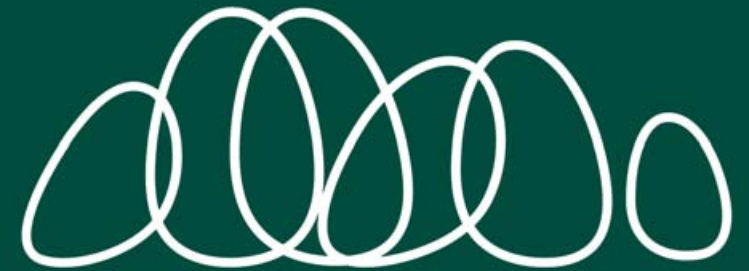

Hanging Rock Precinct Masterplan

Masterplan Options

For Consultation

August 2017



Acknowledgements

The Hanging Rock Masterplan has been developed in collaboration by ASPECT Studios and Village Well.

This Masterplan has been prepared for Macedon Ranges Shire Council and the Victorian State Government.

Revision And Status

[insert table for final masterplan]

DISCLAIMER

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How To Read This Document

The first five chapters provide an overview of the process and outcomes that have shaped the formation of the Masterplan Options, including:

- Relevant historical, cultural and background information
- Consultation summary
- Existing conditions and uses
- Challenges, values and opportunities identified
- Vision and principles formed

The Masterplan Options has used these project outcomes to re-imagine a future for the Hanging Rock Precinct which harnesses the aspirations for the site, and provides opportunities to address the challenges identified.

Masterplan Options - We want your feedback

Chapter 7 provides options about the future of the various activities and facilities at Hanging Rock.

We want your feedback on which option for each theme you prefer. For example, for the sporting facilities, could they all stay on site, could only some remain, and what facilities do they need. Where could these be located? The pros and cons of these options are explained in this section. You can use the "master plan submission sheet" provided with this document to give us your feedback or write your own response.

There are short term options for each of these themes including:

- Enhanced trail network - suggested upgrades to various trails around the site
- Environmental improvements - a variety of suggested improvements consistent with or in addition to the adopted Hanging Rock Environmental Management Plan
- Service infrastructure improvements
- Improving the park amenity
- Sport facility options
- Event opportunities
- Rationalise events zones

The above improvements are moderate in scale and are possible to be funded through either the reserve fund, or with some external funding.

The major works that are considered in this document relate to the location of a new Visitor Centre/Cafe and location of the entry. Two main options for each are explained with pros and cons outlined for both. We want your feedback on which of these options you prefer and why, or if both meet the overall objectives for the site and your expectations as a visitor.

Hanging Rock currently operates from the Reserve which is able to fund low level maintenance and minor upgrades on an infrequent basis. Hanging Rock currently receives funding from DELWP of \$1 million over a 4 year period to undertake improvements. Some of the recommendations can be achieved through this funding system. However many recommendations will need alternative sources of funding that will require additional processes outside the scope of this project.

We want your feedback

This Masterplan Options document is a draft document for input and comment from the community, relevant agencies and Council in a similar way that feedback from these bodies has been used to shape the Masterplan to this point.

Additional consultation material accompanies this Masterplan Options document.



1. Executive Summary

1.1. Executive Summary Introduction

The Macedon Ranges Shire Council, in partnership with the Victorian Government, has engaged Village Well and ASPECT Studios to develop a Masterplan for the Hanging Rock Precinct.

The project offers a unique opportunity to review the range of activities and existing physical context of Hanging Rock. Moreover, the project will set a new Masterplan framework to guide decisions into the future around a shared vision and principles.

The Place

The place comprises the land known as the Hanging Rock Precinct which sits an hour out of Melbourne CBD near Newham and Woodend in the northern parts of rural Victoria. The Hanging Rock Precinct includes the area of Crown land on which Hanging Rock is located, and the adjacent area known as the East Paddock.

We acknowledge the traditional owners of the Hanging Rock area past and present and respectfully record that the name Hanging Rock is one attributed by post colonial history.

The place is predominantly used for nature conservation and associated casual recreation such as walking and picnicking. The primary attraction of the precinct is the opportunity to climb Hanging Rock itself.

Several large events also take place in the precinct each year, including the Classic Car Show and concerts held in the East Paddock. Several sports clubs have facilities on the site, including the Hanging Rock Racing Club, the Hanging Rock Tennis Club, the Hanging Rock Cricket Club and the Woodend Hanging Rock Petanque Club.

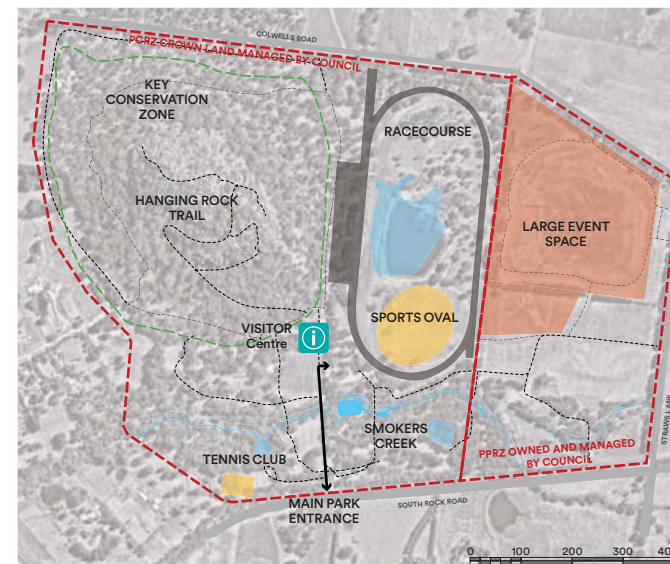
Project Objectives

The intent for the Masterplan is to create an enduring place, ensuring that Hanging Rock is an attractive and sustainable place for future generations to enjoy. The objectives for the project include:

- Acknowledge and enhance the environmental, social, historical and economic values
- Engage the key stakeholders and broader community
- Identify planning framework and other strategic directions
- Explore opportunities for financial self-sufficiency
- Articulate precinct vision and values
- Provide the land use direction for activity and built form



Surrounding context of Hanging Rock



Hanging Rock Precinct site context

Vision and Principles

The outcomes of Stage 1 of the project process were used to develop the following vision and set of principles to guide the formation of the Masterplan and the future of the site.

Celebrating the spirit of this mysterious, iconic piece of Victoria, Hanging Rock is a key place of gathering, which showcases the best of the Macedon Ranges region.

Following the establishment of the vision, the following guiding principles were identified to provide criteria to realise the vision. They describe a place that is:

- Engaging with nature
- Socially and culturally connected
- Immersive and experiential
- Locally and regionally contextual
- Legible and coherent

The vision and principles have been used as a means to consider all the aspirations and ideas for the Hanging Rock Precinct.

Masterplan Options

The Masterplan Options recommend both spatial changes and placemaking initiatives which reinvigorates the way the precinct is used and experienced, whilst protecting and enhancing the environmental values that exist.

The structure of the Masterplan Options outlines:

1. Three key management zones which inform the proposed character and activities of the precinct
2. A range of Small - Medium Scale Actions to reinvigorate the site, enhance its environmental function and experience including:
 - Enhance the trail network
 - Environmental improvements
 - Servicing and infrastructure improvements
 - Improve park amenity
 - Create a consistent and legible Hanging Rock user experience within the precinct and online
 - Rationalise event zones
 - Improve on-site programming
 - Consolidate sports facilities

3. Large Scale Options (currently unfunded) to reconfigure the site and improve the visitor experience:

- A new site entry, access and circulation strategy
- A new Hanging Rock Centre

4. Considerations that could be explored beyond the boundaries of the site in the future and outside the scope of this project.

Implementation

This document proposes both Short-Medium Term Actions to improve the environment and functionality of Hanging Rock over the next 5 – 10 years, and proposes a long term vision of what the Hanging Rock Precinct could be in 10-20 years time.

At present, a number of the Short – Medium Term Actions are financed using existing funding and revenue sources. Others, including more significant infrastructure upgrades, would require additional capital / funding to be realised.

Financial reporting and analysis of all activities will continue to occur to ensure that sustainable operations are ongoing. More detailed analysis work may be undertaken in the future to underpin business cases for funding grants to support the actions to be approved in the final Masterplan.

This will be itemised and prioritised in the final Masterplan document incorporating stakeholder and community preferences.

If an option proposing a large scale transformation of the site is supported, then this could be used as a basis to apply for the significant capital required. The Options are set up to be implementable in a staged manner as funding becomes available.

Next Steps

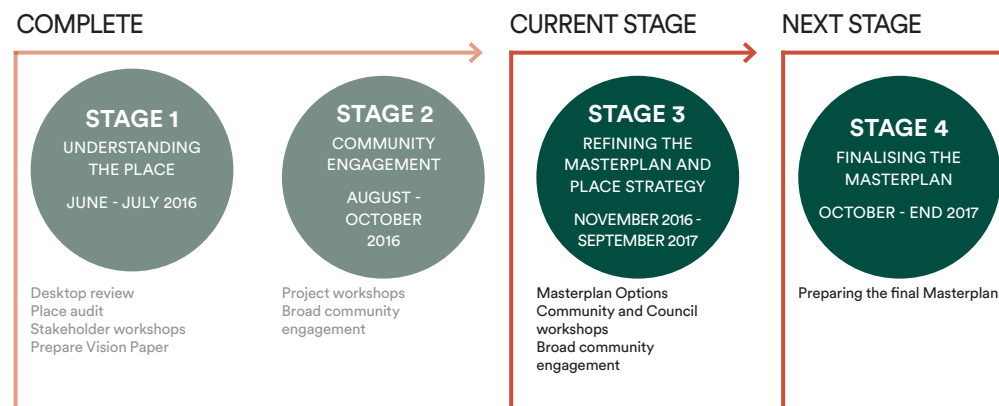
Your feedback on the Small - Medium Scale Actions and Large Scale Options (Chapter 7) will assist in developing the final Masterplan. Comments will be considered against the vision and principles established for the project. Based on your feedback and an assessment of the best outcomes for the precinct, final recommendations will be included in the masterplan.

Following the community consultation the recommendations for the Hanging Rock Precinct will be finalised. These will be set out as a detailed and prioritised action plan to guide the future of the Precinct.

The indigenous history of the site is a critical aspect of this place and continued work is being done with the indigenous groups to explore ways to acknowledge this.

Project and Consultation Process

The project is a staged four part process, with each stage having a number of tasks and outputs. The stages are as follows:



We want your feedback

This Masterplan Options document is a draft document for input and comment from the community, relevant agencies and Council in a similar way that feedback from these bodies has been used to shape the Masterplan to this point.

Additional consultation material accompanies this Masterplan Options document.

2. Introduction and Background

2.1. Introduction

The Macedon Ranges Shire Council, in partnership with the Victorian Government, has engaged Village Well and Aspect Studios to develop a Masterplan for the Hanging Rock Precinct.

The project offers a unique opportunity to review the range of activities and existing physical context of Hanging Rock. Moreover, the project will set a new Masterplan framework to guide decisions into the future around a shared vision and guiding principles. Ultimately, the Masterplan will aim to address the following key objectives:

- Acknowledge the environmental, social and economic values
- Engage the key stakeholders and broader community
- Identify planning framework and other strategic directions
- Explore opportunities for financial self-sufficiency
- Articulate precinct vision and values
- Provide the land use direction for activity and built form

The intent for the Masterplan is to create an enduring place response ensuring that Hanging Rock is an attractive and sustainable place for future generations to enjoy.

The following sections of this chapter offer key learnings and influences from a review of key background documents and significant historical and cultural elements, including the Victorian Heritage Register associated with Hanging Rock. A glimpse at the sheer number of existing background documents that have been considered in this Masterplan are pictured to the right. These documents have been reviewed to inform the plan however the Masterplan will not replace them. All documents adopted by Council are denoted with an *.



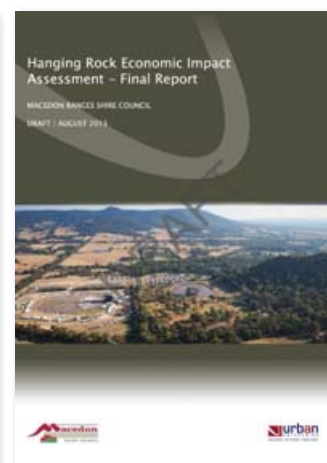
Hanging Rock Viewing Areas 2009



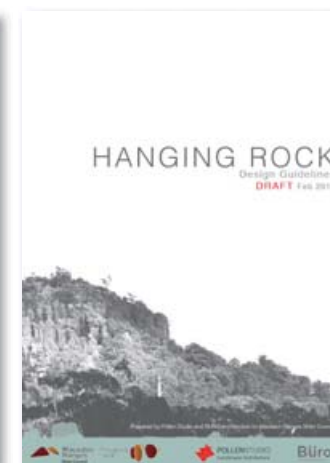
Hanging Rock Development and Investment Plan 2013



Victorian Heritage Database Report by the State Government 2017



Hanging Rock Economic Impact Assessment 2013



Draft Design Guidelines for Hanging Rock 2016

2.2. Background Document Review

A detailed review of the following key reports has been undertaken to inform and address spatial, cultural and environmental recommendations set out in this Masterplan.

Hanging Rock Management Plan (Loder and Bayly, 1993)

Following the purchase of the East Paddock and its incorporation into the Hanging Rock reserve, a landscape management plan was commissioned. Its scope was to provide a proposal for the site that would encourage dispersal of new and existing facilities away from the base of the rock, and provide a strategy for preserving the historical values, and strengthening the environmental values of the site. Balancing the recreational aspirations with the need to protect the significant environmental and historical values of the site was recognised as a core goal in managing the precinct.

The study recognised that activity was congested around the base of the rock, and that certain environmental values across the site had been impacted upon and were degraded. It also acknowledged that the racetrack facilities excluded large areas of land from public access and made crossing to the East Paddock troublesome. The newly acquired East Paddock is noted as being treeless as a result of its past farming uses.

It set out objectives which outlined how the aspirations could be achieved in manner that was mindful of the need for erosion control, restoration of vegetation, vehicle access and parking, as well as how the visitor experience could be managed.

Key recommendations that are still relevant to this Masterplan include:

- Downgrading the north-south road to a walking track and using the peripheral public road system to access distant corners of the site
- Re-vegetation of the perimeter of the East Paddock to introduce picnicking to this area and shade /screen cars
- Installing boom gates as a means of access control
- Providing a single access route to climb the rock and providing better definition and interpretive signage to walking trails throughout
- Rehabilitation of Smokers Creek and the inclusion of walking trails and picnic areas in its environs



The front cover of the Hanging Rock Management Plan 1993*



An example of a key map in the Hanging Rock Management Plan outlining key character zones. Refer to original document for full sized image.

Environmental Management Plan (Practical Ecology, 2015)

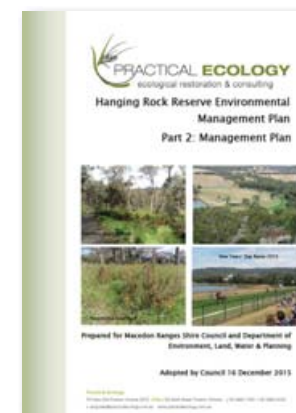
The environmental management plan (EMP) was undertaken to examine the environmental values that exist within the Hanging Rock precinct, and to provide direction and guidelines for the management of the reserve which enhance its ecological value. These are based on identified site conditions, ecological value and management challenges. The EMP recognised that a range of recreational requirements and aspirations also exist in the site which need to be considered and balanced.

The EMP found that while there were some areas of the site that are reasonably ecologically intact, many other areas are disturbed to varying degrees due to recreation activities. It recognised the re-vegetation that has been undertaken through the reserve management, and by the Friends of Hanging Rock and Newham and District Landcare groups.

Some of the key environmental management issues identified include; erosion on the rock, presence of weed species and domestic animals entering the precinct at night.

Five management zones were designated for the site which established guidelines to manage these and other relevant issues. Two core conservation zones, namely the rock environs and the grasslands within the Racecourse, were outlined. These areas contain the widest variety of indigenous plant species within the precinct. Smokers Creek and the dam zones are also noted for their environmental value. A summarised version of these zones of the mapping to the right is on page 12.

The EMP recommends that the core conservation areas are managed primarily to preserve and enhance their ecological values. In other zones, including the remnant trees conservation zone and recreation zone, achieving a balance between recreation activities and environmental protection and enhancement is recognised and guidelines are set out to achieve this. The EMP will continue to be the key document that guides the environmental Management of Hanging Rock.



The front cover of the Hanging Rock Environmental Management Plan 2015*



An example of a key map in the Environmental Management Plan outlining the five key management zones. Refer to document for full sized image.

To gain an understanding of the previous bodies of work done on the Hanging Rock Precinct a review of the background documents was undertaken. Key values and themes were identified within the following documents that helped to shape the project vision.

Document	Natural Values	Development	Landscape Character	History	Additional Themes
Hanging Rock Management Plan, Loder and Bayly, 1993*	Protecting natural values of the reserve; enhancing the conservation values	Racetrack is an established use Maintain and enhance the existing diversity of recreational activities in the reserve	Protecting geomorphology	Protecting historical elements	Role of reserve in local recreation and tourism of the region and state Promote the educational and interpretive role of the reserve
Hanging Rock Reserve EMP- Practical Ecology, 16 December 2015*	Balancing Conservation and Recreation. In the conservation areas, conservation values are prioritised over recreational values, and vice versa Conservation requirements of the remnant eucalypts need to be considered in the recreational areas Threatened and iconic wildlife protection and enhancement of habitat	Priority given to maintaining visitor access to the Rock			Racecourse grassland has ecological values EVC 55: Plains Grassy Woodland, Endangered in the CVU bioregion - Woodland on northern side of rock EVC 83: Swampy Riparian Woodland, Endangered in the CVU bioregion - Along Smokers Creek
The qualities of Hanging Rock - extract from Spirit and Earth: setting the scene for experiencing Hanging Rock, by Nathan Alexander, November 1985	Vegetation vital to the place experience		Vistas, boulders and jutting rocks add to the spatial complexity Dominant feature in landscape		
Hanging Rock Economic Impact Assessment - Final Report - Urban Enterprise, August 2013					Reduction in the rates of casual visitors, but a marked increase in the rate of events-based visitors Hanging Rock plays an important role in Victoria's and the Macedon Ranges region's tourism economy
Hanging Rock Development and Investment Plan 2013	Protection/enhancing natural values	Explores development options including; large capacity tourist accommodation, spa and conference centre facilities in East Paddock and upgrading infrastructure for events			Explores revenue opportunities through commercial development options in the East Paddock
Hanging Rock Reserve Business Plan 2011	Preserve and enhance the Hanging Rock Environment Re-vegetation and additional management actions	Widespread development options including infrastructure upgrades, new tourist and accommodation facilities and connections to other areas of the region	Respecting and enhancing landscape character	Perpetuate the unique culture, history and mystery of the reserve	Tourism and website development, promotional strategies. Financial forecasts and actuals summaries
Victorian Heritage Database Report: Hanging Rock Reserve (Heritage Victoria)	Natural beauty		Exhibiting particular aesthetic characteristics	Importance to Victoria's cultural history. Refer to pages 14 and 27 for more detail.	Special for cultural and spiritual reasons. This includes the significance of a place to indigenous people as part of their continuing and developing cultural traditions

All documents adopted by Council are denoted with an *.

2.3. Ecological Significance

Geological History

Hanging Rock, at 718 meters in height, is a distinctive exposed rock formation known as a mamelon, and is one of the most easily accessible and visible forms in the world.

The rock formation itself was formed six million years ago when a stiff type of lava formed a rounded pile of layers on the earth's surface as it was squeezed up through a narrow vent from within the earth. This lava had a high soda content, and combined with rainwater, has resulted in an unusual rock type known as solvsbergite, or soda trachyte. This rock type is also found at the nearby Brocks Monument, Camel's Hump on Mt Macedon. Aside from these locations, the only other known locations of this rock type are in Norway and Sweden.

Ecological

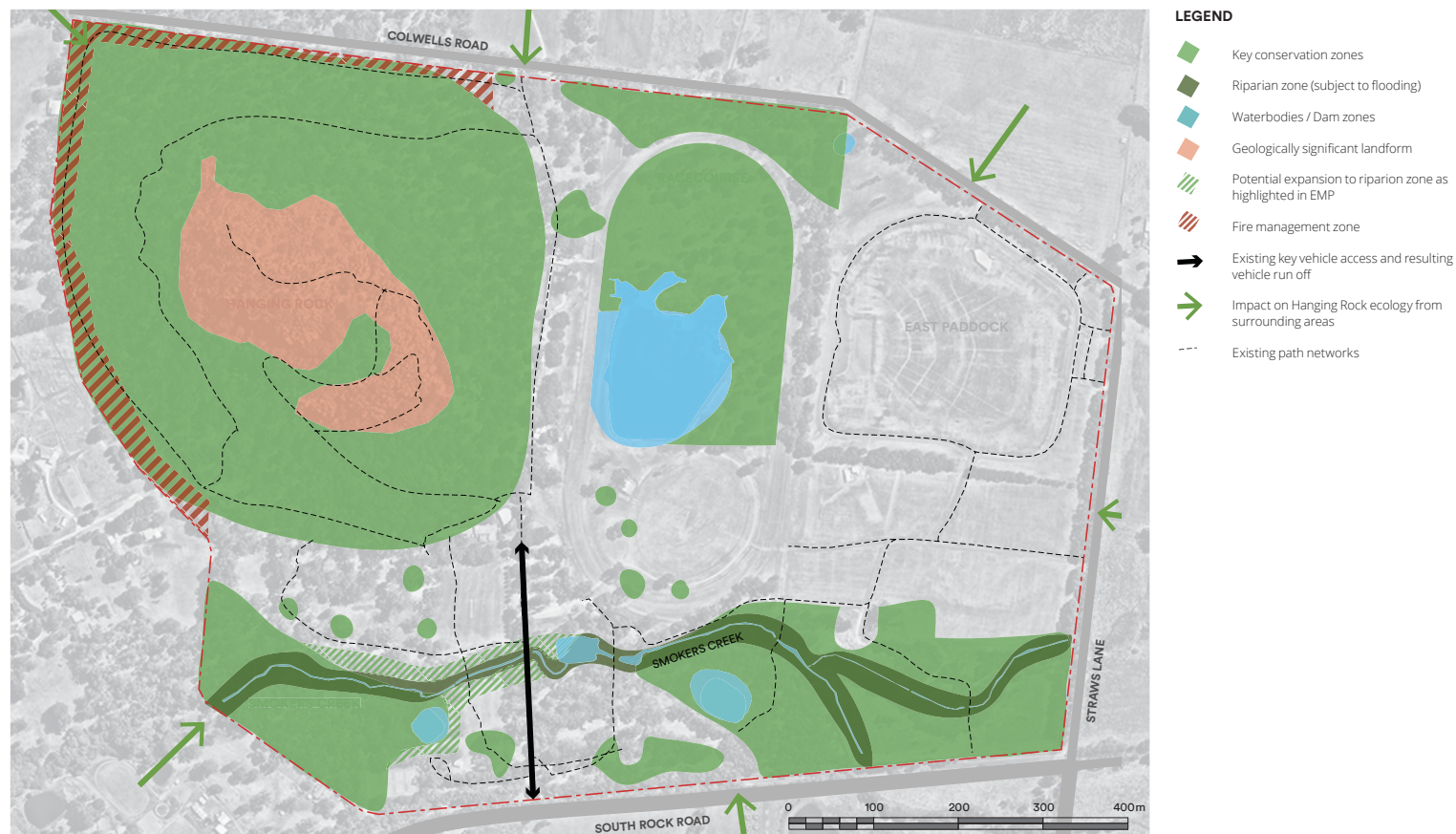
Hanging Rock provides significant environmental and habitat benefits to the local and surrounding flora and fauna. It provides a key link in the Cobaw – Macedon Ranges to Campaspe Connections (Cobaw Biolink) strategy. The Environmental Management Plan (EMP) outlined key Conservation Zones and potential expansions to Riparian Zones. These have been summarised in the diagram to the right. A key Bushfire Management Zone has been outlined on the north west face of Hanging Rock, this also surrounds the border of the site and key access routes throughout. More detailed information on these zones is available in the Environmental Management Plan.

