



Heart of the Great Alpine Road 

DINNER PLAIN

ALPINE VILLAGE

STRATEGIC FRAMEWORK PLAN

2008 – 2012

MARCH 2008



ALPINE SHIRE

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PURPOSE OF THE STRATEGIC FRAMEWORK PLAN

The Dinner Plain Strategic Framework Plan has been developed through the combined efforts of the Alpine Shire Council and the Dinner Plain Management Committee to provide an all encompassing framework for the conservation of the unique environmental and social qualities, growth in tourism and economic prosperity and the implementation of infrastructure required to meet the needs of current and future ratepayers and visitors at Dinner Plain.

It is an aspirational document considering the needs of the Dinner Plain community in both the current and forecast environmental, economic and social climates. The strategic framework plan aims to set the course for the Dinner Plain community for the next twenty years by confirming the values of the community and providing the means and the actions to ensure those values are maintained today, tomorrow and well into the future.

Historically the Dinner Plain and Alpine Shire communities have relied solely on the Dinner Plain Masterplan as the key strategic tool guiding development and growth, however the village and it's community has now evolved into a more complex arrangement, both physically, socially and economically.

The Dinner Plain Strategic Framework Plan is a holistic tool providing general guidance for the conservation of environmental and landscape qualities, affirmation of community values, growth in economic prosperity through increased visitation and implementation of key essential and recreational infrastructure required to meet the needs of the community.

The Dinner Plain Strategic Framework Plan is a living document adapting to meet the needs and opportunities of the Dinner Plain community; providing the foundation for decisive actions for Dinner Plain out to 2012.

1.0 BACKGROUND

The site of Dinner Plain was originally known as Rundells Paddock, part of 640 acres selected by 'the Rundells' of Flourbag Plain. When the coaches started running between Omeo and Bright they used to stop for midday dinner, hence the area became known as Dinner Plain.

Dinner Plain was developed in 1986 by a company called Dinner Plain PTY LTD. Peter McIntyre, the company architect, was inspired by the characteristics of the old cattleman's huts. Dinner Plain is a distinctive village set in the Victorian High Country. The homes, apartments and lodges reflect the heritage of the early pioneer buildings through form and materials.

Today there are approximately 260 residences at Dinner Plain and some 12 businesses including food and beverage, retail and service provides all supporting the primary industry, tourism. Steady development at Dinner Plain has supported a niche construction industry providing the generally high quality and uniquely site responsive architecture.

Winter is the outstanding peak period for Dinner Plain with visitors participating in a range of snow based activities, however the majority visit Mount Hotham Alpine Resort to participate in downhill skiing and boarding. Dinner Plain and Mount Hotham are mutually dependant given their primary functions as tourist destinations, each providing access to a variety of recreation opportunities.

Additionally, Dinner Plain has close ties with the adjacent Alpine National Park which provides access to a range of both summer and winter nature based activities.

Currently there is accommodation provision for approximately 2600 residents and this is forecast to grow to an estimated 4000 within the next 10 to 15 years.

Economic and physical growth and development of the village has historically been driven by market forces with development control provided through the Dinner Plain Masterplan and subsequently the Alpine Planning Scheme.

2.0 VISION

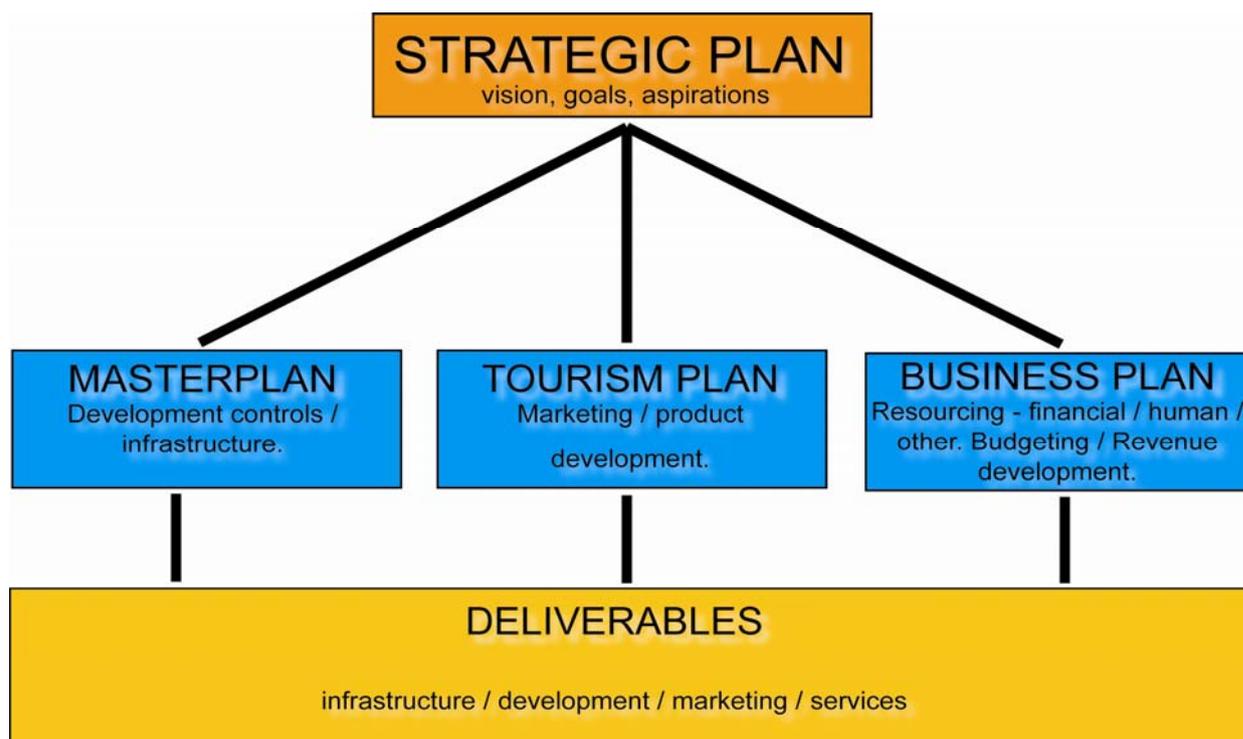
The vision for Dinner Plain is an aspirational statement providing a glimpse of the valued qualities of Dinner Plain and the preferred future of the community.

