

# Stroud and District *Strategic Action Plan*

*Looking forward, reflecting back  
...beyond 2004*



Initiated by the  
**Stroud Progress  
Association**  
on behalf of  
the residents  
of Stroud  
and surrounding  
communities

**November 2004**

Prepared with the assistance of:



First for Business

Department of State and  
Regional Development



# Background

The Stroud area is the traditional home of the Gringai & Chepra Aboriginal tribes (separate sub groups of the larger Awabakal tribe). While the area also shares a long European pioneering history with other Hunter Valley towns, it is quite unique. It was the first “company town” in Australia, being founded in 1824 as the headquarters of the Australian Agricultural Company (AA Co.). Throughout the nineteenth and twentieth centuries the village was a commercial centre for the many small farms and timber interests surrounding the area. As motor transport and communications improved in the second half of the twentieth century, Stroud and the satellite villages of Booral, Stroud Road, Allworth, Girvan, Limeburners Creek and Wards River became sleepy rural villages, as residents were more easily able to travel to larger centres to undertake business or seek employment.

In early 2004 the Stroud and district community came together in response to a number of difficult economic and social challenges. A vibrant plan of action was developed with assistance from the Department of State & Regional Development giving consideration to the importance of our heritage, at the same time realistically encompassing the requirements of a modern rural town in the 21<sup>st</sup> century. A series of public consultative community workshops were held during April, May and June 2004 and sub committees formed, to finesse the many inputs by a large cross section of the Stroud and district community. This document is an accumulation of the contributions of all the participants. It is the intention of the sub committees that this plan will be widely distributed, to provide a vision; to assist and guide voluntary groups, Great Lakes Council and the community as a whole, to achieve our shared goals. We want this plan to be a living document, to record our community’s achievements over the next decade and to be updated to incorporate new challenges as they arise.

By working together we hope to drive our future, providing economic and social resurgence in a sustainable manner that benefits both the orderly development of the district and our children’s inheritance.



## **Our Vision**

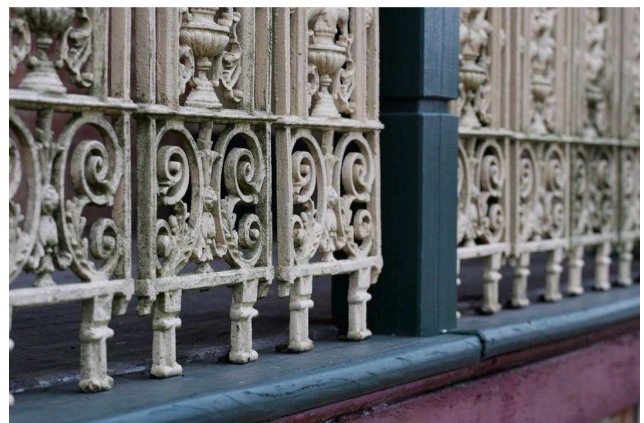
*Looking forward, reflecting back*

## **Our Mission**

*To share understanding & build a community forum, inspiring empowered teamwork by individuals and community groups, to create a prosperous & sustainable future*

## **Our Values and Standards/Drivers**

- Fairness and equitable treatment of all community residents and participants*
- Valuing our environment & protecting our heritage*
- Encouraging & supporting progress*



# Positive Achievements and Activities

As a community we have been able to undertake effective lobbying through a number of separate initiatives to achieve Commonwealth, State and Local Government funding for a number of services and facilities, including but not limited to;

- Mobile Telephone Service to the district
- Improved Television Service via a Retransmission Tower
- Recent Bucketts Way upgrades
- Commonwealth and State funding for restoration of St John's Church Buildings
- Completion of Stroud Gates
- Partial upgrading of the facilities at Stroud Showground
- Public park beautification and upgrade of facilities
- Development, construction and operation of Stroud Community Aged Care Hostel
- Heritage Study of Stroud
- Preservation of historic buildings, such as Qambi & St John's Church

We have also achieved widespread regional, national or international recognition of many local events including:

- Stroud International Brick and Rolling Pin Throwing Contest
- Stroud Rodeo and Campdraft
- Stroud Cattle Dog Expo
- Stroud Show

