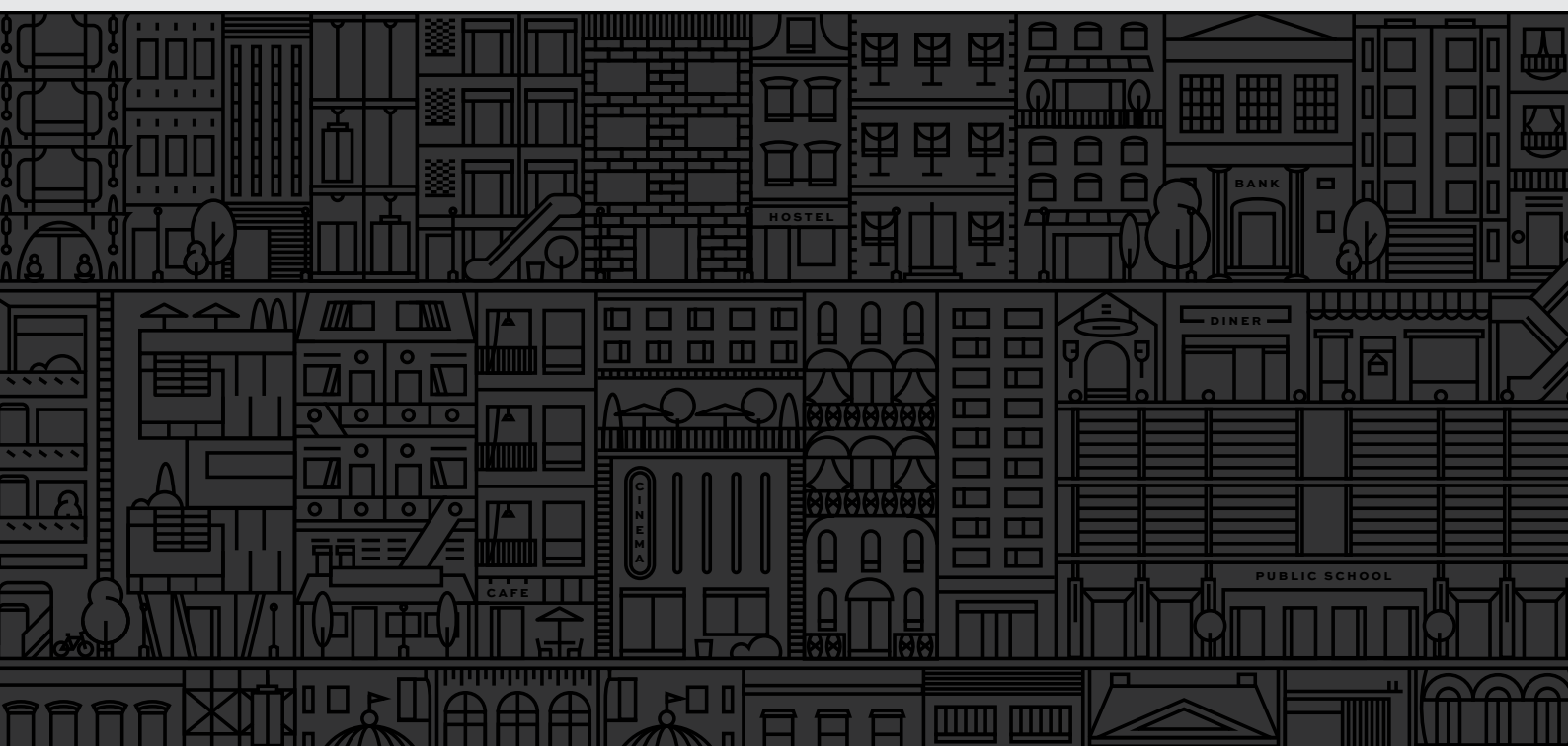


**AMPLE  
BUCKLEY VILLAGE**

A LAKESIDE COMMUNITY FOR  
THE SURF COAST HINTERLAND



Hoyne  
Placebook<sup>®</sup>  
Report

ample



## Acknowledgement of Country

The authors of this Placebook® acknowledge the Wadawurrung People, and the Gulidjan and Gadubanud Peoples of the Eastern Maar, their Elders and leaders, past, present and emerging as the Traditional Owners of the skies, land, waters and sea country across the municipality in which this project is located.



## Foreword by Ample:

**The Surf Coast region is an amazing place to live.**

Nestled between a world famous coastline, the Otway National Park, Surf Coast hinterland, and Greater Geelong, with rivers, lakes, bush, and farmland in between, you can understand the demand from all walks of life wanting to call the Surf Coast region home.

With this demand comes challenges; housing affordability is front of mind for many. The Government's solution is to increase housing supply. Historically, this has occurred by expanding existing communities. With the benefit of hindsight we also know this approach comes with subchallenges; limited housing diversity, impact to regional character, strain on infrastructure, extended commute times for workers and, for the Surf Coast Shire, it no longer delivers affordable housing.

The system used to deliver housing is flawed.

If we want our children to work, raise their family and enjoy the region they grew up in, without placing that burden on our existing towns, we must consider alternatives.

We have asked Hoyne to create this Placebook, which looks to articulate the challenge and present our Vision for a new and innovative solution.

The concept is in its infancy, and we encourage the Wadawurrung traditional owners, Council, the community, State Government and all regional stakeholders to come forward with their thoughts and ideas so we can shape a better future for our children and grandchildren.

Thank you for your consideration, we look forward to working with you.

**Simon Keyte and Gareth Belchambers**  
**Founders, Ample**

ample

# Executive Summary

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**The following PlaceBook® outlines the need for new homes and jobs in the Surf Coast Shire and presents the opportunity for the creation of a new village on the banks of Lake Modewarre. This project aims to minimise the strain on existing communities and address housing affordability head-on by delivering a diverse range of affordable land to the market through a not-for -profit business model. It seeks to maximise economic and social benefit for Surf Coast Shire residents, including the reimagination of the lake for recreational use.**

---

## A TRUE COLLABORATION

While the land designated for this new community has already been secured, support from the existing community, as well as approval from Government, is needed. The project team seek a genuine partnership with all stakeholders, including the Wadawurrung Traditional Owners Aboriginal Corporation. Without collective input and support from the community, there is no intention to advance the Buckley vision further.

## ALIGNMENT WITH COUNCIL'S STRATEGY

While the team behind this project support Council's Urban Futures Strategy, it is not considered to go far enough in adequately addressing housing affordability. Rather than Winchelsea having to shoulder housing growth for the entire shire indefinitely, this alternative solution can support long-term supply while also providing significant benefit to the local community.

---

## BUCKLEY VILLAGE PRINCIPLES

Six principles have been developed to demonstrate how this project can be delivered. These principles include affordability, employment opportunities, character, lake rejuvenation and activation, key worker accommodation and environmentally sustainable development. These principles have been outlined in Chapter 06 of this PlaceBook®.

## HAVE YOUR SAY

We invite input into this process from the Wadawurrung people, Council, the community, State Government and regional stakeholders.



CONTENTS



Australia's Housing Need



Surf Coast Shire Housing Challenges



Council's Urban Futures Strategy



About Buckley



The Opportunity



Buckley Village Principles



Conclusion



References







# Why is there a need?

## Why does Australia have a housing affordability crisis?

It used to take six years to save a house deposit; now it takes sixteen. Home ownership rates are plummeting, rents are rising, and low-income earners suffer the most, with more than half experiencing rental stress. This housing crisis is making our society less equal. A geographic divide has opened, with high-income earners and those able to secure financial assistance residing in the areas of their choice, while the young and poor are pushed to urban fringes. Australia used to be a place where housing costs were manageable, and people of all ages and incomes had a reasonable chance to own a home or access affordable rentals with good access to jobs.

YEARS NEEDED FOR FIRST HOME BUYERS TO SAVE FOR A HOUSE, 2023

State	Years to save (house)	Years to save (unit)
NSW	20	14
VIC	16	11
QLD	14	10
ACT	12	7
SA	15	10
WA	10	7
TAS	17	14
NT	8	6
Australia	16	12

Source: ABS, CoreLogic, Finder's Consumer Sentiment Tracker, Finder analysis from June 2023

## Why does Australia need more homes?

AUSTRALIA'S POPULATION IS GROWING, AND FAST. VERY FEW APPRECIATE WHY.



## Victoria's State-wide housing targets

Victoria, experiencing the highest annual population growth of all Australian states, requires more than two million additional homes by the 2050s. In 2024, councils across the State are tasked with identifying areas for new housing to

accommodate future growth. The State Government is consulting with local governments on draft housing capacity targets for each area, aiming to address issues of housing affordability and availability.

*By 2051, the proposed targets are:*

Final targets are expected to be released by the end of 2024.

CITY OF GREATER GEELONG	139,800	NEW HOMES
SURF COAST SHIRE	7,800	NEW HOMES
BOROUGH OF QUEENSCLIFFE	800	NEW HOMES



“Planners, especially in local government, need to be particularly wary of places where there is potential for a sudden and unexpected increase in population growth pressure and development, and have plans which give them flexibility to respond. The consequences of failing to do so can be local price inflation, increasing the unaffordability of housing.”

SPATIAL ECONOMICS: GROWTH PROJECTION FOR  
THE DRAFT URBAN FUTURES STRATEGY







HOUSING DIVERSITY IS NEEDED

We all want our children and grandchildren to live, work and enjoy everything the Surf Coast region has to offer, so we must consider new and innovative ways to accommodate them, while also minimising the impact to existing communities.

Population growth and housing delivery in the Shire

POPULATION PROJECTION

In November 2023, the State Government’s Department of Transport and Planning published a new set of population projections (Victoria in Future 2023 also known as VIF 2023) for Victoria as a whole, for the State’s regions, and for individual local government areas. It indicates a continued robust growth rate of 1.6 per cent annually from 2021 to 2036.

Current and projected population growth rates are significantly increasing and two things will not change:

- 1. Our working age population must continue to increase to support our way of life.
- 2. Local Council and State Government must continue to provide new housing to accommodate them.

To provide clear and orderly direction, the State Government requires each Local Government Area (LGA) to plan for projected population growth for minimum 15 years.

