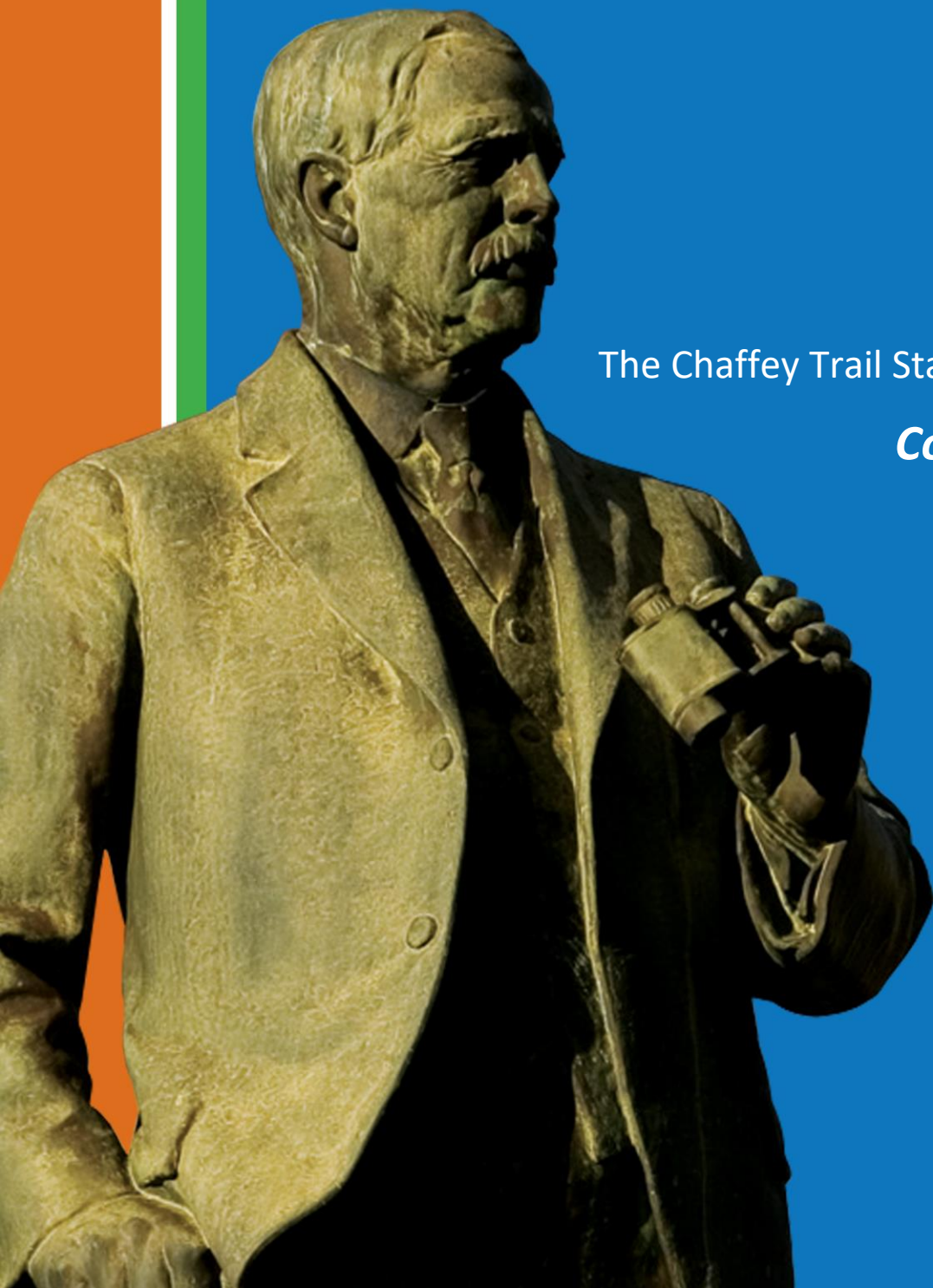


THE CHAFFEY TRAIL

Mildura ~ Australia's First Irrigation Colony

STRATEGIC PLAN
2018 - 2022



The Chaffey Trail Stakeholder Engagement

Consultation Report

2nd August 2018

The following report has been prepared by The Knowledge Centre and includes all responses collected during the stakeholder engagement sessions and surveys for the Chaffey Trail Strategic Plan update 2018-2022. The views expressed in this document are of the workshop participants and survey respondents and are presented verbatim with the exception of corrections of spelling and grammar.

The Chaffey Trail Stakeholders Engagement Consultation Report

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Introduction

The existing Chaffey Trail strategic plan was developed in 2008 and had been revised in 2009 and 2012. The new document will be developed with the scope to provide strategic direction for the next four years. Through a rigorous literature review, The Knowledge Centre aims to maintain the integrity of the existing documents and to consult with all identified Key stakeholders to develop the new Strategic Plan.

About the Chaffey Trail Reference Group

The Chaffey Trail Reference Group was established to support the Chaffey Trail. 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. As the Key Stakeholders of the Chaffey Trail, The Chaffey Trail Reference Group were invited to attend an exclusive strategic planning workshop held on 25th June 2018 at the Carnegie Centre in Mildura. Further workshops will be held to encapsulate the feedback from other stakeholders of the Chaffey Trail.

About the Knowledge Centre

The Knowledge Centre submitted a successful tender with Mildura Rural City Council to partner with the Chaffey Trail Reference Group to update their Strategic Plan. The Knowledge Centre is a family business whose principal consultant has experience in Stakeholder Management, Community Engagement, Workshop Facilitation and Developing Strategic Plans. Kellie holds several relevant qualifications and has successfully complete a Master of Business Administration, a Graduate Certificate of Professional Accounting, an Advanced Diploma of Management and a Certificate IV in Training and Assessment. Kellie is supported in her role by Tim, (an autodidact graphic designer); Kaitlyn, (an English major who excels in proof-reading and editing); and Emma-Lee, (a keen photographer).

Method

The Knowledge Centre conducted the first stakeholder engagement workshop with The Chaffey Trail Reference Group using a modified version of their “From Issues to Action” workshop. This workshop utilises the ‘Plus/Delta’ continuous improvement tool to ask the questions “what is working well?” and “What can be improved”. During this workshop, Key stakeholders of the Chaffey Trail were identified and invited to attend stakeholder engagement workshops.

The Stakeholder engagement workshop enabled multiple stakeholders to anonymously provide responses to the plus/delta questions across the four categories of the existing Chaffey Trail Strategic Plan. All responses are provided, verbatim, in this report under the themes they have been allocated to.

Often, a comment is complex and requires multiple themes to capture the intent of the respondent, as such some comments are repeated under different themes.

Results

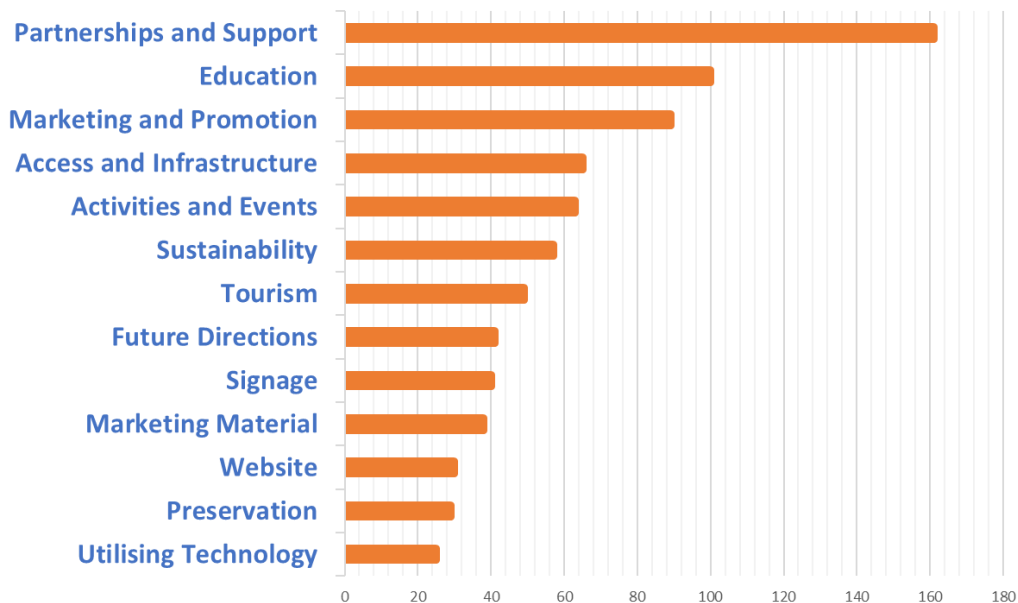
The Chaffey Trail Key Stakeholders workshops and Surveys have provided over 770 responses. Separate reports have been provided that reflect the responses to the questions ‘What is working well?’ and ‘What can be improved’ across the four focus areas of the previous strategic plan.

This report allocated responses to their respective themes to build the framework of the new strategic plan. It is proposed the new strategic plan focus on four key areas; Partnerships and Support, Education, Tourism and Sustainability. These focus areas will provide the foundation for the thirteen key themes that emerged during the consultation sessions. These themes are summarised on page five of this document. The following charts on page four demonstrate the data collected overall as well as the data collected at each individual workshop and survey.