Implications on this Masterplan

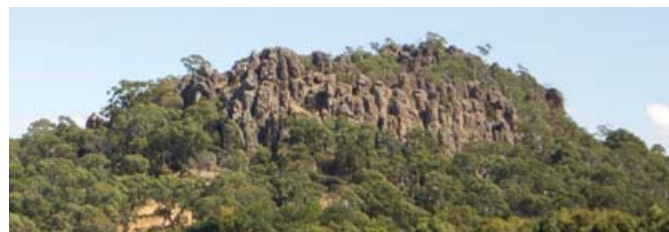
Celebrating the ecological and geological significance of Hanging Rock is of high importance to the community and key stakeholders. These elements have heavily influenced all aspects of the proposed Masterplan and key concepts.

The location of new infrastructure or facilities within the Ecological areas of significance will need careful on-site planning and appropriate installation techniques. The management of human impact could be a primary consideration.

New structures within the Bushfire Management Zone need to comply with current BAL ratings, limiting materials and openings.



Significant ecological elements within Hanging Rock Presinct



Significant view of the six million year old mamelon rock formation from Straws Lane



An example of the diversity of ecology in the Herb-rich Foothill Forest EVC area of Hanging Rock



Hanging Rock is home to many indigenous flora and fauna

2.4. Aboriginal Significance

Aboriginal History

Hanging Rock is located at the junction between the lands of the three Aboriginal tribes, the Wurundjeri, Dja Dja Wurrung and Taungurung. It is believed the site was an important inter-tribal ceremonial, trading and general meeting place. The site's original name has been referred to as being 'Anneyelong' by German naturalist, William Blandowski during an expedition in 1855-56, however, this needs to be investigated into further with traditional owners. The site has been used by Aboriginal groups for the past 26,000 years, potentially more, with many signs of scar trees and Aboriginal artefacts present on site. As much of the Aboriginal history and cultural significance of this site has been lost or is fragmented, further study and collaboration with the traditional owner groups in the area is required and highly recommended.

Cultural and Heritage Management Plan

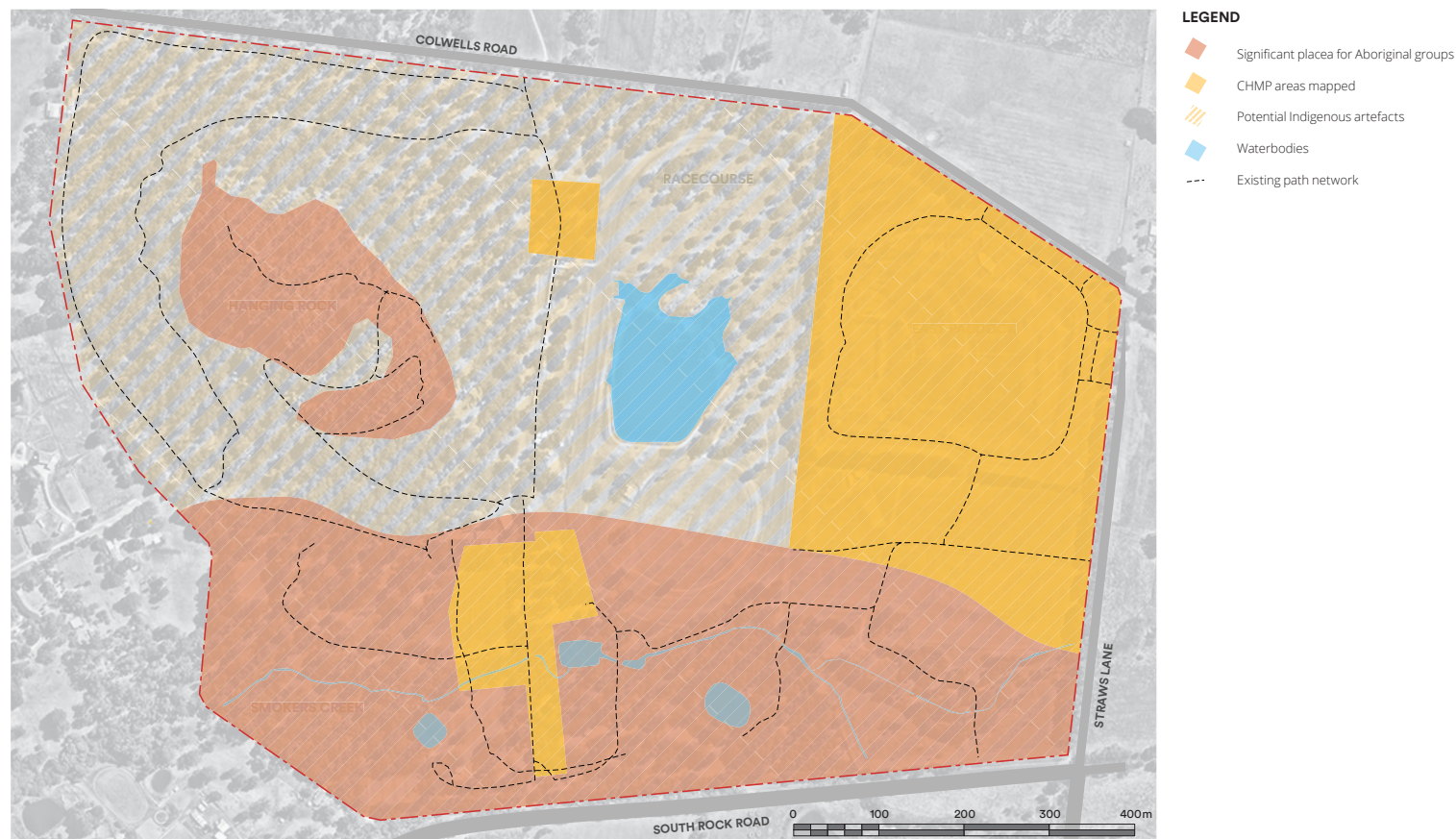
A Cultural Heritage Management Plan (CHMP) was undertaken for part of the site in 2014 (see locations investigated to the right). It is highly recommended to conduct this across the rest of the site as per the provision of the Aboriginal Heritage Act 2006.

There are numerous sites within Hanging Rock that are registered as Areas of Aboriginal Cultural Heritage Sensitivity under Aboriginal Heritage Regulations 2007. All significant waterbodies tend to have a buffer around them to protect these culturally significant places, these areas are also highlighted in the Online Map tools associated with Cultural Heritage Management on the Victorian State Government website.

Implications on this Masterplan

An extensive CHMP for the remainder of the site is a key recommendation of this Masterplan. All areas proposed for new works or infrastructure will need to be surveyed for Aboriginal artefacts that will influence the siting of any disturbance.

The final Masterplan, and any future directions for indigenous interpretation and involvement at Hanging Rock, is to consider outcomes of negotiations undertaken by the Wurundjeri, Dja Dja Warrung and Taungurung.



Aboriginal significant places and key areas that CHMP has been undertaken with Indigenous artefacts being found



Diogenes Monument (Hanging Rock or "Anneyelong") looking South towards Mt. Macedon, by W. V. Blandowski, effect and engraving by J. Redaway and Sons (1855-1856)



An example of the currently limited recognition of Aboriginal history and culture within the experience of Hanging Rock.

2.5. Post Colonial Significance

Land Use Over Time

The first Europeans settled in the area in the 1830's. The site was later purchased and developed as a tourist resort in the 1850's. The existing lake was created to act as a water reserve from 1857 and exotic vegetation introduced. In 1884 the land was purchased by the Victorian Government and named "Hanging Rock Recreation Reserve". The Racecourse was reconstructed to its current location in 1909. The site is currently managed by Macedon Ranges Shire Council. The East Paddock has been used in the past as agricultural land.

What is significant?

Hanging Rock Reserve (except the East Paddock) is significant to the State of Victoria and has been included in the Victorian Heritage Register. The elements of significance include the Hanging Rock geological formation, the woodland that surrounds it and associated recreation grounds, the racecourse and dam and a number of small amenity buildings and structures, including a hexagonal ladies toilet building from the early twentieth century.

Why is it significant?

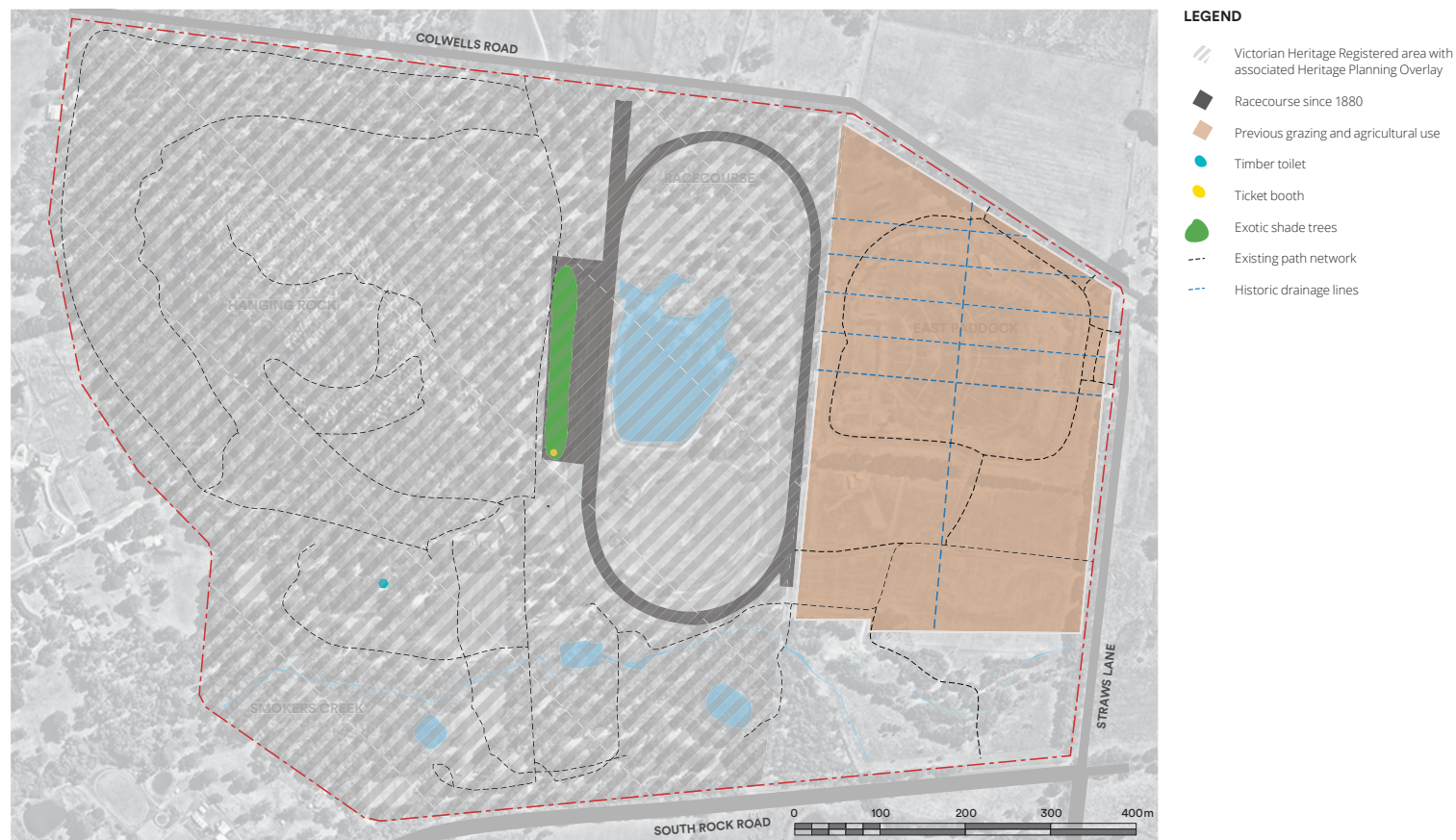
Hanging Rock Reserve is historically significant as an early and popular recreational destination and meeting place for Victorians. The distinctive and rare geological formation of Hanging Rock attracted large numbers of visitors from as early as the 1860s to congregate, be entertained, climb the Hanging Rock formation and participate in outdoor sport and leisure activities, in a unique and highly picturesque setting. The Hanging Rock Reserve illustrates the great popularity of outdoor pursuits, particularly in the nineteenth and early twentieth century. Hanging Rock's long association with horse racing highlights this as an important activity to the rural community of Victoria.

Hanging Rocks unique geological formation, natural beauty, spectacular views of the countryside and recreational use is also of significant value. This mysterious and distinctive place has been and will continue to be a popular tourist destination, valued for it's recreational uses and bringing people together to gather and enjoy the site.

Implications on this Masterplan

Within the registered area, the focus could be upon conserving and interpreting the elements of heritage significance and the values for which Hanging Rock has been included in the Victorian Heritage Register.

Approvals for buildings, works and activities within the registered area may be required under the Heritage Act 1995.



Existing Post Colonial elements in the Hanging Rock Precinct



Racecourse facilities



Racecourse facilities and exotic trees



Racecourse facilities and exotic trees

3. Consultation Summary

3.1. Consultation Summary

The Masterplan Options have been developed from an extensive body of background work over a period of several months.

Stage 1: Understanding The Place

In June and July 2016, the project team commenced analysis of the physical and strategic opportunities of the precinct. This was conducted through a process of research, site visits and workshops with key Council and external stakeholders to create a shared vision and principles, which were captured in the Vision Paper. Consultation included:

- More than 10 one-to-one conversations with a diverse range of stakeholders who have extensive knowledge of the place was undertaken. Participants shared what they love about Hanging Rock, some key challenges and what they see as opportunities for the future of the precinct
- A workshop with over 30 stakeholders, including local and state government officers, community groups and on-the-ground staff, was held to discuss community aspirations for the project, identify key opportunities and challenges, and start working towards a shared vision

Stage 2: Community Engagement

In August to October 2016, the project team engaged in consultation with the wider community to create awareness for the project, test the vision and principles laid out in the Vision Paper and seek additional input to assist in forming the Masterplan Options. This consultation included:

- Two listening posts were held at Hanging Rock and in Woodend
- Four information sessions took place at weekend markets in the local area
- Meetings with the Wurundjeri, Taungurung, Dja Dja Wurrung took place to ascertain aspirations and promote the future of an Aboriginal presence at Hanging Rock
- Throughout the consultation period, a survey was available to the public in several formats. More than 380 surveys were completed and provided valuable input into the formation of the Masterplan Options
- Two workshops were held in October, one with Council officers and one with key stakeholders, both focusing on turning the principles in the Vision Paper into recommendations for the Masterplan

Key findings from these two stages of the process have informed the Masterplan Options. The two final consultation stages include:

- Stage 3: Refining the Masterplan and Place Strategy (current stage).
- Stage 4: Finalising the Masterplan.

3.2. Community Engagement Stage One - Understanding The Place

In June 2016, the project team commenced analysis of the physical and strategic opportunities of the precinct. This was conducted through a process of research, site visits and workshops with key Council and external stakeholders to create a shared Vision and Principles, captured in the Vision Paper released in September.

Kitchen Table Conversations 5–6th July 2016

Kitchen Table conversations are meetings with small groups of stakeholders to draw out rich information from stakeholders in a safe setting. The conversations are quick and informal and provide rapid knowledge share and opportunity to build rapport, trust and shared ownership in the project. More than 10 small group conversations were held with a diverse range of stakeholders who have extensive knowledge of Hanging Rock. Participants shared what they love about Hanging Rock, some key challenges and what they see as opportunities for the future of the precinct.

Purpose:

- To uncover and discuss Hanging Rock stories and unique qualities
- To tap into a wealth of knowledge held by local custodians and place champions
- To understand the existing visitor experience, what works and what doesn't
- To discuss aspirations to enhance local and visitor experience

Community Visioning Workshop 19th July 2016

A workshop with over 30 stakeholders, including local and state government officers, community groups and on-the-ground staff, was held to discuss community aspirations for the project, identify key opportunities and challenges, and start working towards a shared vision.

Purpose:

- To inspire stakeholders through a presentation on Placemaking and Best Practice examples
- To explore qualities and rituals that capture the essence of Hanging Rock now and into the future
- To understand project perspectives and aspirations and key opportunities and challenges
- To collaboratively engage with key stakeholders and create a shared vision
- To promote positive discussions between different invited stakeholders

The key discussion from kitchen table conversations and workshop was summarised in the Vision Paper, which was endorsed by Council in July for use for the broader community consultation.

The purpose of Stage Two consultation was to create awareness of the project, and the Vision Paper, and obtain feedback on that paper, as well as gain information to inform the development of the Masterplan. Stage Two expanded the breadth of community engagement involving further workshops and face to face and online surveys, using the outcome of Stage One, the Vision Paper, as a launch pad for discussion and ideation.

3.3. Community Engagement Stage Two - Broad Community Consultation

Consultation With Indigenous Groups

A meeting was held with the Wurundjeri Elders on 15 August 2016 and a meeting was held with the 3 RAP groups Wurundjeri, Taungurung and Dja Dja Wurrung on 12 September 2016. September's meeting resulted in the establishment of the Hanging Rock Connections project, a project dedicated to delivering an outcome regarding the future Aboriginal presence at Hanging Rock.

More detailed input from Traditional Owners is dependent on the outcome of the Connection To Country program/Boundary committee decision.

The Masterplan document and implementation will need to adapt to any changes in the status of the indigenous groups and any relevant policy/legislative framework.

Listening Posts September

A number of listening posts were held at Hanging Rock, local markets and Woodend. Listening Posts were undertaken as a series of publicised 'pop-up' activities that provide the opportunity to meet people in comfortable and informal locations to learn about and discuss their ideas for the project. Village Well, ASPECT Studios



and local and state government representatives spoke informally to residents, tourists and passers-by about their experience of Hanging Rock and elicited stories of place, specifically what people value and celebrate about Hanging Rock. A range of activities conducted to appeal to different ages and audience included Vision postcards, Aspirational Boards and Hanging Rock Animals Collage.

The purposes of the listening posts included:

- To inform and excite about the project
- To check-in with the community and visitors about the project's direction as represented in the Vision Paper and their potential to be involved
- To share and seek direct input or feedback on Hanging Rock through the survey and other activities

The following information sessions were conducted, with copies of the Vision Paper, and Information sheet and hard copy surveys available:

- Woodend Farmers Market – Saturday 3 September
- Gisborne Olde-Time Market – Sunday 4 September
- Kyneton Farmers Market – Saturday 10 September
- Hanging Rock Reserve – Sunday 11th September
- Riddells Creek Farmers Market – Saturday 17 September
- 19th Hole Shopping Centre in Woodend – Saturday 17 September
- Hanging Rock Reserve – Sunday 19th September

Sessions held at Hanging Rock involved a free exit pass being provided upon completion of a survey.

Five submissions to the Vision Paper were received.

Survey 26th August–31st October 2016

More than 380 surveys were completed. Surveys aimed to reach an extensive audience; those visiting the Rock during the period, as well as local residents and the broader community. The following is a brief summary of key results from the Survey.

Survey respondents were from the following groups: Most respondents were day trippers (54%), 39% were local residents, and 9% event attendees. 4% international tourists, 2% local sports group members, 5% local interest group members, 2% organised tour groups, 1% council officers.

How regularly do you visit Hanging Rock?

The majority of respondents had been to Hanging Rock only once (31%). Only 1% of respondents visit weekly and only 10% more than three times a year.

Which country are you from?

98% of respondents live in Australia. Other countries were Canada, Denmark, Germany, Ireland and Nepal.

What is your age group?

The majority of respondents were in the 26-45 year age bracket (41%), with 26% aged 45-60 years and 19% 61-75 years. Only 10.5% were under 25 years and less than 4% over 76 years.

What makes Hanging Rock special? Please describe one thing you most value about Hanging Rock.

Natural beauty - the majority of respondents valued the natural

beauty aspects of Hanging Rock

- Wildlife - flora and fauna
- Landmark and views
- Rock formations

Adventure, mystery and spirit

- Exploring and climbing the rocks
- Peace and tranquility
- Atmosphere, drama and ambiance
- Uniqueness

Social aspects

- Sport
- BBQs and picnic areas
- Play areas
- Events, concerts and markets

History and culture

- Aboriginal heritage
- Film, stories
- Legend

Other

- Short walk
- Close to Melbourne
- Tourism value
- Food and coffee

"The unique rocks and wandering through them and feeling like being lost."

"Its breathtaking natural landscape and historical values."

"The wildlife, parrots, kookaburras coming down to tables, our grandchildren love it. Being able to climb the rock with the family."

3. Consultation summary

Share three things you like about Hanging Rock:

Most popular choices were; the rock or rocks, views, wildlife.

Share three things you don't like about Hanging Rock:

Most popular choices were; entry fees, cafe, amenities.

Other than Hanging Rock, what is your favourite natural reserve or natural attraction in Victoria or elsewhere and why?

Wilsons Promontory, Grampians, Dandenongs, Great Ocean Road, Gippsland were popular natural attractions and the main reasons were the views, nature, walking trails.

"Love Freycinet, Tasmania, Cradle Mountain, Tasmania, Have been able to make small pristine areas into wonderful tourist areas. Always wonder when I go there we can't do the same thing at Hanging Rock."

"The Rhododendron garden in the Dandenong ranges: the colours are spectacular, the gardens are interesting and have a great walk through it and it is vastly different to where I live. It also has a secret garden vibe and is a great spot for a picnic. The drive there is lovely and the cafes and restaurants in Sassafras and Olinda are great."

Apart from Hanging Rock, what other attractions (if any) do you visit or plan to visit in the Macedon Ranges or nearby?

Another town or towns was the most popular response (61%), followed by local wineries or food venues (59%) and other parks or reserves (57%).

Please tell us which town or towns you are planning to visit:

Woodend, Kyneton, Macedon, Gisborne, Lancefield, Daylesford, Trentham, Castlemaine, Romsey, Ballarat, Bendigo.

Please tell us which tourist attraction(s) you are planning to visit:

Mt Macedon, waterfalls, wineries, markets, spa country, breweries, art galleries, local towns.

Share with us three things you typically do when you are in Hanging Rock:

The most popular responses were walk, climb the rock, picnic/BBQ.

What elements of the existing Hanging Rock experience do you think could be kept as part of the Masterplan

Public use of land (not commercial), sporting areas, Racecourse, cafe (but redeveloped), walking trails, landscape and wildlife,

"All natural elements, please, these could be the priority, protected and enhanced. I also support maintaining the Racecourse and East Paddock for concerts."

"Nature could be first and foremost. Maybe more signs telling people about the flora and fauna of the area."

"Nothing removed, just improved; nature and cultural walks; independent food outlets to sell and showcase local produce."

What elements of the existing Hanging Rock experience do you think could be removed or changed as part of the Masterplan? How might this look?

While many respondents wanted no change, others wanted improvements to the cafe, discovery centre, toilets, race course, entrance, playground, picnic/BBQ and other facilities. Some wanted better signage and information leaflets with more information about paths, geology, wildlife and history.

"Need to create areas to protect the rock and the natural flora / fauna. Perhaps the buildings could be moved and in the process improved. Entrance needs to be improved."

"Signage Interpretive centre is at odds with the principle of discovery. Ugly buildings in favour of more landscape sensitive structures"

"Any idea of turning Hanging Rock into a huge conference etc development could be binned. The beauty of hanging rock is its untouristyness, please do not turn it into every other tourist site in Australia so that it retains its uniqueness and isolation and even its slightly old-fashioned air."

"I would visit Mona in Hobart and look at the park area where they have food and large park area. It's family friendly, has a level of class and quality of food, seating and shading. We must remove the Cafe and the visitor experience centre (or at least turn it into something 2016). Remove the front gates! They look like 1969. The area is so magnificent and yet the actual gates and cafe and toilets are from another time - a time when people didn't have a choice of quality!"

