



**Macedon  
Ranges**  
Shire Council

**Economic Development  
& Tourism**

# Business Kit

**Information to assist new and existing businesses**



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# Who we are

The Macedon Ranges is made up of nine unique townships – each with its own compelling history, beautiful landscapes, heritage architecture and vibrant community life. The region is renowned for its semi-rural lifestyle, pristine landscapes and forests, and unique natural features such as Hanging Rock and Mount Macedon.

The 2020 population forecast for the Macedon Ranges Shire was 50,971, and is predicted to grow to 65,405 by 2036.

Demographic and statistical information is available on our website via the online [Macedon Ranges Community Profile](#).

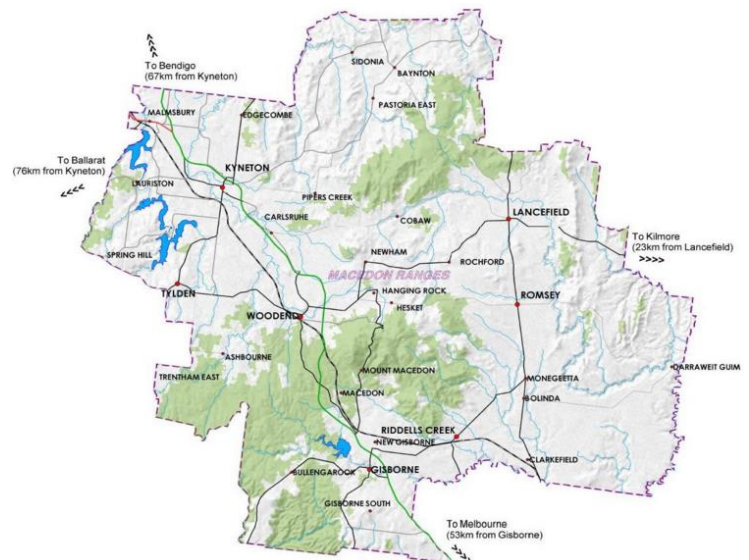
# Where we are

We are located approximately 50km north west of Melbourne on the Calder transport corridor with Bendigo to the north and the Bendigo-Melbourne railway which runs the length of the shire. This coupled with our close proximity to Melbourne Airport, the Port of Melbourne and the metropolitan area makes the Macedon Ranges an ideal place to set up a business.

The Macedon Ranges is also a popular regional tourism destination, with most of the townships built during the gold rush period of the mid 1800's, still retaining their character and heritage buildings.

At a glance:

- 30 minutes to Melbourne Airport - a major passenger and freight hub.
- 45 minutes to the Port of Melbourne – a major Australian cargo port.
- 45 minutes to Melbourne CBD.
- Easy access to neighbouring regions with major arterial roads connecting the Calder, Hume and Western Freeways.
- The V/Line fast rail network on the Melbourne-Bendigo line runs through the Macedon Ranges stopping at most townships and some bus services are also available.



The [nine major townships](#) within the shire are Gisborne, Woodend, Macedon, Mount Macedon, Kyneton, Malmsbury, Lancefield, Romsey and Riddells Creek.

# Economic profile

## Economic Development Strategy 2021-2031

The Economic Development Strategy 2021-2031 was endorsed at the 27 October 2021 Council Meeting.

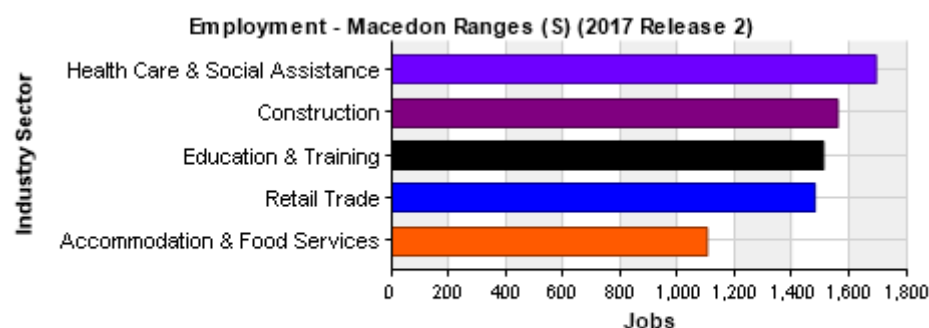
The objectives of the new Economic Development Strategy include;

- Establishing a green economy that harnesses progressive businesses where return on investment extends to our social and environment outcomes.
- Ensuring an inclusive economy where all community members prosper.
- Making our shire a place for business, residents and workers to invest.
- Fostering connections between schools, training-providers higher education, skills and local employment.
- Leading economic development outcomes through a lens of sustainability, best practice and innovation.

