

WENTWORTH, CURLWAA & POMONA COMMUNITY ACTION PLAN

Updated November 2003

Prepared by the
Wentworth, Curlwaa & Pomona Community Action Team
in conjunction with the
Wentworth Shire Sense of Place Project

VISION STATEMENT

***To keep and build on our community spirit, and our natural, cultural and historic qualities
to create a vibrant and exciting place to live and visit.***

The Wentworth, Pomona and Curlwaa Community Action Plans

The Action Team

Community Action Teams or "development groups" were established in March 2003 in four communities in the Wentworth Shire as part of the Wentworth Shire Sense of Place Project.

The local Action Teams have worked with the Sense of Place Co-ordinator to consult with local communities, to identify local values and establish an information base on local assets and resources and to develop and implement local action plans.

Consulting with the Community

From the information provided by the surveys and research, local community profiles and action plans have been developed.

Action Plans

Action plans set specific priorities for the group to achieve and may include organizational resources and support for getting the job done, timeframes for the project, budgets, areas of responsibility and evaluate progress towards the overall community vision and strategic direction. Action plans are a "roadmap" for getting the job done.

Local plans are a living document will continue to evolve and grow as needs and priorities change. Community plans promote community involvement in the planning process, build local awareness of issues and potential solutions, and provide a framework to guide local development and projects.

Community Involvement

There are many levels and specific areas of activity where local groups can work to support the goals of the Action Plans. Community groups, industry bodies, or service agencies such as educational institutions and local health services can all achieve more if their efforts are not ad hoc but linked to an overall strategy to achieve identified goals and the local community vision.

Meetings

Dates- first Wednesday of the month, 7.30 pm. Meetings are held at the Community Meeting Room in Short Street, (behind the Wentworth Town Hall), For further information, contact: Jeanette Hope on 5027 3049

All people are welcome to attend meetings and a number of different people have been involved with the group over the course of this year.

Wentworth : Facilities & Services		
Primary schools (2) Post Office (+ banking facility) Bendigo Bank Wentworth Shire Council Rural Lands Protection Board Australian Inland (Power & Gas) Government Access Centre (many on-line government services including the Roads Traffic Authority) Wentworth Emergency Centre & Hospital Murray House (Home for the aged) Wentworth Goal /Rotary Museum Community Halls (2)	Bakery Wentworth Services Club Hardware Shop - Clake's Take-away / Deli(3) Hotels (3) / Motels (6) Houseboats Willow Bend Caravan Park Service Stations – Mobile, Mercer's NRMA, Willey's Tyre Service Road house Fishers Supermarket Solicitor & Accountants Offices Newsagency Video Store (2) Medical Practice Hair dressers (2) Drapery Pharmacy Carnama CDEP plus Harry Nana Tours Warren's Transport Garden & Fertiliser Supplier Wentworth Garden & Rural Supplies Ruby's Cargo Real Estate Agencies (2) Pest Control Agency	Wentworth Sporting Complex (:Tennis, golf, lawn bowls Churches (3)

Curlwaa –

Post Office (Agency), Engineering works, Citrus Nursery (3), rose nursery, dog kennels, Sand carting, juice factory, garage, Caravan Park, plumber, turf farm, excavation works, drum factory, Packing Sheds (2), Upholstering Business

OBJECTIVE 1 To initiate & support local economic development & in order to enhance existing business and attract new businesses and professionals to Wentworth

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a) To encourage development of businesses in Wentworth district & the promotion of local business	<ul style="list-style-type: none"> Form Action sub-group to foster & initiate business development with training seminars, marketing, business excellence & Customer Service awards etc for Wentworth Encourage initiatives to employ an Economic Development Officer to work with business and groups and to develop networking & information Lobby for effective BROADBAND access to Shire as a <i>priority</i> for development 	CAT WSC Judy Hill Service Club DSRD	On-going	Training promoted & held Awards & incentives given out	
b) Stage regular events, BBQ or breakfasts. Invite small business owners & promote awareness of business ideas, support, customer service etc,	<ul style="list-style-type: none"> Stage first Business Ideas BBQ (BIB) on 13th August, 6.30 Memorial Rooms Run "Tom O'Toole, Beechworth Bakery" video. Theme – "Ideas Box" Float ideas/Action Plan for developments in Wentworth Approach service clubs for support & funding for functions Investigate TELECENTRE re-development 		Regular functions – 3 monthly August 13th	Regular functions held for small business Action Plan ideas circulated to business "Ideas Box" developed August BIB held	Complete except for Telecentre
c) Support WSC initiatives to continue with Heritage programs in the Shire	<ul style="list-style-type: none"> Write letter of support 	WSC	2003	Continued Heritage funding & restoration	
d) To promote improved access to World Heritage areas as an essential strategy for long term development of cultural & environmental tourism	<ul style="list-style-type: none"> Seek funding to research potential role and target market for World Heritage sites (Lakes Mungo & Victoria, Bio-sphere). Support sealing of Arumpo Road Investigate potential for a link to Pooncarie & Lake Victoria 	WSC Tourism NSW DOTARS Bio-sphere	2003/04	Research undertaken More roads sealed	

