
FUTURE MORWELL

4.0 | MAKING IT HAPPEN

4.1 | IMPLEMENTATION TIMELINE

MAKING IT HAPPEN

IMPLEMENTATION TIMELINE

Activate. 201X First 5 YEARS

Activate

- Redefine
- Identity
- Enhance

Over the next 5 years residents and stakeholders of Morwell will believe a new future is possible if they begin to see an elevated level of reliable and quality change in the town to meet their basic service needs, and begin to redefine the identity of place to stabilise and enhance its physical condition.

- Morwell Circuit Stage 01 completion, the seeding of the Village Centre (Hub A)

- Morwell Gateway 01

- Redefine the town's relationship to its Green Networks (parks, gardens, wetlands, etc.) and its Blue Networks (wetlands and waterways) to shape a healthier environment, a lively identity, and inform + attract future development

- A clear identity + structure of the town to be supported through regular scheduled urban upgrades

- Completion and connection to the Local Community Hub for education and recreation (Hub B)

Stabilise. 202X 5-10 YEARS

Stabilise

- Transition
- Diversify

Over the next 10 years Morwell will begin to see the results of its physical transformation through a carefully managed transition for economic growth, household prosperity, and general health and well being for living, working, and recreation in town.

- Morwell Circuit completed in totality (Hub A)

- Commercial Road Primary School + Town Commons redefined + activated (Hub A)

- Morwell Gateways and Orientation Points completed in totality

- Greater connection to District Centre as a sports hub (Hub E)

- Activation and connection to District Centre for recreation (Hub F)

- District Centre for events, training and large scale commercial activities (Hub C)



Sustain

- Attract Growth

Within 20 years Morwell has defined itself as an attractive and desirable place to live and work in Regional Victoria and as a result should see a meaningful increase in its population leading to opportunities for further quality growth.

- District Centre for historical and community events (Hub D)



Based on its performance and development to date, Morwell is expected to be in a healthy position in which it has the opportunity to re-evaluate itself and re-visit its own revitalisation in order to carefully manage its future transformation to build on its own prosperity in the face of local to global scale opportunities and pressures.

4.1 MAKING IT HAPPEN

RECOMMENDATIONS FOR IMPLEMENTATION YEARS 1 - 5

FUTURE MORWELL REVITALISATION PLAN

Project 01 - MORWELL HUBS

Project Description

Develop Morwell's Hubs as differentiated networked vibrant activity centers through strategic management of key activities and events to consolidate and direct retail, commercial and social enterprises fostering a sustainable community and shaping a strong town identity that builds on existing local character.

Objectives

- To identify how these facilities can be better connected
- Streetscapes help define a community's activities, appearance, identity and transport conditions. Improved streetscapes offer a range of benefits including potential economic growth, increased habitat within the urban core, spaces for passive and active recreation, places for residents to interact with neighbours and increased civic pride

When

Action

- Clearly define the Latrobe Regional Gallery and Government services precinct as a bookend Commercial Road west
- Investigate the cost to integrate high speed internet at key public built and open space facilities to enable greater connectivity for residents and profile to the facilities

Project Cost

Arts & Government Services Precinct Plan

Latrobe City Council to secure State Government Funding.

\$25,000.00 (Council Funding Contribution)

Year

- year 03

Document Reference

2.1.3 - A Liveable Town: Neighbourhoods, 2.2 - Hubs: Hub A

Project 02 - MORWELL TOWN OF GARDENS

Project Description

Celebrate the town's existing gardens, parks, open spaces, and reserves to develop the concept of "Morwell Town of Gardens" to rejuvenate and develop new meaningful relationships between the open spaces and the built fabric activated by "garden" events and festivals.

Note: actions identified in project 3 are to be concurrently

Objectives		When
<ul style="list-style-type: none">Aspire to shift the town's identity by building on the positive qualities and characteristics of its industrial heritage		
Action	Project Cost	Year 01
<ul style="list-style-type: none">To develop the Garden Festival structure and staged plan that addresses venue financing, activation and programming for the event	Garden Festival Event Strategy \$50,000.00 State Government Funding Has Been Secured	
Objectives		When
<ul style="list-style-type: none">To develop integrated strategies for beautification, education, tourism, community-building, healthy living, and civic pride		
Action	Project Cost	Year 01
<ul style="list-style-type: none">To develop a branding strategy for Morwell Garden festival	Garden Festival Event Strategy \$10,000.00 State Government Funding Has Been Secured	
Document Reference		
2.1.2 - A Tourist Town: Morwell Town of Gardens		

Project 03 - GREEN + BLUE MORWELL

Project Description

Link Morwell to its environmentally and culturally significant “green and blue” networks of interwoven waterways and green spaces to improve the integrity of its natural assets, optimize the integrity and efficiency of urban water management, inform and support development, and enhance the health and wellbeing of the community through active movement, connections with nature, and improved ecological conditions.