To access the business and economy strategies and plans visit the website at [mrsc.vic.gov.au/Live-Work/Business-Economy/Strategies-Plans-Business](https://mrsc.vic.gov.au/Live-Work/Business-Economy/Strategies-Plans-Business)

## Statistics and Economic Profile

ABR data highlights that as of 30 June 2018 there were 3,386 businesses in the shire. An analysis of the workforce illustrates the five largest industry sectors were:



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Industry Sector	Jobs	%
Health care and social assistance	1,692	12.7%
Construction	1,558	11.7%
Education and training	1,508	11.3%
Retail trade	1,478	11.1%
Accommodation and food services	1,102	8.3%
Sub-total	7,338	55.0%

Combined these five industries employed 7,338 people in total or 55% of the workforce. The total employment estimate for Macedon Ranges is 13,348 jobs.

To find out more about the economic profile visit [mrsc.vic.gov.au/Live-Work/Business-Economy/Support-Services/Research-Economic-Profile/Economic-Profile](https://mrsc.vic.gov.au/Live-Work/Business-Economy/Support-Services/Research-Economic-Profile/Economic-Profile)

# How we can help you

## COVID-19 support and advice

Information provided in this business kit will need to take into consideration any current COVID-19 restrictions. To find out more about restrictions and support available, the following websites provide the most up to date information:

Victorian Government coronavirus website	<a href="https://coronavirus.vic.gov.au">coronavirus.vic.gov.au</a>
Department of Health and Human Services	<a href="https://dhhs.vic.gov.au/coronavirus">dhhs.vic.gov.au/coronavirus</a>
Business Victoria	<a href="https://business.vic.gov.au">business.vic.gov.au</a>
Australian Government Department of Health	<a href="https://health.gov.au">health.gov.au</a>

## The Economic Development and Visitor Economy teams

The Economic Development and Visitor Economy teams are comprised of a range of experienced and dedicated professionals who are here to assist you (*see page 16 for contacts*).

Businesses are realising the benefits of relocating to the Macedon Ranges and are working closely with Council to facilitate a smooth transition to the region. This also includes existing businesses wanting to expand and diversify.

In doing this work, officers are always cognisant of the fact that they are working to not only create employment opportunities for now and future generations, but also to protect the lifestyle and environment that are so important to the people of the Macedon Ranges.

We work with local businesses, industry sectors, networks and associations to facilitate opportunities for business development, growth and employment creation. The services we provide are varied, but often we provide a pathway between the business, other Council departments and State and Federal Government, such as:

- Assisting businesses with permit applications requiring interaction with our Planning and Engineering Departments and authorities such as VicRoads. Depending on the nature of your proposal, and the location, it could be subject to a range of legislative requirements. We understand that some business applications can be challenging due to many factors but we are here to help guide you through the process.
- Obtaining government funding to support our strategies and plans.
- Assisting major businesses with government infrastructure funding with significant employment outcomes.
- Advocating to State and Federal Government and service providers for improved infrastructure e.g. telecommunications.
- Providing advice as well as working with business to develop a concept.
- Delivery of the Business Program to ensure your business has all the tools it needs to thrive.
- Access to regular business and tourism eNewsletters to keep you up to date with opportunities, trends and information that may affect your business.
- Friendly and accessible liaison and advice on Council and government services.
- Active involvement and development of research and studies.



- Implementation of online strategies to support local business.
- Development and promotion of tourism in our region.
- Raise the profile and support tourism as a dynamic and growing sector of the local economy.