Objective 1 Economic Development (Cont)

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
<p>a) To promote the “Wharf Street Heritage Development” concept</p> <p>A development strategy which includes commercial, cultural & civic activities. Retail plus access to river frontage, a broader pedestrian area on the river frontage, walkways, space for events, signage, parking areas and links to other heritage sites.</p>	<ul style="list-style-type: none"> • Promote “Heritage Precinct” development as a priority action • Draw up ideas for Concept plan for the Wharf precinct to encompass commercial, cultural & civic activities with particular reference to The Ruby, Heritage assets & the environment. • Consult Gary Stanley, Heritage Officer • Consult stakeholders ie DSNR, WSC, private site owners, local business • Identify Heritage trails, traffic flows • Approach WSC re road development with extended pedestrian area & reduced road width on river front • Approach WSC re identification of car parking area – (Investigate top end of Caravan park?) • Seek architect/planner who will provide concept plan free of charge 	<p>CAT WSC Business</p>	<p>Aug 03 - Feb 05</p>	<ul style="list-style-type: none"> • Information Night • Consultation • Discuss with Gary Stanley, Heritage Advisor • Consult other stakeholders • Ruby anchored at Port of Wentworth • Heritage trails, traffic flows identified 	<p>Done Done Done</p>
<p>b) Promote /support WSC to improve visual aspects of levee bank and old signage at entrance to Caravan Park in Darling St</p>	<ul style="list-style-type: none"> • Landscaping of Levee bank at end of Darling Street • Move & upgrade signage facing Street as necessary • Improve walking track & signage to Public toilet block 	<p>WSC Community groups</p>	<p>2003/04</p>	<ul style="list-style-type: none"> • 	

Objective 1 Economic Development (Cont)

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
c) Support the establishment of a Wentworth Shire Economic Development Group	<ul style="list-style-type: none"> • Representatives from CAT on Development Group 	CAT WSC DSRD	2003		
d) Promote awareness among traders of tourism needs & the need for more shops to have longer opening hours to support events, Sunday activities etc	<ul style="list-style-type: none"> • Through Business Ideas BBQ • Link with Customer Services Incentives awards • Develop a “Trader’s” package of information about area 	CAT WRTA	12003/04		
e) Support the development of stronger links with the Mildura region (Mildura Rural City Council) & host events in Wentworth to raise awareness of projects and assets (See Kristine Harrington)	<ul style="list-style-type: none"> • Get Wentworth on Mildura Information Centre Volunteer List • Work in partnership with the WRTA to host events • Ensure events info is displayed in Mildura • Network with MRCC, MMOT, ACC, SMEDB • Invite Mildura Info Centre for Heritage Walk and tour of attractions • Invite Mildura Ch of Commerce for tour & information evening • seek winery support, The Ruby 	CAT WRTA CDO	On-going		
f) Promote Mainstreet Market Group (ie Workshop with Jane Adams?)	<ul style="list-style-type: none"> • Support Dec 6th, “Light Up Wentworth” activities • Promote “working crafts & art” in spare shops during Dec 6 – 24th period • Use this experience as pilot for promotion of food and wine & long term “Farmer’s Market” <p>If above successful, seek funding for a workshop</p>	Mainstreet WRTA CAT			