The Stroud community has a wonderful and strong spirit and there are many active local groups including:

- Stroud Garden Club
- Lions Club
- Stroud Country Club (Social events, Golf and Bowls)
- Stroud, Allworth, Wards River and Booral Progress Associations
- Stroud, Booral and Stroud Rd Bush Fire Brigades
- Karuah River Valley SES
- Stroud Community Choir
- Eight relatively active church congregations
- Three active school communities
- Meals on Wheels
- Stroud Ambulance Service

Sporting & Community groups include:

- Pony Club
- Cricket Club
- Football Clubs
- Tennis Club

*This list is not intended to be exhaustive, but gives an indication of the many events and activities undertaken by this small but active community.*

# **Our Five Year Project Strategy**

## ***Marketing and Tourism Initiatives***

- \* **'Get on the map' and advertise – Cartoscope and NRMA**
- \* **Create web-site for the area & link to HEDC and Hunter Tourism websites**
- \* **Promote wine, food and farmgate sales developing brochures and awareness**
  - Consolidate & maintain list of tourism attractions
  - Develop signage: investigate opportunities through TAFE, University, government grants,
  - Form working group of tourism, attractions & marketing
  - Develop “passport & promotion” project
  - Develop market strategy (eg market destination & survey)
  - Accentuate seasonal uniqueness
  - Redesign Great Lakes New Residents' Kit (include information on Stroud Communities)
  - Re-establish Chamber of Commerce and Tourism
  - Develop town branding & logo
  - Cycleway (see Youth below) as a tourist opportunity
  - Investigate potential for a Country/Blues music festival

## ***Business Development***

- \* **Identify and form industrial and retail business group**
  - Meet with Council re: retail space / industrial space opportunities.
  - Accommodation, B&B/Farmstay– determine what's available & what's needed
  - Upgrade the existing Baby Health Centre to accommodate tourism, Council, Library
  - Develop agricultural diversity through survey & information, as appropriate
  - Investigate adequacy of vehicle parking in CBD

## ***Celebrating Our History***

- \* **Celebrate centenary of Stroud Common, Showground & Silo Hill**
  - To ensure the Australian Agricultural Company land remains for public use & benefit
  - Provide improved tourist facilities  
(eg audio walking tours, photo plates, tourism information centre, etc.)
  - Plan & prepare for restoration of Booral Wharf
  - Increase business/commercial participation in heritage activities
  - Coordinate separate interests into one group for heritage historical matters
  - Introduce heritage street signs
  - Cycleway (see Youth below) as a historical showcase opportunity – ensure route enhances heritage locations

## ***Youth Development***

### **\* Organise a Youth Forum & find out what other areas/regions are doing**

- Establish multipurpose sporting field/area adjacent to showground
- Develop a walkway/cycleway concept ultimately linking Booral Wharf to Stroud Road to provide safe access for Youth to travel around district
- Develop after hours activities for Youth (eg Battle of the Bands)
- Investigate Pool heating for Stroud Pool
- Develop a multi-purpose centre at current sporting fields to serve various users
- Trial school bus use for after hours links between Stroud, Stroud Rd, Booral & Allworth
- Investigate improved playground equipment at Allworth Park



# Our Strengths, Challenges, Weaknesses and Opportunities

## *Geography and Land Use*

Situated in the beautiful Karuah River Valley, nearby the World Heritage listed Barrington Tops National Park area, the Great Lakes (the Myalls) and Port Stephens, the Stroud district retains an enviable rural lifestyle, with pretty historic villages, beautiful forests, native bushland, streams and rivers in a comparatively environmentally sound state. Stroud has plentiful rainfall, a seasonal temperate climate and productive agricultural land.

The Stroud district is accessible to large population bases in Newcastle (100 kms) and Sydney (300 kms), linked by road (the Bucketts Way), by rail (from Broadmeadow or Dungog stations) and by air (Newcastle Airport at Williamtown - 40 mins by vehicle, to airport and 30 mins by plane to Sydney Domestic and International Airport)

Opportunities arise from the proposal to permit rural residential development. Increasing population will assist the further development of retail outlets and services. It is possible the opportunity exists for increasing tourism visits by provision of farmstay, B&B or motel accommodation in the district, as tourists seek a rural experience rather than the beach culture.

