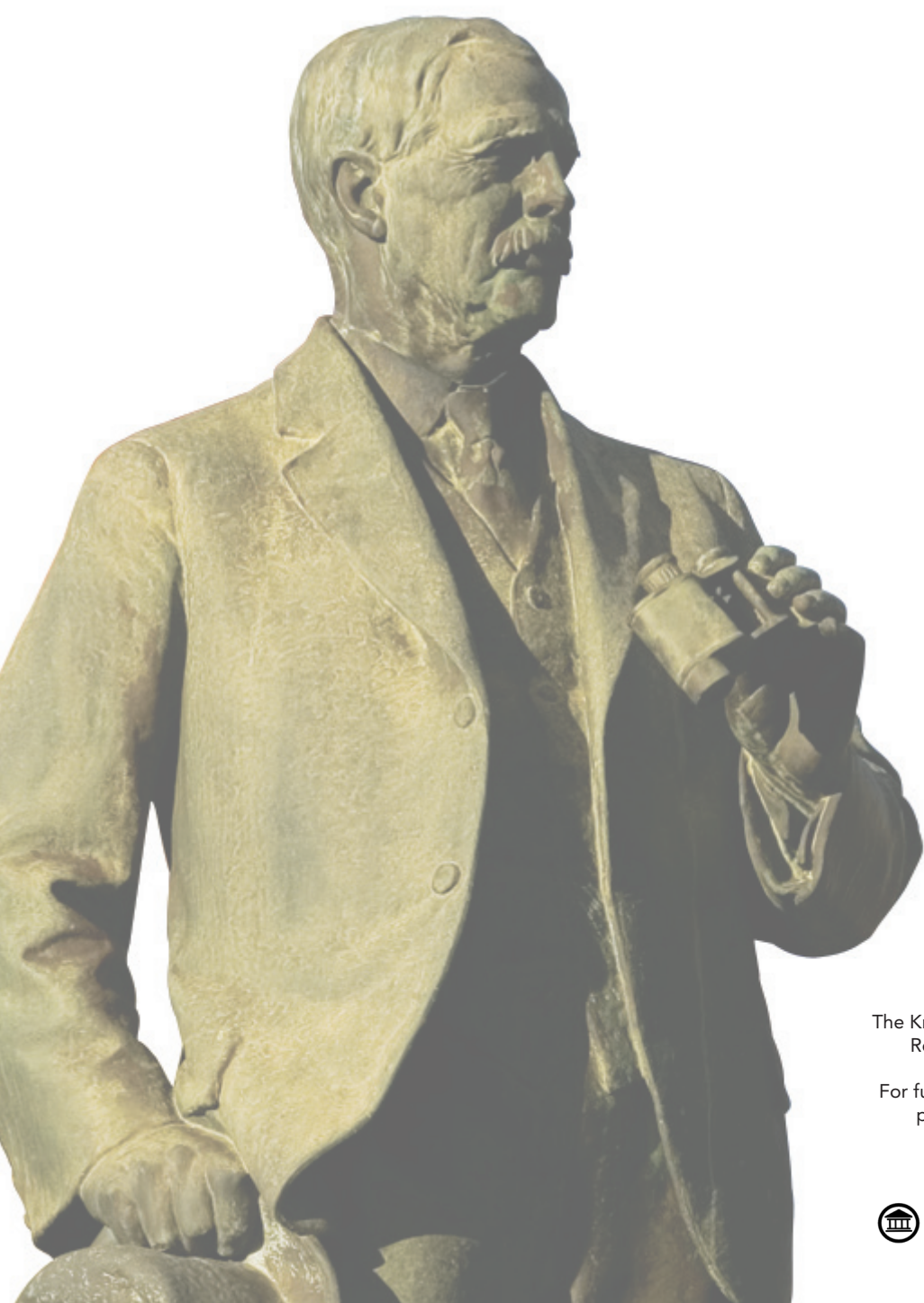


THE CHAFFEY TRAIL

Mildura ~ Australia's First Irrigation Colony

STRATEGIC PLAN
2019 - 2022





The following document was developed by
The Knowledge Centre on behalf of The Chaffey Trail
Reference Group and Mildura Rural City Council.