Note: actions identified in project 4 are to be concurrently

Objectives		When
<ul style="list-style-type: none">To enhance the health and wellbeing of the Morwell Community through the promotion of active movement, urban agriculture and healthy eating, connections with nature, improved air and water quality.		
Action	Project Cost	Year 02
<ul style="list-style-type: none">Develop an integrated “green infrastructure” plan for Morwell that recognises and optimises the benefits of urban greening and contribute to the ecological integrity of the regional environment systems.	Green Infrastructure Plan Latrobe City Council to secure State Government Funding.	
Objectives		When
<ul style="list-style-type: none">To improve the image and identity of Morwell and its attractiveness as a place to live, work, visit and invest		
Action	Project Cost	Year 02
<ul style="list-style-type: none">To develop coordinated landscape planning strategy for larger redundant public/industrial land parcels including mine license areas to contribute positively to the local economy and ecology	Vacant Land Strategy Latrobe City Council to secure State Government Funding.	
Objectives		When
<ul style="list-style-type: none">To improve how green and blue facilities can be better connected		
Action	Project Cost	Year 02
<ul style="list-style-type: none">To seek opportunities to integrate blue and green networks into open space and neighbourhood plans	Neighbourhood Green Infrastructure Plan Latrobe City Council to secure State Government Funding.	
Document Reference		
2.1.1 - A Sustainable Town: Green Network, 2.1.3 - A Livable Town: Neighbourhoods		

Project 04 - GATEWAYS Project Description		
Promote a strategy for the entrances to Morwell through clear gateway concepts that celebrate place, improve the experience and navigation through differentiated entrances, and contribute to a new town identity.		
Objectives		When
<ul style="list-style-type: none"> To improve the overall visitor experience of Morwell for the visitor arriving by various modes of transport 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop concept plans for each gateway that promotes a strategy for the entrances to Morwell through clear gateway concepts that celebrate place, improve the experience and navigation through differentiated entrances, and contribute to a new town identity. To implement changes to the main entrance. 	Gateway Concept Plan \$350,000.00 State Government Funding Has Been Secured	
Document Reference		
2.1.1 A Sustainable Town: Movement Network		

Project 05 - NEIGHBOURHOODS Project Description		
Identify and support the formation of a neighborhood structure woven through the town to understand how community facilities can be better connected, shared and managed, recognise gaps in provisions of spaces to meet community needs to create a sense of place and belonging for individuals and the healthy communities they make for residents in all stages of their lives that inspires belonging, cultivates ownership, and contribute to greater social cohesion, trust and inclusion.		
Objectives		When
<ul style="list-style-type: none"> Enhance + upgrade parks and reserves 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To implement off-leash dog parks to service the local neighbourhoods. Note: A trial will occur initially in either neighbourhood N2 or N10. 	Off Leash Dog Parks \$12,000 Council Funding Contribution. Latrobe City Council to seek State Government Funding.	
Document Reference		
3.1 - Hubs: Hub E or Hub F		

Project 06 - MOVEMENT NETWORK: Morwell Circuit Project Description		
Develop a shared movement network (bike, pedestrian, + vehicle) that links Morwell to all its natural assets, hubs and neighborhoods to better connect people and promote active healthy movement through a range of transport modes, and operate as a framework to support other activities such as public art.		
Objectives		When
<ul style="list-style-type: none"> To renew and connect existing infrastructure and assets in the town's built environment and contribute to its development as Morwell's Village Hub 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop and implement a circuit that acts as an framework for other activities, infrastructure and actions to stem from, and contributes to the health and safety of the area 	Circuit Stage 01A \$350,000 State Government Funding Has Been Secured Commercial Road - Morwell Circuit Stage 01A: <ul style="list-style-type: none"> ~ \$330,000 - without infrastructure connections ~ \$600,000 - full connections (power, water & drainage) Circuit Stage 01B Latrobe City Council to secure State Government funding.	
Objectives		When
<ul style="list-style-type: none"> To improve and expand the current arts precinct and associated creative activities to tell a rich cultural story of Morwell 		
Action	Project Cost	Year 02
<ul style="list-style-type: none"> To develop a 'public art' strategy, which aims to build a trail of commissioned art work activating underutilised space 	Public Art Strategy \$20,000 (Council Funding Contribution) State Government Funding To Be Secured	
Document Reference		
3.1 - Hubs: Hub A, 2.2 - Assets: Listed and Non-listed Heritage		