*Develop positive strategies to counter the challenges of  
Increased land values and rezoning development pressures including: the desire for weekend “rural retreats” by city based owners causing land use conflict,  
Subdivision of viable productive farmland into economically unsustainable portions and, owners of rural land who do not use optimum land management practices.  
Over clearing, inadequate fire prevention measures, spread of noxious weeds & water resource conflict. The pressures on the environment in the district will increase as the population grows.  
“Super factory farms” (if approved), require adequate planning development consent conditions attached and, regular inspections to ensure consent conditions are observed and odour, dust, run off and other pollutants do not cause nuisance or environmental damage.  
Providing communication, power, water and sewerage treatment facilities that keep pace with the speed of development  
Declining water quality in Karuah River and upstream areas and destruction of riparian zones*

## ***Our People***

We have a broad age distribution, with a widely skilled workforce and our community displays a strong sense of community support. This has seen the district develop expertise in community organisation and event management. We see an increasing number of new residents, both young families and retirees joining us because they appreciate the sense of community, the location and climate of the district. The heritage value of the town cannot be underestimated in attracting new residents.

There is an opportunity to provide further adult education facilities.

We have been challenged by young people and aged residents to consider how opportunities to provide better entertainment for these specific age groups might be addressed.

*Develop positive strategies to counter the threats identified as:*

- loss of a large proportion of our youth to city based employment*
- ageing farming population base*
- loss of employment opportunity in declining rural industry*
- resistance to change by individuals and groups – some tunnel vision, or N.I.M.BY attitudes*
- communication can be difficult between individuals and groups as the small population base means that there is no ‘local’ radio service, newspapers or other media, except for the recently produced “Stroud N About” periodical.*
- lack of appropriately zoned land for further employment generating activity*





## ***Our Lifestyle***

The district has four major annual events run by voluntary committees. These are profitable, with contestants and participants from the Hunter, Statewide and some interstate representation. Although these are well-attended events, opportunities exist for improved tourist promotion and better co-ordinated publicity of activities.

We have a plethora of sporting groups including an active pony club, cricket, football, golf and tennis clubs. Other recreational activities include Yoga, martial arts, craft & quilting groups. The Stroud Historical Society and the Friends of St John's groups strive to preserve and promote the district's historical buildings and its long and colourful history. Service clubs and community service organisations include Lions, Meals on Wheels, Stroud, Stroud Road, Booral, Allworth and Wards River Progress Associations.

*Develop positive strategies to address the following issues:*

- Strong lobbying for a Youth Forum, improved sporting facilities and consideration of the development of a youth and community multi-purpose centre, are seen as real opportunities and challenges arising from this public consultation.*
- A cycleway was identified as a need of our young people to enable safe, independent transit between the villages of Stroud Road, Stroud and Booral. This will also become a potential tourist attraction.*
- Improved tourist promotion to attract visitors to the area is considered a major priority.*



## ***Our Industry and Services***

Most of our industry is family/owner operated, with very few businesses having more than three or four non-family, paid employees. Rural industries predominate, with beef cattle breeding increasing, declining levels of dairy farming and, poultry broiler production tied by contract to the Bartters processing plant at Beresfield. In recent times several producers have changed to free range egg production, as broiler production contracts are limited. More recently a forestry plantation has been developed and the adjoining State forests are still logged and processed through several long-term sawmills in the district. Several small new owner operated vineyards have commenced commercial operation and further planting of vines is happening. Proposed “Super factory farms” pull wealth from the local community to external owners, but there may be potential for some new employment opportunities with career paths attached, for local residents.