For further enquiries regarding this document or the
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Acknowledgment of Country



Mildura Rural City Council acknowledges the traditional custodians of the land which now comprise the Mildura Rural City municipality.

We pay our respects to Elders past and present, and future. We celebrate and respect their continuing culture and acknowledge the memories of their ancestors.



Executive Summary



The Chaffey Trail consists of a set of historically significant sites that link to the development of the Mildura irrigation settlement by the Chaffey Brothers. The Chaffey Trail Reference Group was established to support the Chaffey Trail.

The Chaffey Trail Strategic Plan was first developed in 2008 and was revised in 2009 and 2012 respectively. This new document was developed by The Knowledge Centre with the scope to provide strategic direction from 2019 to 2022, whilst maintaining the integrity of the existing Chaffey Trail documents.

Over 50 existing and newly identified stakeholders were consulted during a robust stakeholder engagement process which included online surveys and several workshops. More than 700 responses were collected during the consultation process. These verbatim responses are available upon request and have informed the framework for this strategy and the future of the Chaffey Trail.

At the conclusion of The Knowledge Centre's strategic planning process it was evident that the Chaffey Trail has evolved to become a unique educational and tourism experience.



The History of the Chaffey Trail



Mildura has a unique history as Australia's first irrigation colony.

Founded in 1887 by William and George Chaffey, the Canadian born brothers quickly established the area as a desert oasis between two mighty rivers.

Much of the Chaffey infrastructure and associated facilities remain in place today.

The Chaffey Trail aims to preserve the historical significance of the district's beginnings and stands as a tribute to the ingenuity of the Chaffey Brothers and how later generations have built upon their vision and added to their legacy in new and different ways.



Mildura Station Homestead



The homestead is a recreation of the first home built in Mildura circa 1847 and is built close to the site of the original Mildura pastoral lease and station established by the Jamieson brothers in 1847. It was here that the Chaffey vision for the irrigation colony evolved. The recreation consists of the homestead, outbuildings, the wool-shed and rose garden.



Mildura Homestead Cemetery



Mildura's earliest cemetery includes graves of some early pioneers and members of the Chaffey family. Antonia Chaffey, great grand daughter of W.B. Chaffey, has designed a commemorative garden beside the burial site of the mother of the Chaffey brothers, Ann

Maria and W.B.'s first wife, Hattie Schell, as well as four infants. The garden comprises of a granite sculpture and observation seat.

Rio Vista Historic House



Built in 1890 by W.B. Chaffey, the Rio Vista mansion is Spanish for "River View". It is being restored to its original condition. The comprehensive restoration program has included replacing ornate timberwork on verandahs, reinstating original doorways and staircases, and returning



the drawing room to its original decor with recreation Victorian wallpaper and original colour schemes. Built in Queen Anne style, the house features original furniture and fittings such as Italian marble fire places and Victorian leadlight and stained glass windows. It looks out towards the Murray River and parklands and is part of Mildura Arts Centre.

Lock 11 and Mildura Weir



In its natural state, the Murray River was quite different from the regulated river we see today. Locks were established along the Murray in the 1920s to provide a constant level for both irrigation and navigation by paddle steamers. Construction of the Mildura Lock and Weir began in 1923 and

finished four years later. When Lock 11 was built, an island was formed which you can cross at the lock and visit during the day. The Mildura Weir is the only one on the Murray River where the lock and weir are separated by an island.

Mildura Wharf / Port of Mildura



Climb aboard a paddle vessel on the Murray River to experience what 19th-century travel was like. The Murray River was an important means of transporting people and goods to and from the area prior to the construction



of the railway and opened up the settlement of Mildura. Built in 1892, the wharf still accommodates working vessels, and is a mooring site for a number of historic paddle boats. Daily cruises and special charters depart from the wharf at Hugh King Drive, Mildura.

