

VERSION 4 13 JANUARY 2021



# COMMUNITY VISION PLAN

*Coorong District Council*

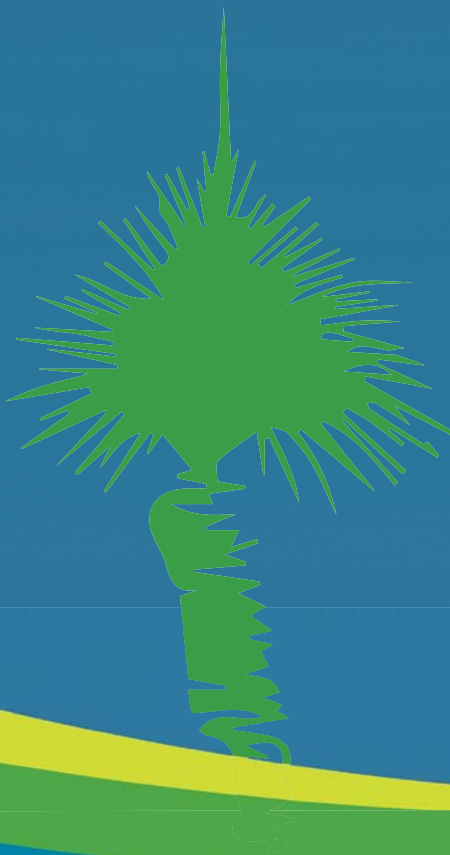
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# ACKNOWLEDGEMENT OF COUNTRY

We acknowledge and pay respect to the Traditional Custodians of the land and waters, the Ngarrindjeri and Ngarkat People whose ancestral lands are on which we meet.

We acknowledge the deep feelings of attachment and relationship of Aboriginal people to country and pay our respects to Elders past and present. We also extend that respect to all First Nation People.



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# CONTENTS

A WORD FROM THE MAYOR	2
SNAPSHOT OF OUR COMMUNITY	4
SERVICES AND FUNCTION OF COUNCIL	6
WHAT IS A COMMUNITY VISION PLAN	8
DEVELOPING OUR PLAN	10
MISSION, VISION, SLOGAN, VALUES	14
OVERVIEW	15
COMMUNITY PRIORITIES	16
GUIDING THEMES	17
ECONOMY	19
INFRASTRUCTURE	21
COMMUNITY	23
ENVIRONMENT	25
LEADERSHIP	27
MEASURING OUR SUCCESS	28
IMPLEMENTATION	29

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# A WORD FROM THE MAYOR

The region that makes up the Coorong District Council area is one of the most diverse in South Australia.

Spread over 8,832 square kilometres, it comprises three distinctively different zones; the tourism and grain gateway of Tailem Bend, wetlands and waterways of the Murray and Coorong and the food-bowl of the Upper South East. Each is connected to the other but is unique in its character, and together they combine to present opportunity for current and future generations.

This community spans a diverse age range, with approximately 25% aged 19 years or younger, a similar percentage above 65 and a median age of 46 years. A third of households have young children, and 28% are sole occupants across a 50:50 split of male and female. This balance is better than the Australian average.

Our region's environment highlights world-class diversity, covering 883,500 hectares of land and 46,800 hectares of lakes. The district is home to a number of significant areas including:

- Murray River, Lakes and Coorong – Australia's greatest waterway linked by a mixture of wide open spaces
- Coorong and Lower Lakes Ramsar sites – both considered nationally and internationally significant
- Aboriginal lands including Raukkan Community, Camp Coorong and Wilderness Lodge
- The Murray Mouth

The region displays economic diversity across 720 businesses covering tourism, service, motorsports and agriculture contributing to over 2,400 jobs and a gross regional product of \$326 million. Agriculture, Forestry and Fishing employs 39% of the 5,429 residents and generates \$220 million for the region.

I invite the community and beyond to build on these prized assets and continue to create a vibrant district that will create success through diversity.

