



Our District Our Communities Our Plan

District Council of Tumby Bay
Strategic Plan
2020 - 2030



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From the Mayor

The period of time this Strategic Plan addresses, between 2020 and 2030, promises to be both challenging and exciting.

As a community and Council we must strive to preserve our heritage, lifestyle and the characteristics that make our District such a great place to live, work and visit.

We recognise agriculture plays a key role in the economic landscape of our district and accordingly the need for continued, appropriate investment into our rural road network to help with production challenges.

Along with agriculture, tourism will continue to be a key aspect of our local economy. Facilitation of our community groups and investment into community events is very important in adding to the liveability of our district for locals and visitors alike. In order to achieve this, we will continue to advocate for appropriate funding partnerships with State and Federal Governments to help fund road upgrades, jetty improvements and other major capital improvements.

Economic opportunity for the district will be further enhanced by some key opportunities for economic growth through potential for agricultural value-add, mining, export growth, and industrial development.

With this economic growth potential comes the need for strong and strategic leadership, with both residential and commercial/industrial land needing development and some capital infrastructure upgrades potentially being necessary.

At the same time, we acknowledge the key infrastructure in our towns such as our sealed roads, footpaths and walkways will also need suitable upkeep and upgrades.

Overall, we must have a strong vision for the future of our district, balancing the need for growth with the preservation of what makes the Tumby Bay District so special.

Mayor Sam Telfer
District Council of Tumby Bay



Photo credit: Port Lincoln Times

Our Vision



We are a district of vibrant, engaged communities. Our residents, businesses and visitors enjoy a relaxed lifestyle that our seaside and rural location affords, a pristine natural environment and a regional centre that is not compromised in character or services.



Our District

The District Council of Tumby Bay was established in 1906 and covers an area of 266,907 hectares.

The district had a population of 2,610 people with a median age of 50 years, according to the 2016 ABS* Census. At that time, children aged 0 - 14 years comprised 16.6% of the population while people aged 65 years and over comprised 27.2% of the population.

The town of Tumby Bay is a coastal town situated on the Spencer Gulf on the eastern coast of Eyre Peninsula, located close to Port Lincoln (45km north) and 630kms from Adelaide. The town is the major population and service centre of the Tumby Bay district which also includes the towns of Port Neill, Ungarra and Lipson.

Port Neill is a small coastal town located 40kms north-east of Tumby Bay. The surrounding area mostly consists of agricultural land. Port Neill is a very popular tourist destination.

The town of Ungarra is a small agricultural based community located 28kms north-west of Tumby Bay. The surrounding district is a high-producing mixed cropping area, also known for grazing (sheep and cattle).

Lipson is a small historic farming town located 12km north-west of Tumby Bay. Mixed cropping and sheep farming are the main industries.

The district has a strong and reliable agricultural industry based around mixed cropping, sheep and beef. However the area also has a vibrant tourism industry with many attracted to recreational opportunities that come with the coastal location.

The district and in particular the town of Tumby Bay, is a popular retirement location given its relaxed lifestyle, safe community environment and coastal amenity.

*ABS (Australian Bureau of Statistics)



Our Strategic Plan

This District Council of Tumby Bay Strategic Plan details Council's ten year vision for the district and community to 2030.

The plan outlines the role Council fulfils in enacting the plan as well as the values to which Council will hold itself.

Consistent with positive community feedback, as noted in the plan (see 'Our Community Voice' on page 7), rather than describing goals which suggest significant gap between the present and future vision, this Plan details 4 themes of continuous improvement, being mindful of current and protected trends, issues and opportunities. These 4 themes identify:

- A desire to retain the essential qualities that define the district whilst pursuing growth (Theme 1)
- An interest in further developing community capacity (Theme 2)
- A need to build upon existing industry and business to enhance the local economy (Theme 3)
- An intent to continually improve upon Council's service and infrastructure standards (Theme 4).

Within each theme is a corresponding definition of success (amounting to the plan's performance measures), the district's identified strategic advantages and strategies the Council will enact in supporting the vision.

The Strategic Plan is the centrepiece of Council's suite of strategic management documents which also includes Council's:

- Annual Business Plan
- Annual Budget
- Long Term Financial Plan
- Asset Management Plans.

Throughout the 10 year lifetime, the plan will be regularly reviewed to ensure it remains relevant to the Tumby Bay community and district.

In working towards the vision, themes and corresponding strategies within the plan, Council acknowledges the contribution that many individuals, groups, organisations and businesses make to the Tumby Bay community and region and the role these stakeholders can play in supporting the strategies outlined in this plan.