What elements or experiences would you like to see incorporated into the Hanging Rock Masterplan? How might this look?

The majority of respondents want the natural feel and the actual Rock to be retained as it is. Responses also included the desire for more tours, education, attractions for children, concerts, better walking trails and seating for viewing, better signage and facilities.

"Create areas to observe nature without trampling it, raised walkways with rest areas to sit and reflect, individually styled benches strategically located to break the climb into manageable chunks for those who need it"

"Respect for the natural environment and sacred nature of site. A mindful experience paying homage to generations before and the Aboriginal peoples connection. A slowing down, healing, spiritual experience as an antithesis to today's modern world. A cycle path from Woodend along Five mile creek as an alternative entry. A large gathering sheltered area accommodating workshops for mindful activities (meet, learn, heal) with views straight out to the Rock for those unable to climb. A healing journey signposted."

"Geological display (interactive) how the rock developed. Explanation of origin of this area, volcanic impact and effects, erosion and final. Outlook time frame useful for parents to explain to the kids."

If you imagine Hanging Rock to be a person, how would you describe his/her personality?

Adventurous, Peaceful, Natural, Majestic, Old and wise, Spiritual, Beautiful.

"Regal and charismatic though quiet and unassuming. This somewhat reserved style comes with layers of different history, stories and character that are full of richness and intrigue that can be discovered if people dig a little deeper and truly try to get to know and understand this person for who they are. In summary, the quiet unassuming type in the room but something about their stature and charisma draws people to them to want to know who is this person?"

How would you imagine Hanging Rock's personality will ideally be in 2025?

Most respondents wanted the personality to stay unchanged.

Additional Comments

While views in additional comments varied between those wanting no or minimal changes to those supporting development, many additional comments reiterated concerns with not over-developing or commercialising Hanging Rock or losing its natural beauty and values and public focus.

"Hanging Rock presents a great opportunity to create a sustainable tourism experience whilst managing a public/community asset"

"Hanging Rock is special because it has not been over developed. It has been a special place to our traditional landowners and this could be respected"

"Traditions such as the picnics and the races could be preserved. Sporting clubs could be assessed according to their impact and needs. Petanque for example seems easy to accommodate and seems to be a spiritual activity befitting the Rock. Tennis, football, etc with needs for change rooms, lighting, resurfacing courts seem better suited elsewhere. No relevance to Rocks sensitive environment or history."

"I believe a lot more could be done for the environment for the rock without disturbing or ruining the environment that is there now. If a lot of areas in Australia which have a pristine environment have still been able to encourage visitors and not destroy the ecological elements of these areas, hopefully the Macedon Ranges can be forward thinking enough to do the same."

Council And Key Stakeholder Workshops 10th and 24th October 2016

Two workshops were held in October, one with Council officers and one with key stakeholders, including local and state government officers, community groups and on-the-ground staff, and the ideas generated and sentiments were remarkably similar. Small group activities focused on turning the principles in the Vision Paper into recommendations for the Masterplan. The key suggested recommendations were refined in the workshop using a filtering framework to understand potential partners, funding, complexity and impact and test the recommendation against the 5 P's of placemaking; people, planet, physical environment, program and product. The key recommendations listed under the project principles were as follows:

1. Engaging With Nature

- Buffer Zones – land acquisition and/or re-vegetation of surrounding properties
- Educational hub – base for education about various aspects of Hanging Rock
- Hanging Rock Educational Application

2. Socially And Culturally Connected

- Traditional owner presence/programs/place/tours/enterprises
- Interpretative Centre – multi-purpose

3. Immersive And Experiential

- Healing/wellness walk

4. Locally And Regionally Contextual

- New café/restaurant showcasing regional produce
- Regional Visitor Information at Hanging Rock
- Regional artisans events
- Retain events and concerts and explore opportunities for others

5. Legible And Coherent

- Relocating entry point

4. Existing Conditions and Uses

4.1. Introduction

Current Uses Summarised

The Hanging Rock Precinct is predominantly used for nature conservation and associated passive recreation such as walking and picnicking. The primary attraction of the precinct is the opportunity to climb and explore Hanging Rock itself with rewarding scenic views across the countryside at the more elevated sections.

Several large events also take place in the precinct each year, including the Classic Car Show and large concerts held in the East Paddock which can attract significant numbers to the site.

Several sports clubs also have facilities on the site, including the Hanging Rock Racing Club, the Hanging Rock Tennis Club, the Hanging Rock Cricket Club and the Woodend Hanging Rock Petanque Club.

Key Usage Trends

Based on anecdotal feedback, the peak times for usage are during warmer months and around significant public holidays. Peak times of usage are around 11am-4pm on weekends and public holidays. The graph to the right highlights the annual visitation trends and highlights continual growth.

Below are visitor numbers captured in 2013 at Hanging Rock:

- 125,600 in total
- 71,000 casual day trip visitors
- 54,500 event specific visitors

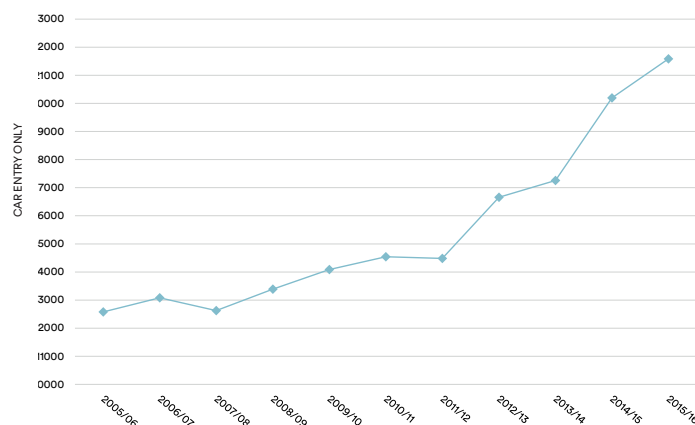
Existing Conditions that Impact on Visitor Experience and Usage

This chapter explores five key elements that have a significant impact on visitor experience, site usage, and the future potential of developments within the site. These elements are:

- Views to and from Hanging Rock
- Quality and offer of park infrastructure
- Event management and location
- Existing site issues
- Planning Zones, Overlays and Heritage Overlays

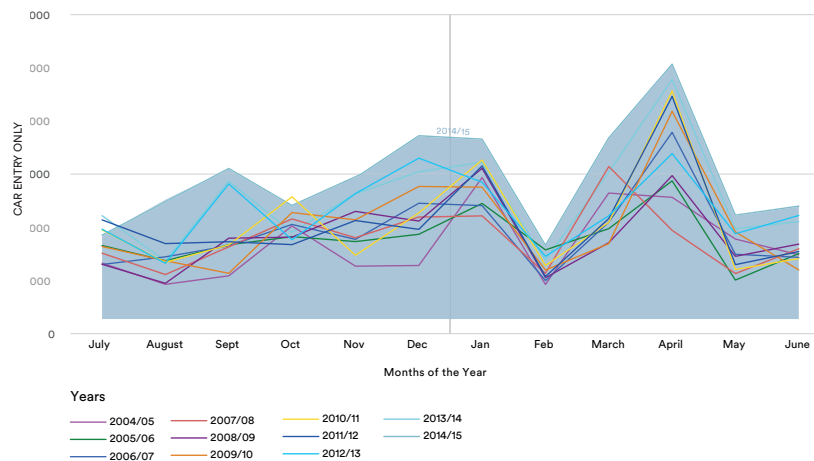
These key elements compound on top of the background information, significant elements and community consultation feedback presented in Chapters 2 and 3.

Hanging Rock Annual Entry Trends



Hanging Rock entry trends as at January 31 each year. This data represents paid cars via ticket machine only and excludes event specific visitors.

Hanging Rock Monthly Entry Trends



Indicative chart of annual car entry rates based on data received from Macedon Ranges Shire Council. The fluctuation in April is due to the Easter Holidays. This data does not include significant events e.g. music festivals, car show, etc. which utilise East Paddock entry points.

4.2. Views to Hanging Rock

Hanging Rock is a natural prominent feature rising above a largely modified rural landscape. The Rock's key exposures, from the east and from the north west, are broadly used in marketing imagery and can be considered iconic.

Context

Hanging Rock is seen within the context of a broader landscape from surrounding elevated areas

- Strong intermittent views when approaching from north west
- Very limited when approaching from south west
- Strong intermittent to continuous views when approaching from the east, most prevalent near intersection of Straws Lane / South Rock Road and Straws Lane / Colwell Road

Perimeter

Due to existing vegetation, many of the long distance views to Hanging Rock become more filtered as it is approached.

- Views along Straws Lane are intermittent due to vegetation
- Views reduce westbound along Colwell Road due to vegetation
- Views remain intermittent westbound along South Rock Road

Site

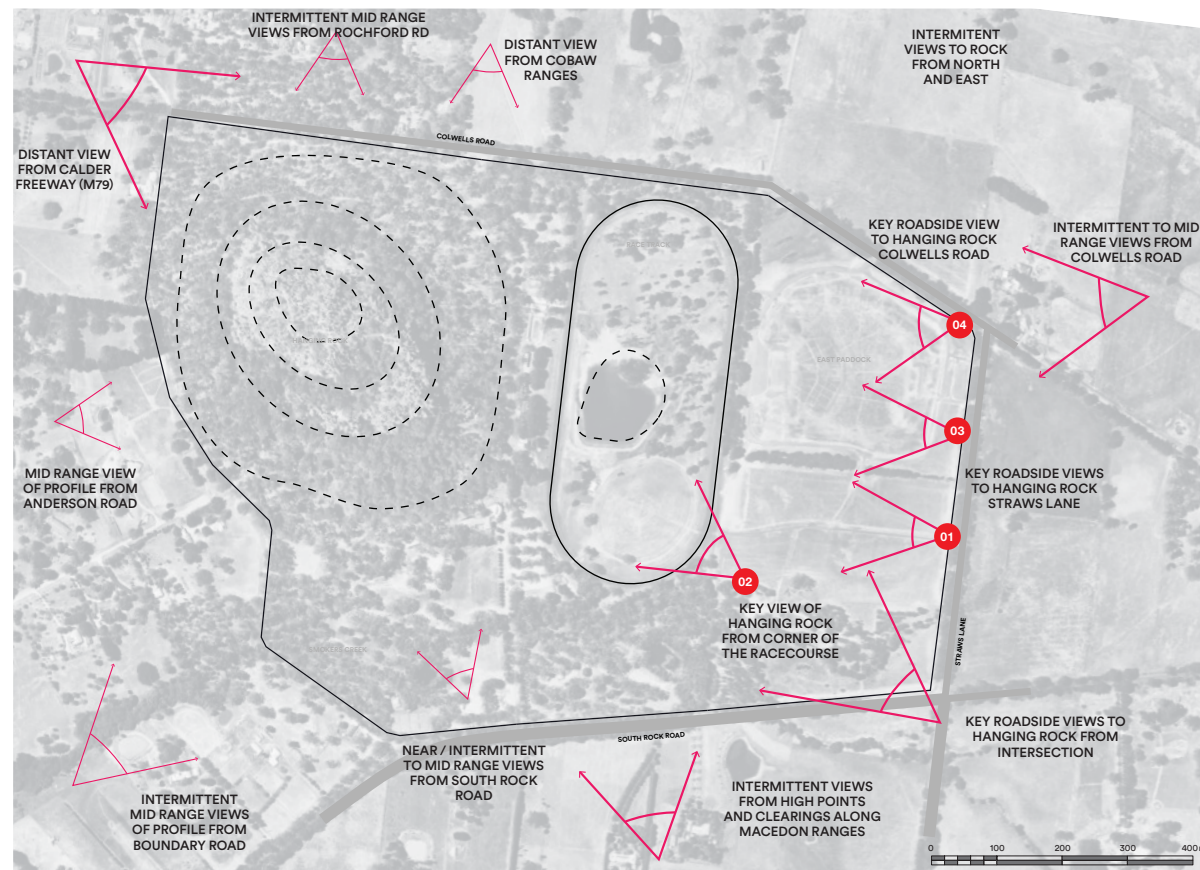
Within the site itself, views to the exposed rock faces of Hanging Rock vary depending on the direction and proximity of the viewer to Hanging Rock.

- Limited views along main entry road (extent of views improved when seen from grassed flats to south of Smokers Creek)
- No views from current carpark / visitors centre / café
- Significant views from elevated eastern parts of the site, particularly East Paddock

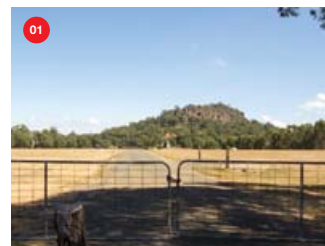
Implications on this Masterplan

To take advantage of the iconic views, any siting of future buildings and other infrastructure will need to be undertaken with these points of view in mind.

- Any buildings proposed could incorporate low profiles to minimise visual disruption of the view
- Buildings and facilities could utilise a colour palette that is recessive
- Screening trees could be planted as soon as practical to provide long term visual screening of buildings, carparking
- Views improve moving eastward across race course, with strongest views from East Paddock, especially elevated areas in the north east



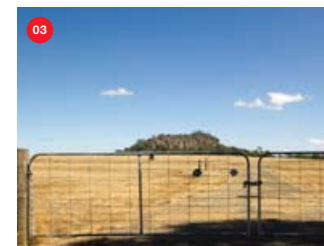
Key views of Hanging Rock



Key views of Hanging Rock from Straws Lane



Key view from south east corner of the Racecourse



Key view of Hanging Rock from Straws Lane



Key view from Colwells Road

4.3. Views from Hanging Rock

The landscape surrounding Hanging Rock has been largely modified post-settlement, with remaining areas of scenic landscape to the south (Macedon Ranges), to the east (towards Kinglake National Park) north (Cobaw Ranges) and west (towards Lerderderg and Castlemaine Heritage Parks)

This mix of landscape becomes apparent when seen from a number of viewing points as Hanging Rock is ascended. These views are often framed or blocked by trees and rock elements.

The Hanging Rock Reserve and East Paddock itself reflects a similar mix of modified and scenic landscapes, and is also never seen in its entirety from any one view. Views from the lower saddle and from the summit are to broader landscapes to the south through west.

Key Viewing Points

- Lower-Saddle facing south (also known as “Stonehenge”)
- Mid-Saddle facing east (also known as “Lover’s Leap”)
- Summit provides panoramic views towards the west

Adventurous Viewing Points

Only views from farther extremities of the middle saddle reveal the Racecourse and East Paddock in its entirety.

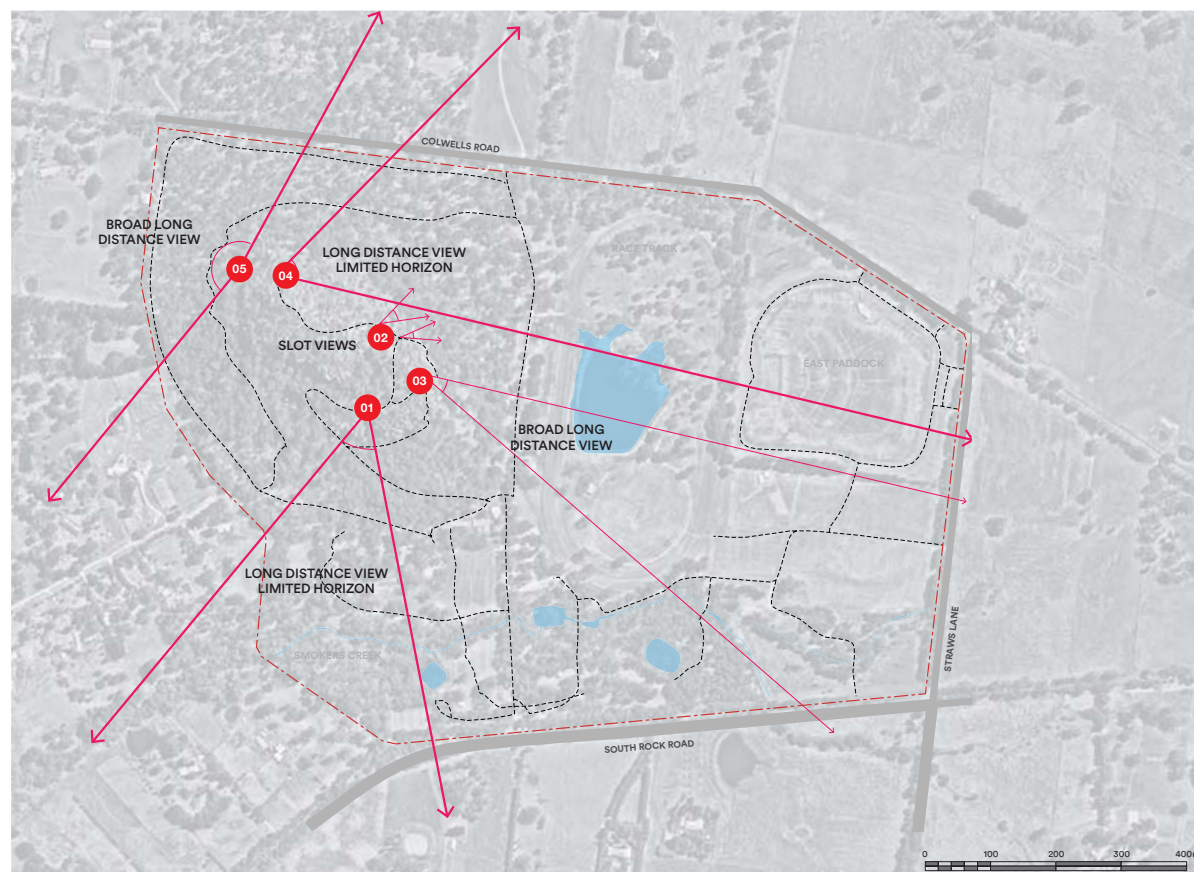
Implications on this Masterplan

Any siting of future buildings and other infrastructure will need to be undertaken with these points of view in mind.

From Lover’s Leap any new building in East Paddock will be visible and require sensitive treatment.

Any buildings proposed could utilise a colour palette that blends in with the existing environment.

Screening trees could be planted as soon as practical to provide long term visual screening of buildings, carparking and other facilities with potential visual impacts.



Key views of Hanging Rock



Long distance view with limited horizon from “Stonehenge”



Slot views from Mid-Saddle or “Collonade”



Broad long distance view from “Lover’s Leap”



Long distance view with limited horizon



Long distance 180 panoramic view



Explorative paths and views within Hanging Rock

4.4. Existing Site Infrastructure

Hanging Rock has experienced a gradual accumulation of facilities and infrastructure over time. Aside from the Loder and Bayly Masterplan recommendations, only some of which have been implemented, this ad-hoc approach has resulted in a mix of visual styles, quality and functionality. Expectations of increasingly travelled visitors have also served to highlight this gap when compared to better funded visitor destinations.

Current

The focus of site infrastructure is along the main entry road spine between the main entry from South Rock Road and the Race club facilities. These facilities have been installed in a piecemeal approach as demand dictates their need. This has resulted in an unplanned and visually incohesive array of elements that detract from the visitor experience.

Some of these facilities have been progressively modified to meet revised standards as required funding is made available, but have suffered from inconsistent funding to meet increasing visitor numbers and ensure high standards of maintenance and upkeep.

The recent installation of new site facilities and infrastructure into the East Paddock has introduced a new aesthetic and level of service which could be seen as setting the benchmark for the quality, aesthetics, and functionality to support an increased patronage in the years to come.

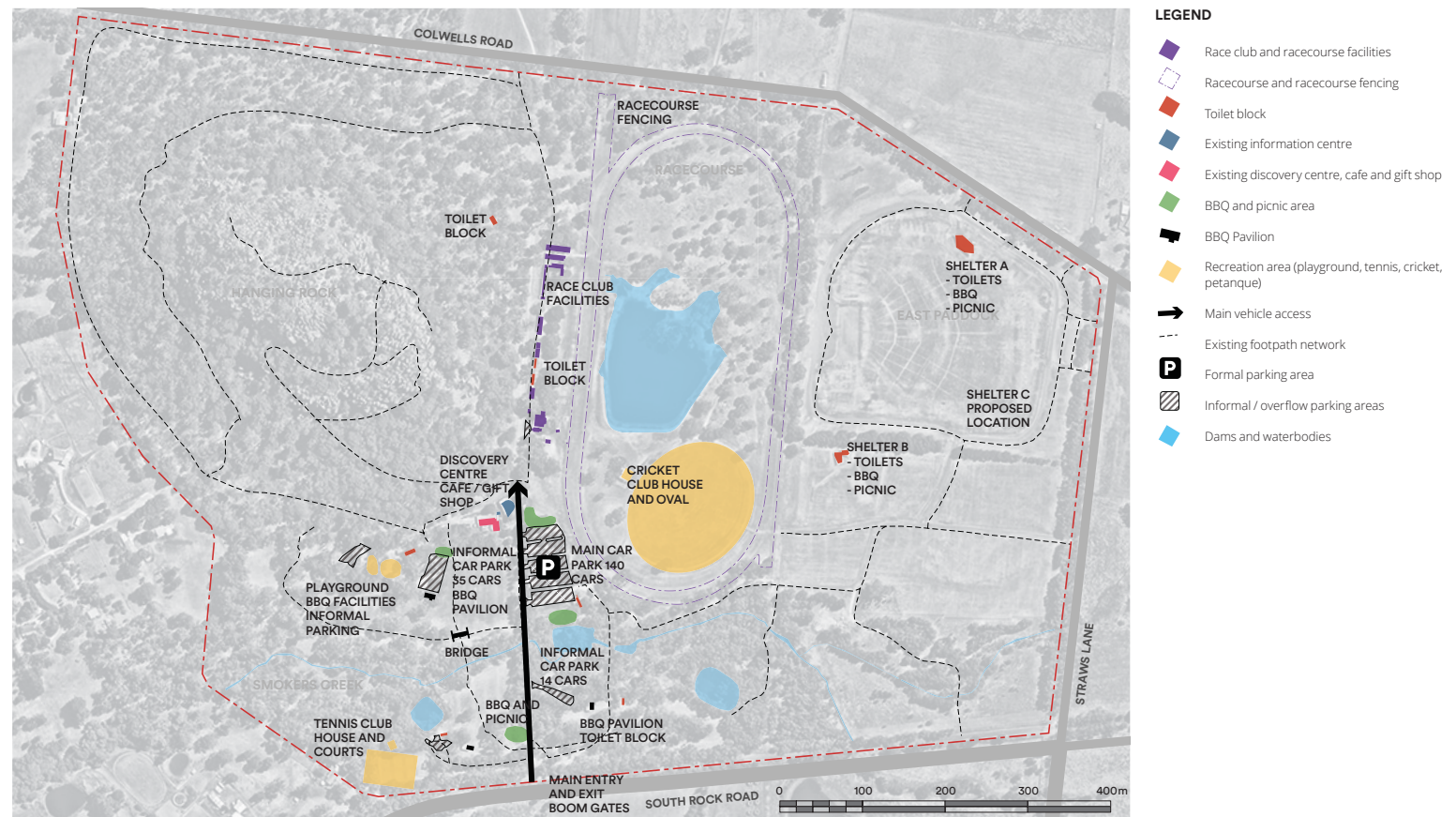
These can be categorised into the following types:

- Infrastructure and facilities supporting recreation
- Infrastructure and facilities supporting events
- Facilities supporting tourism and visitors
- Infrastructure supporting the overall upkeep and maintenance

Implications on this Masterplan

The minor modifications, upgrades and aesthetic improvements currently taking place are supported, including:

- Provide further trees and plantings in the East Paddock
- Vegetation management
- External building painting
- Maintenance of paths
- Install predator proof fencing around the western perimeter of the reserve bordering adjacent private property
- Replace current dilapidated East Paddock perimeter fencing with new fencing
- Upgrade and refurbishment program of existing toilet blocks



Key site infrastructure of Hanging Rock



Old shelters in disrepair



Racecourse facilities in disrepair



Existing car park



From left to right: cafe, gift shop, ticket booth, main entry way

4.5. Events

Since its transformation into a tourist resort in the 1850's, Hanging Rock has been a destination for the entertainment of visitors. Regular programmed events, commencing with horse races and culminating in larger outdoor concerts have acted as a counterpoint to the more intimate nature-based experience of the Hanging Rock environment itself. The juxtaposition of these two extremes is one of the challenges that Hanging Rock faces to achieve a balance for all users.

