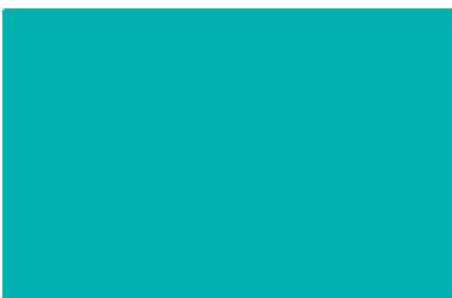




PROPOSED SALE OF SURPLUS COUNCIL LAND

COMMUNITY ENGAGEMENT REPORT

SEPTEMBER 2025



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1 Introduction

Hepburn Shire Council is considering a proposal to declare seven (7) Council-owned properties as surplus to its needs and sell these properties, including sale for the purpose of affordable housing.

The seven properties are:

1. 79A Raglan Street, Daylesford
2. 26 Raglan Street, Creswick
3. 10 Camp Street, Clunes – “Camp Hill Site”
4. 1 Armstrong Street, Daylesford
5. 10 Semmens Avenue, Creswick
6. 313 Clunes Road, Creswick
7. 2 Creswick Road, Clunes

Both the *Local Government Act 2020* and Council's *Disposal and Acquisition of Land Policy (Council Policy No. 93(C))* include a requirement for community engagement prior to Council confirming the outcome of that proposal and proceeding to sell. Following the resolution at the Council Meeting on 29 July 2025, Council invited community feedback on the proposal.

2 Invitation for Community Feedback

Council Officers prepared and published a page on Council's Participate Hepburn website providing information on the proposal and inviting feedback via a survey. This was promoted on Council's Facebook page and a media release issued on 5 August 2025 resulted in articles published in The Age on 7 August 2025 and the Maryborough Advertiser on 12 August 2025. The Mayor was interviewed for a piece that featured on WIN News and the Chief Executive Officer was interviewed by ABC News.

The survey was open for feedback from 4 – 29 August 2025 and this report outlines the feedback received during that period.

3 Participate Hepburn Project Report

Performance Summary					
Information regarding key visitation and utilisation metrics for your Site or projects.					
1,232 Views	970 Visits	825 Visitors	81 Contributions	75 Contributors	0 Followers
Views - The number of times a Visitor views any page on a Site. Visits - The number of end-user sessions associated with a single Visitor. Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day. Contributions - The total number of responses or feedback collected through the participation tools. Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools. Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.					

Referral Types
Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.
 ● Social Media: 676 - 69.69% ● Direct: 138 - 14.23% ● Search Engine: 121 - 12.47% ● Websites: 35 - 3.61% ● Campaigns: 0 - 0.00%
Direct - Visits from Visitors who enter the exact URL or click an untracked link (e.g., from emails without UTM parameters). Search Engine - Visits from search results on engines like Google or Bing. Websites - Visits from links on external sites, excluding search engines and social media. Social Media - Visits from links on platforms like Facebook, LinkedIn, or X. Campaigns - Visits from tracked marketing efforts using UTM parameters, such as email campaigns or paid ads.

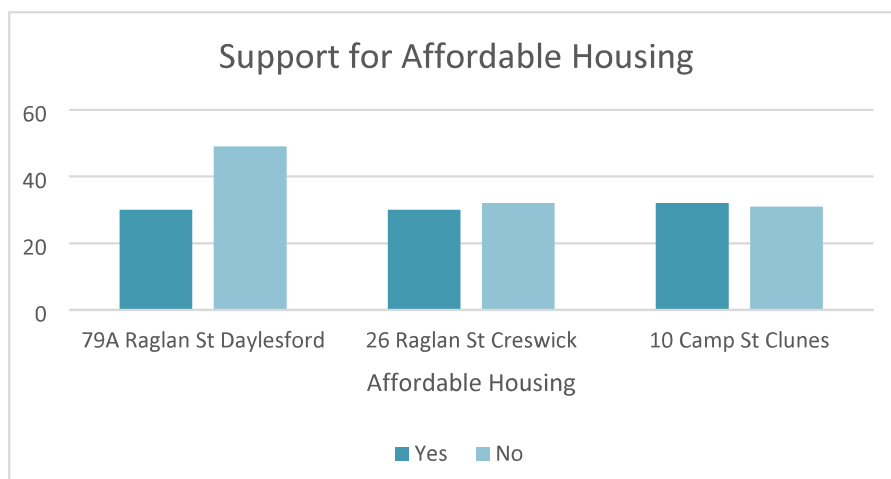
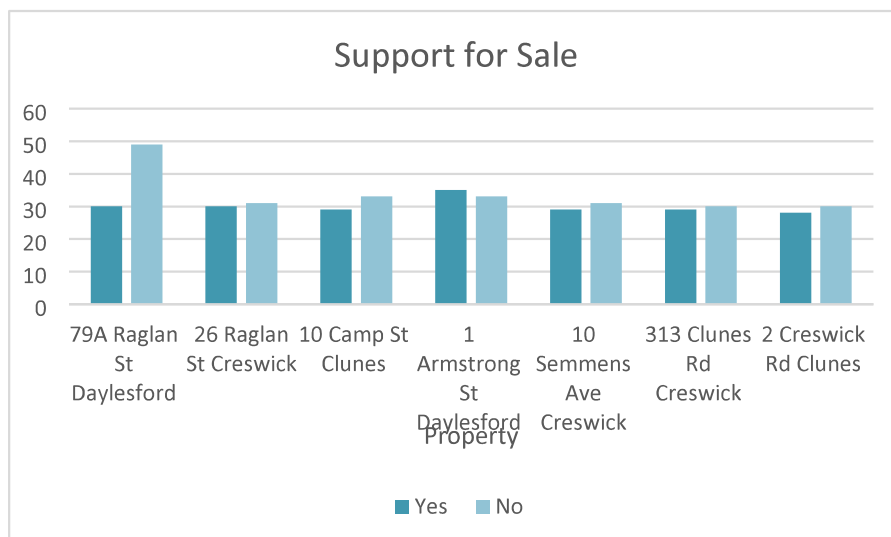


