



Regional Development Australia Fund—Round Four Project Fact Sheet

Hanging Rock—Essential Infrastructure Development

This project will install essential infrastructure at Hanging Rock to enhance the ability of the reserve to cater for picnickers and visitors, events and large concerts. Works will include upgrading the viewing and stage areas, power supply, telecommunications infrastructure and water circulation systems. The project will provide new visitor pavilions, link roads, a footbridge, pedestrian trails, parking and enhancements to wildlife corridors and habitats.

Supporting the regional economy

The number of events at Hanging Rock have increased over the last few years with the introduction of large international concerts including Rod Stewart, as well as large craft markets and an annual Run at the Rock. In 2011–12, Hanging Rock attracted 104,984 paying visitors, which represented 9.3 per cent of total visitation to the Macedon Ranges and Daylesford region. This high proportion of visitors demonstrates the key role Hanging Rock plays in attracting and hosting visitors to the region and driving regional economic benefits. It is estimated that Hanging Rock currently contributes \$10.9 million annually to the regional economy through both visitor (tourists and events) and business expenditure. The

Project location
Woodend, VIC

Project proponent
Macedon Ranges Shire Council
www.mrsc.vic.gov.au

Project completion
29 November 2016

additional economic benefit of substantially improving the Hanging Rock reserve through this project in order to host major events and concerts and to increase general visitations has been conservatively calculated at approximately \$22 million over the next 10 years. The project is expected to create five jobs during construction, and a further ten ongoing jobs once complete.

Supporting the regional community

Hanging Rock has been a popular gathering place for people for many years and currently provides a significant recreational and picnic destination for the local and regional community. Local groups regularly make Hanging Rock a destination for their local gatherings, which assists in social inclusion and the strengthening of social and community networks. Community-based groups such as the Friends of Hanging Rock and the Newham Landcare Group provide activities for volunteers to care for the Hanging Rock environment. Such community involvement in its many forms provides benefits to the individuals concerned in improvements to their health and wellbeing. This project has the potential to involve the Indigenous community in Hanging Rock, including a Cultural Heritage Management Plan.

Regional Development Australia Fund grant	Funding leveraged from other sources	Total project funding
\$2,089,000	\$2,117,000	\$4,206,000

This project is located in and supported by Regional Development Australia Loddon Mallee.