***Note: We strongly suggest that you seek advice from Council before proceeding with any business development to ensure that you are applying for the necessary permits, and that the plan complies with regulations.***

## Local business resources

### Business and Tourism Associations (BATA)

Association members are local business stakeholders with an interest in supporting the growth of existing and new businesses, business to business relationships and partnerships in local destination marketing.

- |                               |  |
|-------------------------------|--|
| • Business Kyneton            | <a href="mailto:biz.kyneton@gmail.com">biz.kyneton@gmail.com</a>                     |
| • Macedon & Mt Macedon BATA   | <a href="mailto:webmail@mountmacedon.org.au">webmail@mountmacedon.org.au</a>         |
| • Eastern Macedon Ranges BATA | <a href="mailto:contact@easternmacedonranges.au">contact@easternmacedonranges.au</a> |

### Macedon Ranges Accommodation Association (MRAA)

Members service the Macedon Ranges with a wide variety of accommodation properties and endeavour to provide support and encourage education and networking opportunities for accommodation businesses across the shire.

Visit [macedonranges.org.au](http://macedonranges.org.au) or email [secretary@macedonranges.org.au](mailto:secretary@macedonranges.org.au)

### Macedon Ranges Vignerons Association (MRVA)

The association committee includes vignerons from across the region. Providing support to local vignerons their priorities are regional marketing and promotions, industry development, innovation, collaboration and forming strategic relationships.

Visit [macedonrangeswine.com.au](http://macedonrangeswine.com.au) or email [info@macedonrangeswine.com.au](mailto:info@macedonrangeswine.com.au)

# The Visitor Economy

Each year the Macedon Ranges attracts around 1.6 million visitors, with over 1 million daytrip visitors and 654,000 overnight visitors. This supports 2,355 jobs and contributes an estimated \$456 million in regional output (\$273 million direct and \$183 million indirect expenditure), making the visitor economy one of the most important industry sectors of the Macedon Ranges.

Since 2009, daytrip visitation has increased by 74% and total visitation by 62%. Visitation projections indicate that the Macedon Ranges has the potential to attract an additional 1 million visitors by 2025.

Council has a dedicated tourism unit that supports industry engagement and capacity building, while maintaining a strong visitor servicing presence with its management of two Visitor Information Centres, four visitor information bays, and the shire's official visitor website and social media channels. We also deliver a variety of professional development workshops and work cooperatively with key stakeholders to develop and promote products and events to increase visitation, yield and length of stay.

We provide financial resources and work in close collaboration with the regional tourism board, Daylesford Macedon Tourism (DMT), and maintain strong relationships with the other industry associations including Tourism Macedon Ranges, the Macedon Ranges Accommodation Association, Macedon Ranges Vignerons Association and the various Business and Tourism Associations to develop and grow a prosperous tourism industry.

With support from Council, DMT has been developing the various components of a regional Destination Management Plan. The plan aims to achieve a more coordinated and cohesive approach to tourism, and prioritise the strategic directions and opportunities for the broader Daylesford and Macedon Ranges region.

Council is complementing the work completed by DMT with its Visitor Economy Strategy 2019-2029. This strategy aims to provide a long-term vision for local tourism policy, strategy and action in the Macedon Ranges for the next 10 years.

The Visitor Economy Strategy 2019-2029 was adopted by council on 27 March 2019.

For further information about our industries, strategies and plans visit [mrsc.vic.gov.au/Live-Work/Business-Economy/Strategies-Plans-Business/The-Visitor-Economy](https://mrsc.vic.gov.au/Live-Work/Business-Economy/Strategies-Plans-Business/The-Visitor-Economy)

## Events & Festivals

In the Macedon Ranges events play a key role in the visitor economy, and contribute to the liveability of our shire. Events bring diversity, showcase local talent, highlight brand strengths, increase community connectedness, and support the local economy.

To help guide Council's support for events that deliver these positive social and economic benefits for the shire, Council adopted its Events Strategy 2021-2025 on 24 March 2021. The vision for the strategy is that:

*The Macedon Ranges will have a diverse and stimulating calendar of annual events that showcase the region's brand strengths and make the Macedon Ranges a great place to live and visit.*

Council supports event organisers with event planning, obtaining relevant permits and advice with marketing and promotion. An Events & Festivals Planning Guide is available to assist organisers plan and manage events.