The vision for Dinner Plain has been determined through the extensive consultation carried out as part of the Masterplan Review.

A vibrant, friendly and unique village resort with a sustainable economic, social and environmental base, which offers year round opportunities for recreation, learning and enjoyment in a high altitude setting.

3.0 STRATEGIC CONTEXT

The Dinner Plain Strategic Framework Plan outlines the vision, aspiration and goals for the Dinner Plain community. The plan provides an integrated approach for developing, measuring and reporting economic, social and physical activities. It clearly indicates that the relevant strategies for Dinner Plain do not exist in isolation.



This strategic framework plan consolidates the key recommendations and strategic directions for Dinner Plain set out in relevant plans, reports and documents developed to guide the future planning and management of the village.

The key recommendations for Dinner Plain have been drawn from:

- * **Alpine Shire 2030 Vision**
- * **Alpine Shire Council Plan**
- * **Alpine Shire Planning Scheme**
- * **Dinner Plain Master Plan, March, 2008**
- * **Alpine Region Tourism & Destination Marketing Plan 2006-2009**

4.0 GOVERNANCE

While the village was originally located in the Omeo Shire Local Government area it was transferred to the Alpine Shire following Victorian Council amalgamations in 1994.

Alpine Shire Council introduced a self-sustaining rating structure for Dinner Plain to ensure that all Council rates generated by Dinner Plain properties are spent exclusively on provision of Council services to village residents and the development and management of its public assets.

Given the unique nature of the village and the self sustaining rating structure, Alpine Shire Council established the Dinner Plain Management Committee to provide strategic guidance to Council in its planning and management of the village. In assisting Council, the role and function of the committee is to:

- * Determine the range and level of services which meet the needs of the Dinner Plain community;
- * Determine a method of funding those services which provides balance and equity.
- * Participate fully in the development of strategic and statutory plans affecting Dinner Plain.
- * Establish a process of Council budget/financial plan preparation which allows for input from the Dinner Plain community in relation to expenditure and funding which is directly applicable to the Dinner Plain area.

The term of membership on the committee is two years, with half of the Committee retiring one year and half retiring the following year. Expressions of interest are called each year, with successful candidates selected by Council to ensure that they have access to a wide cross section of community opinion.

Council endeavours to ensure that 90% of positions are filled at all times and supports newly appointed committee members by providing a 1 day information session to confirm their responsibilities and provide an overview of plans, policies and strategies relevant to Dinner Plain.

Contact details for all members of the management committee are provided on the ratepayers section of the Dinner Plain Website, as are minutes of all meetings, newsletters, a forward calendar of Committee meetings scheduled for the year and other information of interest to the community".

5.0 COMMUNITY VALUES

The Dinner Plain community is an eclectic mix of permanent and seasonal residents and a significant number of absentee ratepayers, however while community members backgrounds and lifestyles differ they share the same values in regards to Dinner Plain.

Passionate	For life, each other, the environment and the pursuit of quality experience
Respectful	Of each other, the environment and the wider global community
Welcoming	To each other, visitors and to those who are yet to experience Dinner Plain and the sense of well being it provides
Innovative	In Architecture, recreation, environmental management, business development and community involvement
Understanding	Of quality and the efforts required to ensure the longevity of the unique values of Dinner Plain

6.0 KEY OBJECTIVES AND STRATEGIES

The following key objectives and strategies have been established as a foundation underpinning future initiatives to ensure the unique qualities of Dinner Plain are maintained and the community values upheld.