Results

OVERALL THEMES

according to ALL Contributing Key Stakeholders



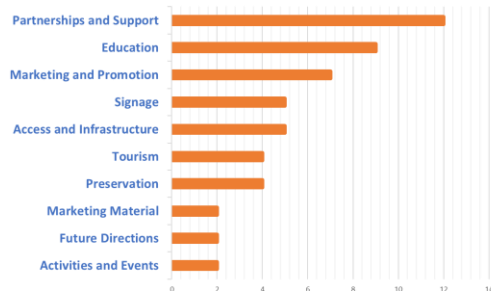
OVERALL THEMES

according to the Chaffey Trail Reference Group



OVERALL THEMES

according to The Chaffey Trail Stakeholder Survey



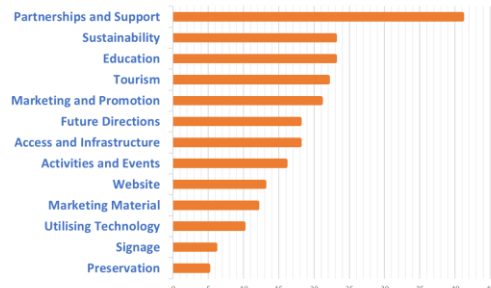
OVERALL THEMES

according to The Chaffey Trail Stakeholder Reference Group One



OVERALL THEMES

according to The Chaffey Trail Stakeholder Reference Group Two



Emerging Themes

Over 700 responses were collected and themed during the consultation process. Thirteen key themes emerged during the Stakeholder engagement sessions which include the original four areas of the previous strategic plan. Similar themes were amalgamated into four key areas as outlined in the proposed strategic framework below.



Partnerships and Support

Partnerships and Support

Access and Infrastructure

Signage



Tourism

Tourism

Marketing and Promotion

Marketing Material

Website



Education

Education

Activities and Events

Utilising Technology



Sustainability

Sustainability

Future Directions

Preservation

Themed Responses

Access and Infrastructure

- 12 sites already on trail
- 12 sites easy to get to
- 5 walking drives, 5 self drives, brochure developed and online
- Access
- Access during summer at nights can be restored at psyche pumps when eradication programs
- Access for tourist - brochure 5,000 a year
- Access road to Psyche Pumps needs to be 'all-weather' and maintained
- Access to Driving Trail Book. Here is it available for purchase?
- Access to psyche pumps
- Access to sites, many sites 24/7 (Lock & weir, Merbein, Mildura Station Homestead, Cemetery, Wharf)
- Accessibility to Psych Pump
- Adding additional sites to grow Chaffey Trail
- Adding new sites such as Lake Ranfurly, Ranfurly Park, Blandowski and Chaffey Landing at Merbein, Old Irymple Township all managed by Council.
- Additional resources to assist with conservation of sites and collections to improve access and display
- Auslan and Braille resources not used - question ROI (Return on Investment)
- Auslan and Braille resources not well utilised, if at all
- Auslan interpretation at 9 sites
- Availability of site
- Better access for all abilities, some sites are off road etc
- Better opening times for some sites. i.e. Psyche Pumps, Langtree Hall, Chateau Mildura
- Big Lizzie seems to be working well. Good access and good parking available
- Braille site interpretation at MVIC for 9 sites
- Bus connection to sites / tour
- Bus tours (at a nominal price) of the Chaffey Trail sites both for local and tourists could help. May need to be held over two days.
- Cross promotion of access data available 'walk in harmony'
- Existing sites in reasonable condition
- Generally good access to most sites
- Good curriculum documents readily accessible and used by local schools
- Great use of information technology e.g. hearing and visual
- Improved access to Chaffey Trail, Physical access to sites, Braille opportunities
- Improved knowledge of site needs and existing infrastructure
- Increase opening times for Psyche Pumps
- Increased focus on original irrigation infrastructure
- Invest in additional infrastructure to build the attraction - Homestead, Mildura Riverfront
- Investigate virtual tours of inaccessible sites (Mildura winery) Merbein
- Investment in access - Roads, parks
- Mildura Weir. In the past, everyone had access to the weir, and even with a railing on one side only, were allowed to walk across. Ways to again allow similar access should be investigated.
- Most heritage sites are well presented

- Need for hero products, Museum, opening of old Mildura Homestead as a 'Museum'.
- Opening hours - as it is, they are very limited
- Physical access to several sites
- Psyche Bend Historic Pump Displays
- Psyche Bend Pump Display
- Psyche only open few days per year. To be a tourism offering needs to be more regular
- Psyche pumps road
- Psyche Pumps. It's time for the access road to be upgraded, so that is possible after rain
- Quick codes at all sites for Auslan interpretation
- Responsibility for access/ safe access to sites
- Restricted access to sites. Public need to understand some sites are still working assets
- Rio Vista Chaffey Home Museum
- River access / Wharf at Psyche Pumps
- Road to Kings Billabong not good
- Road to Psyche Bend all weather
- Safety and security of sites, Psyche, Homestead
- Seek further advice from cultural heritage about the sites. For access and understanding of development implications
- Site access for all abilities (except Psyche Pump down to pump level) Not possible
- Site Plan Development. New and existing
- Sites are in one town
- Sites have been identified, are known.
- Some sites are difficult to access or are closed at certain times
- The chosen sites help to tell the Chaffey story
- The creation of the trail, linking to the unique history of the region
- The trail is district wide with support of brochures and maps etc
- Transport to attraction
- Wharf at Psyche Pumps
- Wheelchair friendly
- Whose role is to provide access and infrastructure, given many sites have different owners, e.g. private parks council
- Working site

Activities and Events

- A dedicated tours and school tours
- Augmented reality - visually having daily 'activity' somewhere 'Telecam screen' with viewing of Chaffey Trail sites. Story educating extra workstation
- Bus connection to sites / tour
- Bus tours (at a nominal price) of the Chaffey Trail sites both for local and tourists could help. May need to be held over two days.
- Collective Community Programming
- Community engagement to embrace all and educate with 'diversity'
- Dedicated or on request tours of trail
- Dedicated tours for visitors two times a week
- Develop a regular walking tour of city centre sites. Extra points if guided!
- Develop a walking tour with guides for the city area
- Educate through 'olden day props', Washing board, Coal iron, Tin trunk, Cooking materials, Olden day games
- Educational officer visiting schools
- Events at different sites at different times of year
- Excellent program and resources developed
- Expand local history excursions with volunteers
- Focus should be on promoting/developing a tourist/historical asset
- For children, questions hidden along Chaffey Trail with answers available
- Geocache applications
- Given attendance at Mildura Day was approximately 50 people, are we promoting/marketing the right attractions (more on trail, less on Mildura Days)
- Guided tours for sites like Rio Vista works well.
- Have an education 'expert' deliver storyline to schools
- Include school children in Mildura Day Celebrations. Maybe act out Riverfront to highlight the tool
- Individual video story, Engagement with props, Vests, Aprons for 50 children (2 classrooms)
- Interactivity of education tools to better engage young people
- Jaffle day and Pioneer day
- Make more of Mildura Day. public holiday?
- Many families with aims of Mildura Day
- Many props for schools – games, Egg and spoon races, Sack races, Skipping ropes
- Marketing Mildura Day
- Mildura Day attendance awareness
- Mildura Day Budget should be focused on educating with schools
- Mildura Day celebrations
- Mildura Day celebrations reaching more people
- Mildura Day could be more inclusive and better embrace pre-settlement
- Mildura Day does not engage the community
- Mildura Day doesn't attract tourists to town, numbers of locals dwindling each year
- Mildura Day exclusive event aimed at small interest group
- Mildura Day focus needs to be completely shift to be an education open day instead of a get together for the Chaffey Trail Reference Group
- Mildura Day growing all the time

- Mildura Day has become a successful focus for Chaffey Trail sites and events and is becoming better known
- Mildura Day holiday? Turn it into municipality - wide celebration
- Mildura Day not successful. Caters mainly to those already associated with trail. Is not a big draw card with visitors or many locals.
- Mildura Day numbers are dwindling. Focus needs to shift to education and being more inclusive
- Mildura Day promotion
- Mildura Day should be a school event - major lost opportunity
- Mildura Day should be education based for schools. Not the current format
- Mildura Day shouldn't be the key activity in current format. Should be celebration of history for all with focus on schools
- Mildura wharf presentation
- Monitory of activity - How many sessions, who, when
- More focus given to the Chaffey Trail as a tourism product, less on events that don't engage
- Museum with nightly plays / storyline of the 'early beginnings' of Mildura i.e. Story of Alfred Deakin, Chaffey Bros, DeGaris, Lord Ranfurly
- Need to review focus of Mildura Day - is this best use of resources for an event attracting limited audience
- Nightly features for 'film viewing'
- Paid promotions and advertising budget
- Possible tours of off-limit sites (by appointment)? - Access to LMW sites is restricted to the public
- Psyche pumps committee oblige all opportunities, School visits, Conference visits, Open days, Education as a whole
- Regular (perhaps monthly) bus tours arranged to visit several sites - in conjunction with motels and Visitor Information Centre
- Site tours
- Some sites are great stand alone attractions, e.g. Rio Vista
- Some sites have detailed significance and conservation programs in place, such as, Rio Vista conservation management plan
- Tell more personal stories of life and the development of various attractions
- The Chaffey Trail has been working well with the limited resources that have been made available in the past 40 years and should be enthusiastically continued into the future. The Mildura Day events have and are a great platform to build on and also Psyche Bend Chaffey Pumps History has been increasingly realised as a World Recognised asset to Mildura's History. Jaffle Day and Historic Pioneer events have been wonderful and should continue to be promoted to School Children as well as Adults.
- Yearly calendar