Each year, Council administers the Events & Festivals Grant Program. The program is available to a broad range of events and festivals in the shire, offering three distinct categories of financial and in-kind support.

For further information about our industries, strategies and plans visit [mrsc.vic.gov.au/Live-Work/Business-Economy/Support-Services/Events-Festivals](https://mrsc.vic.gov.au/Live-Work/Business-Economy/Support-Services/Events-Festivals) .

### Visitor Information Centres

Visitor Information centres play a pivotal role in providing in supporting the visitor economy by delivering visitor information services that encourage visitors to stay longer, explore further and experience more.

The two accredited centres located in Kyneton and Woodend are open 7 days from 9am to 5pm (except Christmas day & Good Friday and from 1pm on ANZAC Day). **Note: COVID-19 restrictions may affect these opening hours.**

We provide visitors with comprehensive information on: events and attractions, accommodation, places of interest, local services and retail, maps and directional information, as well as regional and state-wide visitor information brochures.

Local tourism related businesses are encouraged to work with our Visitor Information Services team to benefit from opportunities such as:

- Promotion – Make a free business listing on our website [visitmacedonranges.com](https://visitmacedonranges.com) so we can recommend you to visitors and display your brochure at our Visitor Information Centres.
- Be involved in our volunteer training program which, through our information sessions ensures that our volunteers are armed with up to date knowledge of the tourism experiences and your business in our region.

For further information visit [mrsc.vic.gov.au/See-Do/Our-Region/Visitor-Information](https://mrsc.vic.gov.au/See-Do/Our-Region/Visitor-Information)

### visitmacedonranges.com

Our dedicated Tourism Information and Marketing officer manages the shire's official tourism website, [visitmacedonranges.com](https://visitmacedonranges.com), which has a visitor database of 14,000 who receive monthly visitor newsletters.

An immensely popular resource for visitors, the site ranks highly on major search engines such as google. On average, the site receives 30,000 visits a month and 45,000 visits per month during autumn. The website is tablet and smart phone friendly and includes blog articles and itineraries, all designed to motivate and excite the visitor with all that's on offer here in the Macedon Ranges. Navigation is a breeze.

Our social media channels: 'Macedon Ranges Naturally Cool' Facebook and 'Visit Macedon Ranges' Instagram pages put out regular posts to a growing audience with engaging and informative content that builds brand awareness and promotes the many reasons to visit our region.

### What will you receive by listing your business?

- Potential traffic to your website, phone number and physical business location
- Opportunity to advertise on the homepage
- Seasonal tourism operator-focused e-newsletters to keep you in the loop
- Access to analytics reports for your listing

If you're a tourism business based in the Macedon Ranges we encourage you to get involved.

For more information visit [signup.visitmacedonranges.com](https://signup.visitmacedonranges.com) or call 5421 9706.



# Commercial land

## Commercial and Industrial land

The majority of industrial activity is located in Kyneton and New Gisborne with a smaller industrial activity area in Woodend.

To assist in guiding the design of developments and improving the look, feel and accessibility of commercial areas, the [Industrial Design Guidelines](#) were introduced into the Macedon Ranges Planning Scheme in 2012. The guidelines broadly cover how existing and future industrial areas should look and function.

For more information regarding commercial and industrial developments visit [mrsc.vic.gov.au/Build-Plan/Developments-Subdivisions/Commercial-Industrial-Developments](https://mrsc.vic.gov.au/Build-Plan/Developments-Subdivisions/Commercial-Industrial-Developments)

## Gisborne Business Park

The estate is located just five minutes from the Calder Freeway with a variety of lot sizes available. There are also opportunities to lease or buy existing factory sites from private landowners.

For start-up businesses, an incubator with opportunities to lease space at a reduced rate, is located in the Gisborne Business Park. The incubator is on a long term lease from Council and managed by Workspace Australia. For more information or availability phone 5444 5228, email [info@workspaceaustralia.com](mailto:info@workspaceaustralia.com) or visit the website [workspaceaustralia.com](https://workspaceaustralia.com)

## Kyneton Commercial Estate Masterplan

The Kyneton commercial area incorporates several holdings of developed and vacant land just minutes from the Calder Freeway. Kyneton is strategically located between Melbourne and Bendigo along the Calder transport corridor which is attractive for businesses with a customer-base in both areas.