POPULATION PROJECTION OF THE SURF COAST SHIRE

Over the past three decades, Surf Coast Shire has experienced one of the fastest growth rates in Victoria, with the population increasing by 18,000 people between 2001 and 2022, averaging 857 new residents each year.

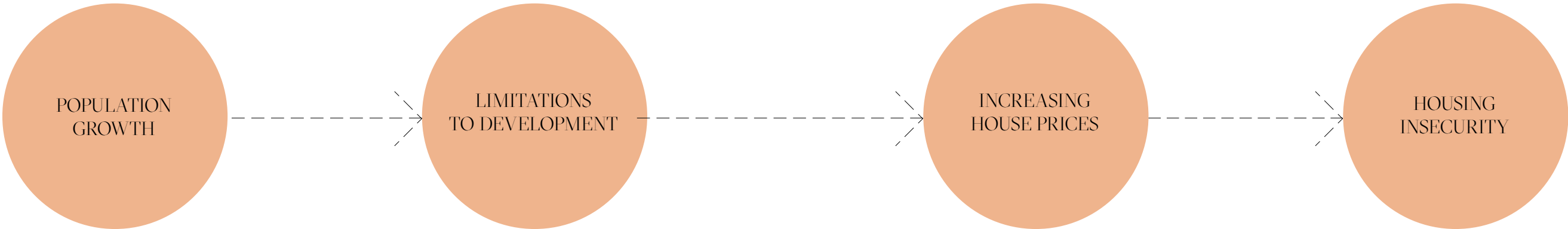
The VIF 2023 projections identify an increase of 10,400 people to the Shire by 2051, averaging 693 new residents per year. The higher end of this forecast assumes even higher growth rates, particularly in Winchelsea, which could see between 512 and 1,063 new residents per year.

HOUSING DELIVERY CHALLENGES

While there are housing delivery challenges across the state of Victoria, and the nation more broadly, there are several distinct challenges for the Surf Coast Shire. This includes bushfire threat and the potential loss of small town visual character which pose significant challenges to meeting housing needs in the region.



# Surf Coast: Specific Issues



**FASTER THAN EXPECTED**

In ‘Big Movers 2023’, the Regional Australia Institute analysed population data from the latest Census period (2016-2021), building on research from 2020 and the previous Census period. It found many Connected Lifestyle Areas have experienced a surge in net internal migration. Such rapid population growth has placed significant strain on social and physical infrastructure. There is now an urgent need for substantial assessment and investment in infrastructure, addressing critical areas such as transportation, housing, healthcare facilities, schools, and digital infrastructure.

In the 2021 Census, Surf Coast Shire’s population was 37,694. ‘Victoria in the Future’ (the official Victorian state government projection of population and households) projected the population of the Surf Coast Shire would grow to 45,438 by 2036. A trend towards decentralisation, however, and internal migration from metro Melbourne to regional Victoria over the last few years has seen population increase at a much higher rate than expected pre-COVID.

**THREAT OF FIRE AND OF SPRAWL**

To date, the Surf Coast Shire has relied heavily on the outward expansion of Torquay and Jan Juc to meet future housing needs, resulting in urban sprawl that is inconsistent with Surf Coast regional character and more akin to Melbourne’s western fringes.

Through strong community advocacy and the implementation of Distinctive Area Landscapes (DAL) the outward expansion of Torquay and Jan Juc has been stopped, and Winchelsea remains the only township designated for urban growth.

There is strong support from the wider community for protecting coastal landscapes and preserving valued township character. It is recognised that Surf Coast Shire must explore alternatives and there is growing demand for housing in the Surf Coast hinterland areas that remain within reasonable distance of jobs, facilities, and services in larger centres like Geelong.

**THE STRUGGLE FOR BUYERS AND RENTERS**

According to Surf Coast Shire’s May 2024 Affordable Accommodation Action Plan, housing demand during the COVID 19 pandemic exacerbated housing affordability issues in the Surf Coast Shire. From 2019 to 2023 median rents increased on average 33 per cent and property prices increased on average by 60 per cent. Over that time vacancy rates dropped to below one per cent. While median property prices in some Surf Coast Shire towns have fluctuated recently, median rent remains the same or increased across all shire towns.

In the 2023 ‘Cities and Regions Wellbeing Index’ the Surf Coast scored among the highest of Victoria’s regional areas but also revealed how its desirability comes with a high price tag. Compared to other high-ranking regions such as Macedon Ranges, Alpine, and Golden Plains, Surf Coast had the highest median house price in regional Victoria at \$1,315,000. The high housing prices underscore the need for affordable and suitable housing to ensure the Surf Coast remains accessible.

**DWINDLING ACCESS AND VARIETY**

Increasingly, the Surf Coast sees local ageing residents, families, and key workers struggling to access and retain equitable housing. As of May 2021, the Council declared a key worker accommodation crisis, recognising the negative impact on both the economy and the sustainability of local communities due to a lack of affordable housing.

Overall, the Shire now faces increasing demand for diverse new homes, including affordable and key worker housing. Studies show that prolonged mortgage and rental stress can significantly affect budgeting for health services and education, meaning housing situations can impact other aspects of objective wellbeing over time.

*“The Surf Coast Shire Council Plan, including the Health and Wellbeing Plan, acknowledges that the lack of affordable accommodation is impacting communities socially and economically.”*

*- Surf Coast Shire’s May 2024 Affordable Accommodation Action Plan*



# Housing shortage causing ‘brain drain’ in the Surf Coast shire

As the Surf Coast's youth population grows, there is an increasing need for skills development, job creation, and improved transitions from education to work. The 2021 Surf Coast Youth Census highlighted concerns about the lack of affordable housing driving young people away from the Shire. To sustain its lifestyle and offer career opportunities, the region must create nearly 3,000 jobs by 2036 to maintain a 40% resident-to-worker ratio.

New working models may help retain skilled workers locally, with strong connections between education providers and businesses being crucial. Creating year-round jobs in appropriate sectors is essential for the region's growth. Geelong will continue to play a vital role in providing access to high-paying jobs and education, making its linkage to the Surf Coast critical for regional prosperity.

*“As our population grows, land for local employment opportunities and choices must also be available in appropriate locations.”*

*- Urban Futures Strategy, Surf Coast Shire Council, June 2024*



“Many younger people of working age are leaving the Surf Coast as the career prospects are unclear. If we don’t find ways to create new jobs in future, more people will need to travel outside of Surf Coast for work, which reduces their quality of life and forces our young people to leave in search of opportunity.”

SURF COAST SHIRE ECONOMIC  
DEVELOPMENT STRATEGY 2021 – 2031



# 03

## Council's Urban Futures Strategy



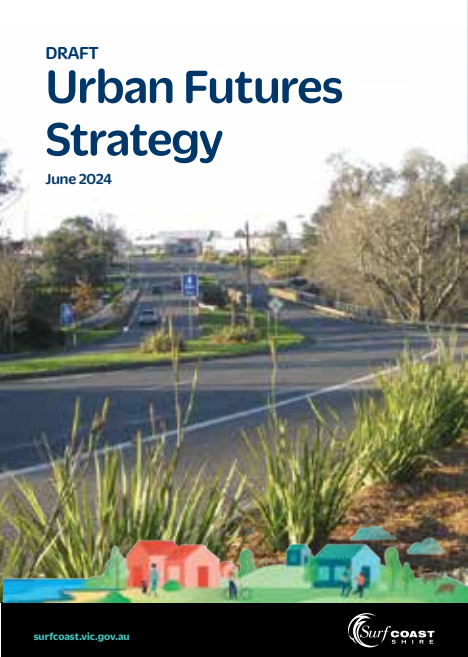
# Urban Futures Strategy (UFS)

## What is it and why does it exist?

The Surf Coast Shire Council has recently drafted an Urban Futures Strategy (UFS) to provide a clear policy framework for guiding sustainable urban growth at the township and precinct level. The UFS addresses various constraints, including the need to protect natural environments and significant landscapes.

Considering forecast population growth up to 2051, the UFS recommends strategic measures to ensure an adequate supply of land for future housing and employment needs.

Once finalised, it will establish a comprehensive framework to direct sustainable urban growth within the Surf Coast Shire and inform future land use planning.



**THE UFS INCLUDES SHIRE-WIDE PRINCIPLES TO:**

- Recognise landscape-level bushfire risk when planning for urban growth.
- Protect land with environmental, landscape, and heritage significance, as well as productive agricultural land, from urban growth.
- Encourage housing diversity in new urban areas and existing communities.
- Ensure that new and existing urban areas are well planned to deliver sustainable communities.
- Provide clear strategic direction on the spatial distribution of urban growth.
- Plan for growth based on a range of realistic future housing demand scenarios.

## Analysis of the UFS for growth

While key directions of the UFS include recognising bushfire risks, the significance of the Great Ocean Road landscape, and retaining existing settlement boundaries for coastal towns, it also identifies infill development opportunities within the Torquay-Jan Juc boundary. Central to the UFS, however, are plans for the majority of the Shire’s long-term growth to occur in Winchelsea.

Due to the approval of the Distinctive Areas and Landscapes Statement of Planning Policy (SPP), Torquay will not be able to accommodate most of the Shire’s growth in the medium to long term. Coastal towns like Anglesea, Airey’s Inlet, Fairhaven, Moggs Creek, Lorne, Bellbrae and Deans Marsh are in areas where bushfire risk must be a crucial consideration for future urban development. Consequently, expanding the existing settlement boundaries in coastal towns south of Jan Juc, including from Anglesea to Lorne, is not supported due to the extreme bushfire risk.

While Moriac is identified as a location with lower bushfire risk, the lack of a reticulated sewerage system currently limits its potential for population and housing growth. Additionally, there is a limited stock of zoned urban residential land in both Torquay and Winchelsea, leading to short-term impacts on



*Housing capacity is limited in Moriac and other towns in the Shire.*

land availability and pricing pressures. In Torquay, this issue is further compounded by the fact that 37 per cent of the land is subject to development constraints, such as multiple landowners.

To address these challenges, there is an immediate need to increase the supply of land zoned for urban residential use. Further land will also need to be identified to meet the anticipated medium to long-term housing needs. The declining capacity of Torquay and the constraints of other townships have led to Winchelsea becoming the focus for long-term growth in Surf Coast Shire. However, appropriate planning will be necessary to ensure Winchelsea can sustainably accommodate this potential growth.