*Mayor Paul Simmons*

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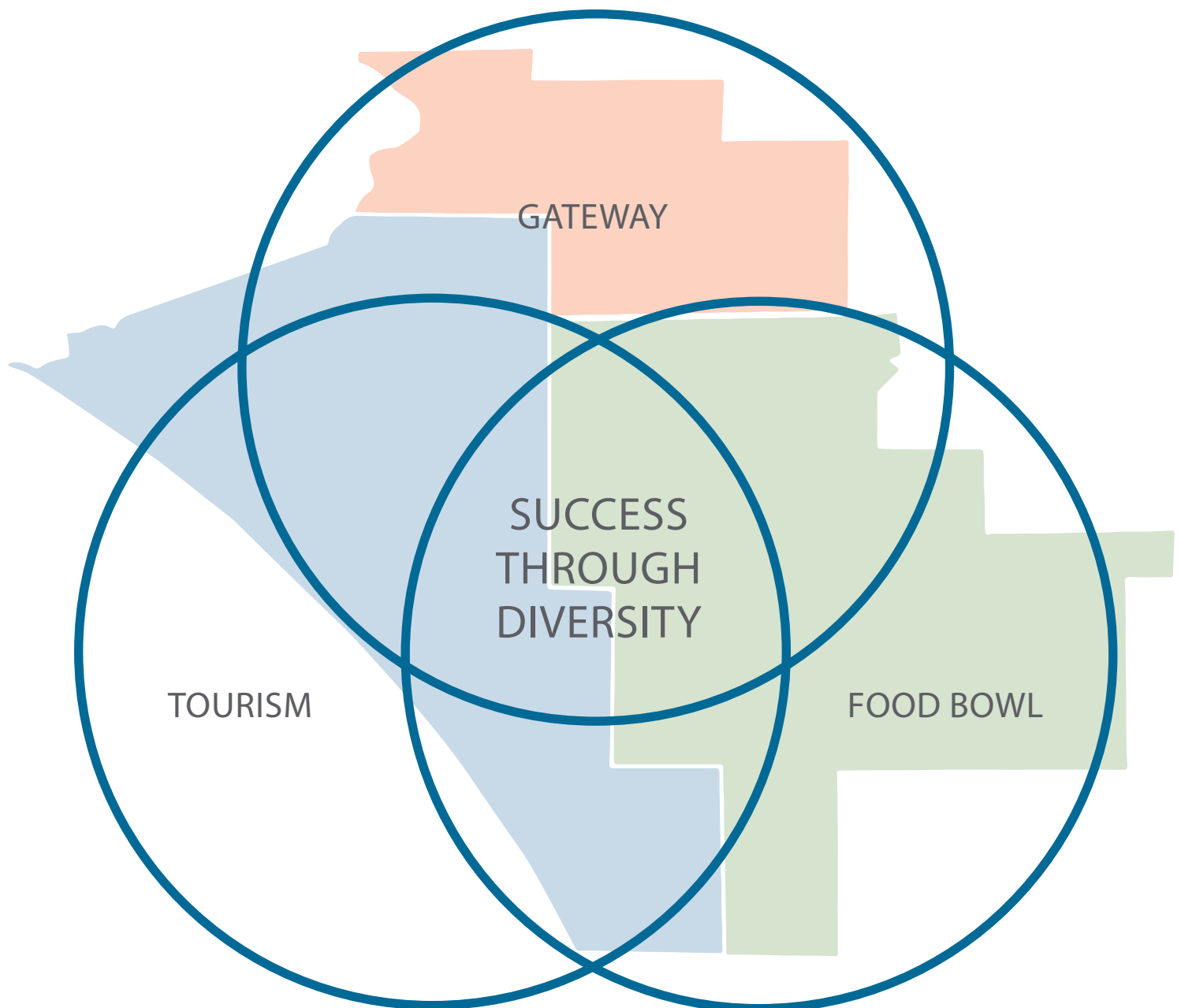




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# SNAPSHOT OF OUR COMMUNITY

Coorong District Council comprises of three Ward areas, covering diverse aspects of our district. Each area has its own unique strengths and attractions, which Council seeks to maximise in its Community Vision Plan, to deliver success through diversity.