Council is currently refreshing Kyneton's Town Centre Urban Design Framework to provide urban design direction for Kyneton's streetscapes, public open spaces and buildings focused on the three main commercial streets: Mollison, High and Piper Streets.

## Woodend

The industrial activity in Woodend is mostly located on the outskirts of the town around Old Lancefield Road and adjacent to the Calder Freeway. There are also some industrial areas located within the township.

Previously some rezoning was undertaken of existing industrial land to allow for light industrial uses and warehousing, rezoning of some residential areas to commercial in appropriate locations surrounding the town's retail and business precinct.

To find out more about specific township projects visit [mrsc.vic.gov.au/Build-Plan/Planning-For-Our-Future](https://mrsc.vic.gov.au/Build-Plan/Planning-For-Our-Future), call 5421 9654 or email [ecodevadmin@mrsc.vic.gov.au](mailto:ecodevadmin@mrsc.vic.gov.au)

# Marketing and communication

## Business eNewsletter

Our regular electronic newsletter keeps the business community informed of a range of activities, including government initiatives, grants, upcoming events and innovations.

To receive these updates, please email [ecodevadmin@mrsc.vic.gov.au](mailto:ecodevadmin@mrsc.vic.gov.au) or call 5421 9674.



## Free online tools to promote your business

Increase your search engine optimisation now by listing your business on any of our online directories and websites listed below. You can create and manage your own listing which allows you to keep your information up to date!

### Online Business Directory

This is for all businesses located in the Macedon Ranges Shire. You can add your business to the [online business directory](#), which provides a one stop shop to source local products and services.

For any online business directory enquiries email [ecodevadmin@mrsc.vic.gov.au](mailto:ecodevadmin@mrsc.vic.gov.au) or call 5421 9674.

## Business Program

Council's [Business Program](#) has been very popular over the last few years as businesses are realising the value of attending these sessions, not only for learning and developing new skills, but because they provide a forum for open discussion and business-to-business networking.

The program has offered a wide range of events and activities, including: networking events, social media, marketing workshops, finances and business planning.

Unfortunately, the delivery of this program has been heavily impacted by COVID-19 restrictions in both 2020 and 2021. Face-to-face workshops and networking have been difficult to organise due to the often short-notice nature of lockdowns and restrictions. However, we will continue to bring you online workshops and a return to face-to-face events as restrictions allow.

For further information visit [mrsc.vic.gov.au/Live-Work/Business-Economy/Business-News-Events/Business-Program](https://mrsc.vic.gov.au/Live-Work/Business-Economy/Business-News-Events/Business-Program) or call 5421 9674.

## Josh's Rainbow Eggs Macedon Ranges Business Excellence Awards

The business awards aim to recognise local business owners and operators who provide an outstanding service to the community and beyond. It is an opportunity for businesses to celebrate successes, update their business plan and reflect on their goals and strategies.

This is currently an biennial event with a public nomination process commencing around March each year and culminates in the Awards Gala event towards the end of the year. In alternative years to the business excellence awards, the Community Choice Awards will be run giving the nomination and voting process over to the community.

For information regarding the awards visit the website at [mrsc.vic.gov.au/Live-Work/Business-Economy/Business-News-Events/Business-Awards](http://mrsc.vic.gov.au/Live-Work/Business-Economy/Business-News-Events/Business-Awards)

## Local Media

There are three main local papers in the Macedon Ranges. The contact details are listed below:

Free Press	<a href="mailto:sales@ncreview.com.au">sales@ncreview.com.au</a>	5734 3344
Midland Express	<a href="mailto:edit@elliottmidnews.com.au">edit@elliottmidnews.com.au</a>	5422 1488
Star Weekly	<a href="mailto:westeditorial@starweekly.com.au">westeditorial@starweekly.com.au</a>	8318 5777

## Community Newsletters

In addition to the media above, there are a range of individual town newsletters which are very well read. These newsletters are an ideal way to communicate with targeted townships across the shire.