OBJECTIVE 2 Support development of tourism strategy & service infrastructure

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a) Support efforts of WRTA to develop a strategic plan for marketing Wentworth Shire tourism industry	<ul style="list-style-type: none"> • Seek funding for Strategic plan for Wentworth Regional Tourism as part of economic development for Shire. 	WRTA Tourism NSW WRDG WSC	2003/04	•	•
b) To encourage development of appropriate infrastructure for the tourism industry	<ul style="list-style-type: none"> • Support appointment of a EDO to work with CAT and Wentworth Regional Development Group • Work with Development Group & WRTA to identify Shire wide approach to tourism • Identify infrastructure necessary for core areas such as environmental & cultural tourism 	CAT WRDG WRTA WSC	2003/04		
c) Promote expanded role for the Wentworth Information Centre & WSC Community Website for events co-ordination to reduce duplication & double booking	<ul style="list-style-type: none"> • events calendar for circulation to community better use of Sunraysia Daily & The Standard • distribute cards, • info bays • website schedule on WSC & MMOT websites 	WRTA Info Centre WSC	3 yrs	Sunraysia Daily Tourist Page - monthly	
d) Encourage 'value adding' with complementary events or service provision (allows 'maximisation' of benefits from planned events)	<ul style="list-style-type: none"> • Networking and newsletter for traders re any up-coming event • Economic Development Officer (EDO) working with local business • Award for local business with best ideas & innovation 	WRTA Info Centre WSC EDO	On-going		

OBJECTIVE 2 Support development of tourism strategy & service infrastructure

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
e) Support the development of The Ruby as local tourism icon and centerpiece for tourism activity, the Wharf Street development and an attraction for proposed Riverman's Hall of Fame	<ul style="list-style-type: none"> Ensure that development ideas link with the Business Plan for The Ruby 	CAT WRTA	2003/04		
f) Seek clarification of long-term goals and location for an Interpretive Centre (Riverman's Hall of Fame ?) in Wentworth & promote its inclusion in a long-term strategy for tourism for Wentworth (This is necessary because tourist coaches will only let passengers off at one site in each stopover)	<ul style="list-style-type: none"> Promote Interpretive centre as a relevant, well-focused and niche marketing venture Seek a central location that is closely linked with local Heritage assets & the Ruby 	WSC / CAT WRTA	2003/04		
g) Promote a comprehensive approach to the development of appropriate signage to meet needs of tourism industry Note need for various levels of signage: regional decision-points, Shire signage, roadside, street level etc and also the use of visual signage.	<ul style="list-style-type: none"> Lead group to consult RTA & Tourism bodies re Regional Signage Seek funding for signage & competition for some visual signage Roadside tourist stops, street signage, Specific signage for identification of local historical points of interest 	WRTA WSC WRDG	2003/04		
h) Lobby for improved mobile phone coverage in Wentworth Shire to encourage visitors (and business) to area	<ul style="list-style-type: none"> Write letters to WSC and politicians Invite Mike Mooney from Telstra to WRDG meeting in August 	CAT WRTA WRGD	2003		

OBJECTIVE 2 Support development of tourism strategy & service infrastructure (cont)

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
i) Encourage development of information about events and services (both static and special events & occurrences)	<ul style="list-style-type: none"> Promote use of banners for specific events Develop local brochure in "business card" format Develop Historical Calendar (See Mildura Hist. Society, Glen Miller) 	WRTA WSC Mainstreet Committee Hist. Society	2003/-4		
j) Promote idea of an Events Co-ordinator for the Wentworth area	Investigate support for local events co-ordinator (to support launch of The Ruby?)	WRTA	2004		
k) Investigate insurance options for public events	<ul style="list-style-type: none"> Lobby local politicians 	State Gov.	Now & on-going		
l) Identify current and potential tourism & conservation ventures such as Wamberra, Tona, Narpoo, Lock 7 and promote participation in a local marketing group	<ul style="list-style-type: none"> Identify visitor timeframes to access rural sites, ie two hours, a day, two days. & promote local "drives" Work with Koori community to promote annual event at Rufus River Memorial (25 & 26th October) Promote signs to identify local flora 	CAT WSC WRTA DIPNR NP&WL	2003/04		
m) Support development of Shire wide tourism awards	<ul style="list-style-type: none"> Seek funding Publicise & seek nominations Host community fun event for awards night (December?) 	WRTA CAT WSC	2003/04		
n) Promote idea of regular events to improve flow of visitors to area in different seasons of the year. Note - Balloon Festival July 04	<ul style="list-style-type: none"> Promote events like Shipping on the Murray explore idea of annual event around Heritage Week Promote July 04 – Junction Rally & Launch of Ruby & Wentworth Navigation Co 	WRTA CAT WSC	2003/04		

