



Yarriambiack
SHIRE COUNCIL

Capitalising on unique opportunities to support and foster jobs, tourism, housing and leadership



Hopetoun

Former School Site

Reimagined

About Hopetoun

Hopetoun's unique rural setting, heritage and vibrant community culture make it a great place to live, work, play and do business. A community of approximately 694 people, the area is predominantly supported by agriculture and businesses which support Victoria's grain and legume production, along with some niche markets in export hay, Angora goats, gypsum, prime lamb production and some cattle.



Yarriambiack Shire is a diverse, vibrant region experiencing social and economic change. This is creating a growing demand for a skilled and educated workforce. Home to the original Silo Art Trail, Yarriambiack Shire continually strives for excellence and aims to serve its community through strategic, sustainable and innovative projects.

After hours, Hopetoun is a community of fun-loving, giving, sharing people who have entwined their passion for life into sport and activities that strengthen the social unity of this town. There is a wide diversity of skills and attributes which drive an equal number of interest groups. Loyalty to the town along with determination is obvious in maintaining an interesting and viable quality of life in a rural remote setting in North West Victoria.

Vision

Priority Projects identified from the Hopetoun Former School Site Masterplan and Feasibility Study and Business Case are as follows:

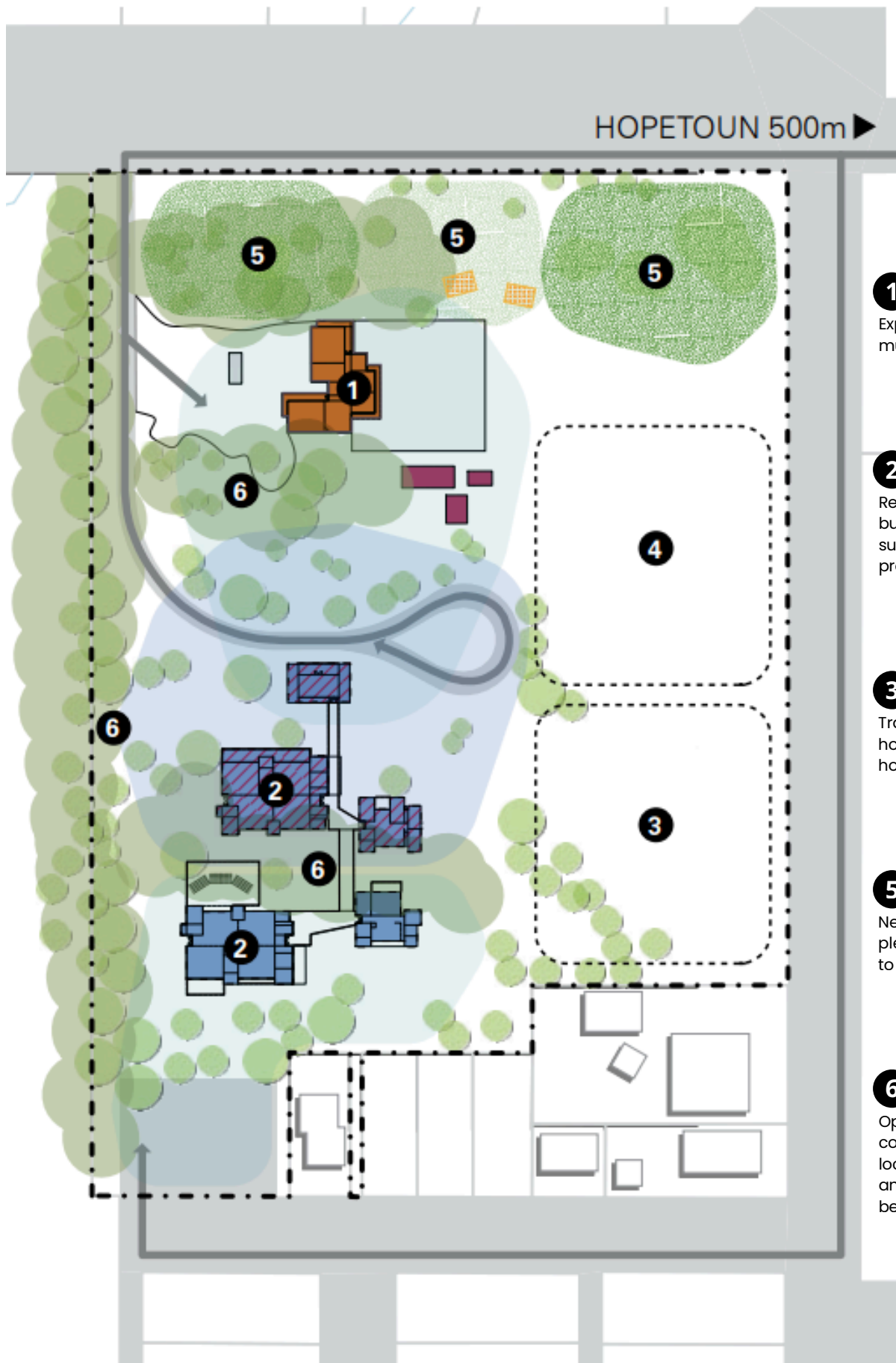
- Enabling Tourism and Leadership by redeveloping the former Primary School Buildings into a Fit for Purpose Accommodation venue to support school camps, leadership programs and tourism groups.
- Supporting housing development, with a ten lot sub-division for skilled worker accommodation and retirement, independent living units.