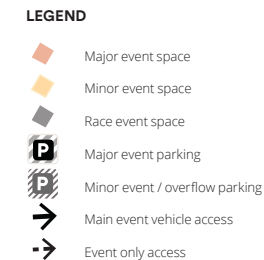
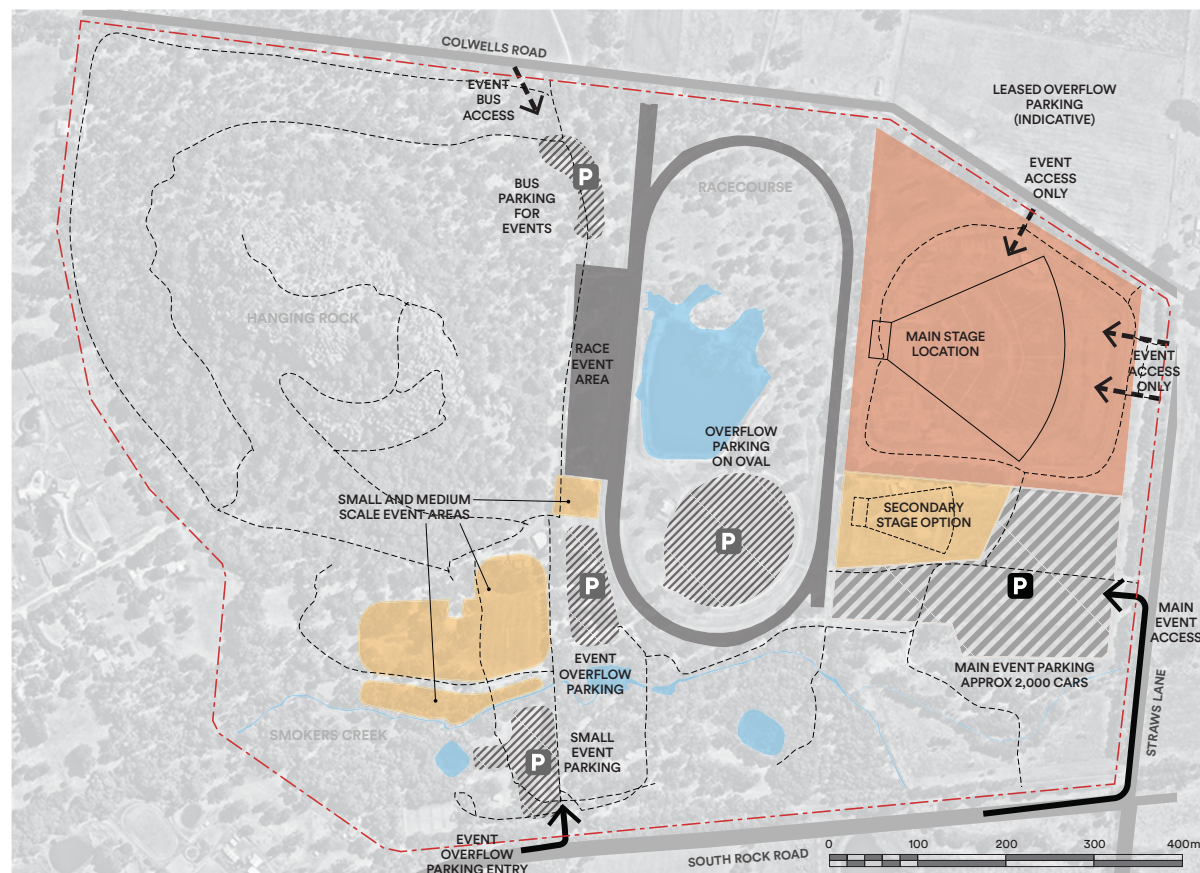
How Hanging Rock is Used

Since 1857, Hanging Rock has been used as a site for the public.

- The primary reason for visitation during a large proportion of the year is to climb the rock itself and experience the natural environment through passive activities such as walking and picnicking
- Regular recreation has occurred through much of this period, with a focus on weekend use
- A range of programmed events have come and gone over this time period, although these generally occur infrequently over the warmer months of the year
- Infrastructure, often temporary, has been installed to cater to the running of these events
- Racetrack and related racing facilities since late 1800's. As identified in numerous reports, many of these facilities are in need of repair and improvement to meet current standards and usage requirements
- The two main areas that regularly scheduled events occur are:
 - Smaller to medium sized events in the grassed ovals to the south of the Visitors Centre
 - Larger performance-based events in the East Paddock

Parking for these Events

Large events utilise the East Paddock for primary parking. Overflow parking in surrounding properties on a case by case arrangement.



Existing event zones and site access in the Hanging Rock Precinct



Example of events at Hanging Rock



Annual car show



Farmers markets



Large concert events held in the East Paddock

4.6. Site Issues

With the continually growing usage rates of Hanging Rock, the existing infrastructure and functional layout issues will be subjected to increased use. The existing shortfalls of the outdated facilities can only become more of an issue. Some other issues include:

Physical

- Flood prone areas along Smokers Creek
- Insufficient potable water on site for current and future needs
- Limited sewage capacity for current visitation
- Drawing water from Smokers Creek to fill the Racecourse dam for irrigation limits environmental flows and is not reliable
- Limited water tanks to reduce reliance on the Racecourse dam
- Predator proof fences limited to around base of Hanging Rock
- Wildlife fences around the Racecourse serve safety purpose but are visually intrusive

Circulation

- Site circulation between main arrival area and East Paddock along narrow windy road through remnant trees not suitable for buses or two way traffic
- Bus access and parking from Colwells Road entrance impacts on significant vegetation zone
- Conflicts between vehicles travelling west around base of rock to informal carparks, playground and main pedestrian desire line between visitors centre and start of rock walk

There are key congestion points in different areas of Hanging Rock, some of the key areas during day to day usage are listed below:

- Narrow footpaths along the Hanging Rock Trail, particularly under the 'Hanging Rock' and the trail below
- Entry gate upon arrival which is on a thin 80km arterial road
- Parking ticket booth with long waits, visitor centre and cafe area
- Car parking overflows into informal car parking areas

Functional

- Current spatial arrangement of arrival, parking and facilities focuses most visitors at base of rock. 40-50 days annually of heavy visitation [numbers] where crowding is experienced
- Event specific visitation at base of Hanging Rock competes with regular weekend visitation to climb the Rock

Implications on this Masterplan

Many of the physical upgrades would require additional funding to implement, however this Masterplan recommends that they be incorporated when feasible.



Key issues within Hanging Rock



Potable water being brought on site to meet demand



Congestion and overcrowding at Hanging Rock site



Congestion on narrow paths with people going in both directions



Cars congested at main entry

4.7. Planning Zones, Overlays and Heritage Overlays

There are multiple planning considerations within Hanging Rock. Below is a summary of planning legislation that applies to the site.

Planning Zones

Two key Planning Zones break up the site. The Public Conservation and Resource Zone (PCRZ) applies to the western side of the site where Hanging Rock, the Racecourse, visitor centre and main entry are all situated.

The Public Park and Recreation Zone (PPRZ) applies to the East Paddock. Smokers Creek runs through both of these planning zones.

Planning Overlays

There are numerous Planning Overlays that influence the site including;

- Wildfire Management Overlay (BMO OR WMO)
- Environmental Significance Overlay (ESO)
- Environmental Significance Overlay - Schedule 4 (ESO4)
- Heritage Overlay (HO)
- Heritage Overlay Schedule (HO88)
- Significant Landscape Overlay (SLO)
- Significant Landscape Overlay - Schedule 1 (SLO1)
- Vegetation Protection Overlay (VPO)
- Vegetation Protection Overlay - Schedule 9 (VPO9)

Victorian Heritage Register

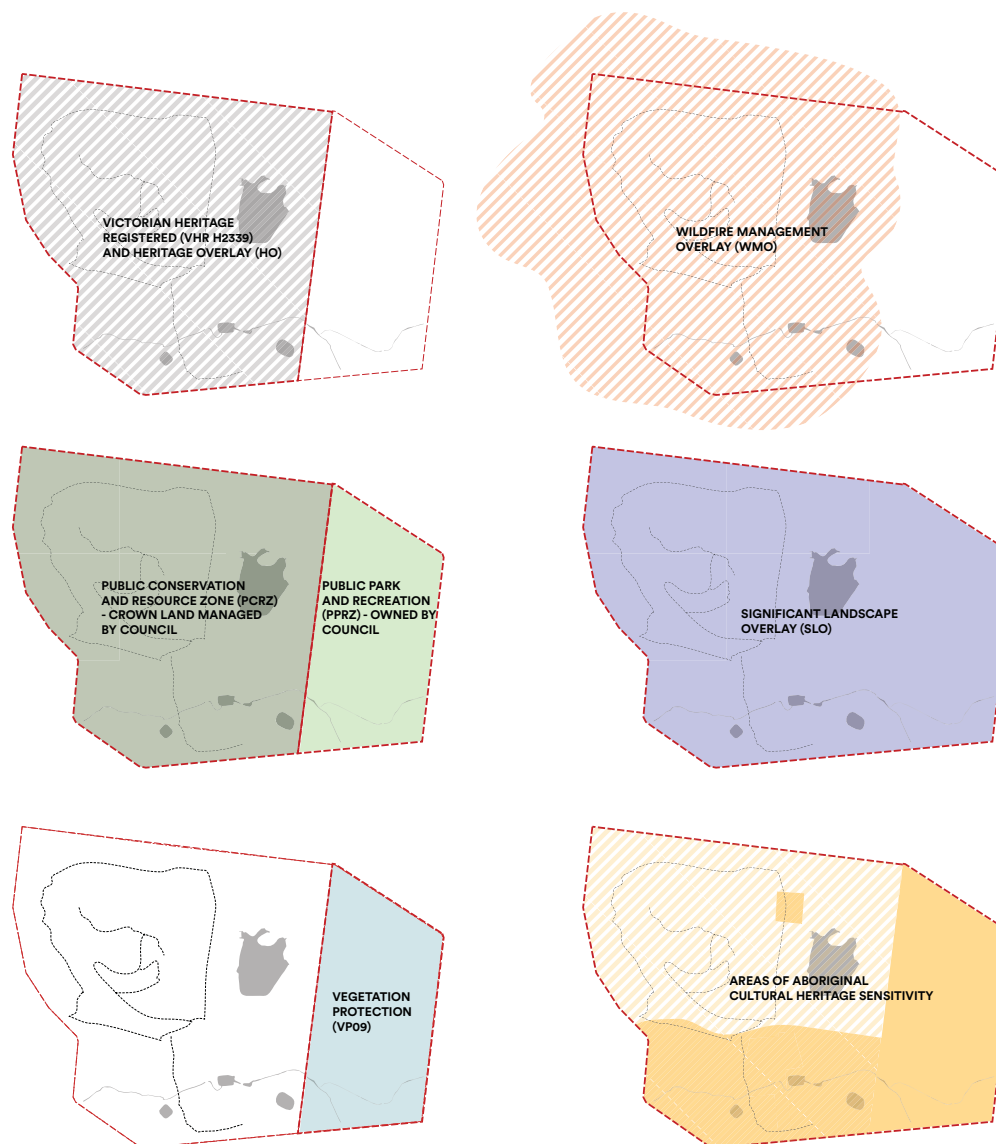
The same footprint as the PCRZ is under Victorian Heritage Register also, it's register number is VHR H2339. Under the Heritage Act 1995 a person must not remove or demolish, damage or despoil, develop or alter or excavate, relocate or disturb the position of any part of a registered place or object without approval.

Areas of Aboriginal Cultural Heritage Sensitivity

There are multiple spaces as highlighted in section 2.4 which are Aboriginal cultural heritage. As highlighted in this chapter earlier, the whole site is important to Aboriginal history and culture, and any new works on this site could consider Aboriginal Heritage in a meaningful way.

Implications on this Masterplan

All proposed works will be subjected to each particular planning and heritage requirement as part of their consideration prior to implementation.



Key Planning Zones and Overlays that influence the site

5. Challenges, Values and Opportunities

5.1. Challenges

This section provides a summary of the most significant challenges, values and opportunities arising from stakeholder engagement responses and a desktop review.

The primary recurring challenges in documents reviewed, and participant responses, thus far, relate to human impacts and retaining the intrinsic values of Hanging Rock. Balancing existing and future uses of the site with that of the environmental, physical and natural elements, including the vistas, flora, fauna, vegetation communities, geomorphology, and the overall place experience are the main concerns expressed. Interestingly, these concerns have been much the same for over a century, since the place became a popular destination for hosting large events and races.

A more recent concern, heightened by the release of the Hanging Rock Development and Investment Plan, is the future use and development of Hanging Rock Precinct. It must be noted however, that the initial findings from desktop review and stakeholder engagement point to a cohesive set of values shared by most, if not all, stakeholders. The most important concerns expressed relate to Hanging Rock's environmental values and natural elements.

The opportunity arising from this process is harnessing the community's passion, values, and high level of interest to make Hanging Rock a better place. Taking this into account, a clear narrative and vision based upon these critical attributes can be used to guide the Masterplan. Additionally, these shared values will help bring disparate stakeholder groups together, allowing new partnerships to form, benefiting Hanging Rock's future.

Funding and ongoing financial sustainability is another recurring challenge apparent in engagement responses and documents reviewed. A number of factors need to be considered in viewing this challenge including:

- The day-to-day management costs of Hanging Rock
- The investment required to manage and enhance the natural environment
- The investment required to address infrastructure requirements
- The existing direct sources of revenue through entry fees, shelter hire, events and so forth
- And the broader economic benefit that Hanging Rock brings to the tourism economy of the region

Other emergent challenges include aging buildings and sporting facilities and concerns about over development in the area surrounding the precinct. Moreover, the car park ticketing system, entry fees for local residents, viability of the sports clubs, and improving the overall visitor experience are additional challenges. Opportunities around showcasing the region's foods and expanding the food diversity available at Hanging Rock were also frequently expressed.

In addition to current income streams, DELWP is providing \$250,000 annual funding over four years towards annual maintenance. This will conclude at the end of the 2017/2018 financial year.

To date this has been used to undertake the following improvements:

- Facility upgrades focused on the refurbishment of two of the seven toilet blocks
- Environmental works
- Road and path maintenance

This funding has allowed for these maintenance works and improvements to be expedited.

These improvements will continue, guided by the outcomes of this Masterplan process.

Fig. 1. Income 2014 - 2015 FY

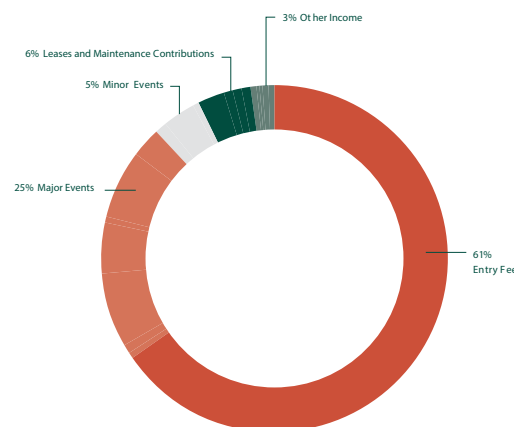
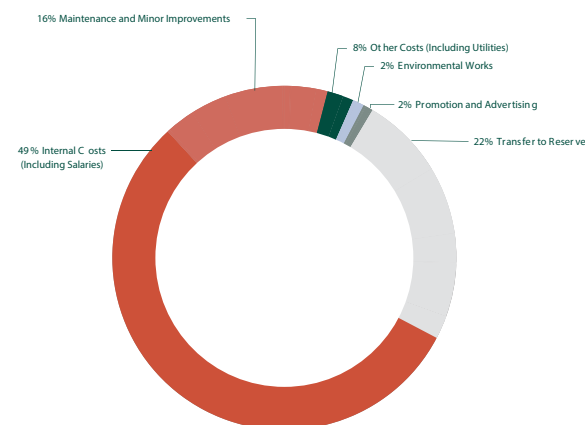


Fig. 2. Expenditure 2014 - 2015 FY



Data source: Hanging Rock Financials 2014/15

5.2. Turning Challenges into Opportunities

A useful way to approach challenges is to consider how they can become opportunities. A clear message that emerged from engagement and desktop review is that most of the concerns about the future of Hanging Rock are closely aligned. This provides an avenue for uniting the hitherto divergent stakeholder groups. A summary of challenges and concomitant opportunities that emerged from stakeholder and community engagement is provided below.

Improving the Natural Environment

Related opportunities:

- Improving biodiversity and environmental values at Hanging Rock and East Paddock and providing more environmental educational opportunities
- Strengthening Hanging Rock as a tourism destination through improving the natural experience and promoting Hanging Rock as an environmental asset
- Reviewing location and logistics of events to minimise environmental impacts
- Reviewing building and infrastructure locations as part of potential upgrade and to investigate whether this could enhance environmental values and use of site
- Providing more information about additional activities in the region so that Hanging Rock becomes part of a broader regional tourism experience
- Managing the reserve to limit erosion and visitor/user impacts on the environment

Balancing Heritage and Cultural Values with Site Facilities

Related opportunities:

- Improving buildings and infrastructure
- Enhancing historical representation within the precinct
- Better reflecting local region in food offering, extending quality and opening times
- Providing additional activities and things to do in the region and the precinct
- Improving legibility of site through signage, landscaping and site planning

Enhancing Visitor Experience

Related opportunities:

- Include consistent interpretive signage throughout the site
- Explore interactive tools such as an app
- Include historical and cultural information at key points on the walking trails
- Expand the trail network to offer a variety of experiences to visitors of all abilities

Viability for Sporting Clubs

Related opportunities:

- Consolidating sports facilities into one area for increased social connection and rationalisation of key service facilities required for each different activity
- Encouraging sporting clubs to partner with other stakeholder groups
- Promoting special sports events that celebrate the unique location

Ongoing Economic Sustainability and Management

Related opportunities:

- Creating self sufficiency, regarding funding and management
- Sourcing funding for larger infrastructure improvements
- Long term financial planning
- Reviewing ticketing system
- Exploring discounted events for locals

These opportunities are explored in more detail in this section to gain an understanding of how they could start to inform the Masterplan Options. The opportunities identified could be considered as ideas only, and may not necessarily form part of the Masterplan.

5.3. Improving the Natural Environment

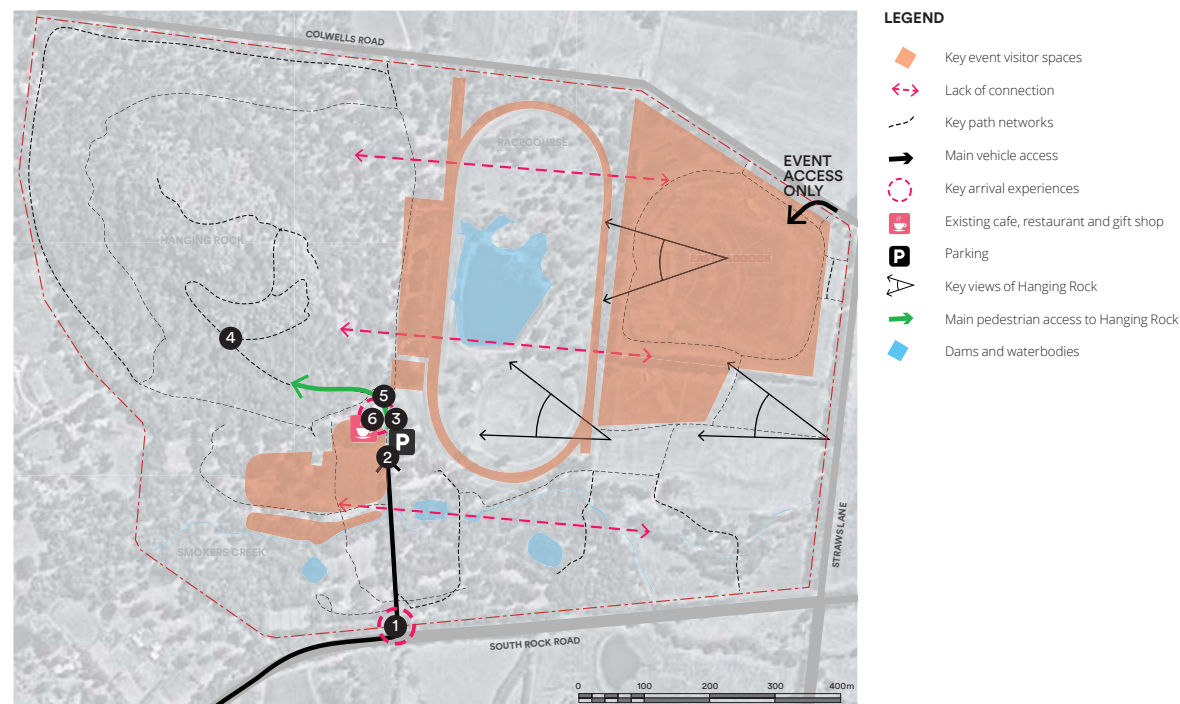
Environmental Values	Challenges / Issues	Opportunities
Environmental Management Plan	Resourcing to implement Environmental Management Plan.	Continue engagement with Friends/Landcare groups to assist with revegetating, koala counts etc; Environmental aspects could be part of the implementation.
Environmental management	Perimeter fencing needs upgrade and must include predator proof fencing to protect native fauna.	Explore how to improve quality and extent of habitat that will enhance visitor experience.
Walking trails	Visitors on the rock can still 'walk anywhere' to an extent, particularly on top of the rock - provides for sense of adventure/exploration. Concerns over impact on environmental values/ OHS.	Improve quality and definition of base and summit walks to define user access; Consider boardwalks to base of east rock face and around dam to minimise impacts when traversing sensitive areas.
Dog walkers	Unclear info on where dogs can and can't go; use of leashes; seasonal access.	Improve signage to reflect on lead and no dogs allowed areas, as defined in the EMP.
Kangaroos	Pose threat to racehorses - race area fenced with full height fencing; Kangaroos have to be shepherded out of race area on race days.	Major attraction for tourists - particularly foreign; Conservation zone allowed for in EMP adjacent to East Paddock, provides a safe area for kangaroos on big event days.
East Paddock	Little shade and biodiversity.	Additional tree planting can provide shade and habitat.
Weed / pest management	Rabbits still an issue because they come in from local area.	
Environmental education	Limited environmental programming and signage at present. Existing playgrounds utilises traditional play infrastructure.	Nature Play area - kids already like to play with logs, build bridges etc; Could be a 'best practise show site' for Landcare/ rehabilitation; Junior Ranger Program.
Drainage on the rock	Runoff from paths causing erosion; Visually intrusive drains on top of rock.	Use of planting to discourage walking in some areas to prevent further erosion.
Views	Potential over-development within a rural environment.	Protect countryside views through careful siting. Consider views to and from ground level and elevated points.
Sustainability		Materials could be re-used on site;

5.4. Balancing Heritage and Cultural Values with Site Facilities

Facilities	Challenges	Opportunities
Parking	Parking pressure during big events due to large numbers of cars; Parking can encroach into riparian area during peak events.	Encouraging car pooling; Alternative transport to large events such as buses from Woodend: Consider other on-site areas for parking. Continue to ensure parking does not encroach in to riparian zones.
Cultural Heritage Management Plan on East Paddock	Limits development in this area of the site.	Provides meaningful opportunities to integrate and celebrate as other layers of history and character.
Site History	Ongoing need for maintenance / compliance to current standards if heritage elements remain accessible. Limited information and recognition on Aboriginal history and cultural significance.	History of site could be celebrated and woven into visitor experience; More acknowledgement of existing older buildings with historic value. Potential to integrate and recognise Aboriginal history and culture more through site.
Visitors Centre/ interpretive centre	Full visitors centre and café needs update; Current cafe layout doesn't work.	Consider upgrade of existing facilities.
Enabling infrastructure	General lack of enabling infrastructure - electricity, potable water points etc around the site, sewerage.	
Temporary infrastructure		Many events could be serviced with temporary infrastructure; food trucks etc already in use.
Water	Need to get recycled water pipeline out to irrigate more grassed facilities; Current dam supplies mainly the Racecourse with limited capacity to address other area. No potable water available on site.	Water points in place in East Paddock (toilets); Extend potable water to Hanging Rock.
Electricity	Limited night lighting due for environmental management purposes; Manage night lighting as per the EMP.	Sports Clubs have electricity. Events can minimise use of generators.
Toilets	Sports clubs don't have disabled toilets; Not enough toilets in areas of demand, especially for events; Toilet facilities inadequate/not suitable.	Assess use across year; Consider replacing or adding composting toilets if remote to minimise infrastructure; Consider public toilets in any upgrade or addition of buildings / facilities.
Shuttle services	Not utilised for Car Show day - thus thousands of extra cars parking on the site.	Could implement shuttle service for major events.
East Paddock	Some permanent infrastructure being constructed at present.	Services within shelters can be used to support events.