OBJECTIVE 2 Support development of tourism strategy & service infrastructure (cont)

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
o) Promote eco-tourism and local adding value to natural resources	<ul style="list-style-type: none"> • Linking of items & information and source brochures • Encourage importance of Thegoa Management Plan & link with Committee • Locate & copy 1995 Thegoa study – 41 sites identified • Identify the “Gateway to Thegoa” with signage & map • Consult with Bio-sphere C'tee (& J. Irwin) • Interpretive signage for significant areas – finding sites and developing appropriate information 	NP&WS TAFE			
p) Eco Tourism Australia Conference – details from website	<ul style="list-style-type: none"> • Need to raise awareness and get support for delegates from Wentworth to go to Riverland • www.ecotourism.org.au 		Nov 03		
q) Develop “Water history” (River Ramble?)	<ul style="list-style-type: none"> • Identify historical points around Wentworth waterways, charts & waterways • Develop a Discovery Tour Guide or river map for canoeists & Houseboat visitors • Promote as a “punt run” and sell map and story 				

OBJECTIVE 3 To promote and support conservation and management of the local environmental & cultural assets

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a) Seek an "Open Space" plan for the Shire	<ul style="list-style-type: none"> • Identification & mapping of reserves and crown land, wetlands etc 	DIPNR WSC NP&WL	2003/04		
b) Promote identification of natural & cultural resources in area	<ul style="list-style-type: none"> • Seek to ensure identification of conservation areas & cultural sites (Both public & private) • Find management plans & implementation for areas 	CAT DIPNR WSC NP&WL	2003/04		
a) Promote awareness of & management, conservation & use of local natural & cultural resources & reserves (Link to Shire "Open Space" Plan – if one)	<ul style="list-style-type: none"> • Promote awareness of Management Plans for sites & include local Aboriginal elders • If no plans, promote development of appropriate plans • Promote walking trails & Signage (Consult with Sunraysia Bushwalking Club re use of GPS for mapping trails etc.) • Walking track at the Junction, Thegoa etc • Community Plans – need to keep in Library 	CAT All land & water agencies WSC	2003/04		
c) Consult with appropriate groups about the protocols for heritage & cultural site tours (See Cultural Heritage Div, NP&WL)	<ul style="list-style-type: none"> • Identify appropriate values • Encourage Aboriginal representation /input to issues • • Consult with local Aboriginal groups, DIPNR, NP&WL & Australian Heritage about requirements for tour guides 	CAT NP&WL Heritage groups Thegoa C'tee	2003/04		

Objective 3 Conservation and management of the local environmental assets (cont)

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
d) To raise community awareness and communicate information about cultural heritage issues & local assets	<ul style="list-style-type: none"> • Develop a communication strategy to promote an awareness campaigns that cultural heritage is valuable • Develop info for landholders in easy format - <i>Need a champion to say this</i> • Identify incentives for preserving cultural heritage • Make training for cultural heritage readily available for rural landholders • correlate all significant natural, cultural and historic information/studies/reports & keep records in Library 	NP&WL WRTA CAT	2003/04		
e) Promote knowledge re management of Eco-tourism & seek funding for management & access to sites	<ul style="list-style-type: none"> • Consult experts & invite input • Management and conservation of sites (boardwalks, fencing, limiting group size or visitation frequency) • Signage (interpretative and locational) • Development of interpretative 'drives' • List Birdwatching sites (See Thegoa Plan) • Support development of interpretive & educational tours of "wetlands" (See Business Plan for The Ruby) • Local groups need to go away & see how other communities implement eco-tourism 	CAT WRTA Wetlands C'tee DSNR NP&WL	1 yr		
f) Encourage water savings in town	<ul style="list-style-type: none"> • Promote native gardens • promote native garden competition (Promote gardens with out palm trees!) • Memorial drive for pioneers (native trees) • Promote native vegetation identification 				

