

Electoral structure review - Hepburn Shire Council - Response Submission
Viesha Lewand - Hepburn Springs - 29 March 2023, 6:31 pm

From: [REDACTED]
To: [Hepburn ERAP Submissions 2023](#)
Subject: Hepburn Shire Tourism focused
Date: Wednesday, 29 March 2023 6:31:01 PM

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I have read through proposed changes and viewed the three maps. Map 2 is the most favoured but I want to add my suggestions please.

I have lived here for some 28 years and built up a very responsible tourist business [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

I am a Justice of the Peace here and have been for several years.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

The new shops built in Hepburn Springs are struggling and a couple shut down not long after opening. [REDACTED]
[REDACTED]
[REDACTED]

MY SUGGESTIONS :

I believe that Council's actions has promoted tourism in Daylesford immensely but Hepburn Springs area has almost died down to nothing. One week I only had 2 people walk past my business but Daylesford is always busy. The restaurants and hotels in Hepburn Springs are magnificent so our side of town shouldn't be discriminated against.

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Chillout only brings people here for one weekend a year but the bathhouses, massage centres etc need a steady income so what is the MOST PROFESSIONAL WAY TO DRAW PEOPLE NON STOP to our area to relax, take the waters, massages, organic beauty and gourmet food.... Etc. etc. etc.

The only way I can see to repair the reputation of our council is (in my humble opinion)

1. Have 2 people representing each Ward.

2a. Establish a Financial/Tourism separate Liaison group consisting of say 4 members representing Daylesford/Hepburn Springs (2 from each) and one from the other wards. If a working group which knows that Tourism helps all Wards and, because Daylesford / Hepburn Springs are the main drawcards for the tourist dollar – this ward must be looked after with kid gloves!

[REDACTED]

3. ALL COUNCILLORS and advisors should be made aware that TOURISM BRINGS MANY PEOPLE here by car/train/bus so all wards benefit as people who stay in hotels here usually want to see surrounding interesting spots – they rarely stay in one place. It is TOURISM which separates us from other country towns who simply get passing through traffic. TOURISM brings in the huge profits.

4. If Melbourne and surrounds turn into 15 or 20 minute cities - the UK, China etc have shown us that the population in these locked down areas will not be allowed to travel if their carbon neutral points are over the limit - even by train. This will kill travel to country areas and spending.

5. If public transport will be allowed to remain carbon neutral then carbon neutral transport must be looked atall the way to our area (start up Daylesford railway again???)

Thank you for listening from a very concerned business owner.

MANY MINDS can usually find a solution but intelligence rather than self promotion is a necessity in these matters.

Viesha Lewand

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[REDACTED]