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8,832

square  
kilometres



5,429

population  
(ABS 2019)



6%

of our population  
are Aboriginal  
or Torres  
Strait Islander  
People



35.5%

of our  
population  
volunteer



4,537

rateable  
properties



720

registered  
businesses



2,292

employed



\$326M

gross regional  
product



5

libraries



106

kilometres of  
coast line



369

kilometres sealed  
roads



1,518

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# SERVICES AND FUNCTION OF COUNCIL

Councils have responsibilities under the Local Government Act and other relevant legislation, including:

- Regulatory activities exemplified by maintaining the voters' roll, property ownership data and supporting the elected Council.
- Setting rates, preparing an annual budget and determining longer-term strategic management plans for the area.
- Management of infrastructure, including civic buildings, roads, footpaths, parks, public open spaces, street lighting and stormwater drainage.
- Street cleaning, refuse collection and recycling.
- Development planning and control, including building fire safety assessment.
- Environmental health services, including health standards inspections and waste control application assessment.
- Protection of natural resources including parks, reserves, the River Murray, Lower Lakes and Coorong.

In response to the community needs, Council provides or supports additional services and programs, including:

- Environmental and economic programs, particularly the Local Action Plan (Landcare) Program.
- Community programs, including the Commonwealth Home Support Program.
- Community Wastewater Management Schemes (CWMS).
- Aged Care and Youth Services.
- On-street parking management to maximise use of kerbside space.
- Increased support and development of tourism-related activities and facilities.
- Community grant funding programs.
- Community art galleries, plus arts and culture programs.
- Community libraries.
- Tourism and economic development.

The Council operates a number of facilities on behalf of the community. These provide important community benefits including recreation, tourism, infrastructure and property management.

- Coonalpyn Caravan Park.
- Recreation and facilities including the Coonalpyn Swimming Pool and town halls.
- Community library.

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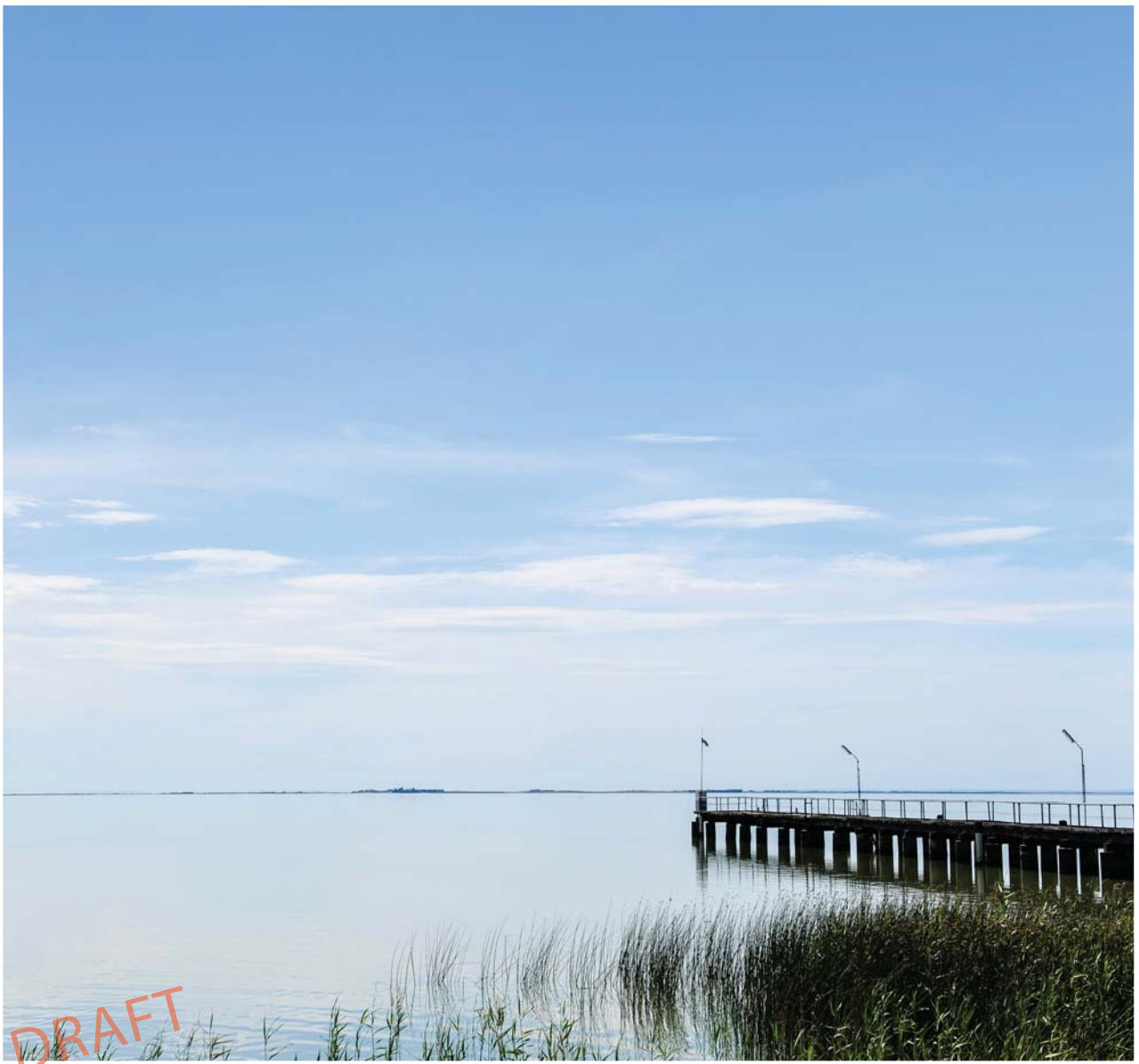
# WHAT IS A COMMUNITY VISION PLAN?