OBJECTIVE 4: Community building, community services & youth activities

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a. Endorse Youth strategy for Shire & establishment of a youth development officer position	<ul style="list-style-type: none"> Promote local activities and facilities (partnerships with other local groups) Promote appointment of a co-ordinator to manage youth affairs 	CAT WSC Premier's DOCs	Priority		
b. Identify local facility for common meeting place & activities for youth	<ul style="list-style-type: none"> Involve local youth & investigate use of McLeod Oval for use of facilities (ie like "Nexus Centre") as it is close to all facilities Re-development of Telecentre 	CAT WSC	Priority		
c. Promote development of mentoring & leadership programs and training for youth (& with a regional focus)	<ul style="list-style-type: none"> Work with Rotary Investigate set-up at Lake Cullullerane See The Ruby Business Plan for training & leadership programs 	CAT The Ruby Rotary			
d. Identify location for development of an accommodation centre for school groups etc	<ul style="list-style-type: none"> Identify suitable facility (ie McLeod Oval, Showground) Investigate options re development of multipurpose facility at a central place Evaluate & seek funding if necessary Design to support The Ruby Leadership Venture 	CAT			
e. Promote better links with Regional Arts Development Officer to support access to cultural programs	<ul style="list-style-type: none"> Develop funding for youth workshops & programs 	CAT			
f. Promote use of Ruby as a training & leadership facility for outside youth as well as local	<ul style="list-style-type: none"> See Ruby Business Plan & Ruby Leadership Venture 	CAT Ruby			

OBJECTIVE 4: Community building, community services & youth activities

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
g. Aged Care facilities & services	<ul style="list-style-type: none"> • To be developed through discussions with local agencies 				
h. Ambulance	<ul style="list-style-type: none"> • To be developed through discussions with local agencies 				

OBJECTIVE 5: To improve security, law and order in Wentworth

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a) Support endorsement of Crime Prevention Plan for Wentworth Shire	Key Strategies <ul style="list-style-type: none"> • Public Safety • Family Intervention & Support • Youth Development 	WSC	PRIORITY		
b) To improve Police response time in Wentworth area	<ul style="list-style-type: none"> • Promote need for extra Police car in area 	CAT	2003		
c) Support youth development strategy for Shire	<ul style="list-style-type: none"> • See Objective 4, a & b • Promote involvement & training of older youth to take mentoring role with younger ones 	CAT WSC P. Atkinson	PRIORITY		
d) Support local employment strategy	<ul style="list-style-type: none"> • Link to work of Wentworth Regional Development Group 	ACC WRDG			
e) Investigate possibility of establishment of a safe house, local support centre or Neighbourhood House	<ul style="list-style-type: none"> • Need to work with all human service agencies to ensure local outreach or contact point 	All agencies	2003/04		
f) Promote better access to family Intervention & Support services	<ul style="list-style-type: none"> • Promote formation of Public transport working group in region as suggested by agencies 	All agencies	2003/04		
g) Promote implementation & Safety Audits & Environmental design as contained within Crime Prevention Plan	<ul style="list-style-type: none"> • Support on-going operation of Neighbourhood Watch to promote local security measures 	WSC	2003/04		

OBJECTIVE 7 Operation of Community Action Team

Goal	Action	Lead agency	Time Frame	Preliminary Performance Indicators	Status
a) Improve community participation and build leadership skills	<ul style="list-style-type: none"> • Learning tours, local & away • Team building • Funding to develop community ideas & community development 	CAT	2003 On-going		
b) To establish good contacts with other community agencies and encourage their inclusion in the process	<ul style="list-style-type: none"> • Identify and utilize local networks • Develop links with the Tourism & Mainstreet groups 	CAT WSC	2003 On-going		
c) To appoint a key contact officer from within the group to hold information & meeting times	<ul style="list-style-type: none"> • Anne Keiley 	CAT	2003		
d) To seek appointment of a Economic Development Officer for WS to be a resource & support agent for the CAT	<ul style="list-style-type: none"> • As per Wentworth Regional Development Group objectives 	CAT WSC	2003		
e) To ensure CAPs are evaluated and assessed and plans updated regularly	<ul style="list-style-type: none"> • Evaluate against objectives & review Action Plan 	CAT	2003 On-going		
f) To request in-kind support from the WSC for access to photo-copying & other resources	<ul style="list-style-type: none"> • Contact WSC 	CAT WSC	2003 On-going		
g) To promote "Learning Tours" for CAT teams	<ul style="list-style-type: none"> • Seek use of WSC Bus & some funds from the SoP budget • Consider going to Port of Echuca (Bruce Whelan, CEO of Pt) 	CAT WSC	2003		
h) Investigate potential for Creative Volunteering course to be run for CAT members	<ul style="list-style-type: none"> • Check with course • s for volunteers and community development in Mildura • Investigate options for course to be run in Wentworth Shire as part of Sense of Place program 	CAT	2003	Completed	