Failure to plan for a larger population and higher levels of demand could result in significant impacts on service infrastructure, loss of economic investment to neighbouring towns, and decreased affordability for residents.

**The higher end of the Victoria in Future forecast assumes increased growth rates, particularly in Winchelsea, which could see between 512 and 1,063 new residents per year.**



# Our concerns: Why Winchelsea is not the only solution

In recent years, Winchelsea has experienced steady growth, growing from a population of 1,586 in 2016 to a population of 2,032 at the 2021 census. The UFS includes a principle to Plan for Winchelsea to grow beyond 10,000 people as the principal location for growth in the Surf Coast Shire.

Ample supports the UFS and acknowledges the constraints on our coastline, however believe that focusing solely on Winchelsea for growth is commercially flawed. The strategy falls short in addressing housing affordability and long-term supply, and will erode Winchelsea's rural village character.

This Placebook® advocates for a broader strategy to consider the needs of future residents, who currently lack a voice, and existing residents who are in the minority. This includes casual and seasonal workers who cannot afford accommodation, small businesses closing due to staff shortages, local children and grandchildren who may not have the opportunity to call this great region home, and the 2,000 Winchelsea residents who are being asked to shoulder the housing supply for the entire shire indefinitely.

## THE 800% THREAT TO WINCHELSEA

The draft UFS states that “the declining capacity of Torquay, and the constraints of the other townships affirms Winchelsea as the focus for longer term growth in Surf Coast Shire”.

Based on these projections, Winchelsea’s population could grow from 2,024 people in 2021, to potentially 18,757 by 2051 which equates to a 826 per cent uplift over 30 years. This will decimate the character of Winchelsea known for its country feel and larger lots, and is contradictory to local community sentiment which seeks to preserve and enhance existing neighbourhood character (identified through the Phase UFS community engagement process).

In addition, there are long-term challenges to affordability in a situation where growth is focused on one single front. Commercially, this is a high risk approach.

### Winchelsea Population Projections

	2021	2036	2051
LOW	2,024	5,180	10,771
HIGH	2,024	6,155	18,757

Source: Winchelsea Population & Dwelling Projections, Draft Urban Futures Strategy

# Macroplan: Peer review of UFS

Macroplan, one of Australia's leading urban economics, property research and planning consultancies, was engaged by Ample to undertake a peer review of the UFS and identify the opportunities and constraints.

## FROM MACROPLAN REPORT

The core issue being faced by the Surf Coast is the current state of its housing market which is preventing the ability for medium to low income workers to live in the region. The availability of affordable housing, particularly within the rental market, is at severe levels.

*This is a significant housing issue that must be addressed otherwise regional employment, and as a result, economic growth will be stifled, with the Shire’s youth forced to leave in search of employment and more affordable accommodation options.*

Winchelsea’s property market is currently fragmented with a severe lack of properties available for rent. This is a structural problem because the rental housing investment proposition is not favourable from an investment point of view. Winchelsea’s settlement is delineated by the dual land freeway, railway line and Barwon River. As a result, the structure of the township, which is further compounded by environmental overlays and significant offsets required from the Barwon River and transport links, will see future residential growth become more fragmented.

## ANALYSIS UNDERTAKEN BY MACROPLAN

- Brings into question the potential for Winchelsea to achieve the UFS population target of 10,000 residents.
- Highlights the commercial risks to the Surf Coast Shire of pursuing just one long-term growth strategy that disregards Spatial Economics's high population projection of 18,757 residents.

## MACROPLAN'S RECOMMENDATION FOR FUTURE GROWTH

### 1. WINCHELSEA EXPANSION:

It is Macroplan’s opinion that an appropriate and justified expansion of Winchelsea is in the order of an additional 5,000 residents, bringing the township to a total population to around 7,500 by 2051. Growth of this size would:

- Allow sustainable and incremental expansion.
- Permit the retention of Winchelsea's identity and character as a historic rural village.
- Support just on full-line supermarket that could complement, not detract, from the existing high street.
- Ease the pressure of rezoning land at the town fringes.

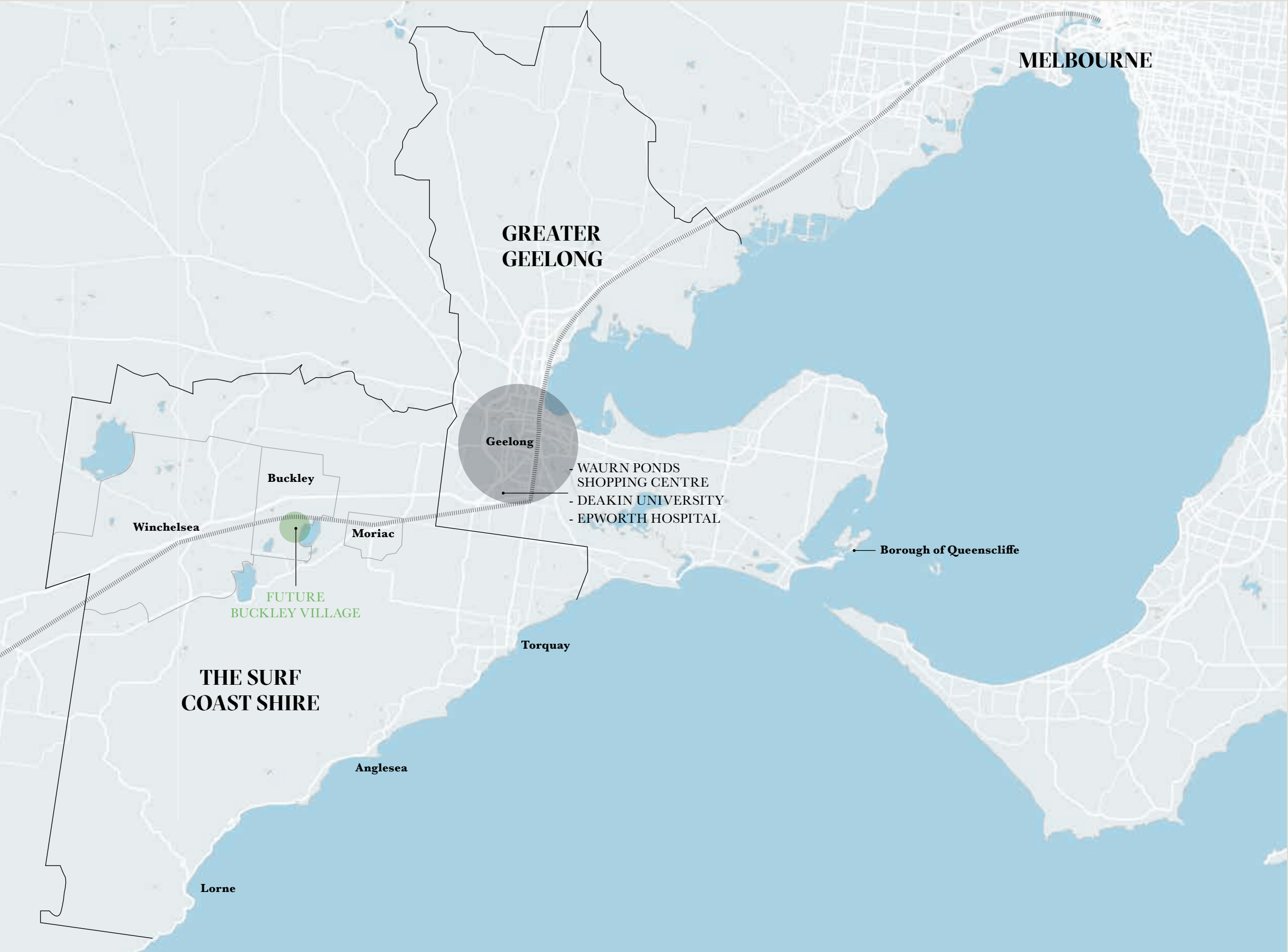
### 2. SECONDARY TOWNSHIP:

Macroplan concludes that a second growth front, that mirrors the township of Winchelsea, is a viable and attractive alternative. This parallel strategy would significantly ease the growth demands of Winchelsea, delivering much needed affordability and variation of dwelling typology, and future proof the Surf Coast Shire against the ‘sudden and unexpected increase in population growth’ risk highlighted by Spatial Economics.









## Regional Context

- ✓ The Buckley Village project, situated in Surf Coast Shire's hinterland between Winchelsea and Geelong, is purposefully designed to embody the region's distinctive hinterland character.
- ✓ It is strategically located to leverage existing freeway and rail assets, as well as the city assets of Greater Geelong.
- ✓ The project aims to establish a balanced supply of dwellings for our region, minimising the growth burden to existing townships, and improving the quality of life for the entire community.

### Map Key

- = V-Line Train
- = Local Government Area
- ..... = Existing locality
- = Buckley Village Area
- = Geelong Urban Centre



# Buckley site history

## PRE

# 1800

### THE WADAWURRUNG PEOPLE

The area that is now the Surf Coast Shire is the traditional home of three Aboriginal nations: the Wadawurrung, the Gulidjan, and the Gadubanud. The Gulidjan were based to the west of the Barwon River at Winchelsea and past Colac. The Gadubanud were located west of the Painkalac Creek along the Otway Ranges. The Wadawurrung covered the rest, which is most of the Shire.

Each nation had its own language and its own Country for which they were responsible. Wadawurrung country stretches from the mountains to the sea. It includes hills, rivers and grassy plains, creeks and coasts and includes modern towns such as Werribee, Geelong and Ballarat in Victoria.

The Wadawurrung people had no written language so early settlers transcribed what they heard using English, trying to reproduce the sounds. Modewarre is essentially thought to mean ‘musk duck’.

### WHAT’S IN A NAME?

Historical documents indicate that the area now known as Buckley has been called various names over the years, including Layard and Laketown. In his 1992 book ‘Barrabool, Land of the Magpie’, author Ian Wynd suggests the Buckley township was most likely named after the Buckley family, who first occupied Westbank, a farm on the western edge of Lake Modewarre. Peter Buckley is identified as the original owner of Westbank, and it is believed he named the place in tribute to his great-granddaughter, Anne Buckley, who tragically died in a horse-riding accident at the age of 18.