The Coorong District Council's Community Vision Plan 2021-2025 sets the direction for Council's work over the next four years. It provides a framework for how we meet our legislative requirements and achieve balanced, effective outcomes for our community.

Council's Community Vision Plan will replace the Strategic Management Plan developed in 2015 and will set a direction that reflects the community's long-term visions, values, aspirations and priorities for the region.

The Plan aims to ensure that our district remains a great place for our communities to live, work and play. It sets a vision and mission for the district as well as strategic objectives, strategic outcomes and measurable actions that reflect how Council will bring its vision and mission to life.

Through this Plan, Council enables the delivery of community, economic, infrastructure and environmental and leadership outcomes that will help us enable a sustainable future for Council and the community.



## COUNCIL'S STRATEGIC MANAGEMENT PLANS

### Community Vision Plan 2021-25

- Overview of our Council, region and our community
- Our role and services
- Our goals, objectives and priorities
- Success measures

Length: 4 year plan

### ASSET MANAGEMENT PLANS

What's in it? Details the management and development of our assets and infrastructure

Length: 4 year plan

### LONG TERM FINANCIAL PLAN

What's in it? A long term view of our finances, that shows how we remain financially sustainable over the 10 year period.

Length: 10 year plan



## SPECIFIC COUNCIL STRATEGIES, PLANS AND FRAMEWORKS

We have 15 plans, strategies and frameworks under infrastructure, community, economy, environment, organisation.



### ANNUAL BUSINESS PLAN AND BUDGET

What's in it?  
Details of how we will deliver the Strategic Management Plans for the financial year.



### THE ANNUAL REPORT

What's in it?  
Shows our performance against our Annual Business Plan targets.

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# DEVELOPING OUR PLAN

Council is required under the Local Government Act 1999 to develop a strategic management plan.

Coorong District Council developed a four-year Community Vision Plan to inform its asset management plans, capital works program, workforce development plan and annual business plans. The Plan also considers, and influences, other regional plans and strategies.

Coorong District Council's Community Vision Plan aims to:

- set a clear vision and objectives for the district, in consultation with the community, and builds a framework on how it will work towards these;
- address issues of importance for Coorong District Council and acknowledge the community's contribution to the planning process;
- manage its resources, people and assets in a sustainable way;
- align its efforts with the vision of South Australian and Australian Governments.

In accordance with Council's Community Engagement Policy, initial consultation was undertaken over a six week period. During this time community members, service providers and Council staff were invited to participate and contribute to the development of the plan through either completing a submission form, providing feedback direct via email, phone and face to face or attending a community workshop.

The workshops and submission form were developed around the themes of Infrastructure, Environment, Economy, Community and Leadership. The survey also sought and encouraged additional feedback.

Six community workshops were conducted across the district with 97 community members attending and providing valuable input and putting forward their thoughts and ideas.