Mildura Grand Hotel



Originally the Mildura Coffee Palace, the Mildura Grand Hotel dates back to the very early days of the irrigation settlement.

The fountain at the Grand, the only remaining relic of the Chaffey offices, was brought to Mildura on

the paddlesteamer Gem together with another fountain that originally stood in the front of Rio Vista. Today the Quality Hotel Mildura Grand offers seven different dining experiences as well as comfortable accommodation overlooking the Murray River on the corner of Seventh Street and Deakin Avenue, Mildura.

Psyche Pumps / Kings Billabong

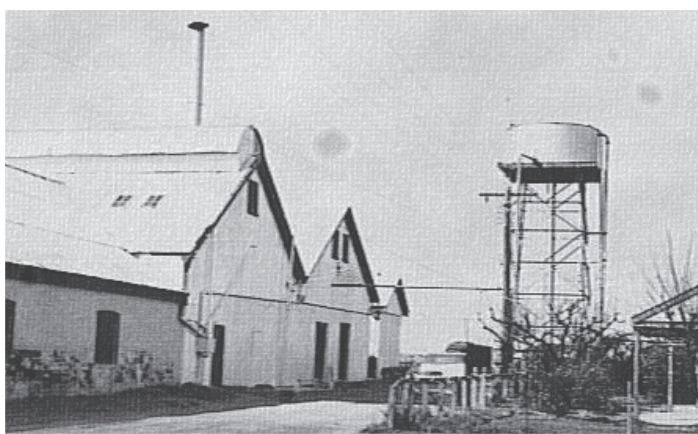


Psyche Pump Station was built in 1891 by the Chaffey Brothers to meet the needs of the irrigation settlement. Water was pumped from the Murray River to Kings Billabong and then distributed throughout the area via a series of channels. The steam-powered pump



was replaced in 1959 by an electric pump. The original pump house still stands at Psyche Bend, complete with the restored original pump, and is the oldest pump configuration of its type in the world. The steam-powered pump operates on key holiday weekends and can be accessed via the Psyche Pumps Nature Walk, which follows the Kings Billabong Nature Walk, ending at Psyche Pumps.

Chateau Mildura



In 1888 the Chaffey brothers planted 150 acres of wine grapes on their Belar Avenue property Chateau Mildura commencing the region's wine industry. Chateau Mildura became part of Mildura Wines, then later Mildara Wines; specialising in the production of brandy and sherries until

the late 1990s. In 2002, the property was purchased by a local horticulturist who has taken the historic complex back to its original purpose of table wine production. It houses a museum containing a unique collection of wine related items.

Merbein Chaffey Links

Starting from the Merbein Rotary Lookout at the top of the white cliffs, which are a unique geological feature and the district's highest point, to the right are Victoria's first Government owned irrigation pumps, at the left is Pioneer Plantation

through which you can follow Blandowski Walkway. The walk passes the distillery/winery that was established by WB Chaffey in 1913 and where he sadly collapsed and died in 1926. The original Mildura Distillery is heritage listed. The sandstone walk takes you to the internationally recognised scientist's campsite of 1857, known as Chaffey Landing. Grape spirit was once loaded from here on to paddlesteamers.



Langtree Hall

A privately owned museum has a stunning collection of district memorabilia. Originally situated in Langtree Avenue, the Langtree Hall was Mildura's first public hall built in 1889. It was a venue for many important events in Mildura's early history.



Mildura Club



W.B. Chaffey was the longest serving President of the Mildura Club. He was President during the time of the Clubs three homes, overseeing the erection of the current premises which he opened as Mayor of Mildura in 1920.