### LAKE MODEWARRE

Originally named Moodewarr, meaning musk duck, the lake was once frequented by large flocks of ducks, along with emus that laid eggs from late autumn to September, providing a vital protein source for the Wadawurrung people. The lake, along with its adjacent marshlands and swamps, formed a rich habitat for marine vegetation and wildlife, which was crucial to the Traditional Owners’ environment.

While in more modern times, the lake became a local fishing spot, complete with boat ramp and jetty, its degradation means it is now very much missed by devoted anglers who are keen to see its rejuvenation.

# 1835

### JOHN WEDGE

John Helder Wedge, an English surveyor and explorer, played a crucial role in settling Tasmania and Victoria. In 1835, he explored the Port Phillip District, naming the ‘Barwoune’ River, and identifying the fertile ‘Barrabull’ Hills and ‘Modewarrie’ for sheep grazing.

On August 18th, Wedge undertook a seven-day, 70-kilometre trek from Breamlea to Lake Connewarre, traversing the Barrabool Hills to Lake Modewarre, and returning through Jan Juc. His notes provide the first glimpse of the Barrabool Hills’ vegetation before British colonisation altered the landscape. Wedge’s journey laid the foundation for the establishment of thriving pastoral stations and farms in Victoria.

On Thursday 20th August, Wedge recorded:

*“Crossed the Barrabull Hills .... for the first three miles are of the same description, grass rather light and thinly wooded with sheoak. The soil from thence to the declivity (downward slope) which leads down to the Lake (Modewarre) is a rich brown loam with excellent grass. The soil from the declivity is not so good and rather wet at this time of the year and the grass sour. The country around the Lake is lightly timbered and grassy with very gentle rises and flats.”*



*The seven-day trek of Wedge and Buckley marked on Wedge’s original map of the Geelong Region.*

# 1840s

### COASTAL SETTLEMENTS

Established from the late 1840s, many early Surf Coast settlements are clustered around key structures such as churches, schools, hotels, and later, railway stations. Some, like Mount Moriac, developed at major road intersections, while others, such as Winchelsea, grew near natural features. A few of the early towns, including Laketown near Lake Modewarre, have since ceased to exist. The former Laketown School building on the Princes Highway remains as a legacy of this small farming settlement.



*The earliest known Bible Christian Chapel in Modewarre, Victoria.*



# Buckley site history

## 1854– 1962

### THE LADY OF THE LAKE

The establishment of the Lady of the Lake hotel on Barrabool Road in 1854 appears to have influenced the naming of Laketown. As a convenient stop-off on the road to Colac, the hotel flourished and emerged as a local social centre. Reports suggest that the Duke of Edinburgh visited in 1870 while his party’s horses were being rested.

The licence of the Lady of the Lake hotel lapsed in 1912, and it subsequently became a private home. Tragically, the building burned down in 1962. Today, a former school is the only surviving remnant of the Laketown settlement and is listed on the Surf Coast Shire heritage inventory as having state significance.



## 1855– 1861

### LAYARD

The township of Layard was laid out in 1855 and gazetted in 1861. It was a government-planned settlement, sold in the 1860s primarily to speculative buyers. Located near the southern boundary of the Parish of Modewarre, Layard was close to the neighbouring Parish of Gherang.



## 1878– 1970

### RAIL AND POST

The locality once featured a railway station on the Port Fairy railway line. Laketown Station, located at Buckley’s Lane and later known as Lake Modewarre in 1884, was inaugurated in 1878. Over time, the station established its own post office, distinct from the one at the Laketown settlement. This post office began operations as Lake Town Railway Station Post Office in 1884, was renamed Modewarre Railway Station Post Office in 1885, then became Buckley’s Road Post Office in 1890, followed by Buckley Railway Station Post Office in 1910, and finally Buckley Post Office in 1948. The post office ceased operations on 30 June 1970.

## 1990s

### THE LOST LAKE

Grazing, cropping, erosion, water diversion, and residential development have led to significant land degradation, deteriorated water quality, rising water tables, dryland salinity, and other adverse effects. Historically, Lake Modewarre was a vibrant hub of biodiversity and recreational activity, featuring an active fishing club and an operational boat ramp. However, in recent times, the lake has fallen into neglect. During the 1990s, community-based action programs emerged to address these issues, aiming to restore damaged environments and raise awareness about the problems and their solutions.

## 2000s

### LIFESTYLE LAND

Buckley has always been non-virgin farmland, with the Woodward Clyde Soil Quality Index rating the Buckley soil quality as “average”. As such, today most land parcels are used as lifestyle properties with horses and minimal stock.







BUCKLEY VILLAGE: THE HINTERLAND HERO

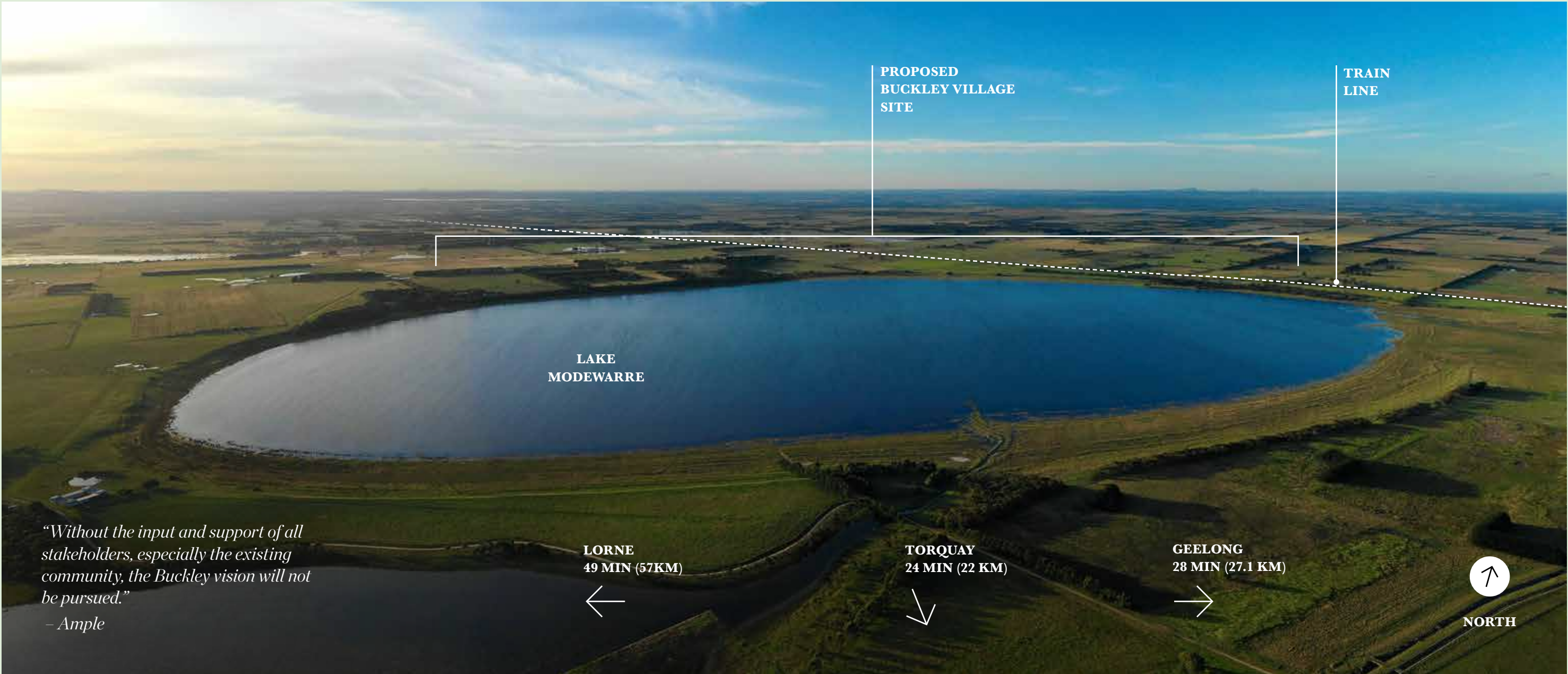
**Born of Surf Coast hinterland spirit, with a rejuvenated natural lake at its heart and green trails leading to wide open spaces, Buckley Village will provide an affordable housing alternative for future generations.**

Ample is committed to addressing housing affordability head-on by delivering a diverse range of affordable accommodation options to the market via a not-for-profit model. This approach ensures that outcome is prioritised over shareholder interest, with 100 per cent of project proceeds dedicated to addressing housing affordable and other outcomes that directly benefit the community.

The only path to achieving this goal is through the creation of a new community, which forms the backbone of this vision. The magnitude of this

statement is acknowledged, however, to ensure that future generations can experience and enjoy all that the Surf Coast region has to offer, new and innovative methods must be considered to accommodate the growing population.

The development of this new community will necessitate support from the Wadawurrung People, local Council, the community and approval from State Government. The land designated for this new community has already been secured.