Council developed two versions of the submission form which included an online version, and a printed version. Access to these forms were made available via Council's website, through links via electronic and social media distribution, as well as printed copies located at all Council offices and local post offices.

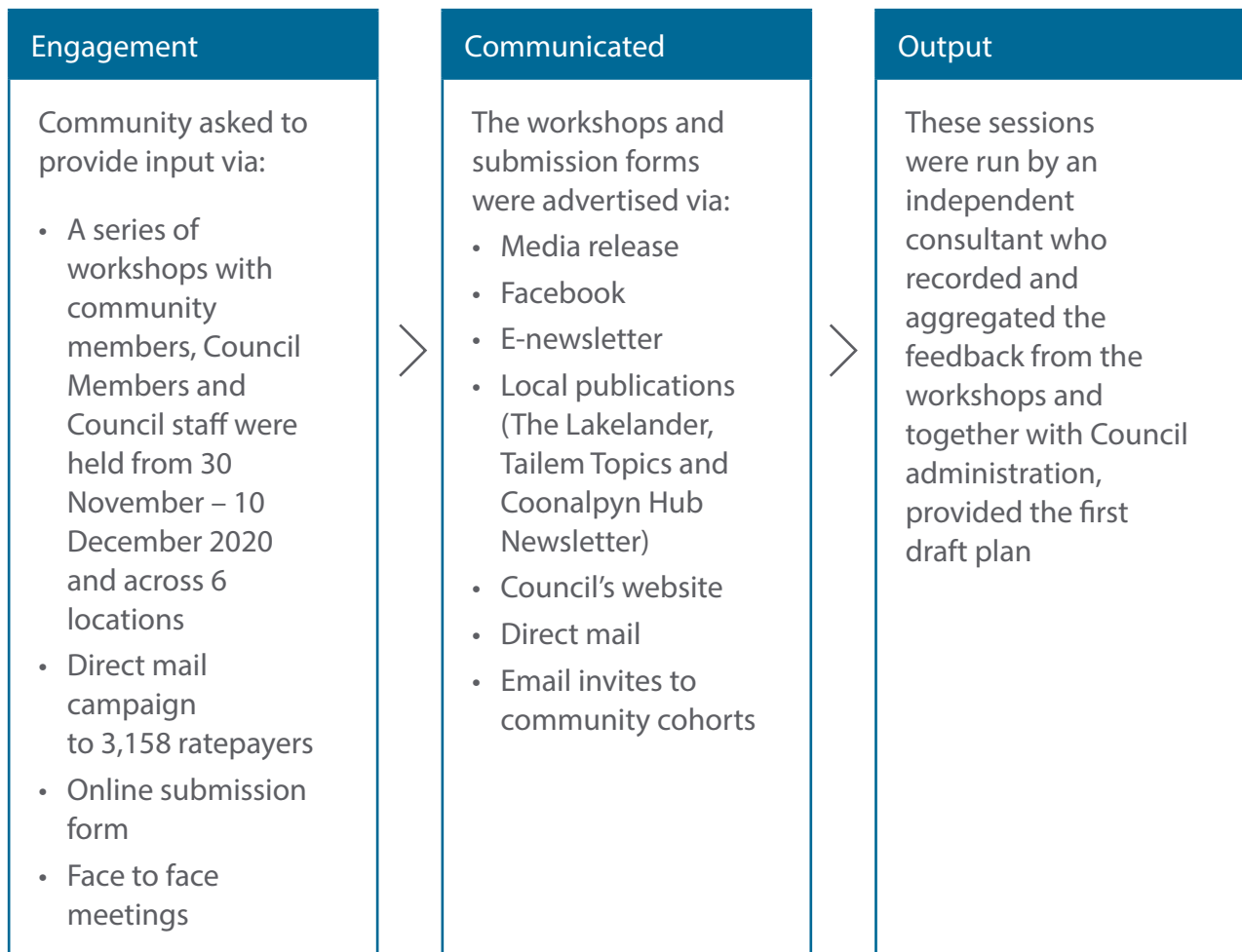
The findings and feedback obtained from 251 participating community members and stakeholders has been used to guide and assist in the development of the strategies outlined in this plan.