Education

- Additional resources to support the delivery of education programs
- All students should be involved in the study of the political, engineering, agricultural and social history of the area, using the Trail as a checklist
- Augmented reality - visually having daily 'activity' somewhere 'Telecam screen' with viewing of Chaffey Trail sites. Story educating extra workstation
- Auslan and Braille resources not used - question ROI (Return on Investment)
- Bob needs additional educators to support
- Children are delivering positive message to family adult members and others
- Children are engaged
- Community engagement to embrace all and educate with 'diversity'
- Confusion re physical vs meta-physical nature of trail
- Could schools be more involved in education
- Could we involve adults more e.g. Learning Institutions UA3 etc
- Create and develop the website with digital resources and education platform
- Curriculum (schools)
- Develop a dosha of trained educators - through a volunteer program. Develop
- Develop a strategy for linking more with educational providers
- Develop resources that continue to engage students, using technology to tell the story
- Developing new programs - Digital to deliver Education Programs
- Do the current tools align with curriculum given it often changes
- Educate over 1,000 students each year = through school visits, Mildura Day in class learning and excursions
- Educate through 'olden day props', Washing board, Coal iron, Tin trunk, Cooking materials, Olden day games
- Education and school involvement valuable - through
- Education in Primary Schools for generational understanding
- Education program is an excellent Chaffey Resource
- Educational officer visiting schools
- Engagement of schools, Ranfurly, The Lake, Sacred Heart, Christian School, Mildura South, Holy Trinity Lutheran
- Ensure that ppl on the trail are aware that some sites are still "working" and there is restricted access
- Excellent program and resources developed
- Excellent volunteer guides to support school visits
- Fulltime school liaison officer appointment funded by DET
- Get schools involved in maybe videoing the sights of the Chaffey trail to go on the website. Use schools to make a story about the Chaffey Trail and try to win some coverage through film.
- Good curriculum documents readily accessible and used by local schools
- Have an education 'expert' deliver storyline to schools
- How do you tell the whole story?
- I do not know enough about the success or otherwise of the Chaffey trail to be able to comment.
- Individual years of history
- info on how pumps and the infrastructure are used today. E.g. irrigation, environmental watering
- Interactivity of education tools to better engage young people
- Involve school leaders in developing future strategies

- Involve the Schools with the Chaffey Trail and encourage more
- I think there is a need for the younger members of the community to be involved. The passion and knowledge could be lost over time
- It is available to all district schools so the children are learning about the whole history
- It is getting local students involved in local history
- Kids are the future. Get them engaged early is critical
- Lack of recognition of curriculum by community
- Links to stakeholders to assist in the promotion. LMW existing education program
- Local people are consulted and supportive of the education program. Broadens the presentation
- Local primary school participation
- Many props for schools – games, Egg and spoon races, Sack races, Skipping ropes
- Mildura Day Budget should be focused on educating with schools
- Mildura Day focus needs to be completely shift to be an education open day instead of a get together for the Chaffey Trail Reference Group
- Mildura Day numbers are dwindling. Focus needs to shift to education and being more inclusive
- Mildura Day should be education based for schools. Not the current format
- Mildura Day shouldn't be the key activity in current format. Should be celebration of history for all with focus on schools
- More focus on promotion of trail as a major tourist asset/historical site will help educate community
- More information on the influence of the paddle steamers
- More information per site
- Need a clear Ed Plan
- Need to attract more student group as does Swan Hill, Sovereign Hill
- Online tool easily accessible for parents / students and teachers
- Part of school curriculum
- Pleases with student groups having an excursion to, for example the Carnegie Centre, but we would like more
- Primary school program working well. Need to develop a program to 'educate' the local residents
- Promotion of the Trail in accommodation areas, expand the educational aspects in schools
- Psyche pumps committee oblige all opportunities, School visits, Conference visits, Open days, Education as a whole
- Publications - and dates - get good use in most schools. Students like way of involvement e.g. games, dressing up, working with early implements
- Reaching many schools in area
- Resources are being built up to support schools
- Resources are there for all to use
- School Children Should be encouraged to be proud of Mildura's Chaffey History. The last Historical Society day had surprise visits by School children who made their special presentations to all present, what a proud moment that was.
- School Education folder
- School education program
- School Excursions / Tours. Are they happening?
- School holiday promotion
- School interaction with reference groups - Talks / Presentations
- School Materials available online
- School Program - Bob Walton Programs

- School program available asset - no primary school should miss participating in the available opportunities
- School program is having impact
- School program, ran by Bob is a great program
- School programs working well. May need more hands on practical experience of life experiences at the time of the Chaffey's ie: 1880's
- Schools are calling for help when needed
- Schools are moving to more in-depth programs
- Senior education
- Students are taught to enjoy research and result of research
- Students more knowledgeable than parents
- Telling the story
- The Chaffey Trail has been working well with the limited resources that have been made available in the past 40 years and should be enthusiastically continued into the future. The Mildura Day events have and are a great platform to build on and also Psyche Bend Chaffey Pumps History has been increasingly realised as a World Recognised asset to Mildura's History. Jaffle Day and Historic Pioneer events have been wonderful and should continue to be promoted to School Children as well as Adults.
- The course at LaTrobe needs to again include a course on local studies for trainee teachers
- The Education officer does an excellent job in schools
- The National Curriculum is supporting local historical studies
- The resource manual is being used by schools
- There are several schools deeply involved - work on the rest
- There is a education program
- There is a need for more support for schools
- There is a need to move into secondary schools
- Tools - 100 page developed manual for teachers / students sent to 47 local primary schools
- Try reaching more schools
- Update website to make more user friendly as an education tool

Future Direction

- Access to Driving Trail Book. Here is it available for purchase?
- Add the next step include the next generation of "Chaffey Trail" the migrants and the multinational people who call the Chaffey Trail home
- Alignment with Councils Arts and Heritage strategy, should it be stand alone?
- Always need for development - but must be strategically aligned
- Chaffey Engine No 1 (opp JC Park) is ignored by both Chaffey Trail (No 13?) and Riverfront!
- Chaffey Trail' as a tourism product
- Chaffey Trail to expand - and so it should
- Chaffey's had the best vision - lets build on it and provide stimulus and engagement for our community
- Concept of trail and how it works
- Could be limited by the word "Chaffey" should be a local history Trail/s
- Develop a walking tour with guides for the city area
- Developing product in line with strategic focus, i.e.: "visitors attraction"
- Focus should be on promoting/developing a tourist/historical asset
- How do we make Chaffey Trail:1. Appeal to visitors, 2. Access Market, 3. Attract visitors, 4. retain visitors
- How sites are chosen - is there a standard process
- I'm not sure of what the future plans are
- Involve school leaders in developing future strategies
- Membership of group should be reviewed, who are the correct stakeholders should it be expanded?
- Mildura Day Budget should be focused on educating with schools
- Mildura Day focus needs to be completely shift to be an education open day instead of a get together for the Chaffey Trail Reference Group
- Mildura Day should be a school event - major lost opportunity
- More holistic approach for the Trails in future. Bringing all the key stakeholders to the table to develop the direction
- More sites could be added in the picture. E.g. Wentworth, Deakin Ave, Riverfront
- Need clearer direction on purpose, e.g. is it trail specific or Chaffey history
- Need for hero products, Museum, opening of old Mildura Homestead as a 'Museum'.
- Need to review focus of Mildura Day - is this best use of resources for an event attracting limited audience
- Needs to be developed into a funky, new, exciting tourism product with historical background
- Re-evaluation of focus of Chaffey Trail Reference Group needed
- Refresh of review of who is represented on the reference group
- Should be under Arts and Culture and part of the overall strategy
- Strategic focus. What is the focus?
- Succession planning for group
- The Aplon application Tablet at the Alfred Deakin Centre needs to be fixed and moved to a more appropriate spot within the centre
- The Chaffey Trail should sit under the Heritage/ Arts
- Told at the Tourist Office that the riverfront and the Chaffey Trail are two different things! Really?
- We need to be included in the Tourism Marketing Plan
- What about the little talked about Pioneer Women who supported the Pioneer Chaffey men?

- What does success look like for the Chaffey Trail ? What is the vision that engages it, etc?
- What is needed? - Engagement, - Story (marketing), Resources, Product development
- What is the gap between what is and what needs to happen?
- What is the Value proposition?