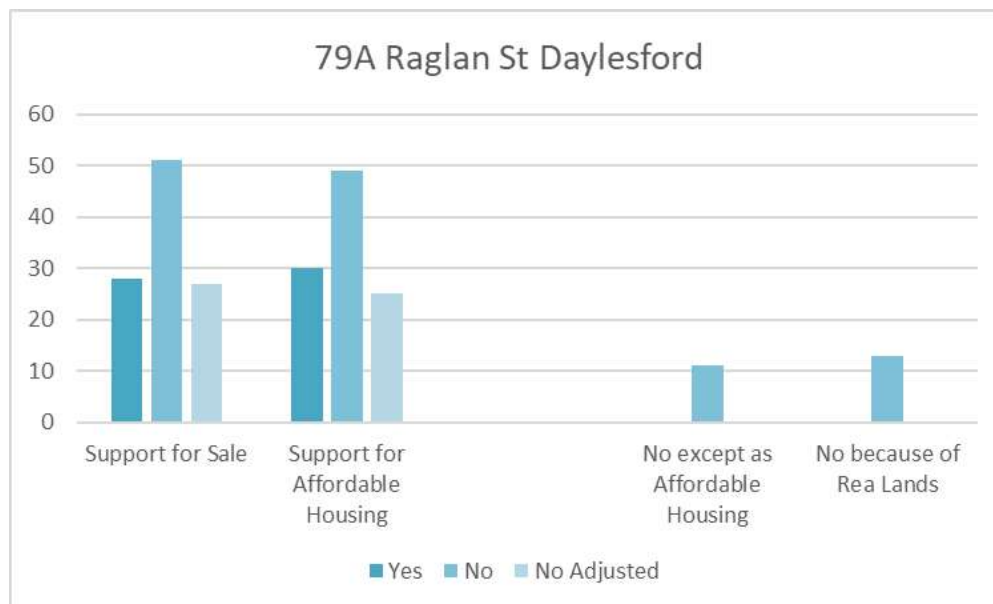
81 responses were received via the Participate Hepburn survey portal



56.8% of respondents were from Daylesford, Hepburn and surrounds

4 Snapshot of Feedback





5 Community Feedback

- A significant number of respondents were commenting on “Rea Lands” not the property indicated in the survey, particularly in relation to 79A Raglan St Daylesford, and this has affected the results.

Response: Council has requested additional information on the “Rea Lands” property and has not proposed to sell this land.

- Several respondents marked “no” for the sale of land with commentary that this was “unless the property was sold for Affordable or Social Housing” or provided comments that indicated they were responding in relation to a different property. Also, some suggestions that 10 Camp St Clunes has limitations that would prevent its useful sale and rather 313 Clunes Rd Creswick or 10 Semmens Rd Creswick could support Affordable / Social / Emergency Housing opportunities?

Response: there are three (3) properties in the current list that are proposed to be sold for affordable housing and Council will test this within the affordable housing market; Council will review whether the additional two (2) Creswick properties could also be sold for affordable housing.

- There is concern Council won't successfully establish Affordable Housing; respondents recommended engagement with, or sale to, an appropriate, experienced provider with specific protection for its use as Affordable Housing.

Response: the properties that have been proposed for sale as affordable housing will be sold via an expression of interest process for the specific purpose of developing affordable housing.

- There was some concern regarding the future of the Good Grub Club, who currently hold a short-term lease to use 79A Raglan St Daylesford.

Response: Good Grub Club have secured an alternative Daylesford location and will relocate by the end of 2025.

- There is some concern about loss of green, open space with the sale of vacant land, however in most cases the location and size of the property offset that concern.

Response: Doctor's Gully Woodland would be protected from development, but this does not prevent the remainder of the land at 79A Raglan St Daylesford from being appropriately developed. "Rea Lands" has not been proposed to be sold.

- Concern regarding the allocation and use of funds on as yet unspecified infrastructure projects and that proceeds won't be used to benefit the community or reduce the Council's debt. Funds should be used productively to assist Council's financial position.

6 Conclusion

In October 2025 Council will receive a report and consider feedback at the Council Meeting prior to deciding whether to sell the properties. Each property will be considered individually on its own merits, taking account of the community engagement response. Should Council decide to sell the properties, the sale process would begin early 2026.