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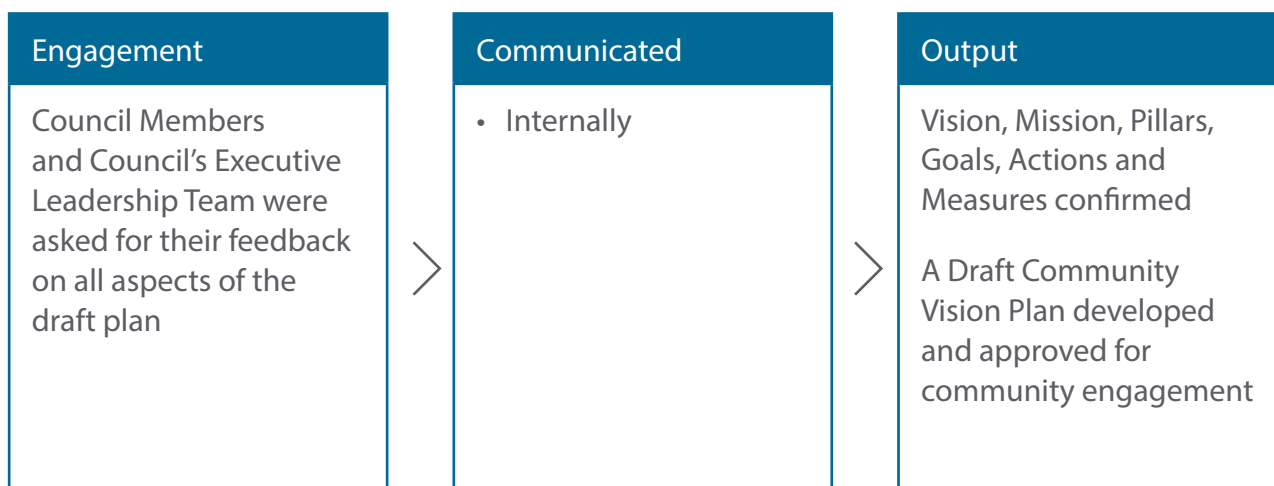


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## Stage 1 — Community engagement 13 November 2020 — 24 December 2020



## Stage 2 — Council review January 2021



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Stage 3 — Draft plan adopted for community engagement 19 January 2021

Stage 4 – Community engagement 20 January – 12 February 2021



Stage 5 — Adoption of 2021 -2025 Community Vision Plan – February 2021



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## MISSION

Council's mission statement not only establishes our core identity, but provides a basis for effective decision making into the future.

Working with the community, industry and key stakeholders:

We will *responsibly* manage the natural and built environment

We will *encourage* economic growth for long term sustainability

We will *enhance* community wellbeing and a sense of community

We will *demonstrate* leadership for the benefit of residents and ratepayers



## VISION

Providing unanimity of purpose, the following vision is where we intend the district will be in four years time.

*"A district that has pride in its communities, has a prosperous economy and lives in a valued environment. Our success comes from our diversity"*

Our slogan:

*"Room to Move, Room to Work and Room to Play"*






## VALUES

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Organisations use principles and behaviours to guide how they work with the community, their colleagues and partners. The resultant values that Council will uphold across the district include:

- Integrity
- Collaboration
- Responsibility
- Balance

# OVERVIEW

1.	2.	3.	4.	5.
ECONOMY	INFRASTRUCTURE	COMMUNITY	ENVIRONMENT	LEADERSHIP
				
Strengthening industry and business to create employment, opportunity and prosperity	Enhancing our roads, footpaths, buildings, parks and gardens	Strengthening the fabric of the community to enhance the quality of life of residents	Recognised for our unique native flora, fauna, habitat, water and land use	Our district will be recognised as a leader

## STRATEGIC OUTCOMES

Growth Strategy	Our Roadways and Footpaths	Health and Wellbeing	Native Vegetation	Recognised for our Natural and Built Environment
Business Development	Community Character	Social Connections	Pest Plant and Feral Animal Control	Celebratory
Tourism Development	Built Environment	Community Development	Parks and Reserves	Business Excellence
	Being Connected	Community Safety	Sustainable Agriculture	
			Water Security	
			Climate Change	

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# COMMUNITY PRIORITIES

Over two months, six community forums were held and 251 submissions received from the members of the community, key stakeholders such as representative groups and government agencies, businesses and community groups. From this input, themes were analysed to develop an understanding of the direction the community wishes to take.