Marketing and Promotion

- 5 walking drives, 5 self drives, brochure developed and online
- Advertising
- Audience is poorly defined and compromises messaging /content
- Augmented reality - visually having daily 'activity' somewhere 'Telecam screen' with viewing of Chaffey Trail sites. Story educating extra workstation
- Augmented reality at all sites is great - but people don't understand how to use app
- Augmented Reality Invite Tim Gentle to look at how we can do some Marketing and Promotion on the Chaffey Trail
- Banners, brochures
- Better advertising for the evening event on Mildura Day
- Build better partnership with media to promote trail
- Business Involvement with the Marketing would be advantages to encourage visitors to take an interest in Mildura and its history, this would encourage competition between traders to take it to another level of promotion.
- Chaffey Engine No 1 (opp JC Park) is ignored by both Chaffey Trail (No 13?) and Riverfront!
- Chaffey Trail could have a regular media releases
- Change the name of the trail to be more broad as it takes many people with leadership to make a town.
- Confusion re physical vs meta-physical nature of trail
- Council is helpful with printing updates and adding material
- Desire to expand and promote
- Distribution of brochure to other sites and attractions
- Do we market the Chaffey Trail on the Melbourne to tourists? As something else to do whilst here. So we have this info available on boat?
- Ensure that ppl on the trail are aware that some sites are still "working" and there is restricted access
- Excellent opportunity for promotion
- Expansion of site information
- Get schools involved in maybe videoing the sights of the Chaffey trail to go on the website. Use schools to make a story about the Chaffey Trail and try to win some coverage through film.
- Getting locals more on board to promote
- Given attendance at Mildura Day was approximately 50 people, are we promoting/marketing the right attractions (more on trail, less on Mildura Days)
- Goal - All 'Mildura' residents should be familiar with the Chaffey Story
- Good basic brochure
- Good promotion through local media
- How do we make Chaffey Trail:1. Appeal to visitors, 2. Access Market, 3. Attract visitors, 4. retain visitors
- How do we tell the story about the Chaffey Trail to the world
- How to get public more interested (adults and students)
- Information
- Interpretation displays that have been developed, display at sites perhaps online
- I really only knew about it from Julie Jewell at a team meeting, so I think any increased marketing and promotion would be an improvement
- Lack of branding consistency causes disjointedness
- Lack of recognition of curriculum by community
- Links to destination tourism marketing, i.e. MRD

- Look at a Marketing campaign via Social Media
- Map and marking of sites at Wharf
- Maps on bollards on riverfront list no aspects of Chaffey Trail
- Marketing concepts
- Marketing Mildura Day
- Marketing missing the mark at the moment, more promotion of trail not events that don't engage
- Marketing needs to extend past Mildura Day
- Marketing plan clear
- Maybe a quiz (with a prize) in our daily newspapers would help to at least make our locals more aware of our Chaffey Trail
- Maybe the cinema could advertise
- Mildura Day does not engage the community
- Mildura is Australia's first irrigation colony - promote on point of difference
- More awareness on the Tools and what is available
- More could be done to encourage locals to at least visit the Chaffey Trail sites. Many locals hardly identify with the Chaffey Trail
- More info onto social media
- More needs to be done to educate older residents
- More on Facebook and Twitter to get to new markets
- Need for a continuing public news items relating to the Chaffey Trail
- Need for a dedicated media officer
- Need more media around the Trail. Offer media outlets a chance of a tour
- Need more media coverage around school engagement, its success.
- Need to determine the purpose of Trail and collateral and target segment
- Need to increased presence - awareness, selling of the product
- Need to upgrade marketing materials
- Needs to have more detail than the brochure i.e. Discovery Guides
- No market and promo of the trail outside of Mildura Day
- Not enough in local media
- Not enough paid advertising around Trail. Budget needed
- Opportunities to connect with sites to develop interpretation programs with consistent messaging
- Paid promotions and advertising budget
- Primary school program working well. Need to develop a program to 'educate' the local residents
- Product needs to be simplified and reworked for modern platforms; inactivity, digital
- Promoting through VIC
- Promotion that what was established is still being used today "the foresight"
- Provide brochures to accommodation venues to distribute
- Publicity
- Rio Vista and supporting staff videos
- Sites have been identified, are known.
- Story not is a format that is engaging
- Style guide needs work. Boring, old and not interesting
- Support from media for things like Mildura Day has been good
- Targeting of consumers
- Tell the stories behind the various sites. They were all developed by people from all walks of life, from the indigenous first people to the refugees of today
- The Chaffey name is well known locally

- The fact that we have printed material to share with people
- The 'Mildura' district should be known as The Chaffey Dream
- The posters are good, but many people, I am sure, would like a lavishly illustrated book
- There are several schools deeply involved - work on the rest
- Tourist office and staff promotion excellent
- Visitors Centre appears to be working well. The films (movies) being shown are good
- What is needed? - Engagement, - Story (marketing), Resources, Product development
- Work with sites to develop a marketing and communications strategy

Marketing Material

- Access for tourist - brochure 5,000 a year
- Better brochure to be developed as a tourism product
- Braille site interpretation at MVIC for 9 sites
- Brochure
- Brochure a good introduction
- Brochure and trail is a great resource
- Brochure good starting point
- Brochure is good
- Brochure needs a freshen up
- Brochure/Web outdated old style. Needs major revamp
- Brochures
- Brochures and flyers
- Brochures are easy to work with
- Brochures are good
- Brochures are well done
- Brochures great 12 sites
- Consider re-vamp of existing Tourist brochure. Is not particularly inspiring
- Current brochure well utilised through tourism and arts sites is a key selling point.
- Documentation and display in the Visitor Information Centre
- Existing information brochure
- Good brochure with guidance to sites
- Map on brochure could be improved to include all sites on a circuit route
- Map on outlying sites could be clarified better
- Marketing at comms is old, tired looking - visually unappealing
- Material is outdated and not engaging
- MVIC has Brochures, interpretations, film, and corridor of info on Chaffey's
- MVIC staff support the trail and utilise brochures
- Old and boring designs of website/brochures. Needs to be engaging
- Overall a great resource
- Publications
- Publications - and dates - get good use in most schools. Students like way of involvement e.g. games, dressing up, working with early implements
- QR codes available brochures on all sites from MVIC
- Quick codes at all sites for Auslan interpretation
- The style of the Trail Guide with the Blue Banner is good
- The trail is district wide with support of brochures and maps etc
- The video at the Tourist Info very good
- Tourist Office an excellent display and show
- We like how the brochure has images to support the text

Partnerships and Support

- A few of the promoted sites benefit financially others have a spin off in other ways
- Acceptance of our history - maybe not through council, but other community corporations i.e. 'Lower Murray Water'
- A few very dedicated individuals have fought hard to keep the heritage of the area important in the future of the region. Unfortunately some of these committed individuals have retired from the committee, putting the future of the project in doubt.
- Add the next step include the next generation of "Chaffey Trail" the migrants and the multinational people who call the Chaffey Trail home
- Adding new sites such as Lake Ranfurly, Ranfurly Park, Blandowski and Chaffey Landing at Merbein, Old Irymple Township all managed by Council.
- Additional resources to support the delivery of education programs
- Alignment with Councils Arts and Heritage strategy, should it be stand alone?
- Are there any other significant sites? Old Mildura, Mildura Winery
- Audit existing sites to determine needs
- Audit the sites
- Augmented Reality Invite Tim Gentle to look at how we can do some Marketing and Promotion on the Chaffey Trail
- Better links between heritage organisations
- Better opening times for some sites. i.e. Psyche Pumps, Langtree Hall, Chateau Mildura
- Better support from local media
- Bob - who does most of the education
- Bob needs a 2IC to learn and eventually take over
- Bob Walton
- Bob Walton is a gem. Powerful story tale
- Bob Walton, ex Principle works timelessly as Primary school local history educator
- Build better partnership with media to promote trail
- Bus tours (at a nominal price) of the Chaffey Trail sites both for local and tourists could help. May need to be held over two days.
- Chaffey Trail - Link with MAC and other sites for more active engagement
- Chaffey Trail Reference Group needs to be expanded to become more inclusive
- Chaffey's had the best vision - lets build on it and provide stimulus and engagement for our community
- Change the name of the trail to be more broad as it takes many people with leadership to make a town.
- Collective Community Programming
- Come on Council you are better than this, lets be proud leaders and take the Chaffey Trail further into the future and make it grow!
- Communication between sites
- Community engagement to embrace all and educate with 'diversity'
- Connections to the Arts, culture and heritage strategy 2016-2020
- Convivial site operators
- Could schools be more involved in education
- Could we investigate which sites believe the Chaffey Trail has increased attendance?
- Could we involve adults more e.g. Learning Institutions UA3 etc
- Council acknowledgement and support
- Council is helpful with printing updates and adding material
- Council recognition

