

BULAHDELAH COMMUNITY STRATEGIC PLAN

Finalised 1st July 2008

The Bulahdelah Community Strategic Plan was originally developed in 1999 and further revised at a Community Workshop held in 2000 and most recently on 1st July 2008

VISION STATEMENT

Bulahdelah will become a safe, friendly, progressive and secure community which provides strong small business, employment and services.

Bulahdelah and the communities within the 2423 postcode will build on their natural beauty and tourist potential to become a recognised tourist destination within Great Lakes

The Bulahdelah Chamber of Commerce acknowledges the Department of State and Regional Development, for facilitating the workshop and Great Lakes Council for its sponsorship and support



Department of State and
Regional Development

PURPOSE

This plan identifies and prioritises projects that the community of Bulahdelah has identified as being important and wanting to achieve during the next 5 years.

Key issues addressed in this plan relate to:

1. Minimising the effect of the By-Pass on local employment opportunities.
2. Maximising tourism opportunities to establish Bulahdelah as a destination.
3. Improving the Facilities of the town for the local community and visitors.
4. Improving after school activities for the Youth

With this plan we aim to gain the support of Local Government Departments and agencies, to help the local community achieve completion of these projects. This will ensure Bulahdelah becomes and remains a safe, friendly, progressive and secure community which provides strong small business employment and services with a secure future.

BACKGROUND

- 1999 THE DEPARTMENT OF STATE AND REGIONAL DEVELOPMENT FACILITATED TWO COMMUNITY WORKSHOPS WHICH RESULTED IN THE DEVELOPMENT OF A STRATEGIC PLAN FOR BULAHDELAH AND NEARBY TOWNS.
- SINCE THEN THE BULAHDELAH COMMUNITY HAS UNDERTAKEN SPECIFIC PROJECTS FROM THEIR PLAN
- WHILST THE BULAHDELAH COMMUNITY PLAN WAS FINALISED IN JULY 1999, IT IS IMPORTANT TO UNDERTAKE A REGULAR REVIEW.
- A REVIEW TOOK PLACE IN 2000 AND AGAIN IN 28th AUGUST 2007.
- THE PLAN WAS FINALIASED AT A PUBLIC MEETING ON JULY 1ST 2008

ACHIEVEMENTS

WHAT THE CHAMBER HAS ACHIEVED SO FAR

2005

Completion of Tourism Plan

September

2006

The Big Bass *Funded by Great Lakes Tourism, DSRD and Blue Water Fishing Club*

February

Town Project Co-Ordinator, NITA EADIE *funded by DSRD*

August

New town centre signs *funded by GLC*

August

New destination signs *funded by RTA*

August

New Brochure *Funded by Great Lakes Tourism, DSRD and Local businesses*

September

Monthly newsletter commenced *funded DSRD & Chamber*

December

Increased services in the RTC *Chamber*

December

New Garbage bins in Stroud Street *GLC*

December

2007

Spotlight for Big Bass *Country Energy & GLC*

February

Community & Visitor Noticeboard *Chamber*

February

River Street Reserve *Chamber & Crown Lands Dept*

March

Bulahdelah Postcards *Chamber & Local Business*

August

Development and management of this current plan

August

Worked with GL Council on the Trees & Median

September

Launch of first seat in the *Community Seating Project BCS, Red Cross GLC & Chamber*

September

BULAHDELAH Business Directory & Calendar 2008

November

2008

Completion of Community Plan

July

Launch of second seat in community seating program sponsored by Mid Coast Water

July

Increased membership of Chamber

ongoing

DEVELOPMENT AND MANAGEMENT OF THE PLAN

On Tuesday September 25th Bulahdelah Chamber of Commerce coordinated a meeting to review the community's existing plan. The meeting was facilitated by DSRD's Manager of Community development. Over 100 people attended this meeting.

The purpose of the meeting was to

- Review and evaluate the projects put forward at the workshop
- Prioritise projects in terms of importance and achievability
- Discuss groups to progress certain projects

On July 1st 2008 a Public meeting was held to review all the projects identified, evaluate any progress, relevance and priority. This document now constitutes the Final Community Plan for Bulahdelah, and will be used to focus resources for the next 5 years for Bulahdelah.

The Chamber of Commerce and Tourism will maintain its key role as overseer of the projects, and will continue to focus on working with groups within the community to achieve improvement for residents and business.

KEY ACHIEVEABLE PROJECTS

Ten key projects have been identified. These were identified as those important to the well being of the local residents and local business and achievable within a 5 year time frame. But others can be added if project groups are forth coming, if for any reason it is not possible to proceed with some projects.

BUSINESS DEVELOPMENT

- Produce an urban plan for Bulahdelah township using a Professional Town Planner
- Improve Access roads
- Improve Signage

PHYSICAL IMPROVEMENTS

- Improve Myall River Park
- Improve beautification in the township of Bulahdelah

TOURISM

- Improve visitor facilities
- Develop and promote a regular program of events
- Improve and develop Mountain Alum as a tourist attraction

YOUTH, SPORT & RECREATION

- Youth register for out of school activities
- Little athletics.