5.5. Enhancing the Visitor Experience

Visitor Info/ Experience/ Access	Challenges	Opportunities
Place		Landmark bush experience close to Melbourne.
Profile		Concerts and events continue to raise profile of Hanging Rock.
Three indigenous owner groups	Currently limited recognition within the site.	Generally have shared experience of the site; Could be interpretive layer to the site.
Site access and approach	Narrowness of surrounding roads; Limited means of access other than by car.	Review approach and access to site; Cycle/walking track link to Woodend.
Entry	'Institutional' - uninspiring. No view of Hanging Rock itself.	A strong entryway could celebrate entering the Hanging Rock Precinct.
Ticketing	Locals and sporting facility users find entrance fees a deterrent to their use of the site; Confusion and lack of information over pricing schedule - who gets charged, how much it could cost etc; Resistance to having an entry fee.	Smart ticketing systems; Review fee strategy.
History / heritage	Ongoing need for maintenance / compliance to current standards.	History could be celebrated more, woven into visitor experience.
Visitor numbers	Very high visitor numbers on certain days ie public holidays, climb up the rock can be congested; Main site won't support huge numbers of people.	Visitor numbers could be limited; Providing alternate activities / trails could disperse visitors throughout the site.
Disabled access	Lack of existing accessibility to some Hanging Rock experiences	Easily accessible trails for visitors of limited abilities could be created to more areas. Consider providing improved play and BBQ facilities for all-abilities use.
Legibility	Site lacks effective and high quality wayfinding and legibility.	Enhance areas at the bottom of the rock for those who don't want to climb and would prefer to enjoy other aspects of the site.
Signage	Mix of signs - no strong branding, signage of base walking tracks unclear; Current municipal reserve signage not intended for Hanging Rock.	Signage could be enough but not too overt; Choice - digital info vs regular signage; Investigate new signage and branding.
Digital experience	Limited mobile reception.	Could develop an augmented reality/app for site map and location info.



Key visitor experiences

1 Arrival to Hanging Rock Precinct



4 Initial view of the rock formation when commencing climb



2 Going from car park to Visitor Centre



5 Visiting the Discovery Centre



3 Visitor Centre arrival



6 Visiting the cafe / paying for parking ticket upon leaving



5.6. Viability for Sporting Clubs

Facilities	Challenges	Opportunities
Race Club facilities (2 annual events)	Facilities dominate the space; Many facilities outdated and in poor condition; Additional infrastructure has to be taken in and out for race days.	New facilities could be co-located or shared with other sports club / visitor facilities; this would increase exposure and usage. Help support a stakeholder group from all sport groups that utilise the Precinct
Cricket Oval (Summer weekends)	Pitch is impacted by car parking for events overflow parking; Irrigation required for ongoing quality surface; OHS issues with nets and road access; Facilities need an upgrade, currently hidden from view from Visitors Centre area.	Extra parking for events / exhibitors; Could be used for movie screening; Could host exhibition cricket matches.
Tennis Club	Facilities and courts run down and would require significant investment to upgrade.	Retain and improve, or combine facilities with existing club in Woodend and remove / revegetate.
Petanque club (2 annual events)	Complicated booking process to book own facilities; limited to one night a week; has to close off adjacent parking lot to use.	Teams up with other community groups to provide events.
Access	Sports clubs have free access to site, but use is restricted by visitor access management requirements; Access costs for visitors and spectators; Competing access on busy days / event days.	Separate gate for sports clubs to use.

5.7. Ongoing Economic Sustainability and Management

Tourism	Challenges	Opportunities
Users	Many locals have come here to escape city hustle and bustle - don't want to see that brought to the area.	Manage visitor numbers especially during peak periods; Engage friends and family to increase return visitation.
Accommodation	Accommodation lacking in the area.	Work with regional marketing and tourism organisations to identify opportunities in the vicinity of Hanging Rock.
Tourist information	Not much information provided.	Locate tourist information at Hanging Rock.
Partnership opportunities		Sell local produce in the gift shop; Rotating cellar door for local producers; Local producers to supply event food for sale.
Management	Challenges	Opportunities
Council	Several Council departments have a role in aspects of Hanging Rock.	Ensure continued cross departmental collaboration in Hanging Rock management and projects.
Land	Limited areas away from the Rock and sensitive environmental areas to accommodate people and parking on peak event days.	Look to purchase surrounding land.
Planning	Current planning controls may not provide sufficient protection for Hanging Rock surrounds / viewsheds.	Planning decisions in the local area could be reviewed and consider their relation to Hanging Rock; E.g. Restrictions could apply to local neighbours.
Revenue	No transparency on what council wants to spend the money on.	Consider other options for revenue in addition to gate fees.
Zoning	Zoning of the East Paddock needs to be revisited and considered in relation to the rest of the site.	Planning provisions review to follow Masterplanning.
Communication	Each club manages their own communications but not necessarily through Hanging Rock website.	Dedicated single 'all activities' Hanging Rock website to provide regular updates to stakeholders to keep them engaged/informed; Local paper ads.

6. Vision and Principles



Vision

The outcomes of Stage 1 of the project process were used to develop a vision and a set of principles to guide the formation of the Masterplan and the future of the site.

**Celebrating the spirit of this mysterious,
iconic piece of Victoria, Hanging Rock
is a key place of gathering, which
showcases the best
of the Macedon Ranges region.**



Principles

The principles provide a set of criteria identified to realise the vision .

Engaging with nature

The environmental values of the reserve have been enhanced, habitat for wildlife has been extended and the overall experience of the place is improved. There are numerous opportunities to be physically and intellectually engaged through diverse activities and environmental education.

Socially and culturally connected

Indigenous stories are embedded in this place, while culture and history are celebrated. Sports, picnics, markets, events and celebrations continue to make this a special gathering place.

Immersive and experiential

Capturing the spirit of this place, the stories, mystery and untamed nature of Hanging Rock are embellished. The combination of these elements inspires a sense of adventure, exploration and meaning.

Locally and regionally contextual

Embracing the local, a deeper connection to place for the community has been established, allowing visitors to connect with an authentic experience. Promoting the region and providing a taste of what Macedon Shire Ranges area has to offer is part of Hanging Rock's charm.

Legible and coherent

New infrastructure strengthens the identity of Hanging Rock, forming a coherent narrative that adds to the place experience. The diversity of Hanging Rock is retained. Improved signage and wayfinding make it easy to explore and discover what's around the corner.

7. Masterplan Options

7.1. Masterplan Options

The Masterplan Options draw on the vision and principles developed in the earlier phases of the project to create an enduring place response ensuring that Hanging Rock is an attractive and sustainable place for current and future generations to enjoy.

Strong messages have come through in the project so far. Firstly, that the natural values that encompass Hanging Rock, including its conservation function and beauty, are the most treasured aspects of the rock. Secondly, the majority of visitors and stakeholders expressed that the visitor experience of Hanging Rock needs to be improved. This Masterplan Options document seeks to address these interests in a mutually compatible manner.

Foremost, the Masterplan Options recommends the implementation of the actions outlined by the Hanging Rock Environmental Management Plan (EMP). This will enhance the environmental function and qualities of Hanging Rock and Smokers Creek environs. These EMP actions are captured within a range of proposed Small - Medium Scale Actions. These Actions also consider how they can be achieved in a way that improves the long term environmental qualities of the site with the least physical disturbance.

Other Short – Medium Term Actions consider the full visitor and user experience, including arrival, parking, built facilities, sporting amenities and events, in order to improve the quality of the visitor environment and user experience incrementally over time.

Some of these Short – Medium Term Actions would be achievable under current funding structures, others would need additional input from other sources in order to complete. It is envisaged that with funding, these could be implemented in short to medium time frames (the next 5 - 10 years).

This document then considers a long term vision of what the Hanging Rock Precinct could be. Two different options to reconfigure the site are explored. At present, these options are unfunded, but can provide the basis for further feasibility studies to apply for capital, and would be implemented in a staged manner as funding becomes available. The timeframe of implementing this vision of the Masterplan is difficult to predict, however 10 – 20 years is considered realistic unless funding is available in a shorter timeframe.

Existing operations would continue in the short to medium term with maintenance and short term upgrades covered by income from the entry fees, and limited external funding.

7.2. Creation of Character Zones

Fundamental to the overall Masterplan is the creation of clear character zones that reflect the community's values, identify management principles and priorities in terms of the intended use and activities within these areas, the types of uses that are encouraged in these areas, and the scale and accepted impact from events on these areas.

7.3. Small - Medium Scale Actions

Within these Character Zones, a range of Short – Medium Term Actions are outlined. These Actions have already acquired general consensus from the community and stakeholders over a period of time.

Some of these can be implemented from day one utilising existing funds from the Reserve. These can improve the quality of the natural environment and visitor experience. They would draw from existing funding structures or require new small to medium scale funding from council, tourism bodies, benefactors, grants or state government.

These actions include:

- Enhanced trail network to improve the visitor experience of both Hanging Rock and broader site, helping disperse visitor impact and reducing environmental degradation
- Environmental improvements
- Servicing and infrastructure improvements to support current usage and cater to future usage, even at current levels of visitation
- Improvements to park amenity
- Rationalising events
- Reviewing sports facilities

None of these moves preclude the site from incorporating potential large scale changes outlined next.

These actions would be open for community and stakeholder confirmation and prioritisation as part of this consultation process.

7.4. Large Scale Options

These Large Scale Options foresee a major reconfiguration of parts of the site to significantly improve the visitor experience. They could be implemented in a staged process and would result in a progressive transformation of the site. As they are unfunded they would require significant investment from state and federal government, or partnership with a benefactor or compatible commercial entity in order to be realised.

7.5. Items for Future Study or Outside of Project Scope

There are a number of considerations impacting upon the future role of Hanging Rock in regional and state contexts that need to be recognised, however it is acknowledged that they sit outside the scope of this Masterplan. These include:

- The broader place of Hanging Rock in relation to the tourism offer in the Macedon Ranges. This is important in considering if Hanging Rock is the destination or part of the destination and what impacts and opportunities that this provides to the local tourism industry
- Accommodation needs and provision in surrounding areas and towns within region
- Regional transport connections and links (on-road and off-road) to provide improved access for increased numbers of users
- An approach to gradually improving the surrounding immediate land character to assist environmental values and functionality of the site ie. partnerships with surrounding landholders and potential boundary expansions if opportunities arise.

This Masterplan recommends that these be given additional consideration in other studies in order to support the holistic vision and long term success of this precinct.

7.2. Character Zones to Manage The Site

7.2.1 Create Clear Character Zones

The conceptual framework for the structure of the Masterplan Options is based on the creation of three zones within the Hanging Rock Precinct. This is a spatial and place driven concept, and could be considered separately to the zones defined under the Environmental Management Plan (EMP), however there are overlaps in terms of vegetation protection and types of activity recommended.

Zone Definition

The zones are defined according to:

- The core values of each zone
- Nature and type of activities recommended in each zone
- Capacity of activity and events in each zone
- Type of infrastructure required to support events

These zones outline the type and level of activity within each portion of the site as a method to control visitor impact. These zone definitions will also provide the basis for the decision making framework that will allow assessment of current activities and events, as well of proposed activities and events to determine their best fit on site.

Zone A: Nature Zone



This zone encompasses Hanging Rock itself, the Smokers Creek riparian corridor and Racecourse grasslands. It includes all of the core conservation zone CCZ1 as defined in the EMP and other areas with recognised environmental value.

Core Values

- Protect and enhance extensive remnant vegetation
- Protect and promote cultural and aboriginal activities

Activities

- Focus on nature and nature-based activities
- Opportunity to increase educational related cultural and Indigenous-based activities
- Activities could be day-time or limited night-time opportunities given performance criteria are met

Capacity

- Small and low-impact events typically limited to a few hundred participants
- Frequency 5-10 events per year including existing to be reviewed on an annual basis to ensure impacts are managed
- Parking to be limited to existing car park in Zone B and overflow parking area in Zone C as required

Infrastructure

- Temporary infrastructure with light footprint only, unless permanent infrastructure can be proven to be less environmentally impacting

Zone B: Recreation Zone



A spacious and picturesque area that provides visitors with visual connections to Hanging Rock's features, while sustaining its relaxed sporting history. This zone includes the Racecourse and associated facilities which has low annual usage, and the cricket oval with its more regular usage. It also includes areas of remnant vegetation and the existing dam, which have moderate conservation values.

Core Values

- Protect social and cultural infrastructure
- Maintain focus on recreation

Activities:

- Primarily recreation
- Ideal serviced area for Medium sized events
- Picnicking
- Main carpark location

Capacity

- Events typically limited to a few thousand participants
- Frequency 4-8 events per year including existing to be reviewed on an annual basis to ensure impacts are managed
- Parking to utilise overflow car park in Zone C, with existing car park in Zone B for drop off / DDA parking only

Infrastructure

- Temporary or permanent infrastructure with impact within planning, environmental and heritage overlay limitations

Zone C: Event Zone



This zone covers the areas known as the East Paddock which contain less remnant bushland vegetation and has historically been disturbed through farming activity. Having a key event zone will reduce the impact of cars on the overall site, reduce conflicts with wildlife, and allow for a single streamlined approach to traffic management for vehicles entering and leaving the site.

Core Values

- Provide for social and cultural infrastructure
- Focus on medium and large sized events

Activities

- Event focus
- Picnicking

Capacity

- Events with typically up to 15000 - 20000 participants
- Frequency 2-6 times per year to be reviewed on an annual basis to ensure impacts are managed
- Parking to utilise overflow car parking in Zone B and C, with existing car park in Zone B for drop off / DDA parking only

Infrastructure

- Temporary or permanent infrastructure, physical impact within planning, environmental and heritage overlay limitations



Proposed management zones

7.3. Small - Medium Scale Actions

These actions can be implemented independently of broader long-term options outlined later in this Masterplan.

7.3.1 Enhance Trail Network

Improving and expanding the network of trails across the site will enhance and distribute the range of visitor experiences available at Hanging Rock. Visitors could explore different areas of the site on each visit, providing another reason for returning again and again. Having a variety of trails would also cater to visitors with limited physical abilities by offering alternative nature experiences to climbing the rock.

More consistent visually sympathetic signage is also recommended, which could include electronic visitor information access interfaces, as outlined further on page 51.

Providing additional trails which offer different experiences of the Precinct will assist in dispersing visitors around the site which would also disperse their impact. Many visitors may choose to explore alternative trails instead of ascending to the rock summit.

The low key formalisation intends to reduce off-trail adventure to manage safety and environmental impacts. The final location of these trails will be subject to detailed on-site environmental assessment of alignments to avoid sensitive areas and minimise clearance of overhead branches where possible.

The proposed trail network options include:

1. Enhanced Existing Path To Mid-Saddle

It is proposed that this footpath is upgraded to provide access for visitors of most abilities, or with assistance, to reach the Mid-Saddle point and constructed lookout. This could include resting points with appropriate seating located at points of interest. These will continue to be sealed access trails, however more visually sympathetic materials could be investigated as part of the improvement works.

2. Limit Access To Summit

It is proposed that the winding and 'wild' nature of the summit trail is retained. This path would not be all abilities accessible, rather an 'added extra' for adventurous visitors who wish to explore beyond the Mid-Saddle. This trail would have clearly defined edges to limit impact on adjacent vegetation where possible. The final lookout point would be a quiet moment on the trail as the key constructed lookout point would be at the mid-summit.

3. Improved Rock Base Walk

The current perimeter loop provides an underwhelming experience for visitors, being largely along an access / maintenance trail. It is recommended that a new rock base loop be established that branches off from this current access / maintenance trail. It provides an easily graded circumnavigation of the rock itself to cater to a number of visitors unable to climb the steeper trails of Hanging Rock, yet still wishing to enjoy a natural experience.

This Improved Rock Base Walk is approximately 750 metres long and would take 15 to 20 minutes for an average adult to walk in normal conditions.

4. Potential Rockface Boardwalk

There is currently no trail which allows visitors to visit the base of the north east rockface, in part due to the sensitive nature of the flora and fauna in this location. A boardwalk taking visitors to this area would offer an opportunity to experience a different environment and see the rock from a different angle, while protecting the environment from foot traffic. Any proposal for such a boardwalk will be subject to detailed siting to avoid environmental impacts, and consideration of how to manage human impacts.

A fixed boardwalk with provision to integrate services and infrastructure required for the lighting of the rock face for events to minimise impact.

This boardwalk is approximately 250 metres long with stairs and would take 10 to 15 minutes for an average adult to walk in normal conditions.

5. Improved North Perimeter Loop

A perimeter loop could provide an attractive alternative or extension to exploring the rock environs. It is recommended that this path include a connection around the outside of the Racecourse through the existing bushland environs and connect into other path and trail opportunities identified. The perimeter loop would have low changes in grade for an easy yet longer walk.

This trail is approximately 500 metres long and would take 10 to 15 minutes for an average adult to walk in normal conditions.

6. New Lake Boardwalk To Perimeter Loop Trail

A walking trail and boardwalk is proposed to provide a route through the Racecourse grassland. A boardwalk around the existing dam would protect sensitive habitat while offering visitors the chance to experience a different environment at Hanging Rock. Bird hides along the boardwalk could provide birdwatching opportunities of the waterfowl that call Hanging Rock home.

Benefits:

- Improved paths/boardwalk will encourage dispersal of visitors through the site
- Environmental and cultural information can be incorporated at key points
- Elevated boardwalks could provide access into sensitive areas such as bird-viewing areas
- Visitors of all abilities could continue to access the mid-point on the rock
- Key lookout points could be defined

This new trail is approximately 350 metres long and would take 8 to 10 minutes for an average adult to walk in normal conditions.

7. New South Perimeter Loop

A new walking trail connecting overflow parking in the East Paddock to the main orientation point at the base of Hanging Rock via the Cricket Oval.

This connecting trail could be located to allow visitors to see the exposed face of Hanging Rock, and include areas of shade from overhead tree canopy with provision for seating for rest along the way.

This trail is approximately 250 metres long from the western edge of East Paddock, and would take 4 to 5 minutes for an average adult to walk in normal conditions.

8. New Smokers Creek Walking Trail

A new walking trail through the Smokers Creek would give visitors an opportunity to experience the riparian environment. It is proposed that the layout of the new trail would be planned in a manner that avoids sensitive areas of creek embankment and habitat, and may include sections of boardwalk where necessary. This improved walking trail is approximately 1000 metres long (broken into sections) and would take 20 minutes for an average adult to walk in normal conditions.

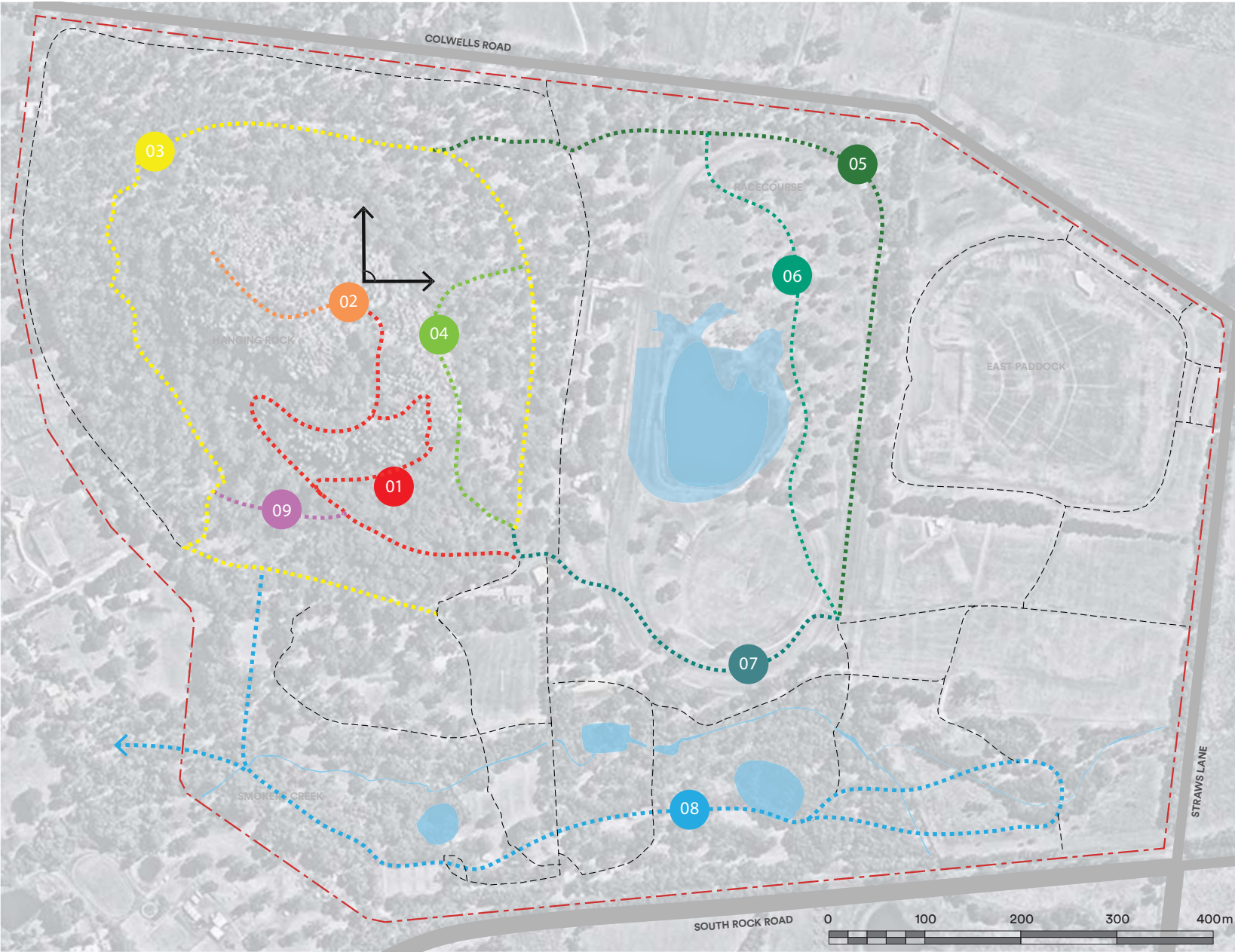
9. New Connecting Path from Rock Walk to Base Walk

This connecting path would improve access and utilisation of the base walk. It would offer a more accessible and less strenuous walking track.

Beyond Project Scope

The potential shared pedestrian / cycle trail to Woodend, and possible variations of connections onward to Newham, are outside the scope of this Masterplan Options document. Nonetheless the proposal is supported in terms of increasing regional connectivity, site access to public transport and as a potential conduit for recycled or potable water infrastructure.