*Support services available in the district include:*

- Building and construction – concreters, plant operators, builders, bricklayers, electricians, plumbers, plasterers, roofers, under road boring services*
- Automotive & Heavy equipment – auto electrician, diesel specialist, mechanical repairs, tyre service and ancillaries such as welding and fitting services are locally provided*
- Medical - medical practice with a sub-pharmacy for prescription supply, ambulance service, baby health centre and other health outreach clinics provided by the area health service, visiting bloodbank collection. Remedial therapists are available for massage and physiotherapy in Stroud and at Dungog. Maitland, John Hunter (Newcastle), Gloucester, Maitland and Dungog Hospitals provide in-patient services.*
- A residential respite centre provides short term accommodation and activities for disabled visitors in a relaxed country atmosphere.*
- Transport – a parcel courier service operates daily linking to Newcastle, Dungog and Gloucester*
- Heavy transport services and plant operator services to the poultry, forestry and cattle industries*
- Veterinary services are provided on an outreach basis by practices at Dungog, Gloucester and Clarencetown.*
- Post Office*
- Council offices and library service (need identified for improved library/computer facilities)*
- Country Energy service depot*
- Hotel and Country Club provide meals, refreshments and entertainment*
- Several farm management and residential handyman/gardening services*
- Resident police presence*

## **Retail**

Retail services are limited to provision of essentials, as the supermarket/shopping centre facilities of larger towns such as Raymond Terrace, Maitland, Gloucester and Newcastle draw family and recreational shopping from the district. Opportunities exist to tap into the passing tourist trade for both accommodation and retail services. Further training opportunities exist to encourage excellent customer service practices to be further developed in all the businesses to help counteract 'leakage' to other larger centres and provide positive tourist responses. Retailers currently provide:

- Hardware, Stock and Station & Vet supplies
- Fresh meat, some poultry and limited smallgoods
- Mini-mart/ Fruit and Vegetables
- Craft/arts
- Newsagency, incorporating stationery, video hire, first aid supplies, Medicare facility & Credit Union agency
- Fuel Supplies and service station

*Develop positive strategies to:*

- *Counteract loss of employment in traditional rural industries which impacts on the level of wealth in the community and encourages landowners to be opportunistic about the subdivision and redevelopment of valuable agricultural land.*
- *Encourage employers to consider youth traineeships as an employment generation strategy*
- *Investigate current land use strategy and local environment plan to ensure adequate zoning of land, as there is anecdotal evidence of inadequate vacant land/ premises for retail and light industrial development.*
- *Translate escalating state government charges into retention and improvement of services in the district, rather than contraction/withdrawal of services to larger centres.*
- *Ensure continuing upgrading of Bucketts Way to meet the needs of residents, industry and tourism and ensure traffic management methods control and limit undesirable traffic through the district. Ensure the quality of pavement construction addresses the traffic expansion requirement.*
- *Encourage development of a "main street" beautification and development plan with community input to meet the current and future needs of the district.*
- *Address problems encountered by the distance from adjoining major centres and lack of public transport: for school leavers starting work out of the district; older residents requiring services not available in the town and; families of in-patients in hospitals, particularly those having life threatening or chronic conditions.*
- *Investigate the potential for a part-time or outreach Dental (private sector) service.*
- *Investigate the potential for a 'Farmers market' for district produce.*
- *Address problems encountered by the distance from adjoining major centres and lack of public transport: for potential tourist visitors (particularly backpackers)*

# Appendix

## ***SWOT Analysis – Un-edited Preliminary Listing from Consultations***

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>– Locality</li><li>– Community minded</li><li>– Ready workforce</li><li>– Heritage &amp; History</li><li>– Pretty town &amp; unique style of houses</li><li>– Rural lifestyle and beautiful landscape</li><li>– Age distribution</li><li>– Expertise (eg organisations)</li><li>– Access to transport</li><li>– Local events</li><li>– Community activities</li><li>– Well established industries</li><li>– Good primary schools</li><li>– Lions Club</li><li>– Progress Associations</li><li>– Well serviced with local medical support, ambulance service &amp; respite care</li><li>– Community Lodge Residential facility</li><li>– Country Club</li><li>– Productive land</li><li>– Active Council</li><li>– The communities of Stroud, Stroud Road, Wards River, Booral, Girvan ,and Allworth</li></ul>	<ul style="list-style-type: none"><li>– Council bureaucracy (eg local environment plan)</li><li>– At border of Great Lakes Council</li><li>– Diverse community</li><li>– Communications</li><li>– TV reception (in some areas)</li><li>– Lack of rental accommodation</li><li>– Lack of community coordination</li><li>– Bucketts Way</li><li>– Residential/Non residential population</li><li>– Isolation &amp; lack of public transport (inconvenience)</li><li>– Small population base</li><li>– Community activities for the elderly</li><li>– Closed minds</li><li>– Lack of industrial land</li><li>– Land use conflict</li><li>– Local and interstate traffic conflict</li><li>– Water resources &amp; quality</li><li>– Lack of youth activities</li><li>– Lack of retail space in CBD</li><li>– Library facilities (eg computers)</li><li>– No local Dental Service</li></ul>