Big Lizzie



Apart from its size, the most amazing feature of Big Lizzie are the 'dreadnaught' wheels, designed by Frank Bottrill to allow it to carry heavy loads across sandy terrain. Arriving in 1917, it first worked in the Merbein area carrying wheat and

wool. Later, it was used to clear land for the Red Cliffs First World War Soldier Settlement. In 1971 it was returned to Red Cliffs and restored for the Golden Jubilee. It is now on display in Barclay Square.

Chaffey Trail Sites



The Chaffey Trail currently consists of 12 sites. During the consultation process for the new strategic plan, it was identified that more locations may be relevant for inclusion in the future. Developing a consistent process for the identification, documentation and inclusion of future sites and items of historical significance will enable the preservation of our unique cultural heritage. This is detailed further in the strategic framework under 'Sustainability' on page 22.



Current Sites

- | | |
|------------------------------------|-----------------------------------|
| 1. Mildura Station Homestead | 7. Psyche Pumps / Kings Billabong |
| 2. Mildura Homestead Cemetery | 8. Chateau Mildura |
| 3. Rio Vista Historic House | 9. Merbein Chaffey Links |
| 4. Lock 11 and Mildura Weir | 10. Langtree Hall |
| 5. Mildura Wharf / Port of Mildura | 11. Mildura Club |
| 6. Mildura Grand Hotel | 12. Big Lizzie |

Chaffey Trail Map



Strategic Plan Development



Method

The Knowledge Centre conducted the first stakeholder engagement workshop with The Chaffey Trail Reference Group to ask the questions “What is working well?” and “What can be improved?”. During this session, key stakeholders of the Chaffey Trail were identified and then invited to attend subsequent stakeholder engagement workshops. Those unable to attend the additional workshops were invited to provide comments via an online survey. An education specific survey was also designed and delivered to schools.

The stakeholder engagement workshops enabled multiple stakeholders to anonymously provide over 700 responses across the four categories of the previous Chaffey Trail Strategic Plans. All responses were recorded verbatim, sorted, themed and the data used to inform this strategic plan. The reports containing this data are detailed on page 23 and are available upon request.

Analysis

Responses to the Chaffey Trail Key Stakeholders workshops and Surveys were sorted to create an affinity diagram which highlighted 12 key themes across four main areas.

These themes, which include those identified in previous strategic plans, build a new framework for the 2019 - 2022 Chaffey Trail Strategic Plan.

The Chaffey Trail’s Vision, Mission and Purpose were also defined using the data collected at the workshops and during the surveys. This collaborative approach to developing the statements ensured all views were reflected in the statements.

Strategic Framework



The new framework of The Chaffey Trail Strategic Plan incorporates the previous strategic plans and extends on the information provided by key stakeholders during the consultation process. The four key areas, (Partnerships and Support; Tourism; Education; and Sustainability), form a solid foundation to build a future of The Chaffey Trail that aligns with the ideas and needs of key stakeholders.



Partnerships and Support

*Partnerships and Support
Access and Infrastructure
Signage*



Tourism

*Tourism
Marketing and Promotion
Marketing Material*



Education

*Education
Activities and Events
Utilising Technology*



Sustainability

*Sustainability
Future Directions
Preservation*

Our Vision



*...is to provide an engaging educational experience
that promotes our vibrant and iconic history
to visitors and locals*

Our Mission



*...is to work together to promote
our history as an engaging experience
for visitors and locals*

Our Purpose










*...is to promote the story of our heritage,
to educate our community and to attract
visitors to our region*



Partnerships and Support

Our Strategies	Our Goals
Partnerships and Support	We will establish links with new and existing sites, local businesses, education providers, schools, community groups, Traditional Owners and Council to support and enhance the Chaffey Experience
Access and Infrastructure	We will work with key partners to ensure accessible infrastructure and resources for all new and existing sites
Signage	We will maintain relevant signage at all suitable locations

Our Actions	Year 1 2018/19	Year 2 2019/20	Year 3 2020/21	Year 4 2021/22
We will establish formal partnerships to provide a sustainable educational and tourism experience that respects our Traditional Owners, aligns with the MRCC Arts, Culture and Heritage Strategy 2016-2020 and the current Victorian School Curriculum				
We will advocate for sites to be accessible at suitable times for all abilities, regardless of the weather				
We will collaborate with key stakeholders to introduce and maintain relevant signage at all new and existing sites				

Other Relevant Documents...