A LAKE SIDE COMMUNITY FOR THE SURF COAST HINTERLAND

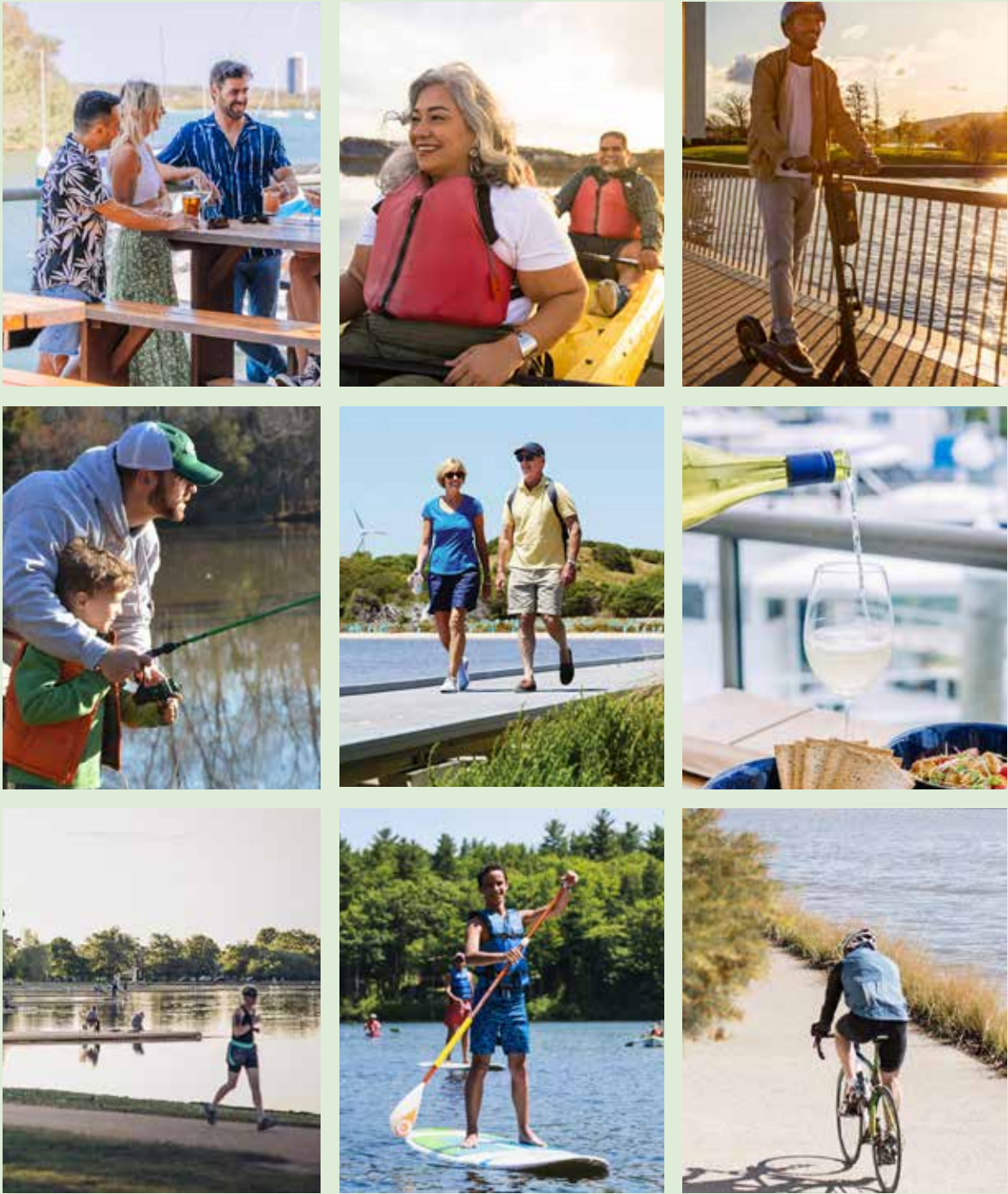
**Inspired by the Surf Coast region’s rich history of boldness and innovation, Buckley Village steps outside the traditional housing supply model. It will be a well-connected community, providing a creative, healthy, and vibrant home where all future generations can grow and thrive.**

Strategically positioned to capitalise on the existing and growing assets of the City of Greater Geelong, the Buckley Village project aims to create a community-oriented neighbourhood that emphasises sustainability and environmental stewardship.

Located in the Surf Coast Shire’s hinterland, it will be designed to reflect the region’s unique and underappreciated inland

character while restoring and enhancing Lake Modewarre, offering environmental education, hands-on volunteering activities, and recreational opportunities.

By integrating affordable housing, social and medical services, and a variety of amenities, Buckley Village will provide a balanced urban-rural interface, enhancing the quality of life for the entire community.





# Buckley Village: Targets



- .....  
Lake Modewarre rejuvenated as community anchor.  
.....
- .....  
30% of project dedicated to open space, linear parks, and waterways.  
.....
- .....  
Homes and community facilities powered by renewable energy.  
.....
- .....  
Design Guidelines to deliver Australia's most environmentally progressive community.  
.....



- .....  
30% of all stock offered to Key Workers.  
.....
- .....  
100% of project profits retained for community benefit; \$500m to be distributed to the community.  
.....
- .....  
Buckley Village enterprise precinct to enhance existing and create new on-site job opportunities.  
.....
- .....  
Lake Modewarre reactivated for economic benefit.  
.....



- .....  
Land sales discounted 10-30% to address housing affordability.  
.....
- .....  
Priority release in every stage for Surf Coast Shire community members.  
.....
- .....  
10% of stock assigned for social housing benefit in the region.  
.....
- .....  
Build-to-rent strategies offering housing security for Shire renters.  
.....



## THE AMPLE APPROACH

### SHIREholders vs SHAREholders

Like their fellow residents of the Surf Coast Shire, Ample want to see balanced growth in the most appropriate and advantageous places. Running parallel to this is the ambition to deliver fair and inclusive outcomes for the community. Ample have made a commitment to deliver Buckley Village using a Not-for-Profit (NFP) model to prioritise community outcomes over development profits.

Buckley Village offers \$500 million in benefits to our community. These funds can be used to make homes more affordable by discounting land, providing financial assistance for environmentally conscious construction, or delivering essential social infrastructure such as social housing or crisis housing. The distribution of these funds will be decided by an NFP board comprised of community members.

- THE MANDATE OF THE NFP IS TO:**
- .....  
✓ Deliver a diverse range of affordable housing.  
.....
  - .....  
✓ Ensure character and environmental outcomes.  
.....
  - .....  
✓ Distribute 100% of project proceeds back to the community and region.  
.....



# A new and innovative model for delivering affordable and diverse housing

## A NOT-FOR-PROFIT MODEL WITH LONG-TERM COMMUNITY INVESTMENT

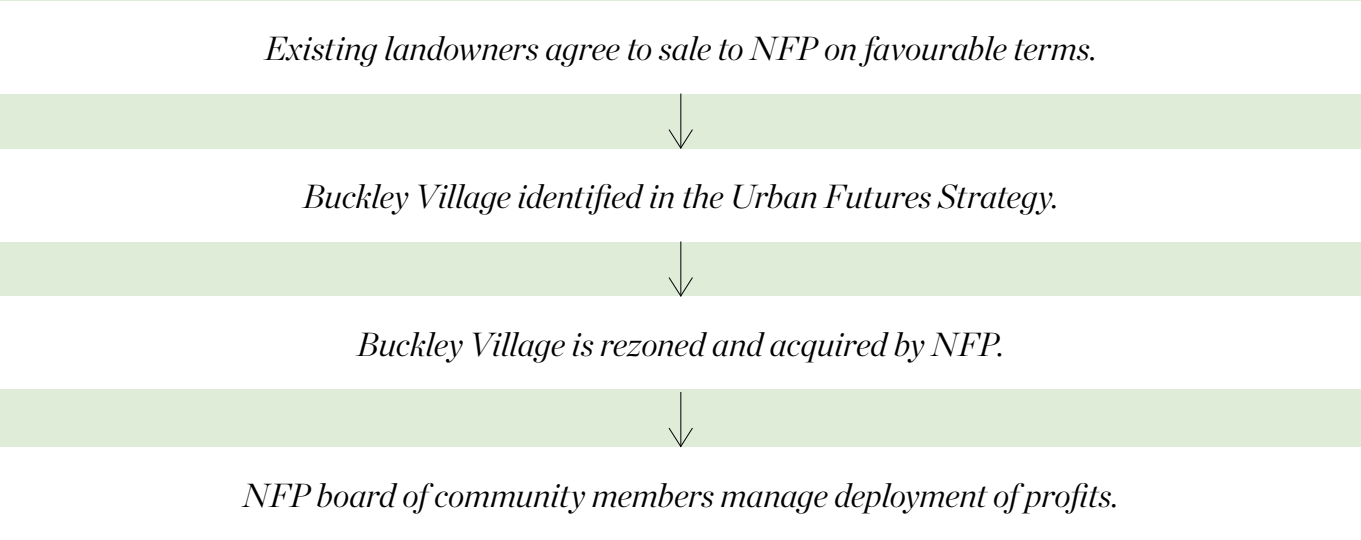
Currently, as of 2024, greenfield (development-ready) land in the region trades for \$1.2 to \$2.0 million per hectare, translating to a cost base of approximately \$80,000 to \$130,000 per allotment. In contrast, existing Buckley landowners have agreed to sell the Buckley Village land at a significantly lower rate for the benefit of the NFP and the community.

This low cost base acts as the catalyst for Buckley Village generating \$500m in surplus project proceeds over the life of the project, and it is the NFP model that provides the legal framework that mandates and governs the distribution of that benefit back into the community.

Additionally, the NFP model allows for initiatives not typically possible with traditional development methods, such as subsidised renewable energy for each new home, financial assistance for more environmentally suitable building forms, and the provision of social infrastructure, including crisis and social housing.

The NFP will have a board made up of community members who will oversee these outcomes and initiatives.

## THE BUCKLEY VILLAGE NFP BUSINESS MODEL



# The Surf Coast and Environmental, Social, and Governance (ESG)

Environmental, Social and Governance (ESG) considerations are becoming increasingly pivotal in shaping future development trends in Victoria's Surf Coast Shire, as they are globally. As the region evolves, integrating ESG principles into projects like Buckley Village is essential for ensuring long-term sustainability and attracting investment. Ample believes that by aligning with ESG principles, Buckley Village will meet the growing demand for sustainable and ethical practices while also setting a benchmark for future projects in the region.



Bioswales and raingardens can be used to reduce pollution, control erosion and provide habitat.

## ENVIRONMENTAL

The development industry must turn its attention to considering environmental factors by addressing climate impact, resource efficiency and ecological preservation. Buckley Village will:

- Manage carbon and climate change vulnerabilities.
- Manage water, waste and pollution.
- Deliver a circular economy.
- Deliver renewable energy and clean technology.
- Consider the unique rights of First Nations people to access, maintain, protect and live on their lands.
- Rejuvenate lake Modewarre to world class ecological standards.

## SOCIAL

Social considerations focus on the positive impact on local communities. Buckley Village will:

- Prioritise working with local businesses who employ First Nations people and local youth.
- Mandate human rights, health and safety, supply chain and ethical sourcing of labour and materials policies.
- Engage with the community at all times.

## GOVERNANCE

Governance aspects highlight the importance of transparency, ethical management and robust project oversight. The NFP model inherently provides this, with Buckley Village undertaking:

- ESG reporting.
- Risk-mitigation and management.
- Business ethics and transparency.
- Policies that enhance corporate behaviour, including protection of human rights and adherence to NFP remit.