## **OPPORTUNITIES**

- Tourism
  - Accommodation/Farmstay
  - Jobs, employment
  - Location
  - Passing trade
  - Good customer service
  - Number of community groups
  - Adult education/TAFE outreach services
  - Retirees as community contributors
  - Increased rural land values
  - Relatively cheap land values in villages
  - Improve communication (internal/external)
  - Encourage youth traineeships
  - Development of light industrial land
  - Development of rural residential
  - Zoning to improve buffers etc
  - Sustainable development
  - Our rural lifestyle
  - Farmers Market
  - Sporting facilities & Stroud multi-purpose centre
  - Stroud Road & Allworth facilities (youth)
  - Rail station at Stroud Rd
  - General store
  - More information for tourists
  - Diverse & ready workforce
  - Communications
- Stroud as a node for various services

## **THREATS**

- Bushfire program
- Karuah super farm
- Loss of youth
- Bucketts Way
- Lack of water
- Poor planning of main street
- Rezoning of land
- Complacency
- Escalating state government charges
- Resisting change
- Lack of support between groups
- Lack of coordination
- Lack of communication
- Environmentally unfriendly industries
- Heavy Transport/Traffic at night
- Fast cars through town
- New landholders and potential for land use conflict
- Irresponsible land holders
- Loss of traditional industries

## BUSINESS DEVELOPMENT

**OBJECTIVE:** *To encourage sustainable employment through business development*

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Identify future retail and industrial space	<ul style="list-style-type: none"> <li>Form retail / industrial business group or committee.</li> <li>Involve GLC with committee and identify options / negotiations</li> <li>Raise other issues impacting on future expansion of retail and light industrial at meeting with GLC. (eg adequate parking in CBD – suggest defining temporary spaces for 20 min parking and enforce.)</li> <li>Encourage complementary retailing</li> <li>Meet with GLC and local business to determine options / requirements</li> </ul>	George M and Brent J to coordinate.	Nil	Form committee within month.  Meet with Council within 3 months	<ul style="list-style-type: none"> <li>Committee formed.</li> <li>Meeting held with Council.</li> <li>Current &amp; future needs determined</li> <li>Zoning planned in conjunction with GLC &amp; LEP review</li> </ul>
Reallocate usage of Baby Health Centre to free up current council and library buildings for additional retail space.	<ul style="list-style-type: none"> <li>Meet with GLC and Mid Coast Area Health to explore options of moving / combining services under one roof.</li> </ul>	George / Brent to raise through committee with council.	Nil	Within 3 months.	Meeting held. Approach agreed upon.
Keep land productive by encouraging agricultural diversity	<ul style="list-style-type: none"> <li>Survey in Newsletter to check areas of interest.</li> <li>Run information night for interested people to explore options.</li> </ul>	Deb / GLC Deb / Rod	\$100	Within 3 months	Survey carried out. Information night held if interest warrants.
To encourage tourists to come and to stay	<ul style="list-style-type: none"> <li>Approach GLC (Parks and Recreation section) and discuss options for easier access to camping area (ie management) and signage / promotion of camping ground.</li> </ul>	Progress Association and Showground Committee	Nil	Within 6 months	Meeting held. Facilities improved.
Investigate and promote business opportunity.	<ul style="list-style-type: none"> <li>To establish a new business in the proposed light industrial area- - may have to build a shed to h house business. Something to employ young people that produces a good quality local product.</li> </ul>				Light industrial area established. Business established. Employment of local people.