Bullengarook Bellows	<a href="mailto:bullengarookbellows@gmail.com">bullengarookbellows@gmail.com</a>	5428 9148
GREAT Gisborne Gazette	<a href="mailto:gisbornegazetteeditor@gmail.com">gisbornegazetteeditor@gmail.com</a>	5428 2795
Guim Tales	<a href="mailto:spedding@gmail.com">spedding@gmail.com</a>	5789 1237
Kyneton Connect	<a href="mailto:info@kyneton.org.au">info@kyneton.org.au</a>	5422 2990
Lancefield Mercury	<a href="mailto:editor3435@gmail.com">editor3435@gmail.com</a>	0430 448 120
Malmsbury Mail	<a href="mailto:malmsburymail@yahoo.com.au">malmsburymail@yahoo.com.au</a>	0419 874 735
Riddell Roundup	<a href="mailto:riddellroundup@gmail.com">riddellroundup@gmail.com</a>	5428 7836
Romsey Rag	<a href="mailto:email@theromseyrag.com">email@theromseyrag.com</a>	5429 5099
The New Woodend Star	<a href="mailto:content@newwoodendstar.org.au">content@newwoodendstar.org.au</a>	0458 525 671

# Understanding Council processes and permits

## Planning for our future

The Strategic Planning and Environment Department implements many shire-wide projects as well as town-based projects and plans. These projects look at what our future needs might be and how we manage population growth and environmental and economic sustainability.

Information about current shire-wide and township based projects are available on the website. These include planning scheme reviews, town structure plans, urban design guidelines, industrial design guidelines, rural living, farming and landscape strategies.

It's important to seek feedback from all sectors of the community so we encourage you to keep up to date by keeping an eye on Council's website, local papers and newsletters.

Visit: [mrsc.vic.gov.au/Build-Plan/Planning-For-Our-Future](http://mrsc.vic.gov.au/Build-Plan/Planning-For-Our-Future)

# Council permits and regulations

## General information

For general information and permit details relating to statutory planning, building, food, signage, street furniture, rates and septic tanks, go to [mrsc.vic.gov.au/System-pages/A-Z-index-of-Forms-and-permits](https://mrsc.vic.gov.au/System-pages/A-Z-index-of-Forms-and-permits)

To discuss your business proposal or set up a pre-application meeting we **highly recommend** that you first contact the Economic Development team on 5421 9674. We can help guide you through the process and connect you with the relevant Council departments.

To speak to any of the following departments please contact 5422 0333.

## Statutory Planning Unit

It is important to consult our Statutory Planning Unit at the initial stages of inquiry. In some instances, a permit may not be required, however, it's best to find out at the start!

The Planning Scheme sets out when planning permits are required, and can include issues such as land use, parking needs, operating hours, outdoor advertising and external works, place of assembly for events/activities involving the general public. You also need to consider how your activities could impact on your neighbours and whether they are likely to object to your proposal.

Depending on the nature of your proposal, the permit application may need to be referred to authorities such as VicRoads or water authorities etc. for feedback. Internal referrals are also part of the process e.g. Council's Engineering Department, Health and Environment and Economic Development and Tourism.

Taking all of this into consideration, you need to allow time for your permit to be processed and allow for requests for further information from referral authorities as well as potential objections to your proposal from the neighbouring area.

While officers will be able to provide an indicative time-frame, we strongly advise that you start planning at least six to twelve months in advance!

**Please Note:** If you are leasing premises, you may still be required to obtain a planning permit.

## Building Unit

You will need to contact the Building Unit if you intend to undertake building or development work. Alternatively you can engage a private building surveyor. This includes any construction, alteration, removal or demolition of any new or old building or structure.

## Environmental Health Unit

If you are setting up a health and/or food related business, please liaise with our Environmental Health Unit to ensure all requirements and standards are met.

## Local Laws

Local Laws controls permits for placement of street furniture, product displays and A-frame footpath signage.

## Working from home

A large proportion of businesses are operated from home across the shire.

If you are running a home-based business, there are a range of requirements that will apply to you. However, if you are running a business consultancy from your home and don't employ staff, it is unlikely you will need a permit.

It is important to find out what the requirements are so please contact the Statutory Planning and Environmental Health Units on 5422 0333.