Enhance Trail Network Summary



- LEGEND**
- 01 Enhanced Existing Path to Mid-Saddle
 - 02 Summit Lookout with Limited Access
 - 03 Improved Rock Base Walk
 - 04 Potential Rockface Boardwalk
 - 05 Improved North Perimeter Loop
 - 06 New Lake Boardwalk to Perimeter Loop Trail
 - 07 New South Perimeter Loop
 - 08 New Smokers Creek Walking Trail
 - 09 New connecting path from Rock Walk to Base Walk
 - Existing path networks

Proposed trail networks.Detailed siting required. (Note: Location of trails on this map are indicative only)

Enhance Trail Network - Pros And Cons

Option	Pros	Cons	Implications
Enhanced Existing Path To Mid-Saddle	<ul style="list-style-type: none"> Improved visitor experience Reduced impacts to trail coulders 	<ul style="list-style-type: none"> Concentrates more visitors at Mid-Saddle and on informal trails eastward around the saddle Main iconic views less accessible Additional visitor impacts to surrounds 	<ul style="list-style-type: none"> Lookouts proposed by other studies at Mid-Saddle may need to be implemented to provide a satisfactory experience to users of lesser mobility
Limit Access To Summit	<ul style="list-style-type: none"> Reduced environmental impacts Unique, solitary experience Key lookout points could be defined 	<ul style="list-style-type: none"> Summit not accessible for all abilities Many iconic views not available for all 	
Improved Rock Base Walk	<ul style="list-style-type: none"> Easily-graded alternative for visitors with limited mobility Provides a different site experience prolonging visitation Allows visitor impact to be distributed. Increases distance to adjoining properties for privacy and quality of nature experience 		
Potential Rockface Boardwalk	<ul style="list-style-type: none"> Opportunity to experience a difference environment at Hanging Rock and see the Rock from a different angle Boardwalk will protect sensitive rock base ecology Provides opportunity for integrated infrastructure 	<ul style="list-style-type: none"> Visitation to a secluded and quiet part of the site may cause impacts on wildlife. Increased ongoing infrastructure maintenance Risk of uncontrolled access to sensitive / dangerous areas during events 	<ul style="list-style-type: none"> Additional habitat surveys and avifauna monitoring to study potential impacts
Improved North Perimeter Loop	<ul style="list-style-type: none"> Provides an easy walking trail alternative to climbing the Rock and experience the different environments of Hanging Rock Provides an opportunity for visitors to spread through the site, reducing concentration of visitors on one walk, reduced environmental impacts 	<ul style="list-style-type: none"> Extends low visitor impacts to other areas of the site Greater length of trail to maintain 	
New Lake Boardwalk To Perimeter Trail	<ul style="list-style-type: none"> Elevated boardwalk would provide access to bird-viewing areas Opportunity to experience a different environment at Hanging Rock 	<ul style="list-style-type: none"> Extends low visitor impacts to new areas of the site Boardwalks will require ongoing maintenance 	<ul style="list-style-type: none"> Additional habitat surveys and avifauna monitoring to study potential impacts
New Smokers Creek Walking Trails	<ul style="list-style-type: none"> Opportunity to experience the riparian environment at Hanging Rock Allowed for under the EMP 	<ul style="list-style-type: none"> Extends low visitor impacts to new areas of the site 	<ul style="list-style-type: none"> Additional habitat surveys and avifauna monitoring to study potential impacts
New South Perimeter Loop	<ul style="list-style-type: none"> Opportunity to experience views of Hanging Rock on the way to the Rock climb 	<ul style="list-style-type: none"> Limited options for alignment Little to no existing shade at present 	<ul style="list-style-type: none"> Alternative routes may be required at times of cricket oval use



Exploring mystical Hanging Rock



Example of an environmentally friendly boardwalk



Example of a raised boardwalk

7.3.2 Environmental Improvements

The Masterplan identifies a number of overarching environmental initiatives in addition to the spatial options, which would provide general ecological, physical and visual improvements to the site.

These reflect previous environmental considerations in the Loder and Bayly Masterplan, and recommendations from the EMP and include, but are not limited to:

- Installation of vermin proof fence around site boundary
- Ongoing weed management within Hanging Rock environs
- Ongoing re-vegetation within Hanging Rock environs

New / additional planting to enhance the site through:

1. Screening events / parking area
2. Improving the general East Paddock environs through tree planting and revegetation
3. Tree planting within the events area of the East Paddock
4. Improving the Smokers Creek environs
5. Improving the character of sporting facilities in Zone B
6. Improving visual character / buffer along roadway

An improved branding and wayfinding signage strategy is recommended. It is recommended that the current MRSC Signage Strategy produced by Urban and Public in 2015 not be implemented here due to the precinct requiring a higher level of uniqueness.

7.3.3 Service Infrastructure Improvements

The Masterplan also recognises the need for improved services and infrastructure to both support current usage and cater to future usage, even at current levels of visitation. Any new facilities could potentially require additional servicing. Key services and infrastructure required include:

- Reliable potable water supply for human consumption is required for use in facilities
- Additional potable/recycled water to supplement current irrigation demand drawn from spring and Smokers Creek for the Racecourse and Cricket Oval
- Increased electrical capacity in the main reserve for facilities and events (The recent construction of shelters in the East Paddock and associated underground infrastructure works has met some of the servicing demand of larger events held there)
- Reticulated sewerage
- Improved telecommunications

7.3.4 Improving Park Amenity

The Masterplan recommends an overall upgrade and improvement of visual and physical amenity for the visitor as a part of an ongoing modernisation and rationalisation of facilities.

Visual Quality

Feedback from visitors highlights the underwhelming appearance of the current arrival experience, the inconsistent range of styles of furniture, fencing, structures, etc. This Masterplan recommends the following:

Physical

To support the anticipated increase in visitor numbers, the following physical elements are suggested:

- New picnic areas near exotic trees at the Racecourse
- New picnic areas in East Paddock
- New all abilities access picnic area close to base of Hanging Rock walk, exact location to be determined through more detailed site survey to ensure wheelchair access is feasible
- Install third shelter in East Paddock
- Install small shelter structures over existing uncovered barbecues
- New all abilities nature play area to replace existing playground
- New constructed lookout at Mid-Saddle
- New bird hide / viewing point at dam
- New composting toilet near old mens toilet block (if remote from sewage)
- Composting toilet near heritage ladies toilet (if remote from sewage)
- For visitors with limited ability, an exclusive pass could be issued for them to be taken further into the reserve by vehicle
- Establishing an internal shuttle bus system, possibly at peak hours, could also be considered

Increase the Amount of Formal and Informal Seating Across Key Activity Areas

There are many opportunities for people to sit and watch activity along key activity areas, and many reasons to increase the amount of formal and informal seating. Cricket games, petanque, kangaroos on the Racecourse, occasional horse races, shaded and respite areas and vantage points with views to the Rock could all be considered when deciding on the placement of seating.

Wayfinding Signage

Current arrival to and movement through the site is confusing

- Develop a signage approach for vehicle arrival to the site and internal circulation within the site taking into consideration movements between Zone B and C
- Develop a signage / wayfinding palette for pedestrian movement within the site
- Connect into any electronic information display approach

Material guidelines be implemented

Drawing from the Draft Hanging Rock material palette design guidelines by Pollen Studios and Buro Architecture this could incorporate:

- New buildings to be integrated into the landscape through considered design and materials utilised
- A consistent suite of park elements (ie furniture, fences)
- A consistent colour and materials palette that is durable, environmentally conscious, and sympathetic to the natural feel of Hanging Rock

The detailed materials and planting palette is explained in more detail on page 50.



Example of an informal nature play area using natural materials and forms

Picnic Facilities

Picnicking / barbequing is one of the main social events that occur within Hanging Rock Reserve. Current scattered facilities within Zone A are supported by limited shelters and informal nearby carparking. Whilst well-used, these facilities are ad-hoc and in need of an upgrade to improve aesthetics, quality and accessibility.

As part of this Masterplan, picnicking would be spread throughout the site, providing a variety of formal and minimal footprint picnic areas, as well as walk-in and premium drive-in options. A more structured approach to picnicking is proposed to maintain this precinct attraction in some of the more environmentally and visually sensitive areas of the precinct.

Picnic / BBQ and parking facilities are to be simplified into:

- Premium (pay-for-use, dedicated parking and located in some of the premium areas)
- General (free facilities accessible to all users, limited parking / drop-off in other areas of the precinct)
- Low impact (free facilities accessible to most users, no parking rather walk-in/ride-in with bike in more intimate / discrete settings)

Premium

Recognising that some users will pay for a guaranteed experience as long as suitable facilities, parking and amenity are provided, a range of premium sites will be promoted.

Some of the existing picnic and BBQ facilities that are more accessible and in better locations would be transformed into premium sites. This could include adding shelters for all weather protection. This may include the two recently constructed shelters in the East Paddock. As part of this Masterplan, the implementation of the third picnic shelter in East Paddock is recommended when demand supports the additional expenditure.

General

The right to be able to picnic freely with the precinct on a first come first serve basis could be maintained.

This Masterplan proposes that some of the existing picnic locations remain as free, general access and new facilities could be added into areas around the Racecourse / adjacent to the existing exotic trees. New parking areas will not be provided, however the ability to drop off proximate to the facility could be encouraged. Limited sites with existing informal parking areas will be rationalised.

Low Impact

New low impact minimal footprint walk-in picnic facilities could be created within the nature zones adjacent to Smokers Creek, outside of core conservation areas. These would have limited facilities, with most areas not being provided with BBQ due to remote locations and proximity to significant existing vegetation.

7.3.5 Sports Facility Options

Sports and recreation has been an integral part of Hanging Rock for over 100 years. This document recognises that the limited range of existing sports are likely to remain on site but are not seen as a site use to be expanded in terms of types of sport on offer, nor any major expansion of existing facilities.

Through consultation with Racing Club, Cricket, Tennis and Petanque representatives and with sports and recreation personnel within council, the following is known.

- Tennis Club courts are in need of repair
- Cricket Club facilities need improvement in building standards and quality of facilities, particularly if exhibition matches are to be hosted, but the club wishes to remain on site
- The Racing Club has a number of buildings that are unsightly, are in need of repair. New key facilities are needed for stewards and jockeys. Some of their current infrastructure needs are brought in by Racing Victoria on a temporary basis to service the two race days a year. The Racing Club have noted that their current presence is subsidised but that they wish to remain on site
- The Petanque Club has the need for shelter and gravel piste, and has previously been in a different location on site. The club has expressed a wish to stay on site

Any proposed new or upgraded facilities / buildings could take into consideration flexibility and adaptability for multiple usage for the precinct, and be highly sustainable employing innovative means to reduce its carbon and visual footprints.

Options considered are:

- Removal of some or all facilities
- Upgrades of all current facilities
- Consolidation of required facilities into a new combined sporting hub

1 Option 1 - Improve All Sports Facilities In Current Locations

All key sports facilities improved in current location. This includes the Racing Club, Cricket Club, Petanque Club and Tennis Club.

2 Option 2 - Consolidate All Sports Facilities To Cricket Club Location

Key facilities relocated to new combined sporting hub located at the cricket club. This excludes the Tennis Club as they would not fit, please see Option 4 for potential re-location of Tennis Club.

3 Option 3 - Consolidate All Facilities To New Hanging Rock Centre Location

All key sports facilities relocated to a new combined Hanging Rock Centre between current carpark and racing club facilities. This is excluding the Tennis Club which would be re-located out of the Hanging Rock Precinct

4 Option 4 - Re-Locate Tennis Club Off-Site

Co-locate tennis facilities at another venue off-site. The current site would be revegetated as apart of an extended and improved conservation area.

Consolidation Into New Sporting Hub

Uniting the sports clubs, including cricket, racing and petanque clubs in a centralised sporting hub could promote and strengthen the Hanging Rock sporting community. The proposed core of this association would be a new small-scale amenities block. It would be a functional and welcoming facility that blends in with the Precinct's environment. Shared by the sports clubs who currently use the precinct, this facility would include the following elements:

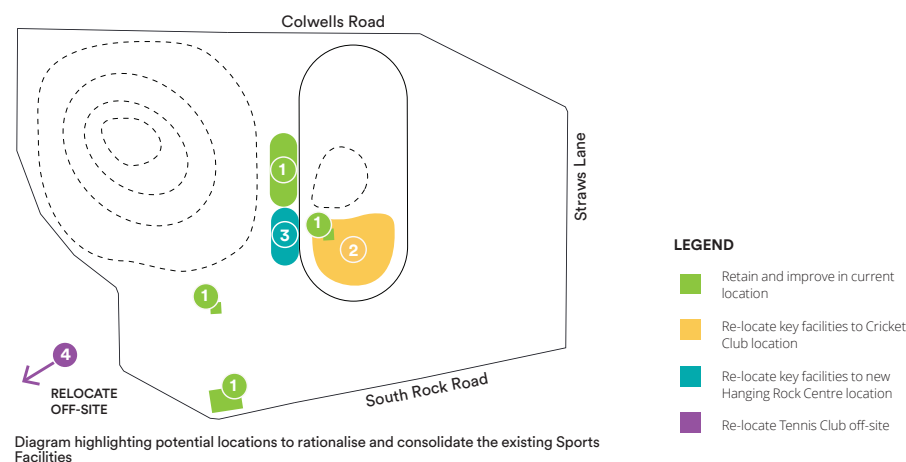
- Change rooms for the use of sporting members, stewards, etc.
- Male and female toilets with shower facilities
- A kiosk that could be managed by the sports clubs
- A multipurpose meeting room

This customised facility would allow efficient use of space and service to contemporary standards for all of the sports clubs. Co-location of facilities would also reduce the overall footprint of buildings on the site. An added benefit is that the facilities could be used by events to reduce the number of toilets brought in each event.

Two locations are outlined - A consolidated location provides the benefits of allowing all of the clubs to take advantage of the views of Hanging Rock, as well as placing them in proximity of other new facilities, such as the proposed Hanging Rock Centre. For larger sporting events, the clubs would be able to draw on the amenity of the Hanging Rock Centre for its visitors to use, and vice versa for large events held in the East Paddock.

Increase Local Social Connection

Having the sporting group's facilities in one complex also facilitates greater social cohesion across the different sporting groups. The process of developing the facilities and subsequently sharing them presents an opportunity for the different sporting clubs to pool their resources together to help secure funding, host events, and manage facilities. Perhaps most importantly though, grouping the facilities in this way builds local social connections, creating a sporting community, rather than having disparate sporting clubs based in the same location.



7.3.6 Sports Facilities - Pros and Cons

Options for Consultation	Pros	Cons	Implications
Location Option 1: Retain and Upgrade Sporting Facilities in Existing Locations	<ul style="list-style-type: none"> Sporting clubs retain existing identity and atmosphere 	<ul style="list-style-type: none"> Costly; duplicate facilities; certain facilities sit within areas that could be revegetated to extend the conservation zones Existing facilities generally in need of upgrade and improvement Challenging to provide additional community facilities Petanque terrain is restricted in its hours of operation due to its dual use as a parking area during the day as well as other operational considerations 	<ul style="list-style-type: none"> Unity between sporting clubs not promoted Lost opportunity to pool resources and create upgraded facilities Not much changes in experience or quality of sporting facilities
Location Option 2: Consolidate Sporting Facilities to South of Existing Race Facilities	<ul style="list-style-type: none"> Greater efficiency through shared facilities; shared sense of community; financially more efficient to upgrade/renovate one facility Petanque shelter could be retained as a premium picnic facility Visual quality of Zone A consolidated by reducing visible infrastructure in this area, and restoring bushland habitat Reduces intensity of visitation in Zone A 	<ul style="list-style-type: none"> Potential high visual impact from lookout points on Hanging Rock Petanque would need to move from their existing locations Small environmental gains to revegetate sites – these facilities are low impact Not in close proximity to Cricket Oval 	<ul style="list-style-type: none"> Resources could be pooled to create new facilities to suite current needs and standards A united sports zone is created, separate to the conservation / bushland and visitors/events areas, building on the existing identity of the cricket club
Location Option 3: Consolidate Sporting Facilities into East Paddock	<ul style="list-style-type: none"> As above 	<ul style="list-style-type: none"> No opportunity to build on existing cricket club facilities as the core of a new sports hub This may impact on views from Hanging Rock without considered design 	<ul style="list-style-type: none"> East Paddock becomes busy, with events, sport and possibly the visitors centre located here East Paddock loses its 'overflow capacity' for additional parking and event area for large events, and additional land elsewhere will be needed on a more regular basis All facilities, possibly including cricket, may need to be built from scratch - greater capital input required
Location Option 4: Remove Sporting Facilities Entirely from Hanging Rock Precinct	<ul style="list-style-type: none"> Clubs could use existing or improved facilities in nearby towns Existing sports clubs sites could be fully revegetated as part of the reserve 	<ul style="list-style-type: none"> Hanging Rock has historically had a recreation function, which would now be removed Small gains Reduces variety of visitor experience and useability of the site 	<ul style="list-style-type: none"> Sports clubs could enjoy upgraded facilities in a short space of time Clubs could pool resources to become financially stronger Sporting function, history and ambience of Hanging Rock is removed



Petanque at Hanging Rock



Junior Cricket at Hanging Rock



Run the Rock event



Example image of country tennis

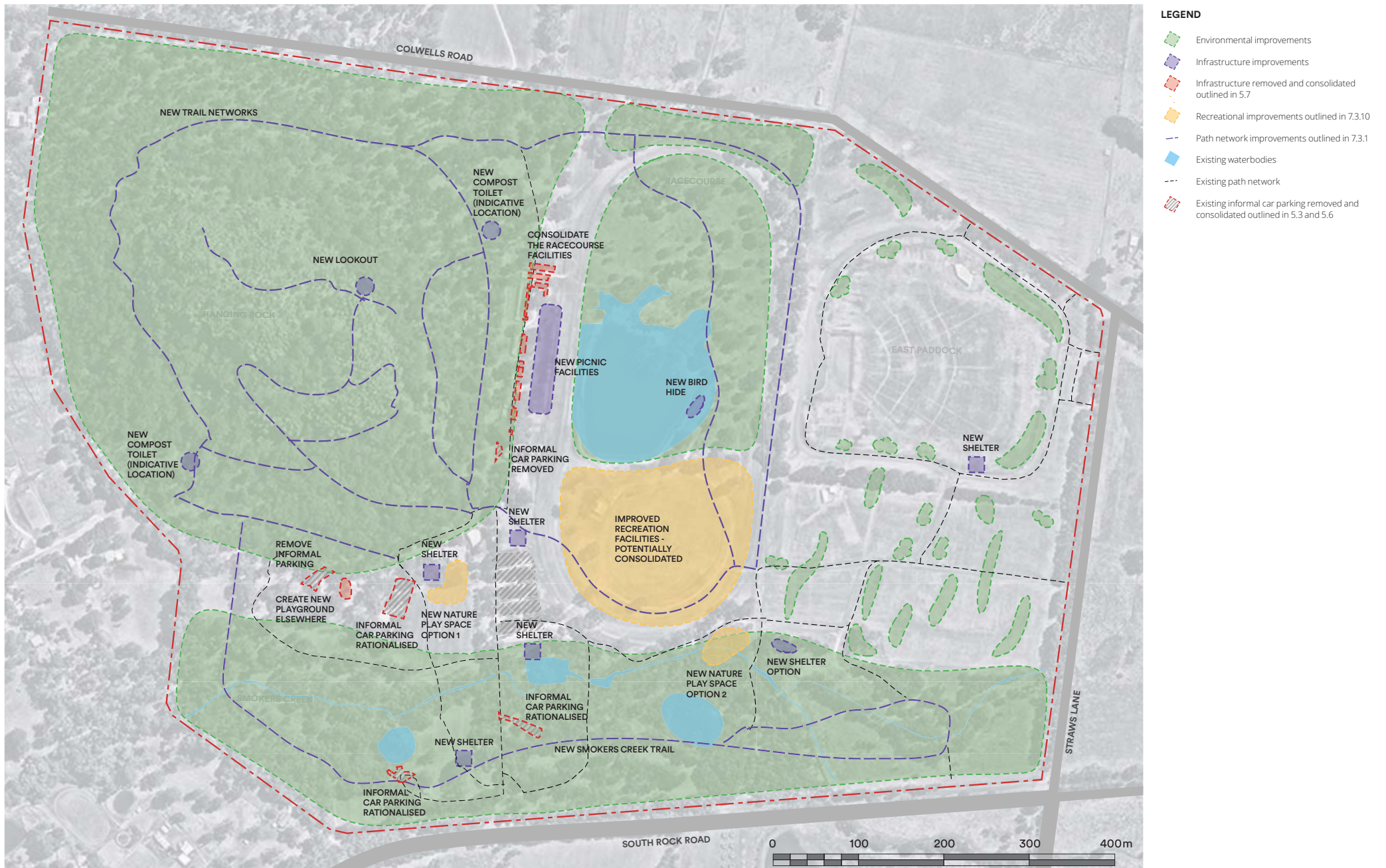


Diagram summarising most of the key Small - Medium Scale Actions

7.3.7 Event Opportunities

Regularly Update an Annual Program of Events Online

An up to date calendar of events promotes the identity of Hanging Rock and enable visitors to better plan their visit. The schedule of events could include details on regular events, such as markets and tours, as well as annual events, such as large concerts. The online schedule could be easy to locate on the Hanging Rock website, easily navigable and dedicated solely to events occurring within the precinct.

Consider including the following additional event ideas:

- An annual long-weekend film festival
- An annual 'Picnic at Hanging Rock'
- Regular spotlighting night wildlife walks
- Volunteer planting days
- A cross-cultural cricket competition, or series, featuring local/county teams from Victoria vs local/county teams from overseas. Such a competition encourages cross-cultural learning and provides excellent opportunities for establishing a broader sporting and social network

Develop a Series of Consistent and Interesting Markets

Developing a weekly, fortnightly or monthly Saturday farmers and antiques market, anchored around fresh, quality food and beverage, local produce, crafts, goods, and collectibles would significantly improve consistent visitation to Hanging Rock, developing a sense of community enhancing social connectedness.

Located in the East Paddock, a new and regular market would augment the identity of the Rock, enhance the local economy, showcase regional produce, and increase the revenue stream for the precinct's management.

Explore opportunities to have a number of local indigenous stalls as one of the main anchors of the market. Products could include art, craft, books, food, native plants, and anything locally indigenous.

Explore Supporting an Annual Multi-Day Music Festival that Showcases the Regional Food and Wine Flavors

Continuing to support major concerts at Hanging Rock, a multi-day festival would increase the revenue for the precinct and allow for local food and wine producers in the region to showcase and sell their products. Such a festival will lift the tourism profile of the Shire. Look to the highly successful Day On The Green or Harvest Festival for inspiration. (Unless further review is undertaken it is assumed that all accommodation would be outside the reserve).

7.3.8 Rationalise Events Zones

Current minor and major events occur approximately nine times per year in all zones across Hanging Rock and East Paddock.

A key recommendation is to locate events according to capacity and infrastructure demands. Minor low impact events will still be permitted in Zone A, medium sized events (including recreational events) will typically occur in Zone B and major events will be focused in the East Paddock / Zone C.

Locating events in this area also takes advantage of the newly built toilet and picnic facilities in the northern and southern ends of the Paddock. This approach will limit the amount of additional service infrastructure on the site, and facilities within the proposed new Hanging Rock Centre can also be used to service larger events.

Additional tree planting and landscaping around the perimeter of the East Paddock, will provide shade and screening, and the existing area used for events in Zone A could be re-vegetated and protected.

To achieve this to its full potential, additional surrounding land will be required to accommodate overflow parking. Until such time as additional land is purchased, Zone C will still be used in association with large scale events. Smaller events, such as film nights, and more intimate program items such as possible guided night walks, may still occur in Zone A.

Separate entries could potentially be used on event days to allow separation between those wanting to visit Hanging Rock itself and those specifically attending events.