The By-Pass

It is planned that the Bulahdelah By-Pass will be completed by 2011. This will have a significant impact on the town in terms of numbers of travellers that stop buying petrol, food and other supplies.

It is the considered view of the Bulahdelah Chamber of Commerce and Tourism that this will result in businesses closing and jobs being lost.

It is important therefore that everything possible is done to establish Bulahdelah as a destination to attract tourists to the area, and provide all services they need to make Bulahdelah a recognised worthwhile stop along the Pacific Highway.

This requires that

- Services within the town are improved
 - Baby Change at Wade Park
 - New public toilets in River Park
 - Dedicated rest area for Trucks and Cars within the town
 - More picnic tables in Wade and River Park
 - Information signage about town services in parks and truck and car stops
 - Parks landscaped and maintained.

- Improved Access to the Town
 - -Boat access to town with jetty built in River Park
 - -Improved roads via Tea Gardens via Bombah Point Road
 - -Improved roads via Tamworth Gloucester via Upper Myall Road

- Improve access and facilities on town's icon Mount Alum
 - Toilets
 - Picnic facilities
 - Play equipment
 - Restore and create a historical park with icon and information
 - Improve road to top of Mount Alum for access and possible future events such as King of Mountain
 - Install improved signage for the walks on Mount Alum
 - Ensure adequate access for cars and pedestrians given the distance to the park and to the top of the Mountain

- Town is seen and recognised, as town will not be seen from highway
 - Good signage before Bulahdelah north and south bound, depicting it is a service town.
 - Graphic signs at both intersections showing recognisable aspects of the town i.e. river and Mount Alum
 - Full description of all services the town provides
 - Attractive gateways to the town from North and South depicting character and natural characteristics of the area.

Community Projects

OBJECTIVE/GROUP: Business Development

BUSINESS DEVELOPMENT OBJECTIVE: Diverse and Vibrant Business Community					
STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Develop an Urban Plan for Bulahdelah	<ul style="list-style-type: none"> • Obtain Funding • Obtain a Town Planner • Develop the plan to include: <ul style="list-style-type: none"> ✓ Max visitors traffic flow for business ✓ Min traffic interference for residents ✓ Improve parking ✓ Parking for locals in church grounds ✓ Locate rest area, truck parking ✓ Streetscape and landscaping ✓ Gateways to town ✓ Redevelopment of service stations ✓ Areas to attract new businesses & facilities ✓ Reconnect two sides of Bulahdelah ✓ Enhance business appearance 	Chamber/Great Lakes Council (GLC)/RTA Jocelyn Colleran – UNSW Planning Dept Robyn Guthrie	\$20,000	12 months Dec 2008	Consultant appointed Town Plan developed
Improve signage	<ul style="list-style-type: none"> • Welcome structure at each end of town • More directional signage in town • More signage for facilities & attractions • Themed Street Signage 	RTA GLC GLC Chamber/GLC		2009	
Promote existing businesses	<ul style="list-style-type: none"> • Prepare marketing material for tourists • Local Business directory • Cross promote existing business • Business training 	Chamber Completed Chamber Chamber		Ongoing	Material produced
Improve Access Roads To bring more traffic to Bulahdelah after the bypass	<ul style="list-style-type: none"> • Seal Bombah Point Road • Seal Upper Myall Road to Gloucester boundary 	GLC/RTA Nat. Parks GLC		2010	

BUSINESS DEVELOPMENT OBJECTIVE: Diverse and Vibrant Business Community					
STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Identify new business opportunities	<ul style="list-style-type: none"> ✓ Helicopter Service ✓ Dog Kennels ✓ Taxi/Hire car ✓ Rural Fire Service Headquarters ✓ National Parks Office ✓ Boat hire ✓ River / Ferry cruises ✓ Arts & Crafts 	<p>Garry Moore local operator</p> <p>VIC been approached</p> <p>Chamber arts & crafts CO-OP</p>		<p>2011</p> <p>2009</p>	
Targeting group tours	<ul style="list-style-type: none"> • Investigate operators working together • Appoint coordinator • Liaise with tour companies. 	Currently Historical Society			