The town of Hopetoun in Yarriambiack Shire has a strong and active community with a determination to maintain a township with modern, safe and attractive amenities in support of a healthy rural lifestyle and crucial agriculture industry.



Vision



1

Expanded historical hub and museum

2

Renovated primary school building as accommodation to support camps, leadership programs and tourism groups

3

Transitional and key-worker housing, beginning with 10 houses/units in stage 1 (3)

4

5

New landscapes to create a pleasant playscape as entrance to the site

6

Opportunity to increase shade cover and native planting at key locations to preserve key views and help maintain privacy between uses

Taken from the Hopetoun Former School Site Re-imagined Master Plan, April 2022

Background

It is expected that successful establishment of enterprises at the former school site will strengthen Hopetoun's economy through increased jobs, fostering more tourism businesses and providing more key-worker housing, as well as further enhancing community connectedness and resilience.



The Hopetoun Former School Site Advisory Committee determined that the priorities for implementing the masterplan vision would be:

A Multipurpose Venue and Accommodation Enterprise (for schools, special interest groups, functions and tourists).



Residential development (land development project for rental housing, and for sale housing).



Historic attraction / museum / visitor experience.



Multipurpose Venue and Accommodation Enterprise



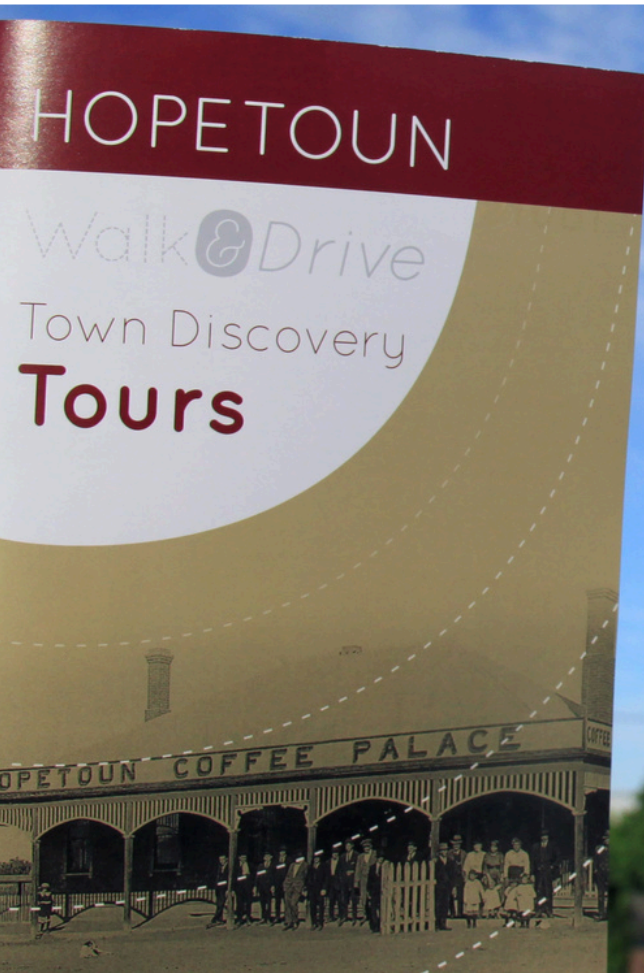
This opportunity involves redevelopment of Hopetoun's former primary school complex built in 1978 to be utilised as a multipurpose venue and accommodation facility. The multi-purpose facility (the 'Centre') will cater for schools on camps, leadership training programs or other retreats, special interest groups, corporate get-togethers and even functions. The flexibility afforded by this opportunity also lends itself to providing accommodation for tourists and business travellers as well as a short-term solution for key worker accommodation.