6.1 Sustainability

Objective

To achieve sustainable outcomes for the environment, economic activity and the comprehensive range of activities available at Dinner Plain, through the collaborative efforts of the Dinner Plain community, Management Committee and the Alpine Shire Council.

Strategies

- * Develop an accurate understanding of current economic influences, activity resident profiles and changing tourism market demands to provide a basis for informed decision making on business and investment activities.
- * Develop a business strategy outlining key business and investment objectives for increasing visitation and subsequent direct and indirect economic activity and development of essential and recreation infrastructure.
- * Pursue the recommendations of the Dinner Plain Masterplan and continually monitor progress to ensure timely implementation in accordance with current attitudes and opportunities.
- * Maintain awareness of emerging environmental best practice such as ecologically sustainable design principals and water sensitive urban design principals and integrate into the development requirements and operational guidelines for Dinner Plain.
- * Investigate innovate methods for managing waste, providing essential services including energy, water and communications and innovative means for improving connectivity within and to Dinner Plain.
- * Pursue the integration and expansion of education, health and social services necessary to support the Dinner Plain community.

6.2 Village Character

Objective

To characterise Dinner Plain by quality, welcoming architecture situated in a healthy and vibrant alpine landscape by ensuring the village is pedestrian in scale with dwellings sited in response and reverence of the unique alpine flora and fauna.

Strategies

- * Ensure that development is high quality and embraces the key character values of Dinner Plain including site responsiveness, warm, intimate and respectful of the environment.
- * Identify infrastructure needs which support the village character ie. pedestrian access paths, discrete car parks, and prioritise for implementation through the masterplan and business plan.

6.3 Environment

Objective

To protect the unique alpine environment of Dinner Plain by applying environmental best practice to all operations and development occurring in the village.

Strategies

- * Ensure that environmental best practices are implemented as part of development and operational activities to minimise the potential for negative impacts on the alpine environment.
- * The natural environment of Dinner Plain is protected and rejuvenated where required through implementation of environmentally progressive management practices.
- * The high value of the alpine environment is promoted to ratepayers and visitors through positive and informative awareness programs.
- * Provide effective and efficient service delivery in village operations, visitor services and administrative services.

6.4 Recreation and Activity

Objective

To provide access to a wide range of passive and active recreation opportunities at Dinner Plain, all set in the unique alpine landscape and providing a positive and balanced sense of well being to participants.

Strategies

- ✧ Develop a strategy for implementing new passive and active recreation opportunities at Dinner Plain for both summer and winter.
- ✧ Investigate recreation potentials of the open space reserves throughout Dinner Plain.
- ✧ Foster partnerships with neighbouring land managers to maximise the potential of integrated recreation opportunities eg. walking/cycling/riding trails.

6.5 Accessibility

Objective

To ensure Dinner Plain is a pedestrian village where walking, cycling and skiing are the dominant forms of transport supporting the range of recreation opportunities available.

Strategies

- ✧ Investigate opportunities to improve access within and to Dinner Plain from surrounding localities and the nation in general.
- ✧ Pursue the development of pedestrian access infrastructure through the village to support the vision for a cohesive and pedestrian accessible alpine village.

6.6 Working Together

Objective

To progress the range of opportunities for intellectual and physical activity at Dinner Plain by working collaboratively with the whole community.

Strategies

- ✧ Foster strong and positive relationships within the Dinner Plain community to support positive interaction and business development.
- ✧ Develop a sound understanding of the economic contribution Dinner Plain makes to the surrounding communities.
- ✧ Ensure that information is readily available to ratepayers and key stakeholders to maximise the potential realisation of business and social opportunities available at Dinner Plain.
- ✧ Ratepayers and key stakeholders are encouraged to contribute to the development of village plans and strategies, and their contributions are valued and respected.

7.0 ACTION PLAN

The following actions have been determined to achieve the strategies:

7.1 Sustainability	
Strategies	Action
<i>Develop an accurate understanding of current economic influences, activity resident profiles and changing tourism market demands to provide a basis for informed decision making on business and investment activities.</i>	Develop a 5 year research program to capture the following data: visitor numbers, occupancy rates (no of properties rented and no of visitors per property), visitor spend, length of stay, preferred activities and attractions (available and not currently offered), visitor origin (p/code), web hits, other relevant visitor profile information and where visitors found out about DP etc Develop an ongoing program for resident profiling (to be conducted every time an established property's ownership is transferred or a building permit is granted on vacant land).
<i>Develop a tourism plan detailing visitor and economic targets and strategies for their achievement, including the development of essential recreational infrastructure</i>	Develop a Tourism Plan.
<i>Pursue the recommendations of the Dinner Plain Masterplan and continually monitor progress to ensure timely implementation in accordance with current attitudes and opportunities.</i>	Regular review of the Masterplan.
<i>Maintain awareness of innovative environmental best practice such as Ecologically Sustainable Design principals and Water Sensitive Urban Design principals.</i>	Integrate newly identified and appropriate best practice into the development requirements and operational guidelines for Dinner Plain
<i>Investigate innovative methods for managing waste, providing essential services including energy, water and communications.</i>	Continue to support investigation of best practice for waste management. Work with services providers and developers to monitor supply capacity to ensure future demand is met
<i>Pursue the integration and expansion of education, health and social services necessary to support the Dinner Plain community.</i>	Identify service needs and pursue implementation in partnership with the relevant local, state or federal agencies.

7.2 Village Character	
Strategies	Action
<i>Ensure that development is high quality and embraces the key character values of Dinner Plain including site responsiveness, warm, intimate and respectful of the environment.</i>	Revise the development guidelines within the Alpine Planning Scheme to ensure they support high quality development. Incorporate ecologically sustainable design principals into the development guidelines. Ensure that the Dinner Plain community is made aware of significant development proposals and seek comment
<i>Identify infrastructure needs which support the village character ie. pedestrian access paths, discrete car parks, and prioritise for implementation through the masterplan and business plan.</i>	Follow the revision of the masterplan with design development to ensure future infrastructure supports the village character and the natural environment. Prioritise implementation of new infrastructure in accordance with available resources and demand.
<i>Provide effective and efficient service delivery in village operations, visitor services and administrative services.</i>	Develop business plan to ensure Council's operations with respect to DP are efficient, effective and reasonably meet the needs of the community

7.3 Environment	
Strategies	Action
<i>Ensure that environmental best practices are implemented as part of development and operational activities to minimise the potential for negative impacts on the alpine environment.</i>	Identify best practice methods and ensure they are supported for implementation in association with development.
<i>The natural environment of Dinner Plain is protected and rejuvenated where required through implementation of environmentally progressive management practices.</i>	Review current open space management practices and revise to ensure quality is maintained as a priority.
<i>The high value of the alpine environment is promoted to ratepayers and visitors through positive and informative awareness programs.</i>	Incorporate environmental awareness as part of marketing, newsletters and website updates.

7.4 Recreation and Activity

Strategies	Action
<i>Develop a strategy for implementing new passive and active recreation opportunities at Dinner Plain for both summer and winter.</i>	Undertake inventory of existing recreation opportunities. Develop framework for strategy
<i>Investigate recreation opportunities within the open space areas of the Recreation Precinct.</i>	Ongoing
<i>Foster partnerships with neighbouring land managers to maximise the potential of integrated recreation opportunities, eg. walking/cycling/riding trails.</i>	Continue to support the upgrading of the Hotham-Dinner Plain multi purpose trail. Identify additional trail links connecting from Dinner Plain to surrounding places of interest, eg. Tabletop Mountain, Alpine National Park.

7.5 Accessibility

Strategies	Action
<i>Investigate opportunities to improve access within and to Dinner Plain from surrounding localities and the nation in general.</i>	Investigate alternative transport options eg. increased flying opportunities and pursue. Continue to work with Mount Hotham RMB to provide an economic and appropriate transport system.
<i>Pursue the development of pedestrian access infrastructure through the village to support the vision for a cohesive and pedestrian accessible alpine village.</i>	Identify key pedestrian access routes and potential future routes. Develop pedestrian infrastructure implementation program.

7.6 Working Together	
Strategies	Action
<i>Foster strong and positive relationships within the Dinner Plain community to support positive interaction and business development.</i>	Develop a program for conducting workshops for business and community development. Acknowledge synergies between businesses and support their realisation.
<i>Develop a sound understanding of the economic contribution Dinner Plain makes to the surrounding communities.</i>	Develop and maintain relationships with the businesses and organisations of the surrounding townships including Bright, Omeo, Harrietville and Mount Hotham.
<i>Ensure that information is readily available to ratepayers and key stakeholders to maximise the potential realisation of business and social opportunities available at Dinner Plain.</i>	Ensure that activities of Council and the Committee are publicised via regular newsletters and news articles on the website.
<i>Ratepayers and key stakeholders are encouraged to contribute to the development of village plans and strategies, and their contributions are valued and respected</i>	Ratepayers Area of village website to be expanded to include: <ul style="list-style-type: none"> • List of current planning applications being considered • Building approval stats • Publication downloads (e.g. Masterplan, strategic plan, tourism and marketing plan, business plan) • Community Feedback • Distribution list (where residents can register to receive information/advice/updates via email).