## Signage

The type of signage you want will determine which department at Council you should contact:

- For onsite/shop front business signage contact Statutory Planning.
- For A-Frame signage contact Local Laws.
- For information on tourism signage which provides visitors with directions or guidance to tourist attractions and accommodation, contact Tourism.

For further information visit [mrsc.vic.gov.au/About-Council/Laws-Regulations/Signs](https://mrsc.vic.gov.au/About-Council/Laws-Regulations/Signs) or call 5421 9674.



## Liquor Licences

Any business that intends to supply liquor in Victoria must [apply for a licence](#) through the Victorian Commission for Gambling and Liquor Regulation (with the exception of the new Minor Business Exemption – details below).

The type of licence required will depend on the type of applicant and how they wish to supply the liquor. Liquor licence applications are referred to Council's Statutory Planning Unit for comment, and often a Planning Permit will be required to obtain a liquor licence.

Applications for restaurant and cafes licenses can now be completed through the [Victorian Commission for Gambling and Liquor Regulation's](#) (VCGLR) online form.

To make sure you're on the right track, again please contact the Statutory Planning Unit on 5422 0333 as they will be only too happy to assist and help guide you through the process.



# Other assistance & useful information

Many of the websites below offer essential information to assist starting or growing a business:

- **AusIndustry**  
For information on Federal Government assistance programs and services.  
[business.gov.au](https://business.gov.au)
- **Australian Bureau of Statistics (ABS)**  
ABS provides statistics on a wide range of economic and social matters, serving government, business and the general population.  
[abs.gov.au](https://abs.gov.au)
- **Australian Business Register (ABR)**  
Apply for and update your details.  
[abr.gov.au](https://abr.gov.au)
- **Australian Competition & Consumer Commission (ACCC)**  
To help you understand your rights and responsibilities under the Trade Practices Act.  
[acc.gov.au](https://acc.gov.au)
- **The Australian Domain Name Administrator (auDA)**  
To register a Domain Name. The auDA are the policy authority and industry self-regulatory for .au domain names.  
[auda.org.au](https://auda.org.au)
- **Australian Securities and Investments Commission (ASIC)**  
Provides information relating to company name and corporation information.  
[asic.gov.au](https://asic.gov.au)
- **Australian Tax Office (ATO)**  
Tax information for [starting a business](#), individuals, companies and organisations, from the Tax Department of the Australian Federal Government.  
[ato.gov.au](https://ato.gov.au)
- **Australian Trade Commission (Austrade)**  
Is the Australian Government agency that helps and assists Australian companies and supports your business to export products and services.  
[austrade.gov.au](https://austrade.gov.au)
- **Business Victoria**  
A resource for businesses in Victoria to help with starting a business, templates and tools, grants, development and growth.  
[business.vic.gov.au](https://business.vic.gov.au)
- **Consumer Affairs Victoria**  
Information about fair trading, business licensing, registration and conduct.  
[consumer.vic.gov.au](https://consumer.vic.gov.au)
- **Fair Work Commission**  
An information gateway to information and advice about Australia's workplace rights and rules, including awards and national employment standards.  
[fairwork.gov.au](https://fairwork.gov.au)

- **Regional Development Victoria (RDV)**  
Provides information on the Victorian State Government's policies and programs for developing rural and regional Victoria.  
[rdv.vic.gov.au](http://rdv.vic.gov.au)
- **Small Business Bus**  
The bus travels Victoria and offers friendly, professional assistance from an information officer and expert advice from an experienced business mentor.  
[business.vic.gov.au](http://business.vic.gov.au)
- **Small Business Mentoring Service (SBMS)**  
Mentors from a diverse range of business backgrounds who are able to assist small business owners.  
[sbms.org.au](http://sbms.org.au)
- **Sustainability Victoria**  
Encouraging and supporting business and communities to promote environmental sustainability in water, energy and materials.  
[sustainability.vic.gov.au](http://sustainability.vic.gov.au)
- **Victorian Small Business Commission**  
Support, advice and information to help small businesses  
[ysbc.vic.gov.au](http://ysbc.vic.gov.au)
- **Visit Victoria**  
Your window to tourism and industry news, research, advice and resources.  
[visitvictoria.com](http://visitvictoria.com)
- **Work Safe Victoria**  
Information on a safe and healthy workplace for your workers and contractors.  
[worksafe.vic.gov.au](http://worksafe.vic.gov.au)

**Please note:** we believe the sites above will be of assistance however we do not take responsibility for the information they provide.