Council's Role

In actively pursuing the Vision outlined in this plan and in implementing the associated strategies, we will:

- Provide **leadership** on behalf of our community
- **Advocate** for the retention and enhancement of essential services
- **Support** sustainable growth in our population and local economy
- **Partner** with stakeholders including State and Federal Government, Regional Development Australia (RDA), progress associations and community groups, Eyre Peninsula Local Government Association and private sector
- **Provide** for, and be **responsive** to, our community's needs and expectations for services and infrastructure.



Our Values

Balanced

We recognise the need to retain the qualities that define our district, while providing opportunities for our communities to grow, excel and thrive in an inclusive environment.

Responsive

We are responsive and adaptable to new, emerging and changing needs.

Responsible

We are financially responsible and transparent in our decision making to ensure the sustainability of our Council and services.

Excellence

We continuously explore ways to improve how we deliver services and infrastructure efficiently and sustainably.



Our Community Voice

In developing this plan, Council has engaged with the communities of the Tumby Bay district seeking feedback on issues, opportunities and priorities for the district, both generally and specifically in relation to Council's previous Strategic Plan 2012 - 2022 and a draft of this plan.

This commenced with a community survey which was conducted in May 2019. 33 questions were put to members of the community about their aspirations, issues and priorities for the community. Additionally the survey asked respondents about the relevance of priorities within the Council's previous Strategic Plan 2012-2022 and how they rated Council's progress against these, as well as Council's general performance.

525 responses were received during the survey period, with all towns and areas listed in the survey represented. 74% of respondents indicated they live in Tumby Bay, 5% in Port Neill, 4% from Ungarra, 2% from Lipson, 8% from within 20km of Tumby Bay and 7% more than 20km from Tumby Bay.

A report of survey results was provided to Council and made available to the public. A selection of results is detailed adjacent to this.

Following the development of a draft plan, a community consultation workshop was conducted providing those in attendance with an opportunity to provide informal feedback on the plan. Further opportunity for community feedback was provided by inviting written submissions to Council.

Having a safe and crime free community is <i>extremely important</i> to us	60%
Having a quality road network is <i>extremely important</i> to us	51%
Council maintaining and improving roads, footpaths etc is <i>extremely important</i> to us	52%
Council representing and advocating for the local community's interests and needs is <i>extremely important</i> to us	44%
<i>Very satisfied</i> with service from Council staff (31%) and a further 30% <i>satisfied</i> (61% when combined)	61%
<i>Satisfied</i> with the balance between Council rates and the general level of services and infrastructure provided by Council (24% <i>dissatisfied</i>)	50%
Most <i>satisfied</i> with preservation of our unique natural heritage and environment for current and future generations from Council's previous Strategic Plan	69%

Our Strategic Themes

Theme 1:

A Harmonious Balance
Between Lifestyle & Growth



Theme 2:

Connected,
Vibrant &
Empowered
Communities



Our Vision

We are a district of vibrant, engaged communities. Our residents, businesses and visitors enjoy a relaxed lifestyle that our seaside and rural location affords, a pristine natural environment and a regional centre that is not compromised in character or services.



Theme 3:

A Strong &
Diverse Local
Economy



Theme 4:

Quality Services
& Infrastructure



Theme 1: A Harmonious Balance Between Lifestyle & Growth

Success Looks Like:

- Retention of the unique qualities of the region
- A community where residents are safe
- An inclusive community
- Growth in the region, without compromise to the lifestyle and amenity that our residents enjoy and value
- Maintaining affordable Local Government Services
- Effectively managing an increase in population



DISTRICT COUNCIL OF TUMBY BAY



Theme 1: A Harmonious Balance Between Lifestyle & Growth

Our Strategic Advantages:

We have:

- A safe and welcoming community
- Low unemployment
- Health services across the district including well-staffed medical centre and hospital
- Education services across the district including area school (K to y12), two primary schools and a kindergarten.
- Emergency services across the district including Police, CFS, SES and Ambulance
- Core business services
- Relaxed lifestyle
- Affordable property
- A pristine and unspoilt natural environment - fresh air and clean water
- Jetties providing recreational opportunities
- High standard of community facilities
- Proactive Council
- Proximity to major regional centre and regional airport

Strategies:

- Demonstrate strong and proactive community leadership on opportunities and issues for the district
- Investigate options for the permanent protection of foreshore infrastructure
- Encourage and promote community pride
- Maintain and enhance relationships with community groups to continue to provide a high standard of community facilities
- Partner with State Government in securing the long term retention of, as well as improvements to, recreational jetties in Tumby Bay and Port Neill
- Adopting good design principles that promote inclusion
- Ensure development plans and strategies facilitate opportunities that provide for sustainable development and residential amenity