- Council support
- Cross promotion of access data available 'walk in harmony'
- Dedicated Reference Group
- Dedicated reference group member
- Develop a dosha of trained educators - through a volunteer program. Develop
- Develop a strategy for linking more with educational providers
- Education and school involvement valuable - through
- Educational officer visiting schools
- Encourage the MRCC to accept the unique features of Mildura where the heritage of the area that has made Mildura the vital city it is needs to be acknowledged and incorporated in the future plans for the city. Respect and nurture the roots that have made the Mildura area the jewel it is, and incorporate the vision in future development
- Engagement involvement with community needed. Chaffey Trail seen as boring and for small cohort
- Ensure that ppl on the trail are aware that some sites are still "working" and there is restricted access
- Enthusiasm of group
- Enthusiastic group
- Excellent volunteer guides to support school visits
- Expand local history excursions with volunteers
- Extremely passionate members of reference group
- Fulltime school liason officer appointment funded by DET
- Get schools involved in maybe videoing the sights of the Chaffey trail to go on the website. Use schools to make a story about the Chaffey Trail and try to win some coverage through film.
- Getting locals more on board to promote
- Good communication between LMW and Local Historical Societies
- Good promotion through local media
- Great team - but recognise need to grow and develop
- Greater links between organisations dedicated to local heritage issues
- Greater support for History from Council
- Greater support from MRRC and Financial and Moral
- Greater use of Junior Ambassadors Program
- Guided tours for sites like Rio Vista works well.
- Have an education 'expert' deliver storyline to schools
- Having a reference group
- How do you engage with community (more than a select few) to make the Chaffey Trail Work?
- I haven't seen the trail in some years, so only have had reports from friends and the occasional communication with council staff connected to the project I developed to upgrade the Chaffey women's gravesite and commemorative garden
- Impacts on indigenous community - in terms of founding Mildura
- Involve school leaders in developing future strategies
- Knowledge by Stakeholder
- Library has excellent collection of research materials: books, folders etc
- Limited cross-promo is occurring be key stakeholders. Lack of interaction between agencies (MRCC - LMW)
- Link Chaffey Trail to Riverfront
- Linkage to riverfront story more obvious
- Links to destination tourism marketing, i.e. MRD

- Links to stakeholders to assist in the promotion. LMW existing education program
- Links/Leverage off existing trails (silo etc)- to encourage tourism
- List sites continues to expand
- Local people are consulted and supportive of the education program. Broadens the presentation
- Maybe include Renmark S.A. They also have same interesting sites
- Maybe the cinema could advertise
- Meetings of Chaffey Trail Reference Group always positive
- Membership of group should be reviewed, who are the correct stakeholders should it be expanded?
- Mildura - Upland Sister City has promoted The Chaffey Story for over 42 years
- Mildura is unique - our history, our links, our sister city
- Mildura Station Homestead. Needs to have a caretaker to ensure that all areas are open as tourists need them, and to ensure that no damage occurs
- More Chaffey Trail partners sites should be involved
- More holistic approach for the Trails in future. Bringing all the key stakeholders to the table to develop the direction
- More sites could be added in the picture. E.g. Wentworth, Deakin Ave, Riverfront
- Must forge links between Riverfront and Chaffey Trail (no river no Chaffey Bros)
- MVIC has Brochures, interpretations, film, and corridor of info on Chaffey's
- MVIC staff support the trail and utilise brochures
- MVIC support the trail. Huge asset
- Need for a dedicated media officer
- Need more 'Bobs'
- Need more cross Agency promotion and involvement
- Need to balance personal/business interests. i.e. some sites involve private businesses (Wharf, Mildura Club, etc)
- Need to expand Reference Group to give broader representation
- Need to include further sites i.e. Riverfront, Deakin Ave, Wentworth
- Needs support on MRD website
- Needs to be closer links with other organisations i.e. Sister City Association
- Needs to be greater connection between sites
- No mention of the Aboriginal Culture significance of these sites. i.e. Kings Billabong and how they worked with Chaffey Brothers
- Partner trail with local eateries to create ultimate tour experience
- Partnership with community groups
- Passionate and knowledgeable group
- Passionate group of volunteers. Knowledge bank is priceless
- People in our community value history and it has opportunity for empowerment of this community
- Plan for each site, i.e. What is the purpose
- Potential additional sites, Mildura winery site, "Old Mildura" Ranfurly Way
- Private and Commercial owned sites working together
- Project Officers have given excellent support to Reference Group
- Promotion of cultural significance of sites "Traditional owner acknowledgement"
- Reaching many schools in area
- Recognition of Traditional owners and their involvement in the development of the area
- Reference Group as a source of knowledge is working well
- Refresh of review of who is represented on the reference group

- Relies mostly on one person
- Rio Vista and supporting staff videos
- School interaction with reference groups - Talks / Presentations
- School Program - Bob Walton Programs
- School program, ran by Bob is a great program
- Seek further advice from cultural heritage about the sites. For access and understanding of development implications
- Senior history levels show almost no interest
- Seniors week involvement
- Sharing material with key stakeholders to share on their website/eNews/social channels - Pre-developed for easy use
- Sharing of info. E.g. Old drawing from FMIT
- Site accountability, opening and closing, staffing
- Site Plan Development. New and existing
- Support from all sites
- Support from media for things like Mildura Day has been good
- Team work
- The Chaffey Trail Reference Group works well as a team to promote the trail.
- The commentary on the PS Melbourne every day
- The course at LaTrobe needs to again include a course on local studies for trainee teachers
- The Education officer does an excellent job in schools
- The National Curriculum is supporting local historical studies
- The process that we are going through now - Inclusion of different organisations
- The Reference Group could be expanded to broaden interests
- The Reference Group works well together
- The working of the Trail committee with little enthusiasm demonstrated by the MRCC.
- There are plenty of clubs which could be better involved but they are not consulted (Rotary, Apex, Probus, Lions)
- There are several schools deeply involved - work on the rest
- There is a need for more support for schools
- There is a need to move into secondary schools
- Tie in further with sister cities. What are they doing
- Try reaching more schools
- Upland relationship
- VIC support Chaffey Trail
- Visitors Centre appears to be working well. The films (movies) being shown are good
- Volunteers. Create new data of interested persons through new methods
- Wealth of knowledge with in CTRG, needs to be captured/recorded and shared
- Whose role is to provide access and infrastructure, given many sites have different owners, e.g. private parks council
- Work with Mildura Rural City Council to activate the potential. Mildura Station Homestead
- Work with sites to develop a marketing and communications strategy
- Work with sites to update signage with new images or text to create and share current and relevant stories

Preservation

- Chaffey Engine No 1 (opp JC Park) is ignored by both Chaffey Trail (No 13?) and Riverfront!
- Could be limited by the word "Chaffey" should be a local history Trail/s
- Council Management understanding the importance of local history and the recording for our cultural development
- Documentation needs to be developed which captures knowledge of key reference group members
- Focus should be on promoting/developing a tourist/historical asset
- Funding to support the conservation and preservation of the collections/memorabilia
- Historical significance known for most sites
- Historical Society Displays
- History and story
- History gathering
- Investment in preservation - Buildings, facilities
- I think there is a need for the younger members of the community to be involved. The passion and knowledge could be lost over time
- Library has excellent collection of research materials: books, folders etc
- Mildura is Australia's first irrigation colony - promote on point of difference
- Mildura is unique - our history, our links, our sister city
- Opportunity to embrace pre-settlement
- People in our community value history and it has opportunity for empowerment of this community
- Reports and pictures from friends show that there is still a lack of attention to the health of some of the plantings at the site, and the need for replanting and better maintenance (watering?) of existing plants. I have also heard that the signage is looking a bit faded and possibly needs upgrading
- Research
- Sites are in tact
- Tell more personal stories of life and the development of various attractions
- The Aplon application Tablet at the Alfred Deakin Centre needs to be fixed and moved to a more appropriate spot within the centre
- The area around the Mildura Homestead, Cemetery should make to look better maybe even same areas of town
- There should be more status given to heritage
- Wealth of knowledge with in CTRG, needs to be captures/recorded and shared
- Were there any professional fishermen in this area in those days?
- Without Alfred Deakin meeting the Chaffey Bros - Mildura would not be as it is. Lets promote Mildura - Our unique heritage

Signage

- Apps for phones to access history of the site. Broader than what can be put on sign
- Better and maintained signposting and advisory boards for all features of the trail. Include the history of the region in the school curriculum.
- Change the name of the trail to be more broad as it takes many people with leadership to make a town.
- Detailed signage is a great interest point
- Failure to listen and acknowledge local input on position of signage and style of signs
- Good signage at key sites, Visitor Centre etc
- Great signage at sites
- Have continually improved interpretive signage at key sites
- Improve signage at sites. (LMW) linking to app and website
- Improvement of signage to include audio on sites to enhance the stories behind each site
- Investment in signage - directional, interpretive
- Lack of consultation with local history groups with text on signs
- Map and marking of sites at Wharf
- Maps on bollards on riverfront list no aspects of Chaffey Trail
- Merbein near winery not kept up to date - signage poor state
- Reports and pictures from friends show that there is still a lack of attention to the health of some of the plantings at the site, and the need for replanting and better maintenance (watering?) of existing plants. I have also heard that the signage is looking a bit faded and possibly needs upgrading
- Road signage is good at this stage
- Road signs
- Signage
- Signage
- Signage
- Signage
- Signage
- Signage at Langtree Mall, Mildura Club
- Signage at schools that we are a Chaffey Trail school! We care about our history
- Signage Chaffey House
- Signage design could be more modern
- Signage easy to identify the sites: information Board at each site
- Signage in the CBD of the shops' history to add to a walking trail.
- Signage on each site is great
- Signage to Kings Billabong could be improved
- Signage to the sites
- Signage to Wharf
- Signage when you get there is excellent
- Signage works as on site marketing
- Street directional signage, highlighting sites as part of the trail
- The signage works well to identify the sites
- Wharf signage
- Work with sites to update signage with new images or text to create and share current and relevant stories

