The Gannawarra
Communities face an uncertain future of climate change and rapidly evolving technology that will inevitably change urban life in ways that are difficult to envisage.

We do know that cities and towns will be competing with each other to provide the best lifestyle in order to attract residents, visitors and businesses. Communities that are not built for people will face a declining future.

This conference will provide both inspiration and practical pathways for delivering smart urban futures no matter how large or small the community
The Gannawarra shire is located in north west Victoria. Contrasting landscapes where agriculture drives the local economy, where aging demographics regulate the population and where significant change is required to sustain the future of local communities.
The Gannawarra

Environment

• The Murray River
• Gunbower National Park
• Kerang lakes

Our future will be derived from the environment
The Gannawarra

Victoria's **FIRST** large scale solar farm

- Seven large scale solar farms have planning permits
- A total of 640MW of generation
- Our contribution to climate change
The Gannawarra

Murray Darling Basin Plan
20,000 acre farming operation
– major land use change

- Large scale irrigation developments using highly efficient sub surface irrigation
- New crops such as cotton, processing tomatoes, stonefruit and organic grain and vegetables.
- Farm land returned to the floodplain and revegetation
- Environmental flows for our wetlands
The Gannawarra

15 years population decline
• Rationalisation of agriculture & services
• Technology and automation
• People are wanting more
• Young people want worldly experiences

We are challenged to sustain
The Gannawarra

Strategic Planning is driving the “change” required to grow small towns

• 2016 census - increase in population
• Kerang Cohuna Koondrook are growing towns
• Council is facilitating economic growth
• Council has invested in community infrastructure

The jigsaw is coming together
The Gannawarra

Development aligned to “target markets”

- Victoria's nature based tourism destination
- Victoria's renewable energy capital
- We are supporting major land use change

Our target market can be described as;

- Socially & environmentally aware
- Positive people with new ideas
- Young creative people seeking alternate lifestyles
The Gannawarra
Victoria Street Kerang

- Previous streetscape was 35 years old
- It didn't encourage utilisation and it wasn’t used for events

The new streetscape is a modern design that encourages the retail precinct to become an interactive area for the community.

The precinct is an area where customers can park and walk to do the majority of their shopping – no parking meters and 2 hours could be 2 days!
The Gannawarra
Victoria Street Kerang

- Already people are wanting to host events
- It is generating new ideas for participation

The streetscape was designed to be a place of gathering, too slow people down and to allow people to relax.

The streetscape will service a changing community and eventually we will establish creative artworks, creative signage and themed features that relate to our brand.
The Gannawarra

We will create strong communities that have a significant point of difference.

It will be a special place with new people, new ideas, new culture, new opportunities and amazing diversity.

Our towns ...“Funky Towns”