Project 07 - LAND + BUILT ASSET STRATEGY

Project Description

Develop a 'prospectus' of land and built assets, including industrial and commercial precincts, to build informative profiles for investment, opportunities for greater use, and growth within the larger revitalization strategy.

Objectives		When
<ul style="list-style-type: none"> To ensure all land assets contribute to the overall productivity, and vitality of Morwell 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop and maintain a database of vacant land to inform an activation/utilisation strategies 	GIS Database Council operations - Geographic Information System (GIS) layer	

Document Reference

2.2.2 - Assets: Land Assets

Objectives		When
<ul style="list-style-type: none"> To better link the history of Morwell with the region including through its industrial heritage and explore opportunities for cultural/ industrial tourism to complement the current "nature based tourism" regional/ state policy focus 		
Recommendation	Project Cost	Year 02
<ul style="list-style-type: none"> To develop an open source database of heritage assets considered of value to the community including built assets, sites of significance, and collections of artefacts/images held locally or at state/national libraries 	Open Source Database Latrobe City Council to seek State Government Funding.	

Objectives		When
<ul style="list-style-type: none"> To identify a range of opportunities to tell this story (stories) in a way that is accessible to the local community and visitors alike 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop an online and publicly accessible virtual Morwell site that consolidates and curates significant historical, visual and artefact material 	Virtual Morwell Latrobe City Council to secure State Government Funding.	

Objectives		When
<ul style="list-style-type: none"> To ensure all land assets contribute to the overall productivity, and vitality of Morwell. 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop a "prospectus" of industrial and commercial land within Morwell including positive profile of the diverse precincts, advantages and assets of each 	Prospectus Latrobe City Council to secure State Government Funding.	

Document Reference

2.2 - Assets: Listed and Non-Listed Heritage, 2.1.3 - A Liveable Town: Industrial Precinct

Project 08- IDENTITY + BRANDING		
Project Description		
Develop a branding and garden festival events strategy that improves the image and identity of Morwell, to identify and celebrate its qualities, support community and industry growth, and promote short term activities that rebrand Morwell as an attractive, healthy, innovative place to live work and visit.		
Objectives		When
<ul style="list-style-type: none"> To identify the potential economic, social, and environmental benefits of future remediation of mining land in the context of current agreed rehabilitation master plans for Yallourn and Hazelwood Mines 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop a branding strategy for Morwell that identifies unique qualities and its role and function with respect to other growing industries and the broader Gippsland brand 	Branding Strategy for Morwell Town of Gardens \$100,000 State Government Funding Has Been Secured	
Objectives		When
<ul style="list-style-type: none"> To develop and promote Morwell as an important centre for offices and industry within the Latrobe Regional Networked City. 		
Action	Project Cost	Year 01
<ul style="list-style-type: none"> To develop a branding and events strategy that builds on the success of the Centenary Rose Garden to brand and promote Morwell as a Garden Town, for investment attraction and a key platform for community led revitalisation 	Branding Strategy for Morwell Town of Gardens \$15,000 (Council Funding Contribution)	
Document Reference		
2.1.2 - A Tourist Town: Mining Land - Rehabilitation, 2.1.1 - A Sustainable Town: Green Network		
Objectives		When
<ul style="list-style-type: none"> To improve the image and identity of Morwell and its attractiveness as a place to live, work, visit and invest 		
Action	Project Cost	Year 03
<ul style="list-style-type: none"> To develop building facade design guidelines for Village Hub 	Building Facade Guidelines Latrobe City Council to secure State Government Funding.	
Document Reference		
2.1.2 - A Tourist Town: A Distinctive and Proud Town		

Project 9 - STREETSCAPE

Project Description

Develop an online 'kit of parts' and organizational strategy to clearly define the character and improve the function of Morwell's streetscapes and create defined an identity for the town's public realm and neighborhoods

Objectives

- To activate and define key activity hubs that improve the meaning, and experience of the town