## YOUTH DEVELOPMENT

**OBJECTIVE:** *To improve facilities encouraging a healthy and active lifestyle, greater independence and participation in meaningful activities for the District's youth.*

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Youth Forum	Contact Michael O'Mara or Liz Fairweather re: hosting youth forum. Samaritans participation possible	Dayanna Finch & Steve Harris	Minimal -Paid by Council?	By end November 2004	Youth Forum held & ongoing committee established
Find out what other youth groups in Hunter are doing.	Contact other youth groups (eg Merriwa) and discuss what they are doing and how.	Youth Development Officer, Deb Dixon, etc	Nil	NOW	
Develop Better Sporting Facilities: Multipurpose facility at showground area	<ul style="list-style-type: none"> <li>• Multipurpose playing field</li> <li>• Netball &amp; basketball (2 courts), hockey, soccer, cricket, long jump, high jump</li> <li>• Toilet/showers/ meeting facility/canteen</li> <li>• Viewing spectator area</li> <li>• Improve Car parking</li> </ul>	Council, Progress Assoc Sporting Clubs & Community	To be assessed	3 year plan for sporting fields further 2-3 years for multi purpose facility	<ul style="list-style-type: none"> <li>▪ Support of all sporting codes in Stroud obtained</li> <li>▪ Plan phased facilities (netball and football priorities (?))</li> <li>▪ Build fields &amp; car parking</li> <li>▪ Plan and seek state and fed funding for multipurpose facility</li> </ul>
Bike Track  For: Youth independent transport link Tourism promotion Link to historic and natural beauty sites	Connecting Stroud Road, Stroud and Booral to Booral Wharf <ul style="list-style-type: none"> <li>▪ Route from Stroud Rd via Gap &amp; side pass to waterfalls in forest</li> <li>▪ Mill Creek Rd through town linking schools, shops and historical sites (silo hill, common etc)</li> <li>▪ To Booral and on to Booral Wharf historic site</li> </ul>	Progress Associations & GLC  Some voluntary labour – eg P & C's, Lions,	\$100 up to design to cover mail/phone calls Construction cost: To be assessed	5 year staged project - <ul style="list-style-type: none"> <li>▪ Dec 2004</li> <li>▪ March 2005</li> </ul>	Success to be judged at completion of each phase: <ul style="list-style-type: none"> <li>▪ Write to each P &amp; C &amp; local progress association &amp; historical and tourism committees &amp; Hunter Cycleway Assoc seeking support</li> <li>▪ Gain GLC support, RTA</li> </ul>

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
	<ul style="list-style-type: none"> <li>▪ Provide safe transit for young people to/from schools</li> <li>▪ To be constructed in sections to a single master plan until complete</li> </ul>	Historical Societies etc	at design stage	<ul style="list-style-type: none"> <li>▪ April 2005</li> <li>▪ May 2005</li> </ul>	& State Forests support <ul style="list-style-type: none"> <li>▪ GLC to canvass landowner support</li> <li>▪ Obtain broad plan design</li> <li>▪ Lobby for funding in sections</li> </ul>
Transport Link	<ul style="list-style-type: none"> <li>▪ Trial school bus use for some after hours links (dependent on organised activities)</li> <li>▪ Three P &amp; C's to gain GLC &amp; Bus Co support</li> </ul>	Three school P & C's		<ul style="list-style-type: none"> <li>▪ Dec 2004</li> <li>▪ Sep-Dec 2004</li> </ul>	<ul style="list-style-type: none"> <li>▪ Three month trial in summer period</li> <li>▪ Review and repeat in 2005 if successful</li> </ul>
Develop a Library/Study Centre	<ul style="list-style-type: none"> <li>• Need computer with word processing / printer</li> <li>• Develop a multipurpose centre where existing baby centre is incorporate Council office, library health, etc and free up 2 retail spaces where existing council office / library is.</li> <li>• Write letter to Chief librarian requesting extension of hours.</li> </ul>	Youth Forum with P & C's & GLC	Council budget	Schools to assess needs with student survey-Forum to write to Council by Dec 2004	<ul style="list-style-type: none"> <li>▪ Have operating for term four if need established – trial</li> <li>▪ if successful seek Council budget funding on an ongoing basis</li> </ul>
More equipment at Park in Allworth	Provide more play equipment at Allworth Village Park. <ul style="list-style-type: none"> <li>▪ Survey residents re needs &amp; ages of children who would utilise</li> <li>▪ Determine appropriate equipment</li> <li>• Include in budget</li> <li>• Install</li> </ul>	Allworth Progress Assoc & GLC	Council budget	2 years	<ul style="list-style-type: none"> <li>▪ Survey underaken by December</li> <li>▪ Budget items scheduled for 2005 budget</li> <li>▪ Installation complete by</li> </ul>
Arts	<ul style="list-style-type: none"> <li>• Bus groups to live theatre, sports, bowling, ice skating, concerts, etc.</li> <li>• Develop culture</li> <li>• Primary schools Rock Eisteddfod</li> </ul>	Youth Forum & Country Club Committee and	To be assessed project by project	From result of youth forum	



STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
	<ul style="list-style-type: none"> <li>• Possible Country Music Festival at Country Club</li> </ul>	participants covering costs.			
Develop 'gym / fitness centre' using existing facilities.	Research possible sites such as luncheon room at showgrounds, school of arts etc. Provide for activities such as: <ul style="list-style-type: none"> <li>• Table Tennis</li> <li>• Physical culture</li> <li>• Aerobics</li> <li>• Yoga</li> <li>• Gym training</li> <li>• Adventure playground</li> </ul>	Service groups and Council			
Pool (Heating?)	<ul style="list-style-type: none"> <li>• Investigate cost</li> <li>• How/where funded</li> <li>• Waterslide (eg Hawks Nest / Tea Gardens)</li> </ul>	Youth Forum			
After School "fun" for post primary/pre-adult	<ul style="list-style-type: none"> <li>• Coordinate activities with other towns</li> <li>• "One off" activities</li> <li>• Youth Development Officer, request access</li> <li>• Develop Youth Committee/form partnership Country Club Support (eg Under 18 dance at the Country Club, 'Battle of the Bands')</li> <li>• Service Clubs</li> <li>• Under 18 B&amp;S</li> </ul>	Youth Forum	Cover charge for events	From result of youth forum	

## MARKETING & PROMOTION

**OBJECTIVE:** *Coordinated Promotion (The sum of the parts can be greater than the individual components.)*

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Creation of Committee	Establish a committee who's role is to plan, organise, lead and control united promotion effort (*TAWG: Tourist Attraction Working Group)				<ul style="list-style-type: none"> <li>Committee formed.</li> <li>First meeting held.</li> </ul>
Establish Chamber of Commerce and Tourism	Invite membership to chamber	KH		MT	Chamber established
Market Plan	Determine and categorise customers and products. Assess opportunities and decide on best approach. Develop implementation plan.	TAWG	Marketing strategy	ST MT	Marketing Strategy developed.
Accommodation	Encourage networking, "master" map  Incorporate into list of tourist attractions	JS  TAWG	Min	ST  MT	Produce list for network by next meeting 3 meetings in 3 months
Increase advertising	Investigate options for advertising (eg Bumper stickers, fridge magnets, etc. brochures, group publications) Contact Cardoscope re: group advertising Place advert Investigate use of radio @88FM	JS	Min	ST	Purchase group advertisement
Increase information for visitors	<ul style="list-style-type: none"> <li>Develop CD covering history, facilities events</li> <li>Create web site</li> </ul>	Lions	\$1K	6 months	Number of CDs burnt and released
Town logo	Design	PD	Min	ST	6 logos to be presented
Consolidate and maintain List of Tourist Attractions	Contact facilities and renew a list of attractions and activities	JS	Min	ST	3 meetings in 3 months
Plan for new zoning and increased population	Community consensus of LEP				