The input from this far reaching community engagement has been collated into a findings report available on Council's website.



# GUIDING THEMES

The Community Vision Plan 2021 – 2025 outlines Council’s vision and objectives over a four-year period and focuses on five key themes, all with many intersecting components:



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# ECONOMY

Capitalising on the district's innovation and business & community confidence will build a positive future for exploring new economic opportunities.

Strategic Outcomes	Actions	
1. Tourism Development	1.1	Work with our communities, businesses and key stakeholders to develop and promote the district's active, attractive and vibrant places
	1.2	Ensure tourism related infrastructure needs are understood and prioritised
	1.3	Partner with neighbouring councils and key tourism stakeholders, leverage communications and marketing opportunities
	1.4	Improve access to the district's waterways including the Murray River, Lakes, Coorong and wetlands
	1.5	Promote the district's agricultural industry through agri-tourism opportunities
2. Business Development	2.1	Develop a Tourism & Economic Development and District Growth strategy
	2.2	Develop an attractive and informative investment prospectus
	2.3	Promote the district as being 'business ready' to community and government
	2.4	Support and grow our region's existing and emerging industries
	2.5	Partner with industry leaders to educate youth about business start-ups
3. Growth Strategy	3.1	Prepare a district wide Growth Strategy investigating infrastructure and land use policy constraints and opportunities
	3.2	Develop a five-year action plan arising from Growth Strategy prioritising infrastructure and land use related actions which will stimulate growth
	3.3	Preparation of an Affordable Housing Strategy

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# INFRASTRUCTURE

Continued capital investment in road infrastructure, recreational facilities and the tourism landscape will support delivery of essential services to the community.

Strategic Outcomes	Actions	
1. Our Roadways and Footpaths	1.1	Enhance Council's heavy vehicle road network to accommodate the growth in primary production
	1.2	Maintain our unsealed road network in line with emerging and changing needs
	1.3	Improve Council footpath network within its townships based on changing community and demographic needs
2. Community Character	2.1	Enhance town pride through improving streetscapes
	2.2	Develop community spaces through improving Council parks and gardens
3. Built Environment	3.1	Review, update and deliver Asset Management Plans for Council's major assets classes
	3.2	Complete review of Council tourism assets and facilities
	3.3	Support improved access to water for firefighting, engaging with CFS and landholders
4. Being Connected	4.1	Advocate for improved telephone and internet coverage across the district

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# COMMUNITY

Maintaining strong and active communities as the foundation for future growth and wellbeing.

Strategic Outcomes	Actions	
1. Health and Wellbeing	1.1	Contribute to public health planning, accessible and inclusive communities and the implementation of strategies that support and enhance community health and wellbeing
	1.2	Support the provision of formal and informal sport, recreation and play-spaces for the community to enjoy
	1.3	Work with the community to foster art and cultural activities
	1.4	Support volunteering as an essential element in delivering community outcomes and building wellbeing
2. Social Connections	2.1	Provide welcoming spaces and places for the community through our libraries, community centres and council and community facilities
	2.2	Work with communities to provide and promote a range of programs and opportunities to connect and engage around shared interest
	2.3	Continuous improvement in communications and engaging the community
3. Community Development	3.1	Establish a youth advisory forum to Council
	3.2	Encourage a community youth mentoring program
	3.3	Continue to strengthen our relationships with the district's Aboriginal and Torres Strait Islander communities
	3.4	Contribute to the development of active ageing programs and events
4. Community Safety	4.1	Work with the Country Fire Service and emergency services to facilitate a Community Fire Safe action plan to improve fire safety for townships
	4.2	Work with key stakeholders including State departments to provide safe communities

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# ENVIRONMENT

Council will consider the likely impacts of climate variability for our current and planned activities, whilst applying principles of sustainability and adaption in decision making.