Local food and wine, potential for indigenous food palette



Craft market at Hanging Rock



Creative and low impact craft displays

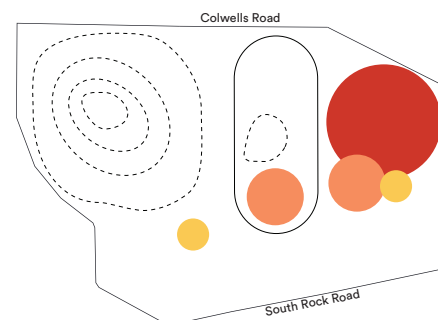


Diagram highlighting potential rationalisation of event zones

LEGEND

- Small event / low impact
- Medium event / medium impact
- Large event / high impact

Rationalise Event Zones - Pros and Cons

Options Considered	Pros	Cons	Implications
Retain Events Overlay 'As Is'	<ul style="list-style-type: none"> Retains expected experience of patrons to events held adjacent to the existing visitors centre Places limitations on size of events 	<ul style="list-style-type: none"> Inadequate parking for events held adjacent to existing visitors centre Conflicts with visitors who just want to walk / climb the rock on events days Possible duplication of temporary and fixed event infrastructure Proximity to core conservation areas for events held next to the existing visitors centre could have adverse impacts 	<ul style="list-style-type: none"> Limited capacity for new events in the future as facilities and infrastructure are not upgraded Limited potential for the conservation zones in this area to be extended due to event space requirements and visitor impacts
Consolidate All Major, Many Medium And Some Minor Events To The East Paddock	<ul style="list-style-type: none"> Allows efficient use of space and services in custom locations Opportunity to provide extended parking next to the visitors centre All events can take advantage of excellent views to Hanging Rock Separation of event visitation from general visitation to Hanging Rock Reduces pressure on existing infrastructure which may not be able to absorb additional use and demand Improved traffic management opportunities Reduced environmental impacts and visitor/ vehicle congestion in Zone A New picnic and toilet facilities recently built, and proposed new Visitors Centre, could be used to service larger events 	<ul style="list-style-type: none"> Changes the existing experience for events long held next to the existing visitors centre 	<ul style="list-style-type: none"> Zone A can be strengthened and enhanced as a nature and conservation zone The Hanging Rock Precinct can better service current and future events held here, provide a memorable overall experience to event patrons without compromising it's conservation value and everyday function as a destination for visitors wanting to climb the rock



Events at Hanging Rock



Annual car show



Farmers markets



Concerts at Hanging Rock

7.3.9 Create a Consistent and Legible Hanging Rock User Experience within the Precinct and Online

Implement a Consistent Hanging Rock Material Palette

A coordinated and consistent material palette is an important element in ensuring an enjoyable visitor experience and high quality aesthetic of Hanging Rock. Material palettes offer significant benefits with site navigation and create a sense of place. During key consultation phases, community and key stakeholders reinforced that this is an important element to improve upon across the Hanging Rock Precinct.

Pollen Studios and Buro Architecture developed a draft material palette through their Design Guidelines in 2016 for new shelters and toilet infrastructure built in the East Paddock of Hanging Rock. This material palette covered multiple elements such as; materials, surfaces, fencing, furniture, structures and more. This palette aligns strongly with the character of Hanging Rock and so far has been well received by site managers, stakeholders and the community. A material palette is to be utilised as a set of guidelines, not a prescriptive or specific set of rules. This is important in order to be flexible and adaptable into the future development of the site.

Ensure there is a Consistent Hanging Rock Brand across the Precinct and Online

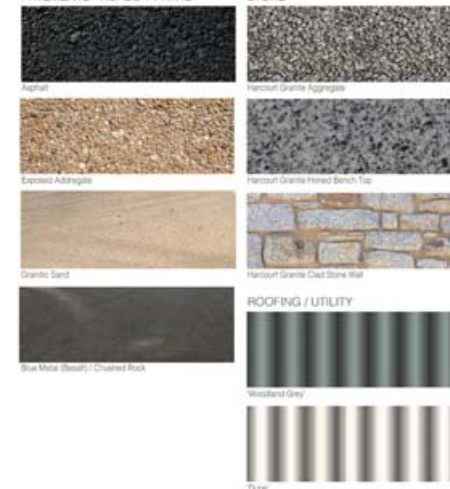
A consistent image and brand across different media including the app, web page, signage and any printed material will enhance the identity of Hanging Rock and forms part of the pre-arrival visitor experience online providing a taste of what to expect. It includes a colour palette, fonts, and images. Branding consistency helps the visitor to build a relationship with the place and the organisation behind the brand and makes the experience more coherent. With regard to signage, branding makes it easier to recognise and understand.

In addition, a clean online presence with good information will enhance the pre-arrival visitor experience. A Hanging Rock web page could include details on events, products, walks information (maps with tracks), food and showcased produce, cafe menu, and other visitor information (e.g. dogs, walking, sports, disability access). It could also have links to the websites of the sports clubs located in the Hanging Rock Precinct.

PAVEMENTS



PAVEMENTS - ROADS + PATHS



COLOUR PALETTE



MATERIALS PALLETTE



SEATING + TABLES



SHELTERS



7.3.10 Improve On-site Programming

Whilst the physical design of a place is important to improve upon the experience, functionality, aesthetic and usability of a space, programming is equally important to ensure people are utilising and forming connections with Hanging Rock as a place. Programming provides many benefits, including but not limited to;

- Creating a sense of community
- Educational and interactive learning
- Activating and attracting people to use the space
- Developing consistent visitation to the site
- Dispersing uses and user across the whole reserve, rather than one or two locations

Programming is extremely diverse and can be open to interpretation for those wanting to program or use the space for a specific purpose. From an enhancement of visitor experience and enjoyment of Hanging Rock perspective, highlighted below are some key opportunities for additional and ongoing programming within Hanging Rock. Undertaking a Cultural values Assessment for remainder of Hanging Rock Precinct is important to inform some of these key programs also, in telling the Aboriginal history in the site.

Establish Indigenous-led Place Tours

Formally establishing an indigenous presence at Hanging Rock was one of the key aspirations that emerged from consultation. The Masterplanning of Hanging Rock presents a prime opportunity to embed indigenous stories, identity, knowledge, and provide employment opportunities for Aboriginal custodians. Explore opportunities with local Aboriginal groups to run on site tours for visitors of the precinct. The tours could include place stories, skills sharing, cultural practices and sharing knowledge about the area, plants, animals, history and changing identity.

Establish Indigenous-led On-Site Cultural Exchange Workshops

Explore opportunities with local Aboriginal groups to run one-day or multi-day workshops that focus on introducing non-indigenous Australians and foreign visitors and visitors to local Aboriginal culture. Workshops could include sharing stories and formal and informal discussions on cultural practices, world view, history, colonisation and dispossession. Workshops could also encompass practical skill sharing, such as boomerang making, basket weaving, art and craft, local knowledge, bush foods and medicines.

Improve The Interpretive Signage At Places of Interest and Utilise Technology to Enhance The Overall Experience

There are many points of interest at Hanging Rock and each place has a story to tell. Telling those stories in an engaging and environmentally sensitive way is a challenge. Traditional interpretive signage is expensive to update and can impact the environment and sense of a natural untouched landscape. It can lose its appeal quickly, and is often ignored due to its limited and often generic format. A more interesting experience could be facilitated by developing an 'offline' (not needing a network connection) app that has detailed, interesting and evolving stories about the point of interest, similar to the MONA* app. Stories could include audio narration in parts and accompanying pictures and perhaps even short video clips. Such an app could utilise QR codes (see pictured) on simple signage around the precinct to quickly bring up information/stories from anywhere in the park. The app could also be used in the cultural centre for artwork and displays. Colours on each code could specify the type of content contained in the link, for example, historical, artistic, natural, ecological, geological or 'healing walk' allowing visitors to tailor information to suit their interests. For park visitors that do not have smartphones dedicated smartphones or tablets could be available for free or a small charge - using a driver's license as a deposit.

Deploying such an app would help create a cohesive identity, as a visually minimal and more environmentally sensitive approach across the precinct. Further, it is a cost effective alternative to continually updating and up-keeping detailed interpretive signage.

For the less technologically inclined a paper guidebook (for more information) or laminated reusable sheet (for a quick guide) could be available for a small fee to cover printing costs and be used in combination with the QR signage with a simple numbering system.

For iconic and important places of interest install "U-Turn Round" (pictured bottom right) interpretation audio boxes, each revealing a colourful indigenous, historic, or significant story. These simple systems can be incorporated into outdoor sculptures or signage. The technology utilises simple USB thumb drives with audio files that can easily be updated to allow for different stories to occur throughout the changing seasons, or at special events or times of the year.

* Museum of Old and New Art, Hobart, TAS

Create a Self-Guided 'Reconciliation Walk' Utilising Interpretive Signage and a Pamphlet

The spiritual healing walk is a self directed walking route aimed at promoting personal good health through an emotional and spiritual wellbeing experience of Hanging Rock. The walk could encompass a journey through a series of points of interest with guided reflections at each point to positively contribute to health and wellbeing outcomes.

Utilising a pamphlet-guide or digital app and signage on the way, one can partake in a self-guided tour and contemplate a number of places that have a particular quality lending itself for personal contemplation, mindfulness and being present in the moment. There are instructions at each site to assist connection to nature, self reflection and the healing journey.

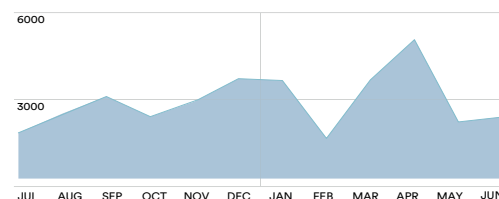
Such trails continue to have positive mental health outcomes, such as the Darebin Parklands Spiritual Healing Trail, which was created by the Darebin Aboriginal Reconciliation Working Party working with local indigenous leaders, Banyule and Darebin Councils, members of the community and the Darebin Creek Management Committee as a gift to the public for promoting reconciliation and contributing to the health and wellbeing of the community. A similar partnership could be undertaken with the Traditional Owners in this area.

Integrate Historical Information About the Racing History of the Rock Into the Area

The preservation of the racing track and club facilities could include historical interpretation that details the stories of racing history spanning over 100 years.

On-Site Programming Increased In Off-Peak Periods, as Highlighted by Monthly Usage Trends

Off-peak visitation periods offer significant opportunity to increase programming within Hanging Rock and allow for regeneration in quiet periods.



Peak and off-peak monthly car visitation trends of visitation at Hanging Rock



An interactive and educational place experience through phone applications



Example of signage incorporating QR codes



Example of immersive app



Example of engaging signage

7.4. Large Scale Options

Whilst the implementation of the Short – Medium Term Actions will go a long way towards improving the overall natural environment and visitor experience of Hanging Rock, the fundamental issue is the poor existing siting, servicing and quality of the café / visitors and interpretive centre complex.

Working in with the previously outlined actions, the chance to reconsider the visitor arrival experience and create a new high-class Hanging Rock Centre facility will define Hanging Rock for the next generations.

7.4.1 Entry and Arrival Experience

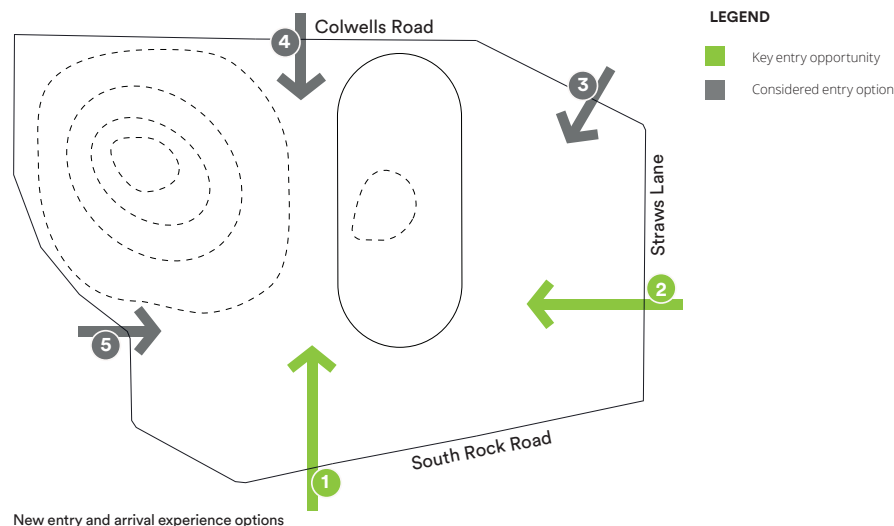
The experience of the visitor to Hanging Rock is set up by the entry and arrival sequence into the site.

The gateway could be recognisable, memorable and visually appropriate to the location and surroundings. A tree-lined entrance could draw Straws Lane vegetation character into the site and direct arriving visitors to the visitors centre and deliver them to the main carpark. Within the carpark, dense tree planting would provide shade and visual screening. The carpark could be surfaced with crushed rock, in line with the current parking area, and in sympathy with the natural surroundings. Overflow parking for events could be provided on the grassed areas in Zone C / East Paddock.

A clearly configured approach to the visitors centre could build a sense of excitement and provide clear orientation. Two versions of this entry and arrival sequence are proposed.

Using the existing entry from South Rock Road to direct visitors through an established bushland setting into the heart of the precinct central to main attractions.

Developing a new gateway on Straws Lane to create a memorable arrival experience, as visitors enjoy a breathtaking view of Hanging Rock bordered by thick bushland, adding to the sense of mystery and discovery that the rock is well known for.



Current entry view retained in Option 1



Current view from entry of visitor centre and toward Hanging Rock



Potential entry view of Hanging Rock from Entry Option 2



Potential view of Hanging Rock and racetrack from proposed visitor centre in Site Arrangement 2

Entry Option Considerations

Options Considered	Pros	Cons	Implications
Entry Option 1: Retain Existing Location	<ul style="list-style-type: none"> Established entry point to Hanging Rock with existing internal access road Re-use of existing car parking and road foundations and infrastructure Quickest access point to Hanging Rock when coming from Melbourne / Woodend 	<ul style="list-style-type: none"> Traffic management issues on popular / event days with exit to South Rock Road Entry services current Visitors Centre and picnic area only, separate access is required to East Paddock and event zone Sits within Heritage, Bushfire and Conservation Planning Zones which limits opportunities and expands cost and timelines of future works Limited views of Hanging Rock More difficult to access potential Hanging Rock Centre option located in Zone C 	<ul style="list-style-type: none"> Limited opportunity to use the East Paddock area for daily events and activities which would reduce visitor pressure on the rock base area
Entry Option 2: Move Location To Straw's Lane	<ul style="list-style-type: none"> Provides opportunity for one unified access point to Visitor's Centre for Hanging Rock, Sports and Events Closer to proposed visitors centre location in Site Arrangement Option 2 (see page 58) Improved arrival sequence with views of Hanging Rock upon arrival Less significant environmental elements in area which enables improved traffic management opportunities on peak visitation days as it allows approach from 2 directions and has more space for infrastructure than Option 1 Arrival / departure point no longer on arterial road Consolidates different entry points to one road rather than two (event entry via Straws Lane and general park entry via South Rock Road) Significantly reduces traffic in conservation area which reduces impact from vehicles on site and natural experience along Smokers Creek 	<ul style="list-style-type: none"> Limited vehicular access through existing point may need to be retained to allow access to existing picnic areas / for limited ability visitors / emergency and service vehicle access New internal access road required Impact on current usage of Straws Lane Expanded timeline and cost in re-development Potential to interact with Large Scale Events (4-8 days a year) More difficult to access potential Hanging Rock Centre option located in Zone A and B 	<ul style="list-style-type: none"> Providing access to the East Paddock allows new visitor facilities to be established here. Most significantly this will shift visitor impacts away from the base of Hanging Rock and the core conservation areas. It will also allow the establishment of a central visitors hub where a range of visitor amenities can be located
Entry Option 3: East Paddock Via Colwells Road	<ul style="list-style-type: none"> Established entry point to Hanging Rock (currently for event use only) with existing internal access road Significant views of Hanging Rock upon entry Not in a Heritage Registered location 	<ul style="list-style-type: none"> May conflict with major events if not managed effectively Longer walking distance to Hanging Rock climb 	
Entry Option 4: Enhance Existing Northern Entry Via Colwells Road And Racecourse	<ul style="list-style-type: none"> Established entry point to Hanging Rock (currently for event bus use only) with existing internal access road 	<ul style="list-style-type: none"> Arrival experience not improved Visitors required to drive further through the site to access the visitors centre, especially if this is moved to the East Paddock. This could increase vehicle conflicts with wildlife 	<ul style="list-style-type: none"> Limited opportunity to create a link to the East Paddock area for events and activities which would reduce visitor pressure on the rock base area
Entry Option 5: Maxted Drive		<ul style="list-style-type: none"> Disruption and increased traffic load to quiet local neighbourhood road Required works would significantly impact on conservation zone 	



An example of native planting that could be integrated along new access road



Views of Hanging Rock



Example of rustic entry way appropriate for country settings.



Existing Hanging Rock entry marker

7.4.2 Create a New Hanging Rock Centre

The existing Discovery Centre and Cafe / Visitors Centre complex of buildings is one of the major elements at Hanging Rock requiring improvement. Feedback of its dated visual aesthetics, poor location and underwhelming offer supports this need for change.

Hanging Rock has the opportunity to introduce a premium facility befitting of its history, significance and increasing visitor numbers.

A new Hanging Rock Centre would act as a hub of the precinct, a social meeting point and a place for education - a dynamic, inspiring space for visitors, diners, traditional owners, and the curious and interested. It would provide the option to re-imagine the visitors centre, and provide a more usable facility for Hanging Rock and the local community as well as opening up a new range of experience opportunities.

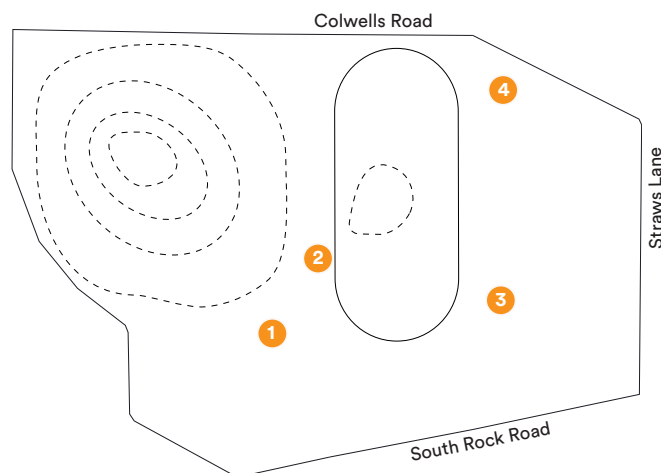
It is envisaged that the Hanging Rock Centre would be a lively place which could incorporate the following elements:

- An Aboriginal cultural focus and identity
- Interpretation elements seamlessly blended across the centre, including regularly updated digital/multimedia and interactive art and cultural displays
- Entry gallery area and gift store with a wide selection of local and regional gifts, products and produce for sale
- A cafe/casual restaurant with alfresco dining accessible independently of the Hanging Rock reserve
- A kiosk run by the same operation as the cafe
- Multi-purpose and hireable space that can be utilised for small events such as weddings, community groups or school group, and educational programmes and events
- A wedding/seminar operation using the cafe/restaurant and combining this with the multipurpose space

The Hanging Rock Centre could have an open and spacious, natural feel that complements the local environment. With the right contextual design that visually blends into its environment, and taking advantage of natural light, the centre will remain a valued place that augments and becomes part of the identity of Hanging Rock.

A separate feasibility assessment will be required to ensure a balance between cost, size and expected return.

Due to its likely increased footprint, a number of locations have been considered. It is proposed that a new facility be developed at a different site to the current location to ensure continuity of operation.



Location options for new Hanging Rock Centre

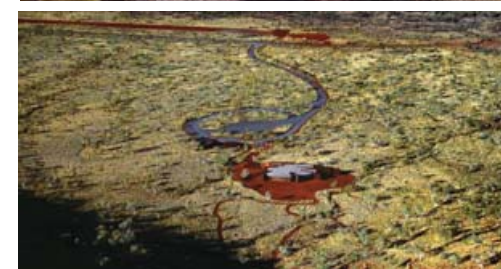


Total estimated size = 600m2 approx.

A diagrammatic representation of uses to be included in the visitor centre and approximate space these may take up.



Val Thermae in Switzerland utilises a green roof with local plant species to integrate itself into the existing landscape



Karijini National Park Visitor Centre fits in with the surrounding natural environment through its considered design and material palette

New Hanging Rock Centre Considerations

Options Considered	Pros	Cons	Implications
Location Option 1: Existing Visitors Centre Site	<ul style="list-style-type: none"> Site already established - No disturbance to other site areas to establish the visitors centre (minimal disturbance in this location) Short walking distance to Hanging Rock. No visual impact from Hanging Rock Enabling infrastructure ie water, electricity, septic tanks, already installed for this location 	<ul style="list-style-type: none"> No visual connection / sense of the rock Existing location draws large visitor numbers to one location at the foot of the rock thus concentrating visitor impact at boundary of core conservation zone Less opportunity for walkers to experience the Hanging Rock precinct on their approach to Hanging Rock Facilities are dated, inadequate for the number of visitors, and do not meet expectations for the contemporary visitor experience Temporary facility required whilst new one is being built 	<ul style="list-style-type: none"> Limited opportunity to expand footprint of the visitors facility or improve the relation of the buildings to the site Limited opportunity to create a link to the East Paddock area for events and activities which would reduce visitor pressure on the rock base area Heritage Overlay will impact and potentially limit possibilities
Location Option 2: Adjacent to Racecourse	<ul style="list-style-type: none"> Proximity to current Visitors Centre Aligns with the enhanced entry of Arrangement Option 1 Proximity to Hanging Rock and the Racecourse Opportunity to re-configure visitor centre 	<ul style="list-style-type: none"> No visual connection / sense of the rock Less opportunity to disperse visitors along different trail networks, especially Smokers Creek Location north of access point to rock could complicate visitor movement and parking through it's non-linear sequence of movement 	
Location Option 3: East Paddock	<ul style="list-style-type: none"> Location allows views of Hanging Rock Medium walking distance to Hanging Rock climb, trail would allow visitors to experience the bushland of the Hanging Rock Precinct on the approach Greater opportunity for visitors to disperse to other walking trails thus reducing impact caused by intensity of visitation on the base of Hanging Rock - Position lies between proposed sports hub and events zone – facilities could be used to complement those in either area, reducing need for additional or temporary facilities in these locations. Increased potential for event only visitors to visit and learn about Hanging Rock 	<ul style="list-style-type: none"> Visitors Centre may be more visible from locations on the Hanging Rock summit Requires new access and visitor parking to be constructed Little existing infrastructure Little current amenity Further away from Hanging Rock Racecourse may act as barrier to movement through site 	<ul style="list-style-type: none"> Visitor Centre may be impacted by large events without appropriate management Will need to consider alternative accessible means of access to key destinations that support all abilities i.e. shuttle service Consider racing events and impact on movement through site
Location Option 4: East Paddock – Adjacent to Colwells Road	<ul style="list-style-type: none"> Immediate access to Colwells Road, less additional road to be constructed within the reserve Good views to the east face of Hanging Rock 	<ul style="list-style-type: none"> Inadequate space for required parking numbers, additional parking would need to be located elsewhere on the site Longer walking distance to Hanging Rock climb 	<ul style="list-style-type: none"> Visitors facility would be cut off from much of the site by the Racecourse and, to some extent, the East Paddock. This would limit the opportunity for the centre to function as a hub for the various activities that occur on the site Size of the new facilities would be limited by available space for the building and associated parking, and may not cater to the increasing visitor numbers



Example of countryside cafe



These images show examples of natural and low scale forms appropriate for the new Hanging Rock Centre