Multipurpose Venue and Accommodation Enterprise

The Hopetoun Centre would offer several competitive strengths in attracting all the identified market segments, namely:

- No local, or wider regional competition, for customers in the Hopetoun catchment area.
- A broadacre environment and semi-rural setting of the venue/site.
- Vast opportunities for touring routes as a rest day activity or as an offsite excursion.
- A diverse but complimentary offering of environmentally, cultural and rural assets including Lake Lascelles, Wyperfeld National Park, flora and fauna, indigenous and settlement stories and sites, impressive night skies, off-road recreational activities and excellent sporting facilities to support a wide range of programming for a large audience.



Multipurpose Venue and Accommodation Enterprise

The Hopetoun Multipurpose Centre is expected to offer, and derive revenue from, the following market segment components:

- **School Groups:** Overnight camps/programs for school students and staff incorporating accommodation, meals, and a range of outdoor activities. There are 128 school camp venues around Victoria but the Wimmera-Mallee region has the least representation both in absolute and relative terms. The peak industry body in this industry sector Australian Camps Association (ACA) reports that the market for school groups is growing and that there is scope for additional viable enterprises.
- **Special Interest Groups:** Overnight camps/programs for special interest groups (which could be birdwatchers ('twitchers'), photographers, environmental groups, corporate team building groups, clubs and societies, etc.) incorporating accommodation, meals, and programmed outdoor trips and activities.
- **Training Programs:** Overnight and day short-course training programs (personal development, corporate briefings, accreditation updates, lifestyle and adult education, etc.) incorporating overnight accommodation, meals (also catering meals for single day training), and venue hire (with IT and communications equipment).
- **Functions/Events:** Social and special occasion functions and events (including a variety of occasions such as weddings, birthdays, annual general meetings, Christmas parties etc.), largely for a local and district market, with venue hire and catering.
- **Overnight Tourists:** Up-market overnight accommodation for tourists to the Wimmera Mallee helping to fill the long-understood gap in the region's range and style of accommodation options.

TOTAL CAPITAL REDEVELOPMENT COSTS

The estimated capital redevelopment costs are \$11.98 million:

- \$6.612 million for building redevelopment for accommodation and functions.
- \$2.644 million for site works and external services.
- \$300,000 for furniture and artwork.

Hopetoun School Site Residential Development

Similar to other Yarriambiack Shire towns, Hopetoun has insufficient affordable housing, and this is limiting the town in taking advantage of job, population retention, and population growth opportunities.



As a residential location, Hopetoun offers appealing features. The town has a diverse central activities area with an IGA supermarket, hardware store, butcher, bakery, two cafés, community hotel (with restaurant/bistro), newsagent (incorporating fishing/camping, garden products, and toys retailing), post office, pharmacy, bank branch, fuel and vehicle servicing, specialty stores (shoes, drapery, op shop) and a range of business and personal services (accountancy, hairdressing, police).

Lake Lascelles is a recreational and environmental feature of the town, just adjacent to the town centre. Hopetoun accommodates a range of sporting and recreation venues and facilities. Hopetoun Campus of Rural Northwest Health provides urgent care, acute care, residential aged care and home and community-based health services. There is a state P-12 School (i.e combined primary and secondary) in Hopetoun and a private Primary School (St Josephs).



Hopetoun School Site Residential Development

- The majority of Hopetoun dwellings are occupied by 1 or 2 people (76.6%). Conversely, only 23.9% of the occupied dwelling stock has 1 or 2 bedrooms (ie 76.1% have 3 or more bedrooms).
- The current Hopetoun housing situation indicates:
 - There is current unmet, pent-up demand.
 - Existing housing stock is often the wrong mix for an ageing population, not conducive to either attracting new residents or retaining existing older people, and in many cases, vacant dwellings are not even available to the market.
 - The town cannot attract housing developers due to historic and perceived poor capital growth and low returns on investment.
- Rental housing in Hopetoun is in short supply impacting on the ability to house staff for businesses, public sector agencies and community organisations. The proportion of private sector rental housing in Hopetoun is low by any measure. The rental housing stock is only 15.2% of all dwellings and just 40.4% of these (or 19 dwellings) are rented through property managers (estate agents).