Sustainability

- A few of the promoted sites benefit financially others have a spin off in other ways
- Add the next step include the next generation of "Chaffey Trail" the migrants and the multinational people who call the Chaffey Trail home
- Additional resources to assist with conservation of sites and collections to improve access and display
- Additional resources to support the delivery of education programs
- Applications for money for projects
- Auslan and Braille resources not used - question ROI (Return on Investment)
- Available finances to market
- Backing of Council
- Bob needs a 2IC to learn and eventually take over
- Bob needs additional educators to support
- Chaffey Trail' as a tourism product
- Consider costs and return on investment - What's the value of Mildura Day?
- Continue with younger generation with the view of them being interested in history at sites
- Council Management understanding the importance of local history and the recording for our cultural development
- Documentation needs to be developed which captures knowledge of key reference group members
- Each site must be a sustainable operation in their own right
- Focus should be on promoting/developing a tourist/historical asset
- Funding opportunities for conservation and preservation of the sites/buildings
- Funding to support the conservation and preservation of the collections/memorabilia
- Future Funding?
- Given attendance at Mildura Day was approximately 50 people, are we promoting/marketing the right attractions (more on Trail, less on Mildura Days)
- Greater links between organisations dedicated to local heritage issues
- Greater support from MRRC and Financial and Moral
- How do we make Chaffey Trail:1. Appeal to visitors, 2. Access Market, 3. Attract visitors, 4. retain visitors
- How to attract state government funding
- Kids are the future. Get them engaged early is critical
- Measures of plan
- Membership of group should be reviewed, who are the correct stakeholders should it be expanded?
- Mildura Day doesn't attract tourists to town, numbers of locals dwindling each year
- Mildura Day numbers are dwindling. Focus needs to shift to education and being more inclusive
- Monitor Strategic Action Implementation
- Monitoring of activity and its use/effectiveness
- Monitory of activity - How many sessions, who, when
- More access to grants and other sources of income
- More secure financial position
- Need a plan for development and improvement of existing sites
- Need a succession plan for group
- Need clearer direction on purpose, e.g. is it trail specific or Chaffey history

- Need for a dedicated media officer
- Need Succession planning for education program and help for Bob
- Need to determine the purpose of Trail and collateral and target segment
- Not enough paid advertising around Trail. Budget needed
- Paid promotions and advertising budget
- Re-evaluation of current dollar spent - invest in website upgrade, not banners no one sees
- Resourcing Iconic attractions
- Some sites have detailed significance and conservation programs in place, such as, Rio Vista conservation management plan
- Some staff in schools now feel competent to run programs themselves
- Standard process for adding more sites
- Succession planning for group
- Succession Planning needed for the Chaffey Trail Reference Group
- The Reference Group tenure long term
- Volunteers. Create new data of interested persons through new methods
- We need to be included in the Tourism Marketing Plan
- What is needed? - Engagement, - Story (marketing), Resources, Product development
- What is the maintaining of the sites link to achieving returns?
- What is the resourcing plan?
- What needs to happen to make the Chaffey Trail Viable?

Tourism

- Better brochure to be developed as a tourism product
- Bus connection to sites / tour
- Bus tours (at a nominal price) of the Chaffey Trail sites both for local and tourists could help. May need to be held over two days.
- Chaffey Trail - Link with MAC and other sites for more active engagement
- Chaffey Trail' as a tourism product
- Dedicated or on request tours of trail
- Develop a regular walking tour of city centre sites. Extra points if guided!
- Developing product in line with strategic focus, i.e.: "visitors attraction"
- Documentation and display in the Visitor Information Centre
- Engagement of visitors
- Good for tourism
- How do we make Chaffey Trail:1. Appeal to visitors, 2. Access Market, 3. Attract visitors, 4. retain visitors
- How does Chaffey Trail add to the visitors experience?
- How each site engages visitors
- How is the Chaffey Trail going to use the story to attract visitors?
- Incorporate a reason for tourists to visit each site e.g. Photo opportunity, Food/product
- I wonder whether information at the Art Centre is available as i believe to date its only available at the info centre in town
- Links/Leverage off existing trails (silo etc)- to encourage tourism
- Make a film of sites, linked together. This could be a separate release or placed on YouTube, Twitter, Facebook etc
- Making the Connection for visitors between agriculture and the Chaffey Trail
- Market wider outside local area
- Mildura Day doesn't attract tourists to town, numbers of locals dwindling each year
- Mildura Station Homestead. Needs to have a caretaker to ensure that all areas are open as tourists need them, and to ensure that no damage occurs
- More focus given to the Chaffey Trail as a tourism product, less on events that don't engage
- More focus needed on Chaffey Trail as tourism asset
- More focus on promoting trail as a tourism product
- More focus on promotion of trail as a major tourist asset/historical site will help educate community
- More innovation, how do we create a unique experience for visitors. What is our point of difference
- More on Facebook and Twitter to get to new markets
- Museum with nightly plays / storyline of the 'early beginnings' of Mildura i.e. Story of Alfred Deakin, Chaffey Bros, DeGaris, Lord Ranfurly
- MVIC staff support the trail and utilise brochures
- MVIC support the trail. Huge asset
- Need to attract more student group as does Swan Hill, Sovereign Hill
- Need to balance personal/business interests. i.e. some sites involve private businesses (Wharf, Mildura Club, etc)
- Need to better capture and relate our interesting and unique history to attract people to visit us
- Needs to be more information for tourists

- Needs to have more detail than the brochure i.e. Discovery Guides
- Partner trail with local eateries to create ultimate tour experience
- Promotion of the Trail in accommodation areas, expand the educational aspects in schools
- Psyche only open few days per year. To be a tourism offering needs to be more regular
- Regional development and tourism lack of recognition
- Regular (perhaps monthly) bus tours arranged to visit several sites - in conjunction with motels and Visitor Information Centre
- Status as a local / state / international tourism attraction
- The driving tour book is not promoted and available easily
- Told at the Tourist Office that the riverfront and the Chaffey Trail are two different things! Really?
- Tourist information desk is very good
- Tourist office and staff promotion excellent
- Tourist office has a great display and staff very knowledgeable on sites
- What is the agreed approach to attracting visitors

Utilising Technology

- App and website (interactive for kids)
- App for phone
- Apps for phones to access history of the site. Broader than what can be put on sign
- Augmented reality - visually having daily 'activity' somewhere 'Telecam screen' with viewing of Chaffey Trail sites. Story educating extra workstation
- Augmented Reality Invite Tim Gentle to look at how we can do some Marketing and Promotion on the Chaffey Trail
- Augmented reality. Better promote use of the app
- Auslan and Braille resources not well utilised, if at all
- Develop resources that continue to engage students, using technology to tell the story
- Developing new programs - Digital to deliver Education Programs
- Focus on on-line presence, app, improved website, interpretive
- Greater online strategy - Digital strategy
- Improvement of signage to include audio on sites to enhance the stories behind each site
- Investigate virtual tours of inaccessible sites (Mildura winery) Merbein
- Is there some way of using Augmented Reality somewhere like the riverfront to highlight the Chaffey Trail "Tim Gentle"
- Lack of electronic insight
- Lack of information on Social Media
- Look at a Marketing campaign via Social Media
- Mobile friendly website
- More info onto social media
- More intuitive mobile friendly website needed
- Need more tech based, Smart phone app?
- Need to improve on-line presence
- Opportunity for use of augmented reality to enhance its appeal with a wider demographic
- Product needs to be simplified and reworked for modern platforms; inactivity, digital
- What are the buttons on the signs for?

Website

- 5 walking drives, 5 self drives, brochure developed and online
- App and website (interactive for kids)
- Brochure/Web outdated old style. Needs major revamp
- Create and develop the website with digital resources and education platform
- Focus on on-line presence, app, improved website, interpretive
- Great website access
- Greater online strategy - Digital strategy
- Highlight the accessibility, maybe video sites to be included in website
- Improve signage at sites. (LMW) linking to app and website
- Interactive website
- Interpretation displays that have been developed, display at sites perhaps online
- Lack of electronic insight
- Mobile friendly website
- More intuitive mobile friendly website needed
- Need to improve on-line presence
- Needs support on MRD website
- Now available on website 24/7
- Old and boring designs of website/brochures. Needs to be engaging
- Online tool easily accessible for parents / students and teachers
- Re-evaluation of current dollar spent - invest in website upgrade, not banners no one sees
- Sharing material with key stakeholders to share on their website/eNews/social channels - Pre-developed for easy use
- Tools on website
- Update website to make more user friendly as an education tool
- Web
- Website
- Website
- Website
- Website but still work in progress
- Website needs to be kept up to date
- Website needs updating

Additional Questions

The Knowledge Centre will work with the Chaffey Trail reference Group and Mildura Rural City Council to develop Vision, Mission and Purpose Statements based on the feedback received below:

What is your Vision for the Chaffey Trail?