Theme 2: Connected, Vibrant & Empowered Communities

Success Looks Like:

- An engaged community
- Opportunities for social inclusion across all generations
- Empowered community groups
- Maintaining high levels of volunteering
- Retention of services relevant to the demographics of our community
- Well-run and well-patronised community events that are meaningful to diverse and changing community interests
- Retention and enhancement of existing community services



DISTRICT COUNCIL OF TUMBY BAY



Photo credit: local resident Richard 'Pacer' Murphy



Theme 2: Connected, Vibrant & Empowered Communities

Our Strategic Advantages:

We have:

- A community that works well together
- Active progress associations
- High volunteer participation
- Multi-generational services
- Essential services across the district
- Successful community arts programs
- A high standard of community services and community facilities

Strategies:

- Maintain, develop and enhance productive relationships with progress associations across the district
- Strongly advocate to State and Federal Government for retention and enhancement of essential services
- Maintain two-way conversations with our community through community forums and consultation
- Deliver and continuously improve our mechanisms for communication and engagement with community
- Support Council and community events that cater to all age groups
- Encourage and promote new and interesting community events
- Recognise, protect and promote local heritage and history
- Provide and maintain open space and recreation facilities that cater to the diverse needs of our community
- Support a streetscape program to create inviting public places
- Advocate for improvements to telecommunications, power and water services
- Encourage the provision of child care services to support families working in the district
- Recognise and support the high levels of volunteering across the community
- Pursue opportunities to enhance community well being and social inclusion

Theme 3: A Strong & Diverse Local Economy

Success Looks Like:

- Manageable and sustainable economic growth
- Sustained and enhanced success of our existing industries and local business
- Value adding to agricultural product before it leaves the district
- Sustainable development of new industries providing local employment opportunities
- New tourism initiatives
- Improved local employment opportunities
- Increased Gross Regional Product
- A high level of business confidence and healthy local businesses
- Diversity in retail businesses
- A more diverse range of commercial services





Theme 3: A Strong & Diverse Local Economy

Our Strategic Advantages:

We have:

- A high quality road network providing efficient access for industry
- Strong and reliable agricultural industry
- Proximity to regional centre and airport
- Local airstrip
- Core business services
- Opportunities for further development of new and existing industries
- Burgeoning street art culture
- Growth potential through Council owned land

Strategies:

- Develop an appealing, accessible and vibrant retail and services precinct in support of local business activity
- Actively engage with local industry and business to encourage and support economic development and job opportunities
- Encourage the development of value-add agriculture industries
- Enhance Council's relationship with RDA (Regional Development Australia) in pursuit of economic development opportunities for the region
- Minimise regulatory impost to new business development
- Leverage Council's ownership of local land to encourage and facilitate economic development
- Represent the best interest of the community in considering major economic development
- Explore opportunities for economic growth across existing and new industries by advocating for our local strategic advantages with Government and non-Governmental stakeholders
- Partner with SA Tourism and other State and regional agencies to promote tourism across the district

Theme 4: Quality Services & Infrastructure

Success Looks Like:

- Access to appropriate services
- A quality road network that meets community expectations
- Community assets maintained to a high standard
- High levels of utilisation and satisfaction with assets
- Meeting service expectations of community
- Maintain, develop and improve Council's infrastructure to meet current & future needs
- Flexibility in the services delivered by Council to adapt to changing community needs



DISTRICT COUNCIL OF TUMBY BAY



Photo credit: Damian Windsor



Theme 4: Quality Services & Infrastructure

Our Strategic Advantages:

We have:

- A high quality road network
- Well-maintained community facilities
- Comprehensive asset management plans
- Waste management facility providing long term security for waste management in a sustainable manner
- Modern and well-maintained community Wastewater Management Schemes
- Two quality all-weather boat ramps
- Local sealed airstrip
- Stable and skilled Council workforce

Strategies:

- Ensure new and improved infrastructure meets the needs of the community by consulting with community on needs and expectations
- Review current footpath strategy against community expectations
- Advocate for increased investment in State Government roads including improvements to Tumby Bay entrance roads as a priority
- Continue to develop and review asset management plans and the long term financial management plan to ensure effective management of assets over the short and long term
- Leverage opportunities for greater efficiency in service delivery through further opportunities for volunteering, employment programs and schools as well as shared service arrangements with other Councils
- Identify opportunities for adoption of innovative waste management strategies
- Explore opportunities for the further development of multi-use trails
- Continue to deliver and improve upon high standards of customer service