Site Arrangement Option 1

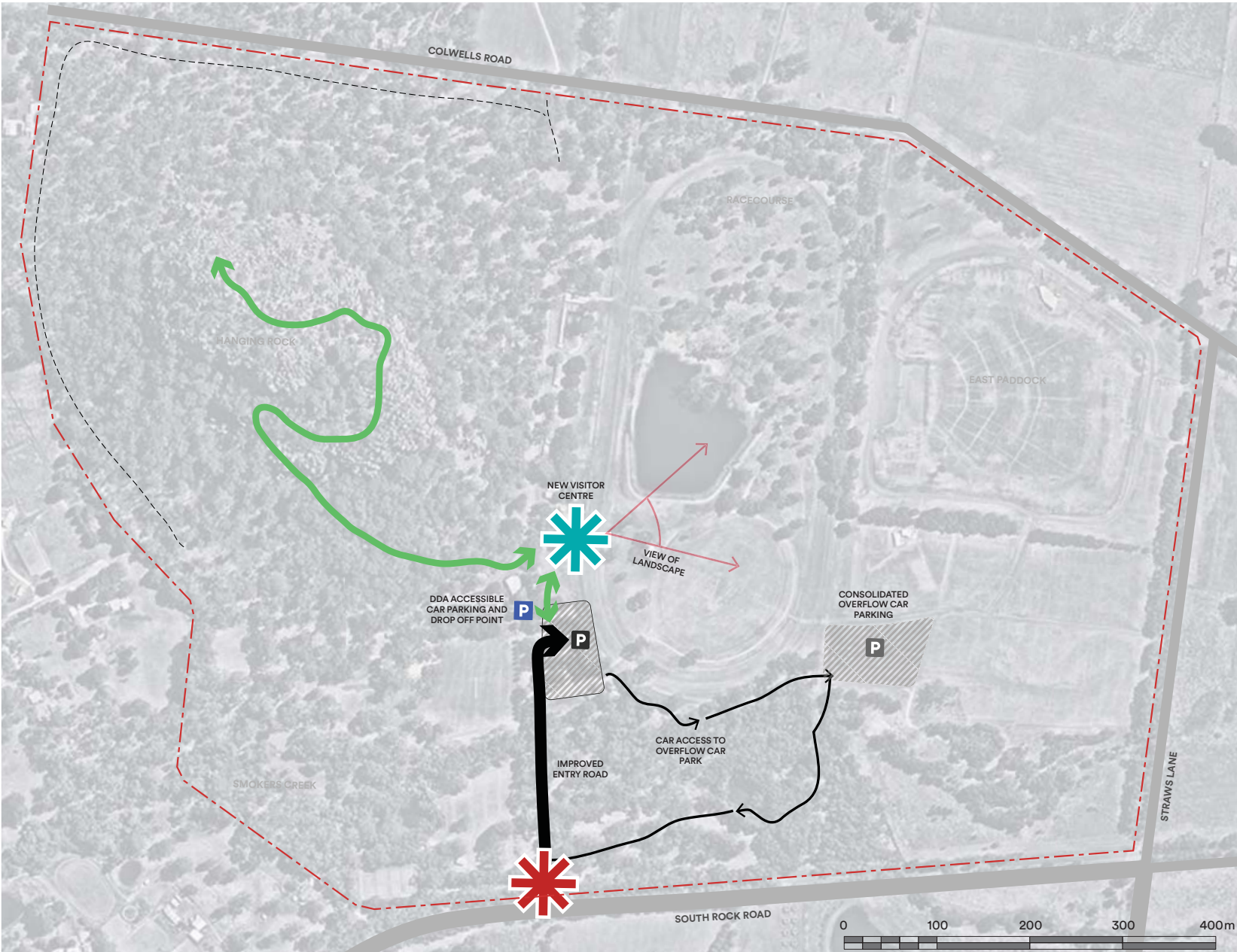


Diagram summarising the key actions outlined in Site Arrangement Option 1

- LEGEND**
- New Hanging Rock centre
 - Main entry experience point
 - Improved main vehicle access
 - Alternative vehicle access
 - Pedestrian access / experience
 - Existing path network
 - Views
 - Existing formal parking retained
 - New informal overflow parking
 - Accessible drop off and pick up point



Current entry view to be retained in Site Arrangement 1



Potential view of racecourse from new visitor centre in Site Arrangement 1



Current view from Discovery Centre walkway towards existing car park

Site Arrangement Option 1 - with Short to Medium Scale Options overlayed



Site Arrangement Option 2

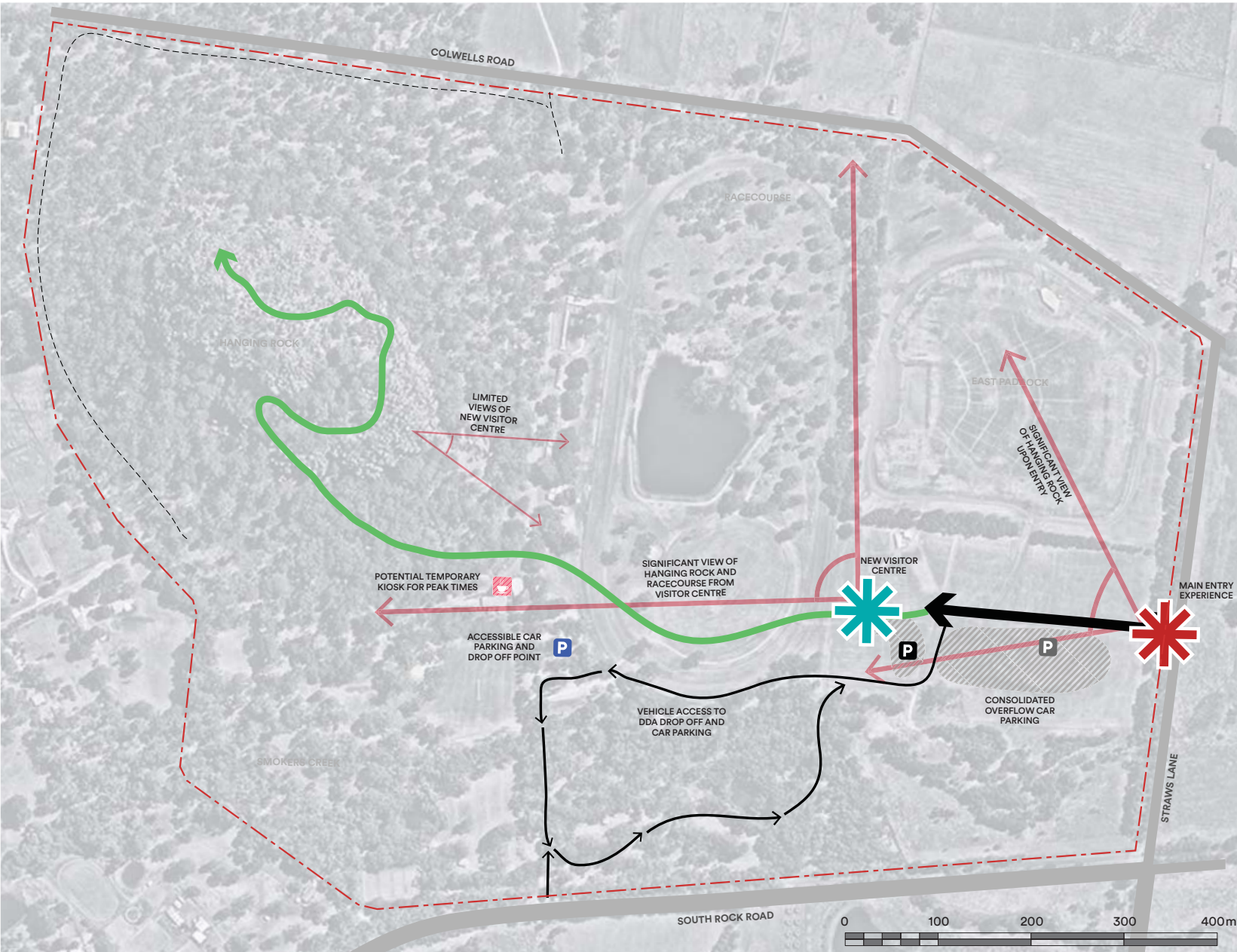


Diagram summarising the key actions outlined in Site Arrangement Option 2

- LEGEND**
- New Hanging Rock centre
 - Main entry experience point
 - Main vehicle access
 - Alternative vehicle access
 - Pedestrian access / experience
 - Alternative trail access point
 - Existing path network
 - Views
 - Existing formal parking retained
 - New informal overflow parking
 - Accessible drop off and pick up point
 - Temporary kiosk



Potential entry view in Site Arrangement 2

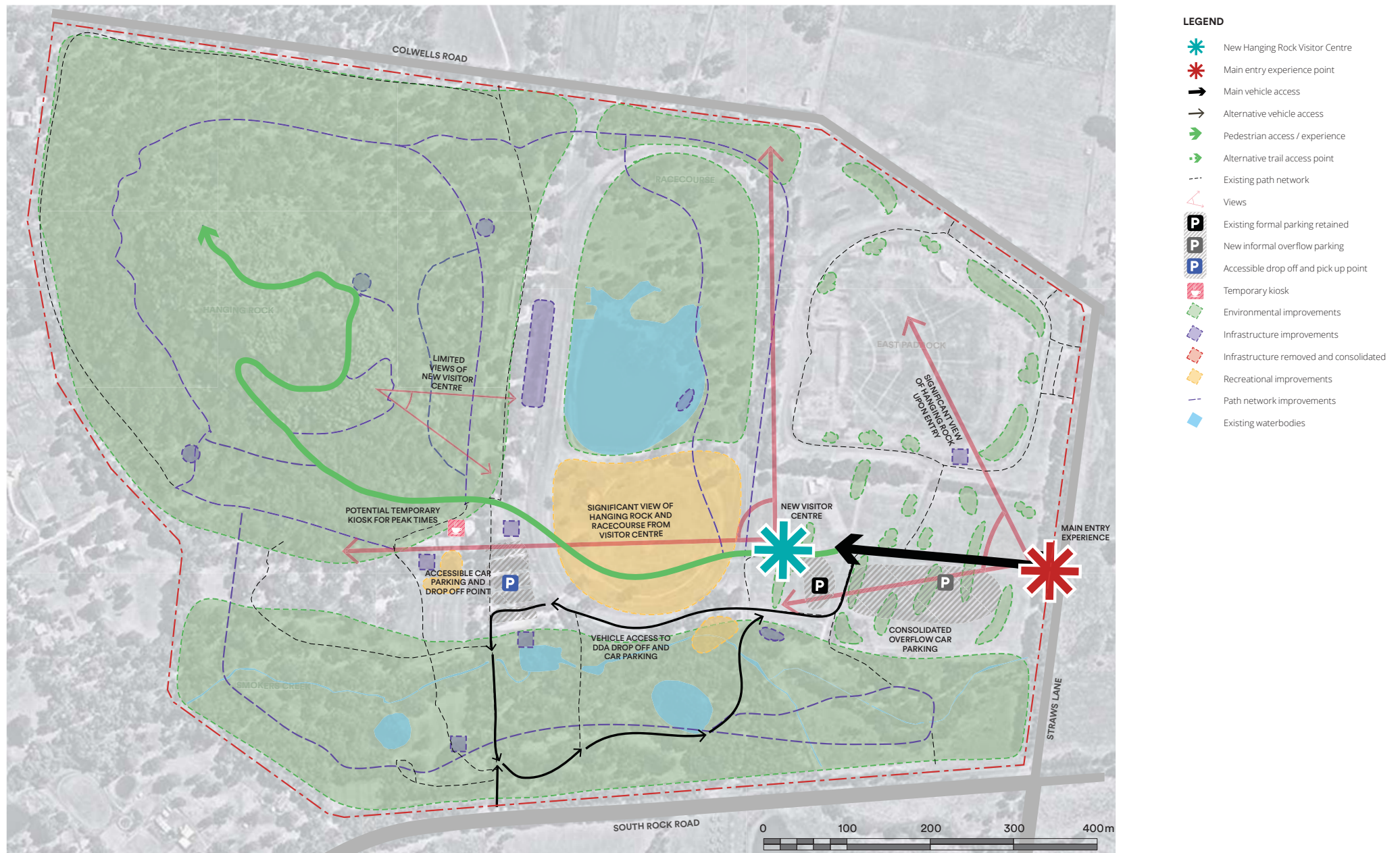


Potential view from proposed visitor centre in Site Arrangement 2



View from current visitor viewing platform toward Hanging Rock

Site Arrangement Option 2 - with Short to Medium Scale Options overlayed



Site Arrangement Option Comparisons - Pros and Cons

Criteria / Value	Arrangement Option 1		Assessment	Arrangement Option 2		Assessment
	Pros	Cons		Pros	Cons	
Improving the Natural Environment						
Quality of Vegetation	<ul style="list-style-type: none"> Minimal disruption of sensitive vegetation in immediate vicinity 	<ul style="list-style-type: none"> Siting draws large visitor numbers to one location at the foot of the rock thus concentrating visitor impact at boundary of core conservation zone 	✓ ✓	<ul style="list-style-type: none"> Additional planting will be required to provide amenity and screening - provides opportunity for additional biodiversity and habitat creation 	<ul style="list-style-type: none"> Little current vegetation amenity 	✓
Impact on Ecologically Significant Areas (e.g. Conservation and Riparian Zones, Nature Zone)	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Retains existing main vehicle access in ecologically significant area 	✓	<ul style="list-style-type: none"> Reduces key vehicle access and use in ecologically significant areas 	<ul style="list-style-type: none"> Significant work in area may disrupt site 	✓ ✓ ✓
Views to Hanging Rock	<ul style="list-style-type: none"> Low key Hanging Rock Centre would not impact views as seen from remainder of site 	<ul style="list-style-type: none"> No visual connection / sense of the rock upon arrival or from Hanging Rock Centre 	✓ ✓	<ul style="list-style-type: none"> Great views to the east face of Hanging Rock 		✓ ✓ ✓
Views from Hanging Rock	<ul style="list-style-type: none"> Hanging Rock Centre would not be visible from Hanging Rock viewpoint points at Mid-Saddle Immediate parking would not be visible from Hanging Rock 		✓ ✓ ✓	<ul style="list-style-type: none"> Offers visual cue of the visitors journey to Hanging Rock from the Hanging Rock Centre (e.g. "Look at how far away the Centre is, we came a long way!") 	<ul style="list-style-type: none"> Hanging Rock Centre would be visible from limited locations near the Hanging Rock Mid-Saddle. However, this can be minimised through tree screening, siting, structural form and materials used. Main carpark would require tree screening to minimise visible impact 	✓ ✓
Balancing Heritage and Cultural Values with Site Facilities						
Event Areas	<ul style="list-style-type: none"> Events separated from Hanging Rock Centre which spreads uses across the site and reduces potential impact on experience of Visitor Centre 	<ul style="list-style-type: none"> Large event areas separated from Hanging Rock Centre which reduces potential interaction with Hanging Rock 	✓	<ul style="list-style-type: none"> Large event areas in close proximity to Hanging Rock Centre, which increases opportunity for event visitors to visit and enjoy Hanging Rock and vice versa 	<ul style="list-style-type: none"> Large events may impact on experience at Hanging Rock Centre that will need to be minimised through considered design and management 	✓ ✓
Aboriginal Significance	<ul style="list-style-type: none"> During works there is potential to discover new Indigenous artefacts and history 	<ul style="list-style-type: none"> Retains existing main vehicle access in Aboriginal sensitive area 	✓	<ul style="list-style-type: none"> Reduces impact on area of Aboriginal significance at south end of site and along Smokers Creek During works there is potential to discover new Indigenous artefacts and history 	<ul style="list-style-type: none"> Significant work in area will impact on site 	✓
Post Colonial Significance	<ul style="list-style-type: none"> Places Hanging Rock Centre closer to racecourse and racecourse facilities 	<ul style="list-style-type: none"> Hanging Rock Centre is within Heritage Overlay Zone 	✓	<ul style="list-style-type: none"> Utilises area that has less Historical and Heritage significance than Option 1 		✓
Social Connection / Interaction Opportunity	<ul style="list-style-type: none"> New Visitor Centre will increase opportunity for Racecourse and Visitor Centre to work together, with Recreational facilities added to this, this is expanded upon 		✓	<ul style="list-style-type: none"> Mixes Hanging Rock Centre with key event areas which encourages and enhances social interaction between different site users and visitors Significant views of Hanging Rock prompt discussion point and social interaction 		✓ ✓

Site Arrangement Option Comparisons - Pros and Cons continued

Criteria / Value	Arrangement Option 1		Assessment	Arrangement Option 2		Assessment
	Pros	Cons		Pros	Cons	
Improving The Visitor Experience						
Main Entry Experience	<ul style="list-style-type: none"> Familiar to existing user Easy access for Tennis Club Most direct access when approaching from Woodend 	<ul style="list-style-type: none"> Narrow approach road, awkward turn entering / exiting South Rock Road Existing main access narrow, poorly defined and restricted by existing trees Visually poor and will need aesthetic and planting improvement Hanging Rock not visible upon approach 	✓	<ul style="list-style-type: none"> Approach has great view of Hanging Rock that enhances visitor experience Off arterial road which makes it safer for vehicles entering and leaving Multiple options for new entry point(s) 	<ul style="list-style-type: none"> Straws Lane is narrow and may need upgrade that could impact existing trees 	✓ ✓ ✓
Traffic Management	<ul style="list-style-type: none"> Not required for quiet days as current car park capacity could meet demand 	<ul style="list-style-type: none"> Overflow parking for busier days will be required. Access will require additional signage / traffic management Current entry point on South Rock Road which is an arterial road (C322) and can cause traffic hazard when multiple cars are queued for entry 	✓ ✓	<ul style="list-style-type: none"> New entry to be designed to handle most days of demand comfortably Existing entry can be used as alternative entry for Premium / DDA / Drop off / Emergency / Service Vehicles 	<ul style="list-style-type: none"> Likely environmental impact through road upgrades, potential removal of roadside vegetation 	✓ ✓ ✓
Parking	<ul style="list-style-type: none"> Close to existing parking area 	<ul style="list-style-type: none"> Overflow parking (lesser capacity) would be visible from near Mid-Saddle Overflow parking location long way from Hanging Rock base / proposed picnic facilities. However, DDA specific drop off / parking area will mitigate this 	✓ ✓	<ul style="list-style-type: none"> Consolidates all parking into one area, making it easier to manage and mitigates informal parking across the rest of the park 	<ul style="list-style-type: none"> Overflow parking (larger capacity) would be visible from near Mid-Saddle Overflow parking location long way from Hanging Rock base / proposed picnic facilities. However, DDA and Premium drop off / parking area will mitigate this 	✓ ✓
Facilities / Amenities Incl. Hours Of Operations	<ul style="list-style-type: none"> Main Centre facilities located near base of Hanging Rock 	<ul style="list-style-type: none"> Hours of operation limited in current management guidelines of Hanging Rock Reserve. Greater impact on feasibility / viability of commercial operations 	✓ ✓	<ul style="list-style-type: none"> Hours of operation not limited in current management guidelines of East Paddock. Lesser impact on feasibility / viability of commercial operations 	<ul style="list-style-type: none"> Hanging Rock Centre facilities located 250 metres from base of Hanging Rock. Supplementary facilities may be needed on busier days 	✓ ✓ ✓
Infrastructure	<ul style="list-style-type: none"> Some existing infrastructure installed for existing facility / Racecourse events operations 	<ul style="list-style-type: none"> Existing infrastructure will not be sufficient for additional capacity Upgrade may be more disruptive to existing sensitive vegetation 	✓	<ul style="list-style-type: none"> Some existing infrastructure installed for East Paddock events operations Upgrade of infrastructure likely to be less disruptive to existing sensitive vegetation 	<ul style="list-style-type: none"> May not be sufficient for additional capacity 	✓
Access For Users Of All Abilities	<ul style="list-style-type: none"> Existing parking area can be used for DDA parking Proposed location central to key destination points. 	<ul style="list-style-type: none"> Access to Hanging Rock is limited with either arrangement option 	✓ ✓		<ul style="list-style-type: none"> Centre located away from base of Hanging Rock will put distance between key facilities and key destination points. However, DDA drop off access and temporary kiosk help to mitigate this 	✓ ✓
Views	<ul style="list-style-type: none"> Marketable opportunity for good views over Racecourse 	<ul style="list-style-type: none"> Less opportunity for visitors to experience the Hanging Rock precinct on their approach to Hanging Rock 	✓	<ul style="list-style-type: none"> Marketable opportunity for iconic views from Centre of Hanging Rock 		✓ ✓ ✓
Walkability	<ul style="list-style-type: none"> Main Centre facilities located near base of Hanging Rock 	<ul style="list-style-type: none"> Congestion at main entry to rock climb 		<ul style="list-style-type: none"> Potential to disperse walking trails 	<ul style="list-style-type: none"> Centre approximately 250 meters (5 minutes) from Hanging Rock climb 	

Site Arrangement Option Comparisons - Pros and Cons continued

Criteria / Value	Arrangement Option 1		Assessment	Arrangement Option 2		Assessment
	Pros	Cons		Pros	Cons	
Appropriate in the Local and Regional Context						
Planning Zone Overlays	<ul style="list-style-type: none"> By being within Heritage, Bushfire and Public Conservation Zones this may force the Visitors Centre to be more appropriate in it's context. However, this Masterplan already outlines significant and culturally sensitive principles to inform future development in a sustainable and appropriate manner. 	<ul style="list-style-type: none"> Seven Planning Zones and Overlays apply to the main areas of proposed works. Multiple permits would be required resulting in longer periods for approval, delivery lead times, cost and complexity. 	✓	<ul style="list-style-type: none"> Proposed work areas are not within Heritage, Bushfire Management or Public Conservation Zoning 	<ul style="list-style-type: none"> Four Planning Zones and Overlays apply to this area of the site. Planning approval processes will still be required but with less processes required than Option 1. 	✓ ✓ ✓
Improving the ongoing economic sustainability and management of the site						
Site works and development	<ul style="list-style-type: none"> Builds upon what already exists and main site access 	<ul style="list-style-type: none"> Multiple Planning Zones and Overlays which have potential to impact on new Hanging Rock Centre design, cost and lead times 	✓ ✓	<ul style="list-style-type: none"> Opportunity to consolidate and improve upon a lot of traffic management and visitor experience issues at the same time Provides a significant opportunity for a total re-branding of the site and it's experience, which can reboot it's appeal to local and regional visitors 		✓ ✓ ✓

7.5. Further Study

Beyond The Site

This vision focuses on creating a concept which could be achieved within the current extent of the Hanging Rock Precinct. However, opportunities within the wider setting have been considered and are recommended for future exploration, including:

- Ongoing purchase of surrounding properties when the opportunity arises, to support complementary actions, activities, extend area for nature conservation and increase potential for visual screening.
- Creation of a shared / cycle link along Smokers Creek.
- Improve buffers to the precinct through initiatives such as incentivised / subsidised tree planting on neighbouring properties, in synergy with fire protection treatments.
- Provision of service infrastructure, such as recycled water to the precinct

Future Studies

Further to the Masterplan Options several possible future studies have been identified in relation to specific elements that are outside the scope of this project. These include:

- Ongoing viability of the racetrack facilities in conjunction with Heritage Victoria
- Broader traffic/ arrival study to review/support a Straws Lane entry
- Undertake a cultural values assessment for the remainder of Hanging Rock environs
- Feasibility of a walking trail to Mt Macedon

Accommodation

For a number of years there has been discussion on whether fixed visitor accommodation, including camping, could be based within the Hanging Rock Precinct boundary. This report recommends that no fixed accommodation occur on site, but considers that occasional camping for special events, or education purposes is acceptable. Accommodation is not considered complementary to the ecological and habitat focus of the precinct given its limited size.

A number of challenges have been identified in relation to the provision of accommodation:

- Possibility of patrons attempting to access the rock at night and the associated safety / environmental issues
- Expectation that Hanging Rock may be illuminated at night
- Servicing
- Environmental impacts
- Additional services, facilities etc required
- Legalities

At this point it is recommended that a broader study is completed to assess accommodation needs and opportunities in the local area.

If the precinct's boundary were to be extended in the future, this may be reconsidered for the additional land. For accommodation to be a viable proposal on a future parcel, for example if a portion of land to the east is purchased, studies into the need for accommodation in the area and the potential effects of accommodation on Hanging Rock would need to be undertaken. With strong development controls, a small scale, hidden, eco-style accommodation or camping may be supported. Such accommodation would need to have absolutely minimal visual and ecological impact on Hanging Rock's environment and feature low-carbon, sustainable design, constructed with natural materials.