# Alignment With The Urban Futures Strategy (UFS)

The UFS outlines a comprehensive approach to managing growth and development in Surf Coast Shire. It includes a collection of general principles to guide the overall framework for urban planning. The proposal for Buckley, including its engagement process, placemaking philosophy, design intent, infrastructure investments and programming, are in direct harmony with these.



THE UFS PRINCIPLES:

1. Housing diversity	2. Protect significant land	3. Density and services	4. Employment
Ensure housing diversity considers different forms of housing, including type, size and configuration, and affordability models	Safeguard land with environmental, landscape, heritage, and agricultural value from urban development. Incorporate landscape-level bushfire risks into urban planning.	Support the need to encourage higher density housing development that is done well on sites that are well located in relation to jobs and services.	Consider the employment needs of the future population and ensure employment opportunities are commensurate with planned population growth.

BUCKLEY VILLAGE RESPONSES:

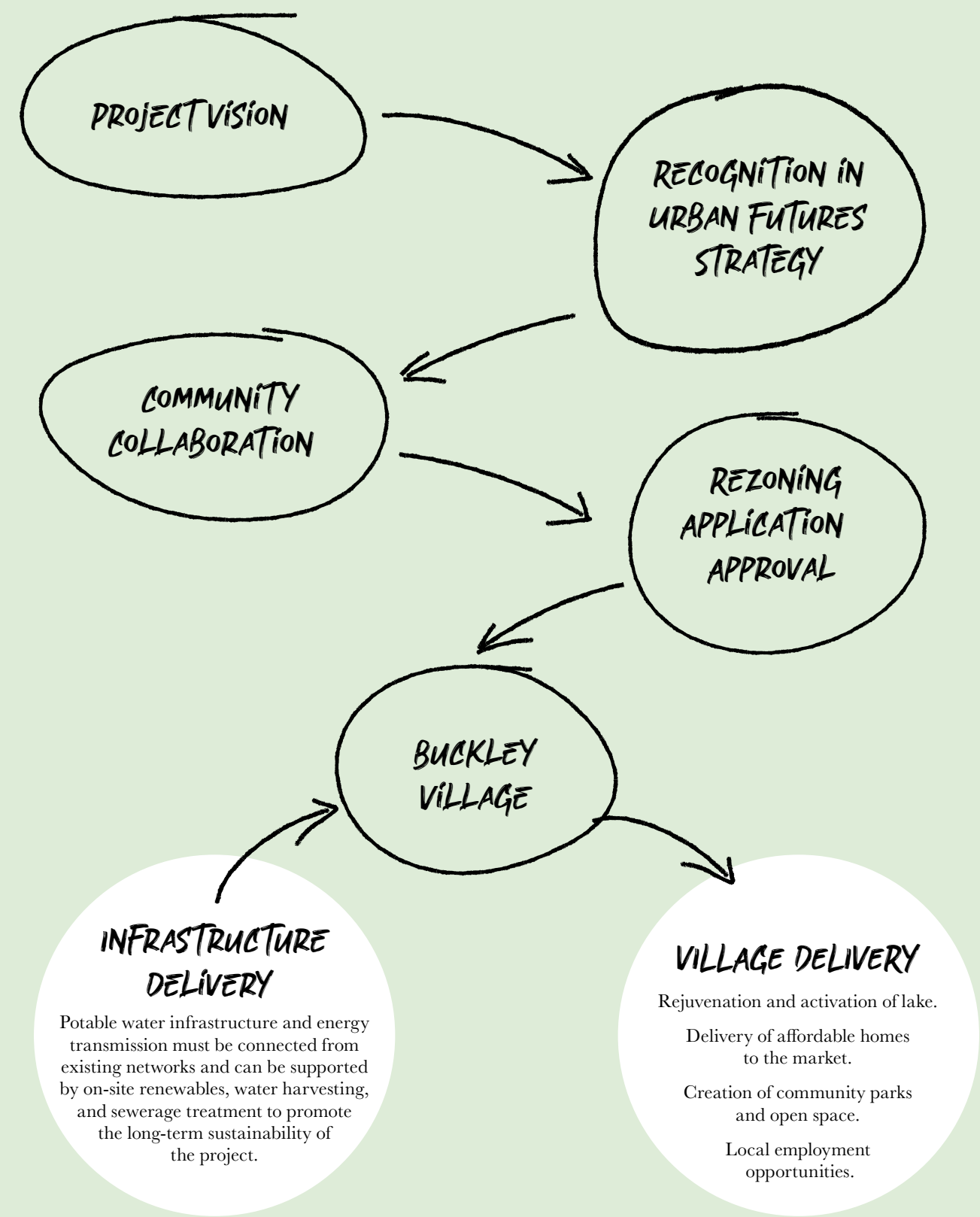
From apartments to terraced housing, detached family homes and more, the Village strategy includes the provision of social and affordable housing to support diverse community needs. It also involves evaluating built-to-rent schemes as a potential solution to address housing challenges.	The repurposing of non-agricultural hobby farmland with low fire and no flood risk, combined with the utilisation of an existing lake, train line, and dual-lane freeway, makes Buckley Village ideally situated for sensitive urban growth. It integrates housing, recreation, education and employment within a setting that benefits from natural amenities and established transport links.	Buckley’s future residents will be located in close proximity to a range of social infrastructure and other amenities, including Epworth Hospital, Deakin University, world class schools and Waurm Ponds retail precinct. Buckley’s village and the rejuvenated Lake Modewarre will also support local and visitors with water play, angling, boating and sailing, as well as high-quality retail and dining options.	Transforming Buckley Village into a prime recreational area will enhance tourism, stimulate local businesses, and create new job opportunities, thereby injecting new revenue into the local economy. With direct connections to Geelong, the Buckley Village enterprise precinct will attract and support a diverse range of professionals, entrepreneurs, and key workers, providing significant economic impact.
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5. Winchelsea	6. Active transport	7. Sustainable Development	8. Rail
The strategy envisions the township growing beyond 10,000 people, positioning it as the principal location for urban expansion within the shire.	Prioritise active transport (walking and safe cycling trails) in new urban areas and subdivisions, particularly where connections to activity centres.	Future growth planning will consider and incorporate Environmentally Sustainable Development (ESD) principles and features to support current and future needs.	Consider opportunities to develop land for future housing near rail infrastructure.

Relying on a single growth front is commercially risky and fails to address affordability concerns. Buckley Village is an exciting and sustainable way to accommodate the growing population while minimising the impact on existing communities, containing development within designated settlement boundaries.	From Lake Modewarre’s banks, trails will extend into the surrounding landscape. Paths and bike trails will be established along the lakefront and through the village. Additionally, the precinct will feature 30% open space to enhance the area’s accessibility and enjoyment.	Guided by design principles aimed at creating Australia’s most environmentally progressive community, a variety of innovative initiatives are being considered that go beyond traditional development methods. These may include subsidising renewable energy for each new home and providing financial assistance to support the construction of more environmentally suitable buildings.	Ample will explore opportunities to re-establish the Buckley train station.
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# The Planning Process



# Buckley Community Design Guide

To ensure that Buckley Village develops as a harmonious reflection of Surf Coast Shire hinterland living, the Buckley Community Design Guide will be provided to builders, architects, landscapers, and other designers. This guide will coordinate the design of all buildings and approve all housing developments.

Buckley Village will prioritise sustainable development and the Buckley Community Design Guide, established with community input, will facilitate the achievement of appropriate diversity in built form across all homes and streetscapes. While the guidelines will establish a cohesive design framework, they will also allow for flexibility, enabling the community's relaxed, individualistic personality to shine through.





# The great outdoors at Buckley Village

Buckley Village's public realm and open spaces must be designed to the highest standards, featuring abundant parks, vegetation, and well-integrated transport connections. Ample's vision is to create a vibrant and sustainable environment that fosters outdoor activity and community interaction, where families and generations can thrive together. The goal is to build a legacy of a flourishing, interconnected, and beautiful environment, where every visit feels like both an adventure and a homecoming.

*“As we shape Buckley Village, we are committed to exceeding expectations by creating a space where every detail fosters deep connections with nature and community, crafting a lasting legacy of native beauty, sustainability, and adventure for generations to come.”*

- Simon Keyte and Gareth Belchambers, Founders, Ample







# Returning the lake to the people

At Buckley Village, Ample will revitalise Lake Modewarre into a vibrant hub for outdoor activities, including kayaking, paddleboarding, fishing, and birdwatching. They will collaborate with Wadawurrung Traditional Elders to ensure the lake can be fully utilised by the community once again. The revitalised lake will be surrounded by paths and bike trails that extend along the lakefront and through the village. These trails will feature outdoor exercise stations and a uniquely designed playground for all ages and abilities. This transformation will create a cherished destination where families and generations can create lasting memories, celebrate the joy of the outdoors, and deepen their connection with nature.

*“When considering the location for this concept, we reflected that our favourite towns are all located by a lake, river, or sea. The opportunity to revitalise Lake Modewarre into a vibrant destination for water activities, becoming an anchor for Buckley Village, is incredibly exciting.”*

*- Simon Keyte and Gareth Bellchambers, Founders, Ample*



06

# Buckley Village Principles



*“For us, how and why we do something  
is as important as what we do.”  
- Simon Keyte and Gareth  
Bellchambers, Founders, Ample*



# Buckley Village Principles

Buckley Village Principles will be incorporated to directly address housing diversity and affordability while preserving the unique regional character of the Surf Coast Shire. Its visionary land use model will rejuvenate Lake Modewarre and build a new and inclusive community of the highest environmental standards ever seen in Australia, offering rural Surf Coast hinterland living near Geelong city amenity.