76.6%
**Occupied by 1
or 2 people**



**23.9% 1 or 2
bedrooms**
**76.1%
3 or more bedrooms**



**Existing housing stock often the wrong mix for ageing
population.**



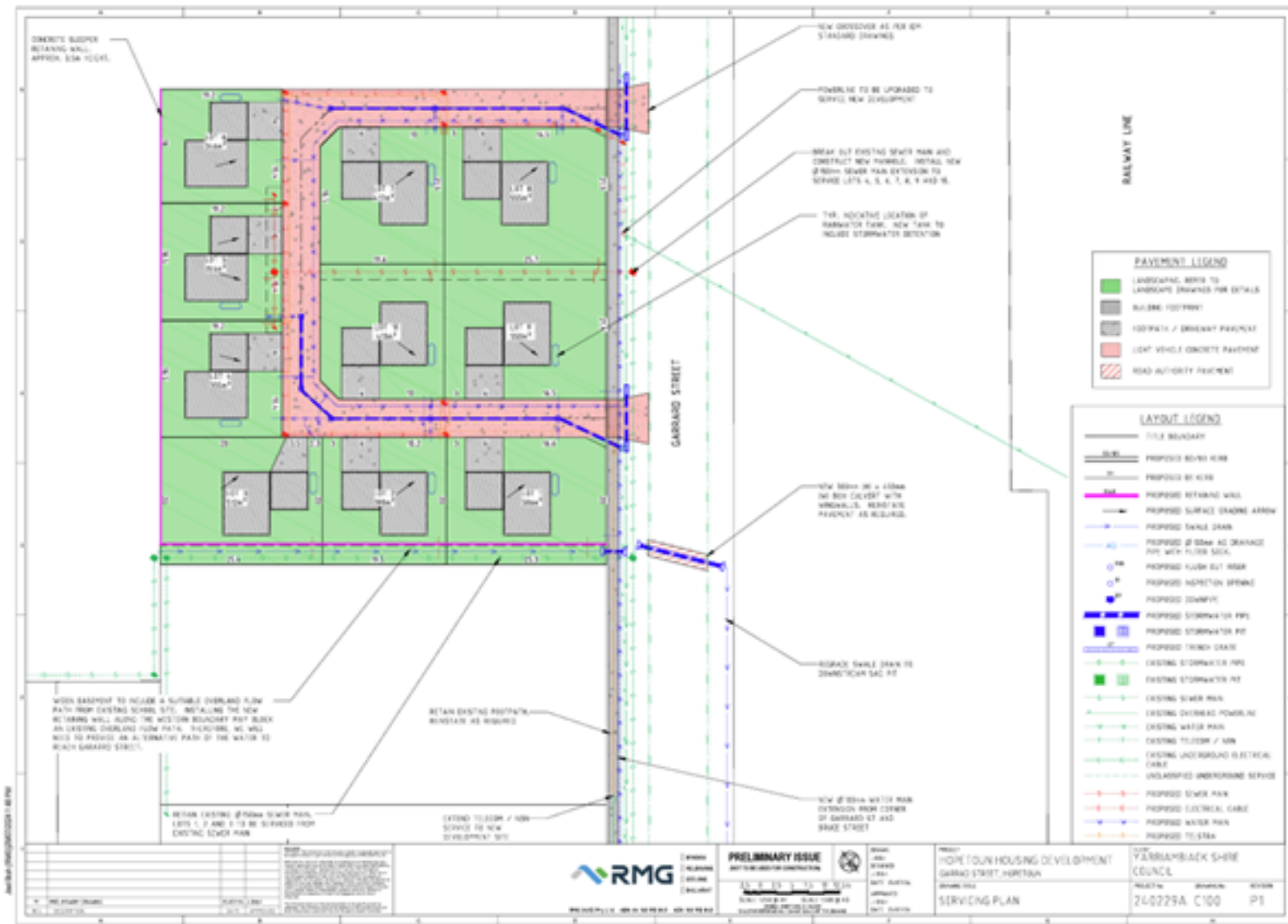
**Rentals in
short supply**



**Inability to
house staff**

Hopetoun School Site Residential Development

Total Cost of Subdivision to support housing development: Ten Lost Subdivision with sewer, water, power, telecommunications, earth works, roads, drainage cost estimate: \$1.6million (ex GST)



Supporting Documents Available on Request

- Hopetoun Old School Site Master Plan
- Hopetoun School Site redevelopment Feasibility and Business Case