- A celebration of history in this area
- A Celebration of our history and a tourism drive that ties in with local food and wine tasting
- A clearly signposted trail for access to all sites on a flowing route
- A comprehensive district representation of our history to include pre-white settlement
- A Golda Link
- A key visitor attraction that provides a memorable, enjoyable experience
- a relevant engaging and fun tourism offering with broad appeal and strong focus on education
- A trail which can be accessed by locals and tourists and gives a good strong story of the history of the area
- A unique and interesting tourist attraction that promotes Mildura as an inspiring destination
- A valued community asset that showcases our local history to all
- An easy to follow trail that excites, educates and fulfils the tourists needs, photos and food and something for the kids
- An example of the defining capacity of human endeavour eg: Soccer team from Thai caves
- An exciting tourism attraction that embraces our history and puts Mildura on the map, ie: in the top places to visit
- Bus tours from Aged Care, etc
- Celebrate past, present and future
- Celebrating the foresight of the Chaffey Bos, but also acknowledging what was here before - Culturally and environmentally
- Chaffey Trail to be a bringing together of many aspects of the original Deakin Vision and the Chaffey Vision and how a war brought into existence
- Chaffey Trail, Engaging, telling the Story and Making the connection between the past and now
- Education
- Enjoyed by all
- Ensure Mildura's history is preserved for future generations
- For Chaffey Trail to be a recognised site that draws visitors to the region and inspires locals
- Local History
- Minibus tours for the elderly etc
- My vision is for the Chaffey Trail to be a real draw card for our tourists, and a positive understanding for locals of our history
- Our Vision is for the Chaffey Trail to be central to tourism, since Mildura is unique, and its history shows this, that history can be shown to be exciting and stimulating. The Chaffey Trail should be loved by all locals and most sites have a personal draw.
- Our Vision is for the Chaffey Trail to be inclusive and represent both the cultural and asset sectors for the region
- The major local experience connecting all sites and highly promoted to attract tourists involve locals, educate children and unify the community in the celebration of our unique heritage and culture

- To be one that shows the human endeavour that was undertaken to create the region we live in
- To be widely recognised as Australia's first irrigation colony
- Vibrant, connected community to its history. The river is the life blood of our area
- Vibrant, educational, inclusive, community, value our past
- Visited by all people engaged in history
- Work together to showcase the history of Mildura at Various Points of time and sites
- Working Together

What is the Mission of the Chaffey Trail?

- A more vibrant version of Mildura's History
- Being more proactive in promoting the success of the Chaffey Bros activities, eg: on roundabouts, at bridge from NSW, herald the work of the Chaffey's, this will create curiosity
- Bring all parties to the table who has a vested interest in preserving history and 'story telling'
- By embracing evolving technology, identify purpose of target segment
- By ensuring that tourists are made very aware of the Chaffey Trail, and that our local history has more significance in our schools
- Changing Focus to provide a unique, interesting and engaging tourism product with broad appeal
- Concentrating efforts on promoting the Chaffey Trail to Tourists
- Creating strategic partnerships with key stakeholders to work together in promoting our unique history
- Engage with community and visitors, tell the story in an engaging and interesting way. Be sustainable.
- Excite, engage people so they want to experience the Chaffey Trail
- For the Chaffey story to be an experience of historical significance
- Implement the plan to achieve a vibrant and exciting trail
- Including our community to achieve this into the future
- Our mission to make the CT a unique story of the Murray River trail to offer a point of difference to add another perspective to the development of inland Australia
- Promote our local history to locals / visitors, adults and children in an easy to understand format
- Promoting the historical features of the trail to preserve its place into the future
- Promoting together to achieve a united tourism product
- Provide accurate education and stimulation of our Chaffey Trail for all to embrace and enjoy
- Reveal to locals (and attract outsiders), the magnificence of the Chaffey Story - The connection between the sites, reveal the extraordinary talents of the two brothers, - tell the whole story!
- Share knowledge and understanding of the history and cultural inheritance in today's context and for future benefit
- There is a need to promote the achievements of our vision by unifying our community and harnessing resources and directing our energy towards that goal
- To acknowledge where it started and some of the stories about how the Chaffey Bros worked with indigenous Landowners, way before their time and how there is a huge positive
- To interpret the history and facilitate its incorporation in the areas everyday experience
- To promote all of our local history / stories to both locals and visitors
- To show the history by visiting different sites pertaining to the history at Mildura
- Working together to promote local history in our community

What is the Purpose of the Chaffey Trail?

- Assist broader recognition of the values for their appreciation now and preservation for the future
- Drive tourist to the region to explore all it has to offer
- Educate and inform tourists to our region about a part of our history
- Explore the original vision and show, by a number of sites, what was done to achieve it. It is a brilliant idea to link, for example, Psyche, Chateau, Langtree Hall, Deakin Ave, Mildura Club
- Inform the community about its local history
- Promote Mildura's history in a vibrant manner. Educate visitors and locals
- Promote our heritage both locally and to visitors, with accurate information by a unified group
- Provide an opportunity to experience the various components at Mildura's original Irrigation Colony Development
- Reflect and Value our heritage for all to appreciate from where we have come and what has been achieved to date
- That all areas of the district have inclusion in the 'story of our place', ie: the irrigation district as developed
- To allow people to experience the Chaffey's dream and participate in its realisation
- To Celebrate our history, to educate the community and visitors about our great our tourist attraction
- To celebrate the beginning of Mildura and how this infrastructure is still in operation today, how the foresight shaped Mildura
- To ensure we continue to share our history and acknowledge the work done by our forefathers/mothers while recognising the significant cultural background
- To include all areas of the district when promoting / educating our history in conjunction with local historical groups
- To inform, entertain and enrich the story of this part of the Murray River. To keep the stories alive for today and into the future, to keep the trail as a living entity
- To preserve and share Mildura's history and achievements
- To provide a physical way to tell the history of our region
- To provide an experience into our past
- To show the history of Mildura throughout history of time
- To tell the story of how we became here
- To tell the story of our irrigation settlement and why it is important
- To use our history and story to attract visitors and engage them in a meaningful and authentic experience
- Tourist driver, presenting our history, educating future generations
- Tourists bring money into our town. School children and adults should be made aware of our history, particularly in this technological, fast moving age
- We can all use our skills and abilities to improve and enhance life. No Chaffey Bros, No Mildura
- We need to make our district a vital and unified community which provides enriched experiences to locals and visitors alike

What other ideas do you have for the Chaffey Trail?

- An overarching Museum
- Build a One Stop historical Museum
- Chaffey Trail sitting under Arts/Heritage
- Children's book telling the Chaffey Story - through the eyes of a dog / pet / local animal or bird
- Develop a Social Media / Online video series investigating all sites
- Encourage the Mildura - Upland Sister City to be more active in the community
- Focus of the Chaffey Trail needs to move away from being a party for locals/family reunion
- Guided tours of trails with reference group leading perhaps even dressed in costume
- Include the pioneer museum at Meringur as an addition
- inclusion of Cultural heritage and its influence in shaping our region
- Inclusion of culturally significant stories and landmarks that are at the same locations as the infrastructure
- Is the name "Chaffey" limiting our promotion and appreciation of our history?
- Make a meaningful strategic direction that engages and invigorates the Chaffey Trail, so it becomes an iconic must see!!
- More interactive/ hands on display at some sites. Lower Murray Water managed sites (pumps/ pipes, etc)
- Need to incorporate the indigenous history that resides within Chaffey story otherwise the story is only ever half told
- New engaging website/ brochure, signage
- On how irrigation in the district has changed, so that there is less harm to the environment
- Product development that will attract and engage tourists - needs to be interactive
- Sell' the Chaffey Trail concept to the local service clubs, etc.
- To broaden the trail to the next generation to include the settlers who came after the Chaffey's and settled here because of the Chaffey's
- We already have strong links with Upland. We could have strong links with Brockville, Canada.
- Why doesn't the whole of Victoria (Australia) know the story of the founding and development of Mildura?

What does the Chaffey Trail Reference Group Value?