When

Action

- To undertake a service review to support a permit waiver that allows for open air dining and busking throughout the main roads within the "Village Hub" (Commercial Road, Tarwin Street & Church Street)
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the performance and character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement
- Seek opportunities to integrate blue and green networks into open space and neighbourhood plans

Project Cost

Open Air Dining Permit Waiver
Council to deliver with operations

Street Design Tool kit
State Government Funding To Be Secured

Open Space & Street Scape Principles Strategy
State Government Funding To Be Secured

Year

1

2

2

Document Reference

2.1.2 - A Tourist Town: A Distinctive and Proud Town

4.1 MAKING IT HAPPEN

RECOMMENDATIONS FOR FUTURE CONSIDERATION

FUTURE MORWELL REVITALISATION PLAN

OUR TOWN MORWELL

OVERVIEW | VISION & OBJECTIVES

- Develop online design manual for the Future Morwell Revitalisation Plan which provides an integrated design tool kit for the public realm providing options for hubs, gateways, neighbourhoods, streets, park land, waterways, lighting and commercial building frontages

FUTURE MORWELL | A SUSTAINABLE TOWN

GREEN NETWORK

- Aspire to establish a future master plan for the Centenary Rose Garden enabling expansion of the garden and integration of the homes located along Maryvale Crescent to Eric Lubcke Yarra Gum Reserve
- Develop street Design tool kit that identify the hierarchy of streetscapes and utilise green infrastructure elements to improve the performance and character of Morwell's public realm and neighbourhoods. The streetscape types are to be defined by their function, use and movement

VACANT LOTS STRATEGY

- Connect local government and communities on a neighbourhood level
- Increase the importance and usability of public space
- Increase community input and representation in public spaces across Morwell
- Enable community groups to shape, deliver and manage local public space
- Generate a series of diverse public spaces that are dispersed throughout neighbourhoods

BLUE NETWORK

- Ensure remediation plans acknowledge the community costs and benefits associated with the use and management of waterways and their catchments
- Establish an integrated framework for water management that includes urban streets, parks, development constrained land, and redundant mining land

- Review current land use policy and guidelines relating to land subject to inundation particularly on industrial zoned former agricultural land between Morwell and Churchill
- Review and augment (as required) the Morwell River Neighbourhood Environment Improvement Plan community benefit opportunities associated with short/medium/long term remediation of mining lands
- Confirm current status and likely future impacts of mining at Yallourn on the Morwell wetlands
- Review and adjust (as required) the Waterhole Creek Management plan to include opportunities associated with additional land acquisitions
- Establish feasibility/ business case for strategic public acquisition of land along Waterhole Creek to the south of the regional rail corridor including land at Monash Way, and to the eastern boundary of the soon to be redundant Energy Brix site adjacent and associated rail line
- Establish the potential for waterway corridors, and to address broader bio-region connectivity (bio-links)
- Review existing Neighbourhood Environment Improvement Plan and Morwell River Management Plan in response to Future Morwell recommendations
- Review remediation plans for mines and power station sites with respect to public benefit and water way management

MOVEMENT NETWORK

- Develop concept plans for a linear park along the length of the former highway corridor to enhance visitor experience and pedestrian / cycle connectivity
- Enhance the movement within Morwell through the development of a priority Network for streetscape improvements that better support walking and cycling

MAJOR INFRASTRUCTURE

- Promote advantages of key infrastructure including sites with access to major service infrastructure as part of a strategy for growing existing industries and attracting new industries
- Clarify planning constraints and opportunities for sites affected by major infrastructure to promote/ attract new industries and uses

FUTURE MORWELL | A TOURIST TOWN

A DISTINCTIVE AND PROUD TOWN

- Develop key activities and events at each hub location
- Consolidate resources and infrastructure to hub locations
- Develop detailed plans for each hub that have a multi-use and intensified objective for each location
- Ensure connections between hubs through the continuous development of pedestrian and bicycles network
- Identify a range of opportunities, at local, district and state level to activate and rebrand each hub
- Ensure there is clarity of connection between gateways
- Ensure there is a clear identity for each gateway