ALIGNMENT  
WITH THE UFS



PRINCIPLE 1

## Affordability

Buckley’s not-for-profit model will address housing affordability directly by offering discounted land to support a diverse range of demographics, including various age groups, permanent and temporary residents, income levels, cultural backgrounds, and household sizes.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 1. Housing diversity



PRINCIPLE 2

## Employment opportunities

Alongside new waterside amenities, essential community assets such as childcare, education, retail, and sport precincts will be introduced within a vibrant modern town centre, creating sophisticated year-round employment opportunities , and potentially connected via the re-establishment of the Buckley train station.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 3. Density and services
- 8. Rail



PRINCIPLE 3

## Character (built form and diversity)

Buckley Village will prioritise sustainable development and preserve the region’s distinctive hinterland character through strict planning and design guidelines, established with community input, to ensure built form design, size, siting, and landscape outcomes are achieved. A diverse mix of accommodation types will ensure the community is genuinely inclusive for its residents.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 3. Density and services



PRINCIPLE 4

## Lake rejuvenation and activation

The restoration and preservation of Lake Modewarre’s health, feed-in waterways, and Aboriginal cultural heritage will revitalise the lake into a dynamic community hub, featuring a boat ramp, jetty, and a landmark hotel with lake views, complemented by unique local hospitality venues and waterside amenities, enhancing tourism, local businesses and community pride.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 3. Density and services
- 6. Active transport
- 7. Sustainable Development



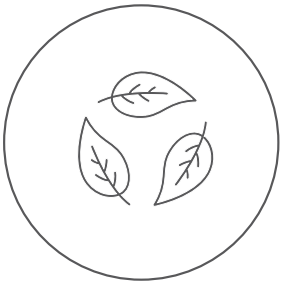
PRINCIPLE 5

## Key worker accommodation

Affordable housing is crucial for key workers, including healthcare professionals and emergency services personnel, as well as seasonal and travelling workers essential to tourism, given the growing population in Greater Geelong and the Surf Coast Shire.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 1. Housing diversity
- 4. Employment



PRINCIPLE 6

## Environmentally Sustainable Development

Buckley Village is sited on poor quality non-agricultural hobby farmland, with low fire and no flood risk. The project will be underpinned by environmentally sustainable development practices, ensuring it supports long-term ecological health while meeting the needs of the growing community.

ALIGNMENT WITH UFS  
PRINCIPLE:

- 2. Protect significant land
- 7. Sustainable Development





PRINCIPLE 1:

Affordability

*Buckley's not-for-profit model will redefine housing affordability, setting a groundbreaking standard by offering discounted land to support a vibrant and diverse community. This innovative approach will cater to all demographics, embracing various age groups, permanent and temporary residents, diverse income levels, cultural backgrounds, and household sizes.*



CASE STUDY

Nightingale Housing

*Australia (various locations)*

Nightingale Housing, founded by architect Jeremy McLeod, is a pioneering Australian initiative that demonstrates how an NFP model can drive affordable and sustainable housing. By reinvesting surplus funds into housing development, Nightingale Housing avoids profit margins, enabling it to offer lower rents and purchase prices compared to traditional market rates. The NFP model supports innovative financing and subsidies that enhance affordability. Each Nightingale project emphasises sustainability through eco-friendly materials, energy-efficient systems, and green infrastructure.



HOW NIGHTINGALE HOUSING CONTRIBUTES TO AFFORDABILITY

Nightingale Housing has demonstrated that the NFP model can effectively address housing affordability while promoting sustainability and community engagement. The success of Nightingale projects has inspired similar initiatives across Australia and abroad, showcasing the potential of alternative housing models to meet growing demand for affordable and environmentally responsible living solutions.





PRINCIPLE 2:

# Employment opportunities

*Buckley Village will redefine community living by introducing new waterside amenities alongside essential assets such as childcare, education, retail, and sports precincts within a dynamic, modern town centre. This ambitious development will not only offer sophisticated, year-round employment opportunities but will also set a new benchmark for future regional projects.*



CASE STUDY

# Habitat

## Byron Bay, NSW

Located 4km outside Byron Bay town centre, Habitat supports the Byron Arts and Industry Estate with shops, services, and activities. This project exemplifies sustainable greenfield development and placemaking, integrating commercial, retail, and residential spaces to create a dynamic work-and-living environment. Progressing in stages, it is guided by a masterplan that meets local demand for affordable, high-quality live-and-work accommodation with a minimal environmental footprint. The first phase featured retail spaces on the ground floor with professional suites and shared amenities above, flexibly designed to suit start-ups, established businesses, and co-working spaces.



## HOW HABITAT BYRON BAY CONTRIBUTES TO EMPLOYMENT OPPORTUNITIES

The project's design has boosted local employment opportunities. By providing co-working and incubator spaces, Habitat Byron Bay nurtures entrepreneurship and supports business growth, significantly increasing local job creation. Through its strategic development and focus on flexible, sustainable spaces, it is fostering a thriving, vibrant community that supports both new and established enterprises.

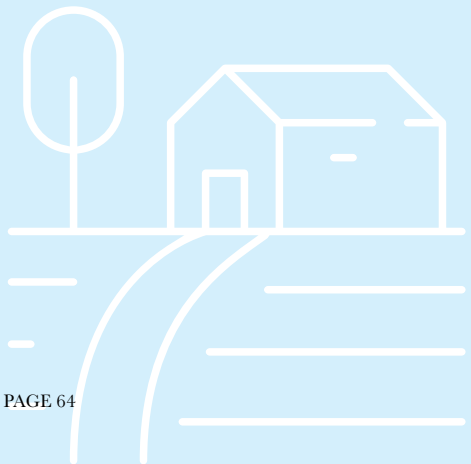




**PRINCIPLE 3:**

**Character (built form and diversity)**

*Buckley Village will make a proud addition to Surf Coast's hinterland, seamlessly integrating with the natural landscape through a masterplan that honours the site's topography and regional character. With a strong focus on inclusivity, the development will offer a diverse mix of accommodation types, ensuring a vibrant and welcoming community for all residents. Harmonising with established hinterland living, the Buckley Community Design Guide will provide direction for all building and landscape designs.*



**CASE STUDY**

**The Cape**

*Cape Patterson, Vic*

The Cape, a pioneering sustainable community at Cape Paterson on Victoria's Bass Coast, offers a model for developing eco-friendly, climate-responsible communities. Featuring coastal-style architecture with homes averaging 8-star NatHERS energy efficiency, the project includes restored wetlands that support local biodiversity. A 7km path network encourages walkability and outdoor activity. Community-run events, such as 'Friday Friendly' sports matches, women's breakfasts, men's shed events, planting workshops, music nights, and morning beach swims, foster a strong community spirit.



**HOW THE CAPE CONTRIBUTES TO BUILT FORM AND DIVERSITY**

Alongside the construction of sustainable homes at the Cape, the landscape team are simultaneously applying the principles of Biodiversity Sensitive Urban Design, taking cleared paddocks previously covered in weedy pasture weeds, and creating wetland, habitat corridors and wild zones. All homes are subjected to The Cape's Design Review, guidelines developed to respond to and complement the regional character of the area, as well as meet minimum environmental standards. In addition, 10 pre-approved home designs allow residents to select and customise from existing designs that meet these guidelines.





PRINCIPLE 4:

# Lake rejuvenation and activation

*The major revitalisation of Lake Modewarre will elevate it into a premier community and cultural destination. By restoring the lake's ecological health, enhancing its waterways, and honouring Aboriginal cultural heritage, the project will create a vibrant hub with rejuvenated boat ramp, scenic jetty, lake side paths, cafes and a landmark hotel. The development will feature local dining and entertainment venues, advanced waterside amenities, and a unique tourism experience.*



CASE STUDY

## Grand Marais

### Minnesota, USA

Regularly rated one of the best small lake towns in America, Grand Marais, Minnesota, seamlessly blends the arts with the great outdoors, offering a unique experience for residents and visitors alike. Attractions encompass the annual Grand Marais Arts Festival alongside active outdoor activities such as walking, fishing and boating, plus great places to dine, including the local Dunes Saloon Lake Superior Brewing Co. The annual Dragon Boat Festival is a notable event that attracts both participants and spectators, highlighting the community's enthusiasm for water sports.



### HOW GRAND MARAIS, MINNESOTA CONTRIBUTES TO LAKE REJUVENATION AND ACTIVATION

Grand Marais boasts a dynamic arts scene, anchored by the Grand Marais Art Colony which offers workshops, exhibitions, and national events. The North House Folk School runs courses in traditional crafts, promoting handmade artistry. The town hosts annual events that showcase local talent while engaging the public in the creative process. The town's location on the shores of Lake Superior offers excellent opportunities for various water activities, including canoeing and kayaking and the presence of the Grand Marais Marina supports various boating activities, contributing to local tourism and recreational opportunities.







PRINCIPLE 5:

# Key Worker accommodation

*Affordable housing is crucial for key workers, including healthcare professionals and emergency services personnel, as well as seasonal and travelling workers essential to tourism, given the growing population in Greater Geelong and the Surf Coast Shire.*



CASE STUDY

## Rural health workers NSW

In places around regional NSW such as Armidale, Tamworth, and Walcha, housing shortages left health workers with few accommodation options, impacting community healthcare. To address this, NSW Public Works (NSWPW) partnered with local health districts (Hunter New England and Western NSW) and Modscape to deliver architecturally designed modular units for health worker accommodation across various regional sites. These 75sqm units included a full kitchen, study, living area, bathroom, laundry, and separate bedroom, with decks at each end for indoor-outdoor living. Constructed off-site, the units were transported and installed fully completed, allowing flexibility for future relocation if needed.



### HOW NSWPW AND MODSCAPE CONTRIBUTES TO KEY WORKER ACCOMMODATION

This initiative aimed to improve healthcare by providing secure, comfortable, and sustainable housing for medical professionals, thereby attracting more practitioners to underserved regions. The project's success led to subsequent significant funding being secured by the Department of Regional NSW and NSWPW on behalf of Riverina, Southern, and the Far West Local Health Districts, being delivered via Health Infrastructure. Local businesses were engaged to prepare each site, including earthworks, foundations, connection of site services, concreting and landscaping. This approach was cost-effective compared to using out-of-area contractors and helped to stimulate the local economies.