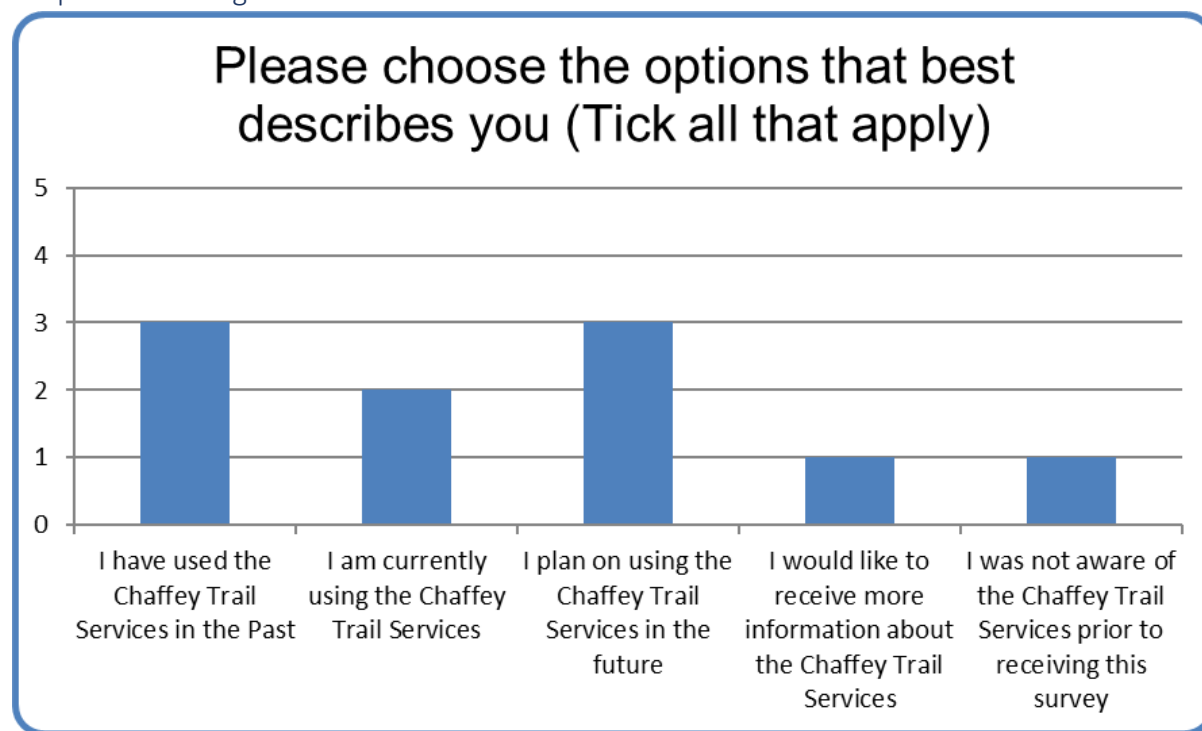
- Accuracy, Informative, educational, entertaining, engaging, new age learnings through IT
- Community
- Culture
- Experience
- Heritage
- History
- Inclusive
- Our Unique heritage, Our rich culture, Our incredible resources, Our varied lifestyle, our positive future
- Produce a product, increase visitors to area, increase local visitation to sites
- Tourist impact of our heritage; every site is valued - let the public know why. No other locale has the excitement of this district. Make it better known.

Who else should be included in developing the Chaffey Trail Strategic Plan?

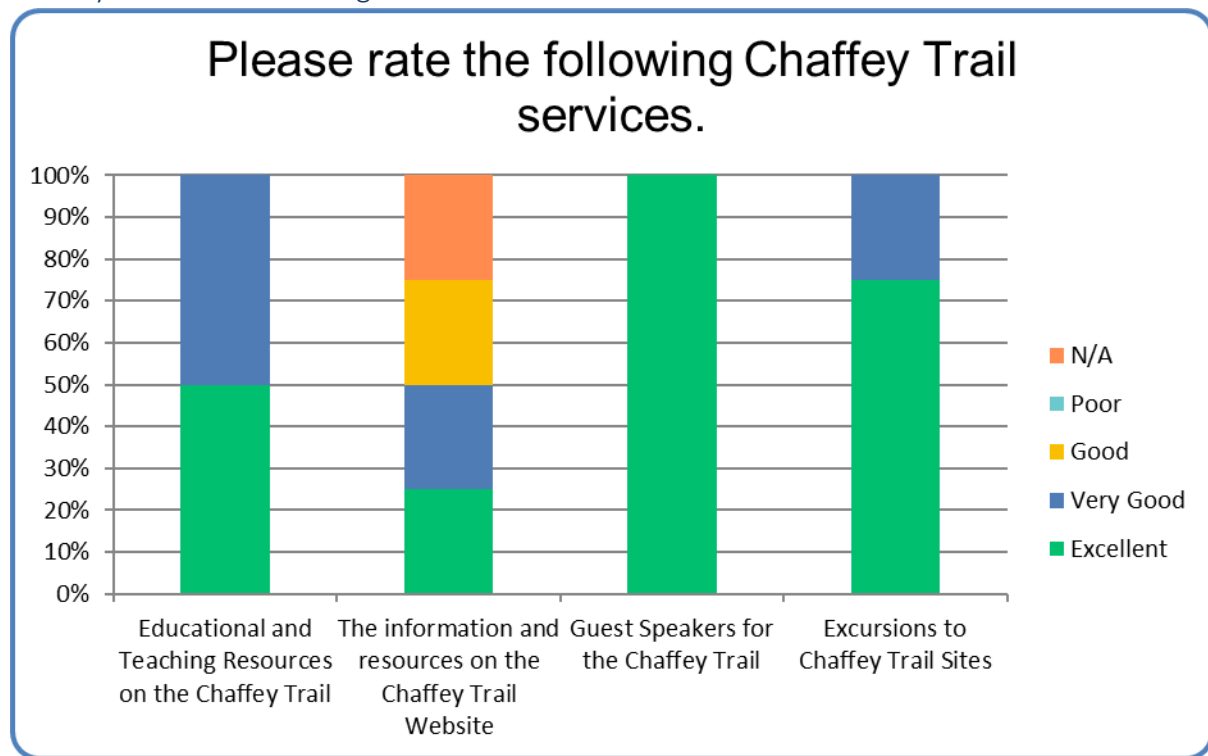
- Aboriginal Action Committee
- All Historical Societies
- Clubs eg: Lions, Probus, Schools, Churches, Businesses (all that value their history), Media (esp printed)
- Council
- Daryl Buckingham, Paul Gibbens, Martin Hawson, Jason Modica, James Price
- Deakin Avenue, Riverfront, Wentworth, Millewa Pioneer Settlement, Red Cliffs Historical Steam Railway
- Education facilities
- Fisheries Vic
- Historical Society Groups, Heritage Groups
- Lower Murray Water
- Professor Bridies Raban (0408 188 755)
- Sister City, All historical Soc, Grand Hotel (active), School Employee 'staff', Lower Murray Water, MDA Arts Centre
- Traditional Owners
- Site managers
- VIC

Schools Only Questionnaire Results

Respondent Categories



Chaffey Trail Services Rating



What ideas do you have to improve the Education and Teaching Resources on the Chaffey Trail?

- Building links with Chaffey Trail members. I have formed a close link with Bob Walton. His passion and enthusiasm is contagious. Emails to schools with contact names. Maybe even the possibility of using social media to highlight your resources.
- We need more people like Bob Walton who can go on excursions and do guest speaking

What ideas do you have to improve the information and resources on the Chaffey Trail Website?

- With multi ageing (two year levels in one classroom) evident in most schools today it would be wonderful to have a two year cycle of units e.g. In Year 1/2 to use the Toy World: Toys then and now in say the even years and to have another unit to use in the odd years. (Just a thought).

What ideas do you have to improve the Guest speakers on the Chaffey Trail?

- Students today rely heavily on visual and hands on learning. It is important for guest speakers to use visuals when presenting and where possible to have students involved in demonstrations.
- More like Bob

What ideas do you have to improve Excursions to the Chaffey Trail Sites?

- Dressing the students in old fashioned pioneer clothes has certainly added enthusiasm and relevance to the success of Chaffey Trail excursions at our school. Being able to use the vests for boys and aprons for girls has been appreciated. Also having Bob Walton to attend the excursions and to take the lead role has been amazing. His passion of Mildura's past and knowledge of how students learn best has ensured the success of all locally planned excursions. Teachers working in partnership with local guest speakers to plan excursions should be encouraged. Building these partnerships is something I wholeheartedly encourage.
- Have an expert attend each school excursion if possible

Do you have any other ideas or suggestions for The Chaffey Trail Reference Group?

- Whilst our school has built up a wonderful rapport with Bob, I am wondering in his absence (I know he loves to travel away) how I would go about contacting other Chaffey Trail members. Maybe some emails to schools with a list of contact names and even some suggestions of activities or resources might be helpful.
- Schools are always very open to incursions where guest speakers are invited into the school to be used as a valuable resource in helping teachers to develop stimulating learning activities. With limited budgets for excursions these days this could be a very appealing option for teachers.

Conclusion

Through the facilitation of the Chaffey Trail Key Stakeholder Group workshops and surveys, the Knowledge Centre has collected over 700 responses to inform the development of the new Strategic Plan.

Four focus areas have emerged through the consultation process which consist of thirteen sub areas which include the original elements of the previous strategic plan and an additional nine areas for consideration.

Additional data will be provided at the conclusion of the online survey however it is unlikely this will affect the key themes that have emerged to date.



The Knowledge Centre

www.theknowledgecentre.com.au