MINING LAND - REHABILITATION CORRIDOR

- Develop a branding strategy for Morwell that identifies unique qualities and its role and function with respect to other growing industries, and the broader Gippsland brand.
- Explore & develop a rail trail network that utilises redundant rail infrastructure and connects to the proposed shared pathway network.
- Utilise the outcomes of the Mine Fire Inquiry to promote certainty (through greater transparency) and positive speculation about the post-coal future with planning for, and the staging of, remediation strategies commencing in the short term
- Recognise and explore the potential of “artificial/ engineered landscape” elements to contribute to/ complement the regions tourism brand and product offer
- Explore opportunities for engagement of local workforce in the rehabilitation tasks (as healthy, meaningful work)
- Develop Ridge Rd as a cultural, community and visitor destination with a focus on:
 1. Interpretation of the areas mining and engineering past, present and future
 2. Contemporary art and cultural activities
 3. Public Parkland

MORWELL TOWN OF GARDENS

- Establish a network of green spaces interwoven throughout the town to act as the framework for Morwell Town of Gardens
- To explore strategies for how to reduce barriers in creating small community events in public spaces
- To establish and capture an annual and biannual calendar of events that can be advertised and profiled through municipal and regional online and print portals

FUTURE MORWELL | A LIVEABLE TOWN

NEIGHBOURHOODS

- Advocate for stronger bus links to Morwell neighbourhood house and the proposed hubs

- Identify and develop an ‘administrative’ precinct plan which consolidates activity along Hazelwood Road between George Street and Commercial Road and along the western end of Commercial Road towards the Rose Garden
- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre
- Support the Morwell & District Community Recovery Committee establish resident groups for each neighbourhood facilitating them to become champions for the residents in the community and facilitate a more connected community
- Explore options to locate a ‘Community hall’ and event facility within the Morwell CBD precinct
- Encourage resident groups, name each neighbourhood adjacent to the Village Hub, and identify a character type for the neighbourhood
- Create co-location spaces for residential, artistic and entrepreneurial uses in small neighbourhood shopping strips

INDUSTRIAL PRECINCT

- Undertake a detailed audit of existing uses/ businesses within industrial lands to better understand the dynamics of use with respect to past and future supply and demand
- Develop a public realm framework for streets through industrial areas complementary to residential and activity centre neighbourhoods i.e. street hierarchy and function with respect to infrastructure needs (green, blue)
- Undertake detailed consultation with land/business owners within individual older industrial areas within the west of Morwell to establish a shared longer term vision and plan for their neighbourhoods
- Develop an integrated environmental & land use plan for land associate with current/former farming land and redundant energy industry land to the south of Princes Freeway
- Develop a CLUE (Census of Land Use & Employment) for on-going monitoring, reporting and strategic planning for industrial/ commercial land within the Latrobe Regional Networked City - made available to the public, business community and potential investors in order to make informed decisions
- Develop detailed site design guidelines for properties, and public land along key waterways within the Waterhole creek catchment as an extension/enhancement of the current Waterhole Creek Management Plan

FUTURE MORWELL | ASSETS

LISTING AND NON-LISTED HERITAGE

- Advocate that rehabilitation plans for mines and power stations have appropriate provisions for the recording, and retention of assets of heritage significance with respect to telling the story of Morwell in the future. Conduct assessment and concept plans for potential future use of mines and power stations
- Develop detailed trail plans which explore the links to and in-between recreational precincts, wetlands, rivers, gardens and other nature based assets to form a 'nature based' trail
- Evaluate recreational precinct design plans to ensure that they consolidate and intensify recreational areas into key town precincts, which are clearly signposted, visible and integrate with other surrounding activities and connected to other precincts
- Deploy a variety of low cost, low maintenance streetscape and open space improvements
- Develop a driving, walking and cycling trail network plan that assists in telling Morwell's historical, current and future story. Capture this trail network as a guidebook available in hard-copy and digital format

BUILT ASSETS

- Provide for and promote greater use of the town centre for events and community use through temporary use of street space at Commercial Road and Tarwin Streets
- Develop and diversify activities at the Morwell Recreation Precinct as the premier destination for active recreation in Morwell and exploit synergies with the retail centre

LAND ASSETS

- Facilitate the temporary use of spaces for short term lease/ use through improved permit systems and planning support for community groups, startup businesses, event organisers etc.

HERITAGE ASSETS

- Develop a database of heritage assets considered of value to the community (not necessarily for the purposes of planning scheme inclusion/ amendment) including built assets, sites of significance, collections of artefacts/ images held locally or at state/ national libraries
- Explore potential for driving, walking, cycling trails that can assist in the telling of Morwell's story through interpretation of the Latrobe Thematic Heritage
- Conduct a feasibility study that examines the potential for an expansion of the collection/ stories/ exhibition at the Power Works site.