Strategic Outcomes	Actions	
1. Native Vegetation	1.1	Work with community and relevant State departments to identify opportunities to protect and manage native vegetation
	1.2	Promote opportunities to landholders to establish perennial vegetation through the Local Action Plan
2. Pest Plant and Feral Animal Control	2.1	Undertake a consistent approach to weed control across the district through the implementation of Council's weed management strategy
	2.2	Work in partnership with community/agencies to control introduced plant and feral animal species
3. Parks and Reserves	3.1	Work with other agencies to optimise awareness of and access to existing parks and reserves
	3.2	Work with other agencies to optimise environmental and sustainable management of existing parks and reserves
4. Sustainable Agriculture	4.1	Work with landholders to identify opportunities to establish and manage perennial vegetation across the landscape including native species
	4.2	Access government funding streams that support economic growth, agriculture and environmental sustainability, water security innovation, and respond to climate change and carbon challenges
	4.3	Work with Coorong landholders to tackle existing and arising land management issues
5. Water Security	5.1	Advocate with other agencies to ensure adequate water flows
	5.2	Work with agricultural producers to advocate in regard to high mains water prices
	5.3	Promote adoption of water security technologies and innovations
6. Climate Change	6.1	Maintain knowledge and awareness of scientific based climate change issues applicable to the district
	6.2	Share climate change information with the community and encourage conversation and feedback
	6.3	Continue to identify and deliver actions which address or mitigate the impacts of climate change

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# LEADERSHIP

Through collaborative leadership, Council will take a unified approach to its community's aspirations, interests and legislative requirements.

Strategic Outcomes	Actions	
1. Recognised for our Natural and Built Environment	1.1	We promote our world class river, lakes and Coorong
	1.2	We recognise the contribution our pastoral lands make to the State economy
	1.3	We recognise the world class motorsport facilities at "The Bend"
2. Celebratory	2.1	Council welcomes all new citizens and marks the abundance of nationally significant events
	2.2	We embrace all diverse groups that make up our community
	2.3	We encourage visitors to stay, work and plan
3. Business Excellence	3.1	Council is an organisational leader, reinforcing our position as a leading local government body
	3.2	Council takes a responsible approach to financial sustainability
	3.3	Council Members are strong advocates for the community
	3.4	Council reports openly and transparently on its performance
	3.5	Council staff and elected members act with integrity and accountability
	3.6	Elected Members and Council staff work cooperatively
	3.7	Elected Members demonstrate 'good governance' in their roles
	3.8	Elected Members actively communicate and consult with the community
	3.9	Utilise our connection with regional bodies (Regional Development Australia, Murraylands and Riverland Local Government Association etc) to maximise outcomes for the district
	3.10	Recognise the valuable contribution of volunteers to the district
	3.11	Recognise staff in their contribution to business excellence

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# IMPLEMENTATION

Implementation of the Community Vision Plan requires working in partnership with community, private industry, government and not-for-profit groups.

Implementation of the Plan will occur over a four-year period, with a progress review to be undertaken annually. As the economy and community continues to evolve, the following strategic goals will steer Council's investment for the latter period of the plan and beyond. These include, but are not limited to:

## An affordable district with active, engaged residents

- Attracting more businesses and employment opportunities to the district
- Supportive housing options for those working in new industries
- Fostering a more diverse population
- Maintaining viability of community and sporting hubs
- Enhance the identity and reputation of the district

## Effective planning and wayfinding

- Enhanced access and connection to the Lakes and Coorong
- Further development of nature parks
- Enhanced linkages across towns

## An environmentally sustainable district

- Tackling rising salinity and salt affected soil

## An activated tourism landscape and visitor economy

- Improve the on-ground visitor experience in the district
- Capitalise on agri-tourism and nature based tourism experiences

This vision will be incorporated into all aspects of Council's subsequent annual business plan, which will be the linking plan between the strategic goals and objectives identified and associated budgetary considerations.

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room to move

room to play

Coorong Civic Centre - Tailem Bend  
95 – 101 Railway Terrace, Tailem Bend

Meningie Information Hub  
49 Princes Highway, Meningie

Tintinara Customer Service Centre  
37 Becker Terrace, Tintinara

Phone: 1300 785 277

Email: [council@coorong.sa.gov.au](mailto:council@coorong.sa.gov.au)

[www.coorong.sa.gov.au](http://www.coorong.sa.gov.au)

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