The MRCC Arts, Culture and Heritage Strategy 2016 - 2020

The Reconciliation Action Plan 2017 - 2020

The VCAA Victorian Curriculum (Foundation - 10)

Chaffey Trail Operational Plan (To be developed)



Tourism

Our Strategies	Our Goals			
Tourism	We will partner with key stakeholders to provide a unique tourism experience for both domestic and international visitors to our region.			
Marketing and Promotion	We will actively seek opportunities to market and promote our unique tourism experience			
Marketing Material	We will provide a current website and marketing material for all new and existing sites			

Our Actions	Year 1 2018/19	Year 2 2019/20	Year 3 2020/21	Year 4 2021/22
We will create a marketable tourism experience for our region				
We will utilise various media to promote our unique tourism experience to a variety of audiences				
We will collaborate with key stakeholders to provide relevant brochures and maps				
We will ensure our website, tools and resources reflect the needs of our key stakeholders				

Other Relevant Documents...








The Chaffey Trail Style Guide 2010

Visitor Information Strategy 2017 - 2021

Chaffey Trail Operational Plan (To be developed)



Education

Our Strategies	Our Goals			
Education	We will collaborate with educational providers to deliver educational resources and activities that align to the VCAA Victorian Curriculum (Foundation-10)			
Activities and Events	We will provide activities and events for visitors and locals to celebrate and learn about our history			
Utilising Technology	We will utilise technology to complement and enhance educational experiences			
Our Actions	Year 1 2018/19	Year 2 2019/20	Year 3 2020/21	Year 4 2021/22
We will collaborate with educational providers to deliver Mildura Day activities, educational resources and programs for schools and students that align with the VCAA Victorian Curriculum (F-10) as informed by the Australian National Curriculum				
We will provide community based activities and events with an educational focus for schools, visitors and locals				
We will investigate how technology can be utilised to enhance the Chaffey Experience				













Other Relevant Documents...

The VCAA Victorian Curriculum (Foundation - 10)
 MRCC Events Strategy
 Chaffey Trail Operational Plan (To be developed)



Sustainability

Our Strategies	Our Goals
Sustainability	We will source a wide variety of funding opportunities, create key partnerships and record key processes to ensure a sustainable future
Future Directions	We will actively engage with key education, business and tourism stakeholders to develop strategies and plans for the future
Preservation	We will identify and preserve our stories and our local heritage

Our Actions	Year 1 2018/19	Year 2 2019/20	Year 3 2020/21	Year 4 2021/22
We will actively seek funding from a wide variety of sources				
We will identify and record key processes to measure and monitor our success				
We will create a succession plan for key roles within the reference group				
We will collaborate with key stakeholders to develop future strategies and plans				
We will actively identify and advocate for the preservation of sites, persons, relevant stories and items of historical significance.				

Other Relevant Documents...

Chaffey Trail Reference Group Terms of Reference
Chaffey Trail Operational Plan (To be developed)

Appendices



Other documents published throughout this process include:

- The Chaffey Trail Reference Group Key Stakeholder Workshop Report - 25 June 2018
- Key Stakeholder Workshop One Report - 17 July 2018
- Key Stakeholder Workshop Two Report - 23 July 2018
- Key Stakeholder Survey Report - 1 August 2018
- Key Stakeholder (Schools) Survey Report - 1 August 2018
- The Chaffey Trail Full Data Themed Report - 2 August 2018



Chaffey Trail
commemorative plaque
featuring
George Chaffey
(1848 - 1932)
Located at Nowingi Place
S34°11.069 E142°10.320



The Knowledge Centre
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