PRINCIPLE 6:

# Environmentally Sustainable Development

*Striving to be recognised as one of “The World’s Best Environmental Development” projects, environmentally sustainable development initiatives will underpin Buckley Village’s design, delivery and ongoing operations.*



CASE STUDY

## The Ecovillage at Currumbin

QLD

Located on Queensland's Gold Coast, this community exemplifies a pioneering approach to sustainable development. The Ecovillage is acclaimed for its sustainable architecture, featuring energy-efficient homes with high-performance insulation, passive solar design, and solar panels. It features innovative sustainability practices, including shared renewable energy resources and comprehensive waste management with recycling and composting. The use of eco-friendly materials and construction techniques minimises environmental impact while other environmental practices include extensive native landscaping, rainwater harvesting, greywater recycling, and water-efficient technologies.



### HOW THE ECOVILLAGE CONTRIBUTES TO ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

The community is the most awarded estate in Australia with over 33 accolades, including “The World’s Best Environmental Development” (FIABCI Prix D’Excellence Award 2008). It integrates eco-friendly living with a vibrant, community-oriented atmosphere, setting a high standard for environmentally responsible development. The Ecovillage engages residents through educational programs and community events, promoting sustainable living and strengthening community bonds. Development is bound by sustainability-focused covenants which guide what can and cannot be built, ranging from the thermal performance to colour palette.









# Reimagining and restoring a once-loved place for the Surf Coast hinterland of tomorrow

With a history anchored in tens of thousands of years of Wadurrang history, and playing a role as a place of early European settlement, railway transport, education, entertainment, farming and fishing, Buckley and Lake Modewarre have long been associated with community, activity, and reinvention. Now, with Buckley Village, there is the potential to revive its storied legacy as a vibrant and dynamic destination.

The new village community will reflect the needs of the Surf Coast community to shift growth from the coast to the hinterland while addressing key challenges such as housing affordability, diversity,

regional character, environmental outcomes, and inclusivity.

Inspired by the Surf Coast region's long history of intrepidity and innovation, honouring the past yet designed for the future, Buckley Village will be a well-connected community and a creative, healthy, and outgoing home for future generations to grow and thrive.

Born of Surf Coast hinterland spirit, with a rejuvenated natural lake at its heart and green trails leading to wide open spaces, Buckley Village will ease the growth burden on Winchelsea and provide a world-class housing solution for the Surf Coast Shire.





# Collaboration partners

**PROJECT MANAGER:  
AMPLE**

*Surf Coast Shire-based Project Managers  
dedicated to enhancing housing affordability*

Ample aspires to craft proud, connected, and healthy communities. The company's Founders, deeply rooted in the Surf Coast Shire, have grown up, studied, and now raise their young families in this unique region.

Committed to the area's ongoing sustainability and prosperity, Ample shares the community's vision for future generations to continue living and thriving across this beautiful region.

Focused on elevating the development industry's contribution to communities, Ample addresses population growth challenges with creativity and purpose.

The company is dedicated to enhancing housing affordability, providing key worker accommodation, and delivering genuine community benefits through projects that celebrate and reflect the distinct and rich character of the region.

Ample has secured the land for Buckley Village and will deliver the project within a not-for-profit structure that prioritises housing affordability and the community.

ample

**PLACE STRATEGISTS:  
HOYNE**

*One of Australia's industry leaders in  
placemaking, branding and property marketing.*

For over 30 years, Hoyne has been a leading force in placemaking, branding, and property marketing, collaborating with private and public sectors across residential communities, mixed-use precincts, and city-shaping urban renewal initiatives. Hoyne's dedicated team is driven by a mission to create extraordinary places that set new standards in design and experience while advancing people, culture, and commerce in innovative ways.

Guided by the core philosophy of ‘Make It Extraordinary’™ the company’s commitment to progressive places is reflected in the global thought-leadership series, The Place Economy®, which explores the link between visionary place thinking and enhanced social and economic outcomes.

Hoyne has prepared this Placebook® to articulate Ample’s vision for Buckley Village as part of their submission to the EFS.

Hoyne

**URBAN ECONOMISTS:  
MACROPLAN**

*A leading Australian urban economics, property  
research and planning consultancy.*

Macroplan has earned a reputation for its innovative approach, injecting creative ideas into many well-known and successful projects. With a practical, down-to-earth problem-solving methodology and extensive sector knowledge, chief executive officer Brian Haratsis has built strong relationships with leading landowners, property developers, and government entities across all levels - Commonwealth, State, and local.

The firm continuously evolves its services, focusing on assisting clients in navigating the Australian property industry’s challenges and opportunities, such as AI, automation, population growth, and decarbonisation.

Macroplan delves beyond headline numbers to understand the drivers behind forecasts in the Urban Futures Strategy (UFS) and explores alternative solutions to achieve better outcomes for the future residents of the Surf Coast Shire.

macroplan

# Uniting stakeholders to realise Buckley Village

*Ample seek a genuine partnership with  
all stakeholders, particularly focusing  
on the existing community, including  
the Wadawurrung Traditional Owners  
Aboriginal Corporation, with whom  
Ample will continue to consult for  
professional services and advice.*

*The next step involves engaging with  
Council as part of the Urban Futures  
Growth strategy, to get Buckley  
Village identified as a Future  
Investigation Area in the UFS.*

*Following the UFS process, Ample  
will engage directly with the Surf  
Coast Shire community and State  
Government to ensure the Buckley  
Village concept meets the needs of  
all stakeholders.*



# Doing what is right for our community

## A WORD FROM AMPLE’S FOUNDERS:

The price of housing across the Surf Coast Shire has reached prohibitive levels. Casual and key workers are unable to secure accommodation, small businesses are closing, families are leaving, housing supply is constrained, and our children won’t call this region home.

Council’s proposed solution is a single growth front, Winchelsea. For multiple reasons identified in this Placebook, Winchelsea is not a viable or appropriate place to locate all the long-term housing supply for the Surf Coast Shire. Likewise, the system used to bring land to market is incapable of adequately addressing regional character, housing diversity, and affordability. This is no one’s fault, it is just the reality.

Unless a viable alternative is found, the challenges of the past will continue into the future, and we cannot accept that. We must find a better way.

We believe our Vision for Buckley Village, delivered in a not-for-profit model, is that viable alternative.

We acknowledge the magnitude of what we are proposing, and understand many will opposed it. Our community has faced enough discomfort at the hands of the development industry and we have no intention of adding to that. Without community support we will not be pursuing Buckley Village.

However, the responsibility to plan for our children’s future remains, so before reaching that decision we will continue to engage with Council, the Wadawurrung People, the community and State Government, to ensure all stakeholders know the challenge being faced by the Surf Coast Shire, understand the solutions being proposed, and can have their say in shaping this region for future generations.

Thank you for your time and consideration, we look forward to working with you.

**Simon Keyte and Gareth Bellchambers**

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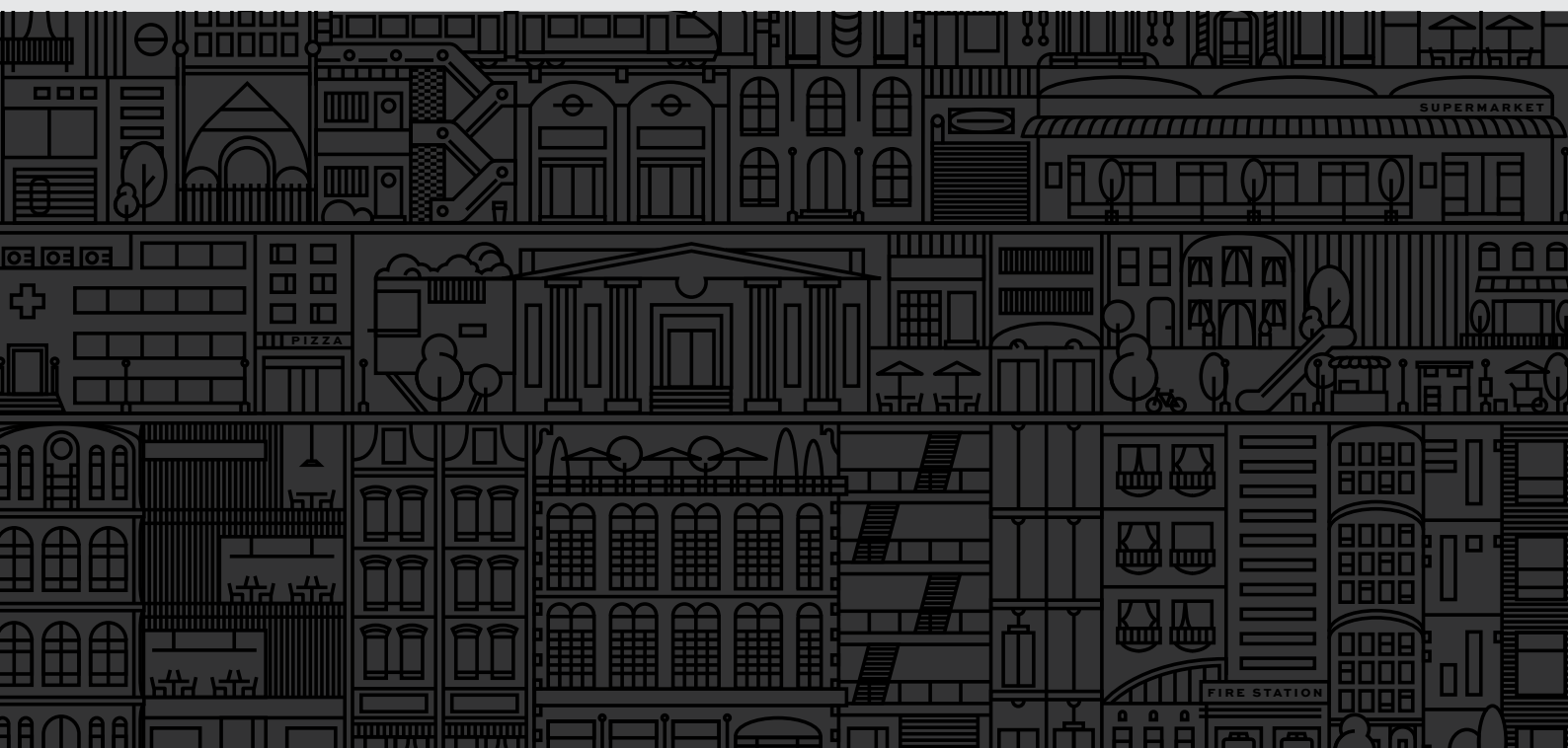
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# Hoyne Placebook® Report



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