- Ensure rehabilitation plans for mines and power stations have appropriate provisions for the recording, retention of assets of heritage significance with respect to telling the story of Morwell in the future
- Consider development of a virtual Morwell site as a means of consolidating/ curating significant visual/ artefact material

FUTURE MORWELL | HUBS

HUB A

- Consolidate and direct retail, commercial and social enterprises to the following areas:
 - Commercial Road (between Chapel Street and Hazelwood Road)
 - Tarwin Street (between George Street and Commercial Road)
 - Church Street (between Princes Drive and Buckley Street)
- Develop concept plans for a town square located at the corner of Tarwin Street and Commercial Road supporting the idea of an identifiable heart to the Village Hub.
- To develop a circuit around the Village Hub that prioritises the bicycle and pedestrian network, and provides safe inclusive access for all during the day and evening.
- To develop a clear entrance and navigation through the town

HUB B

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links
- Advocate for a strong connection and use between the public recreational facilities and educational facilities
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Utilise the facilities (Morwell Leisure Centre, Morwell Scout Hall, tennis + basketball courts, and football grounds) outside of school operating hours, and after school programs
- Develop landscape plan for Sir Norman Brookes Park that integrates the recreational community organisations and new tennis courts
- Support the upgrade and development of McDonald Street to be a safe and healthy boulevard controlling local car traffic, and enabling better pedestrian and bike links, incorporate bus links, and reactivate retail shops

HUB C

- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhoods through walking and bike path links, including the connection to Hub F along Waterhole Creek, Hub D along redundant rail way paths, and to Hub A the Local Village centre
- Consider the potential to connect to other towns through an extended bike and pedestrian path network
- Re-define the identity of Mid Valley as a shopping complex orientated around large scale big retail chains servicing the needs of the district that complements and provides difference to Hub A as the Village centre created around a local scale atmosphere as a place to gather and celebrate the community of Morwell among a collection of unique shops, cafes, services, and activities
- Support and Enhance the existing training and education capacity of this Hub to grow through its relationship to the other activities and facilities contained in this area, or adjacent to it
- A Hub that integrates and provides direct pathway from secondary school, VET and Higher-Ed sectors
- Develop landscape plan that extends the recreation, park and lake reserves through a productive garden/ park operated, managed and utilised by training schemes located in this Hub

HUB D

- Advocate and support the preservation, re-purposing, renovation, and re-branding of industrial built assets that are unique in Australia, to celebrate Morwell's industrial heritage, contribute to the transformation and re-branding of Morwell, and develop new industries in the region to diversify and support businesses and industry across the town.
- Promote industrial tourism as an integrated component of rejuvenated parks, event gardens, heritage gardens and reserves as a green network encouraging active healthy lifestyle choices
- Support and extend the existing Power Works industrial tourism activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and adjacent neighbourhoods through walking and bike path links that utilise redundant rail paths and infrastructure assets
- Consider the potential to connect to other industrial assets, such as the Hazelwood Pondage, and other towns through an extended bike and pedestrian path network

HUB E

- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area
- Advocate and promote the utilisation of the sports facilities (Morwell recreation reserve, netball courts, football grounds, Morwell Bowling Club) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities.
- Enhance and care for the adjacent linear nature reserve and Eric Lubcke Reserve + consider how these spaces might be integrated as a part of the area's maintenance and management schedule to aesthetically and practically develop and support a healthy and active environment
- Investigate the possibility of locating an RV park adjacent to the Eric Lubcke Reserve to service and attract RV tourism
- Explore the connectivity and access of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links along Maryvale Crescent, and existing reserves, including the connection to and activation of the redundant rail path
- Consider how to support and schedule the operations and activities of the Astoria Club and the Morwell Bowling Club to extend, enhance and activate the area with diverse events that operate in times when the sports grounds are not occupied
- Explore the development of a concept plan for rose garden to rose park extension

HUB F

- Consider the type and location of specific activities to support the local neighbourhoods, with careful attention given to the youth demographic
- Advocate and promote the utilisation of the sports facilities (Tennis club, netball courts, football grounds, soccer fields) to be utilised for local, regional, state, and national schedule of sporting events, shows, and activities
- Explore the connectivity of this Hub to other Hubs in Morwell, and the local neighbourhood through walking and bike path links
- Consider how the management of each space might be more efficiently managed, and effectively scheduled to contribute to the health and safety of the area



