



6. Conclusions

This socio-economic and tourism impact assessment is designed to identify the initial socio-economic and tourism profile of the region (the regional economic and tourism baseline), the potential economic and tourism assets that could be affected by the project both adversely and beneficially and the scope of the potential effects. This assessment relates to the preferred pipeline corridors as the final alignment is to be determined by the Minister for Planning after the advisory panel considers the project. Due to the nature of the regional economy and the current social climate in which the project is to be constructed, any of the corridors used will result in direct and indirect economic and tourism impacts. These will vary by location and across the time horizon of the project in specific locations. As such, consideration will be given to planning the construction program to take into account seasonal issues, to minimise tourism and recreational as well as agricultural impacts.

Agriculture is a significant regional industry with a total value of approximately \$303 million in 2001, similar to total tourism expenditure at the time.

6.1 Potential Effects

The pipeline construction has the potential to affect agricultural production but this is unlikely to be significant overall, although individual operations could be significantly affected. The impact on individual operations will be assessed when the final pipeline corridor is determined.

Tourism is a significant and growing industry in the region. The project has the potential to affect a significant part of the regional tourism industry directly and indirectly in terms of possible restrictions on access to both individual properties and to key areas of the region and through perceptions of access difficulties and of the pipeline as an incompatible use. This impact is likely to be of limited duration given the timing of the project but residual effects may need to be addressed.

The direct and indirect effects of the development may require the provision of relevant local information during construction to assist visitors to access desired venues and promotional information to encourage tourists to continue to visit the region. In addition a broader regional marketing campaign may be required post-construction.

There are also broader regional strategic considerations including:

- The implications of construction on vineyards, visitor access to wineries and quality of experience, especially in the Dixon Creek district. Consideration will need to be given to whether the project and visitor perceptions of it will reduce visitation to the Dixon Creek attractions while redistributing visitors to the other key winery areas of the Valley along the Maroondah Highway, along the road to Warburton and on the Maroondah Highway, Healesville Yarra Glen Road and then back down the Melba Highway south of Yarra Glen loop. This effect could disadvantage operators in one area of the Valley and advantage others



without necessarily disadvantaging the Yarra Valley as a whole. Approaches to mitigate any such effects locally during construction and post construction (if it happens) to ensure that there is no long term impact need to be considered

- The potential to spread the current phylloxera outbreak and, if so, how to contain it. This issue also relates to the broader prevention of animal/plant disease across the pipeline corridors. The project team is working closely with the relevant agencies to address these issues.
- A similar although less likely impact could occur for the Yea area and Lake Eildon if the direct effects of the project reduce access to Yea at key times or perceptions of the project reduce visitation to Lake Eildon.
- The affect of the project construction activities or the perception of their affects on key events such as Grape Grazing Festival and the Melba Festival in the Yarra Valley.

A key to the successful implementation of the project will be clear and transparent consultation and communication with all interested sectors of the community. The potential benefits of the project for the local area need to be discussed with the local communities so that the benefits can be maximised and the community can be empowered through participation in the process.

6.2 Potential Benefits

The project also provides potential benefits to the region including the opportunity for local businesses to:

- Participate in the construction and on-going maintenance of the project
- Provide services to the Alliance such as accommodation, food, transport, fencing etc. during the construction of the project.

There is also the potential for the pipeline project to assist in:

- Protecting the regional aquaculture industry
- Providing additional security for recreation/tourism activities/opportunities at Sugarloaf
- Providing a catalyst for the development of legacy projects such as a network of multi purpose trails and other regional tourism facilities.



7. References

Department of Sustainability and Environment (DSE), 2007. *Our Water, Our Future The Next Stage of the Government's Water Plan.*

Sugarloaf Pipeline *Preliminary Socio-Economic and Tourism Desktop Assessment*, SKM, 17 September 2007.



Appendix A Study Methodology

The approach is described in the following three broad tasks:

- A preliminary assessment of the initial socio-economic and tourism conditions based on a desktop review supported by a brief windscreen survey and preliminary discussions with key stakeholders, including:
 - Review land use data provided by the Planning Team
 - Undertake an initial windscreen survey of the pipeline corridor options to provide an initial ground truthing of land use data. Follow up and resolve any anomalies from desk research or where necessary telephone checks
 - Collect, collate and assess the relevant regional economic data including but not limited to:
 - Demographic (note: The 2006 Census data will be provided at a sub regional level and will be able to be collated and mapped more closely to the pipeline corridors than data provided from the 2001 Census. However, limited 2006 data will be available during this task, the initial assessment. Greater detail should be available for the more detailed assessment)
 - Socio-economic (note: the proviso above)
 - Labour market
 - Industry and occupation
 - Agriculture
 - Tourism
 - Undertake a review of relevant socio-economic and tourism literature and document findings
 - Review of information from the Communication Team's early Stakeholder information process
 - Undertake an initial key informant interview process. At this stage it is envisaged this will be largely a telephone survey and include interviews with relevant representatives of:
 - State and local government agencies
 - Industry and business associations and similar bodies
 - Regional development and similar bodies
 - Possibly identified key businesses
 - Consultation with other specialists to ensure an understanding of the project and its possible effects
 - Review of the findings to identify and document the key economic and tourism facilities, features and issues along the possible pipeline corridor options. The determinant of a key



asset or issue will be based on either its potential to impact on the pipeline corridors or the possible level of impact of the pipeline on the asset

