

- Flooding and drainage issues associated with Stingers Creek.
- No town-wide sewage management system.
- Lack of independent power supply.



D. Streetscape / Town centres & Landscape

Strengths

- Well conserved historical precinct with intact heritage streetscape.
- Public art integrated into streetscape.

Challenges

- Narrow footpaths in varying condition.



E. Experience

Strengths

- Interpretation at historical attractions at key destinations.
- Unique, well-established and community-led experiences including Walhalla Goldfields Railway and the Long Tunnel Extended Gold Mine.
- Historical attractions such as the Walhalla Band Rotunda, Masonic Lodge, Old Fire Station Museum, Chinese Garden, Cemetery and more.
- Natural surrounds and remote location.

Challenges

- Lack of co-ordination amongst tourism operators.

Victorian Goldfields World Heritage Masterplan

KEY MOVE 2: SUPPORT ACCESS TO AND AMENITY OF HERITAGE SITES AND TOWNSHIPS

WALHALLA



Business Support Workshops



\$15pp

BREAKFAST SERIES 1:
Accessible Tourism
7am – 9am session by
Ryan Smith from
The Access Agency
Wed 28 May
Warragul Country Club

 **The Access Agency**

\$15pp

AFTERNOON SERIES 2:
**Starting or Growing your
Ag Business**
4pm – 6pm session by
AgVic
Thu 3 July
Algie Hall, Neerim Sth

 **AGRICULTURE VICTORIA**

\$15pp

BREAKFAST SERIES 3:
**Bang for your Buck
Marketing!**
7am – 9am session by
Marlah McInnes,
The Content Queen
Wed 6 August
McGregor Park Hall, Trafalgar

 **content
queen**

\$20pp

**End of Series Business
Networking Event :**
Unexpected Collaborations
5pm Canapes & Drinks for a
5.30pm – 7:00pm session
on Unexpected Collaborations
Fri 12 September
The Bank Hotel, Warragul

Registration is essential!
Scan the QR code or visit
www.bawbawshire.co/BusinessBreakfast





Thank you