Accentuate seasonal uniqueness	Promote winter uniqueness	TAWG			
Redesign Great Lakes New Residents Kit and incorporate more information on Stroud.	Refer to Council	Deb Dixon		ST	
Signage	<ul style="list-style-type: none"> <li>New, larger signs, with website address, highway sign</li> <li>Sponsorship / easy grants</li> <li>Check production through TAFE</li> </ul>	KH Nina	Funded	ST ST	Feedback Statement of productivity (ie %)
Passport Promotion	<ul style="list-style-type: none"> <li>Refer to TAWG</li> <li>Presence of travel show</li> <li>Set up rewards system</li> </ul>	TAWG		MT	Agenda Item WG
Market survey and data	Design survey	Nina			

**OBJECTIVE: *Showcase our diversity and encourage business development.***

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
Expand business	Business Development Plan				
Encourage Artists and Crafts	Incorporate in marketing strategy				
Engage Council and Statutory authorities	Bureaucratic master plan.				
Promote annual events	Keep information current and make event calendar available.				
Farm tours, Art and Craft	List available farms.	JS			
Eco/Sports Tours	List available tours, including unique state forest, rivers, mountains				
Promote Wine, Food Trail and farm gate	Release brochure of wine, food and farm produce	TAWG		LT	Agenda Item
Increase professional services	Subsidise vet clinic				

## CELEBRATING OUR HISTORY

**OBJECTIVE:** *To preserve our heritage for the benefit of locals and visitors.*

STRATEGY	ACTION	BY WHOM	COST	WHEN	PERFORMANCE INDICATORS
To ensure the Common remains for public use and benefit.	<ul style="list-style-type: none"> <li>• Provide access to the common (eg 'kissing gate', walking tracks – link to cycleway plan.</li> <li>• Provide opportunities for use of the common and raise community awareness.</li> </ul>	Lions	\$100	2004	<ul style="list-style-type: none"> <li>• Number of people using common increased.</li> </ul>
To celebrate Centenary of Common, Showgrounds and Silo Hill being given by AA Co. to community.	<ul style="list-style-type: none"> <li>• Create Event Steering Committee</li> <li>• Make contact with AA Co. to gain participation.</li> <li>• Open house on a weekend of all historic buildings (houses, halls, churches, etc.)</li> <li>• Renovation of buildings at Showgrounds and improve landscaping.</li> <li>• Contact and ensure involvement of schools / youth.</li> </ul>	Mayor  Council  Committee	- - \$20 – 30,000 -	2004 2004 2004 2004	
Plan and prepare for renovation and restoration of Booral Wharf.	<ul style="list-style-type: none"> <li>• Clarify public access to wharf and open 'rights of way'. Provide signage &amp; ensure cycleway plan.</li> <li>• Establish group 'Friends of Booral Wharf'.</li> </ul>	KH (Council) AA	?	2004-2005	
To provide improve facilities for tourists.	<ul style="list-style-type: none"> <li>• Develop audio 'walking tour' for Stroud.</li> <li>• Photo plates on historic sites in and around Stroud, Booral, Stroud Road, Allworth, etc.</li> <li>• Provide tourist/.visitor information centre.</li> <li>• 'Man in stocks' at Limeburners.</li> <li>• Use community bus &amp; assist to lobby for cycleway</li> </ul>	Lions J King  Scone Lions Hist. Soc All	\$1,000   ? \$500	2004  MT  Now MT	New A/C Bus

<p>Area requires a coordinating group focusing on heritage / historical matters, raising community awareness and participation.</p>	<ul style="list-style-type: none"> <li>• Make contact with Historical Society, Council, Lions, Friends of St John's Church, community groups, etc to form this coordinating group.</li> <li>• Involve schools / youth in activities.</li> <li>• Establish notice boards.</li> <li>• Reprinting of existing brochures, maps, etc.</li> <li>• Produce information for media so as to attract visitors.</li> </ul>	<p>Centenary Group</p>		<p>After Centenary Event.</p>	<p>See above</p>
<p>Increase business and commercial participation in heritage activities.</p>	<ul style="list-style-type: none"> <li>• Raise awareness of resources (heritage funding from local and State Govt.) to improve facades.</li> </ul>	<p>Stroud Progress Assoc</p>	<p>\$50,000</p>	<p>2004</p>	
<p>Introduce heritage street signs in the centre of Stroud</p>		<p>Council Karen H</p>	<p>\$40,000</p>	<p>2004</p>	