OBJECTIVE/GROUP: Physical Improvements to the Township and Surrounding Area

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Improve Myall River Park	<ul style="list-style-type: none"> Build public toilets in park Path under the bridge to houseboats Landscape park Produce board walk with lighting Path to link in with Court House and historical walk Build Jetties by the riverbank 	Chamber/ RTA/GLC/ Central School Red Cross Challenge NSW Maritime Authority	Approx \$180K	Completed in 3 stages By 2011	Approved plan by GLC Costings for each stage All stages complete
Beautification of Bulahdelah township	<ul style="list-style-type: none"> Improve footpaths Mowing of street verges and fields throughout town Upgrade roads and road surfaces Improved drainage Uniformity of heritage look buildings 	Chamber/ GLC/RTA		ongoing	
Street Lighting ✓ Safer community ✓ Attract visitors	<ul style="list-style-type: none"> Identify black spots Better lighting at Bridge junction Talk to Country Energy and GLC about more and brighter street lights Investigate themed lighting 	New Committee GLC/ Country Energy		2009	More street lighting Brighter lights Stroud street lights seen from Highway from the South
Wade Park	<ul style="list-style-type: none"> Improve gardens and maintenance Increase Shade and picnic table improvement Up grade toilet facility to include baby change facility Improve and maintain play equipment 	GLC/RTA	Approx \$20k	2009	
River Street Reserve	<ul style="list-style-type: none"> Upgrade boat ramp and picnic facility for local use. Arrange landscaping and ongoing maintenance Signage to and at the reserve 			2011	
Medical and Hospital	<ul style="list-style-type: none"> Lobby to keep hospital – imperative Get Chamber rep on committee Get full details of plan from committee and Hunter Health Involve local MP' 	Hospital Liaison Committee	nil	Ongoing	Chamber rep on committee Full details obtained Hospital secured open and facilities improved
Helipad	<ul style="list-style-type: none"> Obtain DA Obtain costings Raise funds Produce required form work Obtain concrete from Abi	Westpac Helicopter REP Rusty Sergeant	\$35,000	2009	New all weather helipad operational

OBJECTIVE/GROUP: Tourism

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Promote Bulahdelah as a destination	<ul style="list-style-type: none"> Promote 2423 postcode facilities and attractions Maintain and Promote town as a designated service centre Bulahelah Website 	ChamberGLTourism RTA Chamber	\$5,000	Ongoing Dec 2008	Site up and running with community support
Develop and Promote Alum Mountain as a Tourist Attraction	<ul style="list-style-type: none"> Promote historical aspects Install historical displays and info boards Upgrade paths and look outs Install directional and interpretative signage Upgrade picnic facilities Promote Alum Mountain – flora and fauna Develop guided walks Abseiling/Rock Climbing on Alum Mt 	State Forests Historical Society		2010	Management and devlepnment plan agreed Park improved inaccordance with plan
Develop and promote eco-tourism	<ul style="list-style-type: none"> Review of national park policies Capitalise on State Forests eg. trail bike riding, horse riding, bush walking, bush camps etc. Promote adventure tourism eg. Abseiling, canoeing, kayaking etc. 4-wheel drive eco-tours 			ngoing	
Improve current natural attractions	<ul style="list-style-type: none"> Rebuild Trestle Bridge and install picnic facilities Rebuild Wootton Railway Walk with signage Improve and promote Myall Lakes to Barrington Tops Heritage Trail 	Wootton Community and State Forests. Tea Gardens and GL Tourism			
Establish & Promote a regular program of events	<ul style="list-style-type: none"> Appoint an Events Coordinator Produce Annual Planner notice board Produce an Events Display Board Produce new events Produce annual plan Revive 'King of the Mountain' race Billy Cart Derby Showground horse day 	New Committee REP Barbie Gordon		New sign Dec 2008 Other 2009	Boards operational Annual event plan developed
Create a Major Attraction	<ul style="list-style-type: none"> Investigate the possibilities to create a unique tourist attraction, to give reason for tourists to visit the town after the by-pass. 				
Hiring facilities near bridge at river park	<ul style="list-style-type: none"> Canoes/kayaks, bikes, tinnies, etc 				
Inexpensive accommodation	<ul style="list-style-type: none"> Campervan overnight stays; backpacker facilities Motor home facilities 	GLC, NPWS		Now	

OBJECTIVE/GROUP: Youth, Sport and Recreation

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Youth register	<ul style="list-style-type: none"> • Compile list of recreational after school activities for youth and general public • Develop Special Youth events 	Deb Gilbert		6 months Jan 2009	List created
Youth and recreation	<ul style="list-style-type: none"> • Little athletics club – use school grounds, children 5-12 years 	Kim Morgan Deb Gilbert BCS	Minimal	Feb 2009	Little athletics established and operational
Multipurpose Gym Centre	<ul style="list-style-type: none"> • BCS new school gym facilities open to community – Grant applied for gym and keep fit equipment 	BCS – Deb Gilbert		Dec 2009	
Improvement to existing sports facilities	<ul style="list-style-type: none"> • Improve lighting for football fields for winter use , • Improve drainage for all weather use 	Community GLC, Soccer Club		Dec 2009	
Improved communication	<ul style="list-style-type: none"> • Informing community through school and notice boards • Bulahdelah website • Investigate local radio network 	GLC Committees School		Ongoing	