# Contact us

## Economic Development and Visitor Economy

Macedon Ranges Shire Council  
40 Robertson Street  
Gisborne Vic 3437  
Phone: 5421 9674 Fax: 5422 3623

Email: [ecodevadmin@mrsc.vic.gov.au](mailto:ecodevadmin@mrsc.vic.gov.au)  
Council website: [mrsc.vic.gov.au](http://mrsc.vic.gov.au)  
Tourism website: [visitmacedonranges.com](http://visitmacedonranges.com)

The Economic Development and Visitor Economy teams comprise of a range of experienced and dedicated professionals who are here to assist you. If you own or run a business in the region or are considering establishing an enterprise in the Macedon Ranges the following team members are available to provide you with information and advice.

### Economic Development team

#### **Bob Elkington, Coordinator Economic Development**

Bob is responsible for investment facilitation, business development and supporting functions of the department. Providing leadership and encouraging an innovative approach to research, strategic planning and the implementation of these.

Contact [belkington@mrsc.vic.gov.au](mailto:belkington@mrsc.vic.gov.au) or phone 5421 9615.

#### **Seane Bawden, Acting Business Development Officer**

Danni is responsible for developing and implementing a broad range of strategies, projects and creating employment opportunities. This includes facilitation of commercial and industrial developments and various business proposals.

Contact [dfindlay@mrsc.vic.gov.au](mailto:dfindlay@mrsc.vic.gov.au) or phone 5421 9617.

#### **Alexis Owen, Business Liaison Officer**

Alexis provides support to local businesses and the department to ensure smooth operations as well as overseeing a number of projects, business events and assistance with planning applications or amendments for new and existing businesses.

Contact [aowen@mrsc.vic.gov.au](mailto:aowen@mrsc.vic.gov.au) or phone 5421 9654.

### Visitor Economy Team

#### **Rebecca Pedretti, Coordinator Visitor Economy**

Will is responsible for the tourism team and works collaboratively with the tourism industry to develop and implement initiatives to support and grow a sustainable visitor economy.

Contact [rpedretti@mrsc.vic.gov.au](mailto:rpedretti@mrsc.vic.gov.au) or phone 5421 9638.

#### **Nicole Pietruschka, Events and Filming Officer**

Nicole is our dedicated events specialist. She assists event organisers to deliver successful, compliant and sustainable events, and oversees Council's Events & Festivals Grant Program. She also assists with filming requests in the shire.

Contact [npietruschka@mrsc.vic.gov.au](mailto:npietruschka@mrsc.vic.gov.au) or phone 5421 9521.

**Jane Peterson, Tourism Team Leader**

Jane is responsible for overseeing the delivery of visitor services across the shire, including the efficient operation and ongoing improvement of the Visitor Information Centres. Jane coordinates the implementation of the Autumn Leaves Management Program and is the contact for enquiries about tourism signage for businesses.

**Tina Seirlis, Tourism Marketing Officer**

The Tourism Marketing Officer is a marketing and copywriting specialist who drives the content creation on digital and social media channels including blogs, itineraries, newsletters, Facebook posts and competitions.

Contact [tourismadmin@mrsc.vic.gov.au](mailto:tourismadmin@mrsc.vic.gov.au) or phone 5421 9706.

**Hayley Monson, Tourism Officer**

Hayley is responsible for the shire's two accredited Visitor Information Centres. This includes overseeing the day to day operations of the centres, and the recruitment, management and ongoing training of Visitor Information Centre volunteers and casual staff. Hayley is also the contact for new tourism business enquiries.

**Mary Walsh, Visitor Services Officer**

Mary supports the operations of the Visitor Information Centres and assists with the management and ongoing training of Visitor Information Centres volunteers and casual staff.

Contact [vic@mrsc.vic.gov.au](mailto:vic@mrsc.vic.gov.au) or phone 5422 6785 or 5427 3917.