- Documentation of the findings in a preliminary initial conditions or baseline report
- Document a detailed work plan for Task 2.
- A detailed investigation to undertake a more detailed on the ground survey to confirm the land use data. Follow up and resolve any anomalies with face to face or telephone discussion as necessary including:
 - Attendance at key stakeholder/community meetings and review of documentation of the information/consultation process including
 - Update the socio-economic and tourism data including use of the most up to date release of 2006 Census data. Arrange for the data to be presented including mapping at a consistent sub regional level where possible
 - Document the regional profile in an agreed format. (Note: it is anticipated that further updates may be required at the end of the project design stage and prior to construction. However, it is assumed these will be minor amendments to the report produced at this stage to update the data without significant reworking of the report structure. It is not anticipated that any updated data will alter the conclusions of the work materially)
 - Develop a regional economic impact assessment of the project including estimating the potential direct and flow on employment creation in the region and Victoria during construction and operation of the pipeline
 - Identify and discuss any potential significant adverse and beneficial impacts of the pipeline development for Victoria, the region, specific sub regions as far as possible and at least at LGA level and for specific key facilities or features. It is envisaged that this assessment will be partly quantitative and partly qualitative in nature. The assessment will also take into account the communication team's consultation findings.
- Critical review of findings to date, identification of key issues and development of appropriate mitigation measures including:
 - Discussion with Approvals Team and confirmation of proposals for inclusion in EMP.

The findings of the earlier assessment noted above are included in Sugarloaf Pipeline- Socio-Economic and Tourism Desktop Assessment, September 2007. This report provides an updated draft of the findings to date of the on-going detailed investigation. As such, it should be read as a work in progress document.



Appendix B Pipeline Corridor Maps - Economic and Tourism Assets



Appendix C Key Socio-Economic Land Uses

Corridor Section	Key	Feature	Feature Address
Map A			
	1	Goulburn River	
	2	Killingworth Reserve	
	3	Cheviot Glen Cottages	175 Limestone Road
	4	Rees Miller Estate	5355 Goulburn Valley Highway
	8	Yea Township	
		Yea Wetlands	
		Yea Caravan Park	
		Lawson Angus	
		Yea Motel	
		Grangeworth Thoroughbreds	
Map B			
		Farm Properties	
Map C			
		Farm Properties	
Map D			
	15	Glenburn Hall	Melba Highway
	16	Glenburn Hotel	3818 Melba Highway
	17	Glenview Park Farm Stay	Joyces Road
	19	Summer Berries Blueberry Farm	39 Two Hills Road
	21	United Glenburn Service Station	3883 Melba Highway
		Farm Properties	
	18	Kinglake National Park	
		Toolangi State Forest	
	13	Castella Quarries	Melba Highway and Castella Road
Map E			
		Toolangi State Forest	Joyces Road
	18	Kinglake National Park	
		Kinglake Homestead	
Map F			
	18	Kinglake National Park	
	24	Yarra Valley Conference Centre	2164 Melba Highway
	32	Berry Café and Wine Centre	Corner Melba Highway and Hunts Lane
	34	Casanova Boarding Kennels and Cattery	2223 Melba Highway
	35	Brockspur Eco-Farm	57 Harvey Road
	36	Dalwood Boarding Kennels and Cattery	Melba Highway



	38	Dixons Creek Boarding Kennel and Cattery	2259 Melba Highway
	41	Hirsch Hill Estate	2088 Melba Highway
		Karong Lodge	
	45	Leafield Cottages	1921-1923 Melba Highway
	50	Shantell Vineyard and Winery	1974 Melba Highway
	51	Steels Creek Estate	1 Sewell Road
	53	Sutherland Estate	2010 Melba Highway
		Noonans Orchard	
Map G			
	5	Yarra Glen Vineyards	70 Smedley Lane
	14	Dixon's Creek Fire Station	Pinnacle Lane
	22	Valley Guest House	319 Steels Creek Road
	26	Acacia Ridge	196 Gulf Road
	27	Allinda Winery	Lorimers Lane
	29	Amethyst Lodge	139 Wills Road
	30	Araluen Lodge	603 Steels Creek Road
	31	Balgownie Estate	Corner Melba Highway and Gulf Road
	33	Brammar Estate	583 Steels Creek Road
	37	De Bortoli Winery	Pinnacle Lane
	39	Fergusson Vineyard	Wills Road
	40	Grapevine Cottage	580 Steels Creek Road
	42	Holly Lane Stud Pty Ltd	28 Willowbend Drive
	43	Immerse (Winery, Accomodation, Spa)	1548 Melba Highway
	44	Lilydale Instant Lawn	30 Bottings Lane
		Mulbryn Poll Hereford Stud	
	47	Mandala Winery (previously Henkels)	Melba Highway
	48	Millers Dixon Creek Estate	Melba Highway
	49	Roundstone Winery	54 Willowbend Drive
	52	Sunflower Cottage	55 Gibbs Road
	54	The Yileena Park Vineyard	245 Steels Creek Road
	55	Valley View Bed and Breakfast	69 The Crest
	57	Yarrowood Estate	1275 Melba Highway
	58	Lily's Hotel	18 King Street
	60	Oliver Street	
	61	Spotswood Holdings Pty Ltd	6 King Street
	62	Sticks Winery	169 Glenview Road
		Amedeus Lavender Farm	
Map H			
	23	Yarra Brook Estate	389 Yarraview Road
	60	Oliver Street	



	61	Spotswood Holdings Pty Ltd	6 King Street
	62	Sticks Winery	169 Glenview Road
	63	Sugarloaf Reservoir	
		Natural Resources	
		Winery Businesses	
		Other Tourism Businesses	
		Other Businesses	
		Community Services	



Appendix D Sections of the Project