

WAKEFIELD
REGIONAL COUNCIL



WAKEFIELD 2030 OUR COMMUNITY PLAN MAY 2023 UPDATE

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge and respect the Kurna, Ngadjuri and Narungga people as the traditional custodians of the Wakefield Regional Council. We acknowledge the deep feelings of attachment and relationship of Aboriginal peoples to Country. We also pay respects to the cultural authority of Aboriginal peoples visiting our region or attending from other areas of Australia.



This artwork by Sam Gollan, Kurna and Ngarrindjeri woman, was designed and painted for Council as part of Reconciliation Week. The colours represent the Wakefield region (blue for the gulf, pink for the lakes and brown and ochre for the fertile farmlands). The story behind the designs is about community organisations coming together, working as one and making this great community unite. Wakefield is a place where knowledge and culture unite and where everyone comes together to discuss the best outcome for all.



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WELCOME TO OUR COMMUNITY'S PLAN

Working together – Council and the community – we have designed a plan for our people, our places and our prosperity over the coming 10 years.

Wakefield 2030 is a plan we can all be proud of. It will guide our actions, allow us to track how we are performing and include ways for the Council, our communities and industries to work shoulder-to-shoulder as we create the kind of region we all want to be a part of.

We live in a fantastic part of Australia and our plan will promote our attributes, excite our people and entice new visitors, businesses and residents to our region.

From the start of this planning journey, Council committed to engaging with the community to develop a plan for all of us, recognising we can only achieve our aspirations by working together.

Instead of drafting a document for comment, as we have done in the past, we asked the community through a series of forums to help us draft the plan right from the start. Our farmers, major industries, small businesses, traders, residents and community organisations have played a significant part in bringing this document to life.

Thank you to everyone who had a say. Council is committed to working with our community to achieve the shared vision for our region.

From your Council

Mayor Rodney Reid
Deputy Mayor Denni Agnew
Councillor Peter Bowyer
Councillor Michael Greenshields
Councillor Michael Rankine
Councillor Malcolm May
Councillor Dianne Taylor
Councillor Tom Michael
Councillor Derryn Stringer
Councillor Barbara Chappell



"Wakefield is a great place to do business and a great place to belong"



Wakefield 2030

MOVING FORWARD

The Wakefield 2030 Community Plan is represented by a windmill logo. Windmills are a feature of our landscape and a symbol of sustainability. They also represent energy, forward movement and momentum. We intend to keep up the momentum and pace as we work to deliver the strategies and actions within this plan.

OUR WAKEFIELD



The Wakefield region is easily accessible from South Australia's capital but far enough away to provide affordable living and a country lifestyle.

Our key commercial centre of Balaklava and the surrounding townships of Owen, Hamley Bridge, Blyth, Brinkworth, Snowtown, Lochiel and Port Wakefield are connected by fertile agricultural lands, while a myriad of smaller settlements dot the landscape.

Agriculture

The region boasts some of the state's most productive farming land, with significant grain, pulse and hay production, as well as commercial fishing and intensive animal farming.

Rural Lifestyle

Townships, settlements and lush farmlands provide a range of lifestyle choices.

Landscapes

Lake Bumbunga, the Samphire Coast and Port Wakefield mangroves, Wakefield and Light riverine environments, Rocks Reserve and Halbury Parklands are just some of the region's environmental gems.

Adventure Starts Here

Wakefield is an important gateway to amazing South Australian destinations – the Yorke and Eyre Peninsulas, Flinders Ranges, Outback and Clare Valley – and we have our own treasures too.



- 1. *Bowmans Intermodal***
Australia's largest inland 'port' for road and rail - a vital transport link for the State.
- 2. *Defence Precinct***
The Department of Defence Port Wakefield Proof and Experimental Establishment hosts weapons trials, munitions proofing and environmental testing for the Royal Australian Navy, Australian Army and Royal Australian Air Force.
- 3. *Fishing Industry***
Port Wakefield is a South Australian historical treasure – is also host to an important fishing industry.
- 4. *Inkerman Landfill***
A major state-of-the-art landfill facility that services transfer stations in the city's north and beyond.
- 5. *Major Windfarms***
In the hills above Snowtown and Lochiel, these are important renewable energy sources for the State.



DEMOGRAPHICS

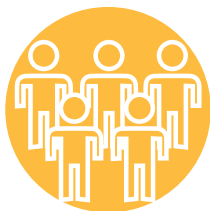
PROJECTIONS

YEAR	2011	2016	2021	2026	2031
Total	6,662	6,950	6,776	7,287	7,445
Ages 0-14	1,384	1,329	1,284	1,393	1,389
Ages 55+	2,147	2,378	2,527	2,904	3,002
Ages 75+	563	586	635	888	1,042

The table on the left shows a steady increase in population for the region is expected over the coming 10 years, similar to the previous 10 years. The most significant increase will be in older age groups, with a 40% increase expected in the 75 plus age group. Other demographics show the statistical information for Wakefield (WRC) compared to the figures for South Australia (SA).

POPULATION

In 2022 in the Wakefield region:



Estimated population
6,958



Median age - 43 (compared
to state median of 40)



Aboriginal & Torres Strait
Islander - 2.7% (SA: 2%)



Overseas born - 10.5%
(SA: 24.1%)

HOUSEHOLDS



*Average Household
(person per
dwelling)*

WRC 2.37
SA 2.4

	LONE PERSON HOUSEHOLDS	MEDIAN WEEKLY HOUSEHOLD INCOME
WRC	28.9%	\$1,038
SA	27.3%	\$1,203

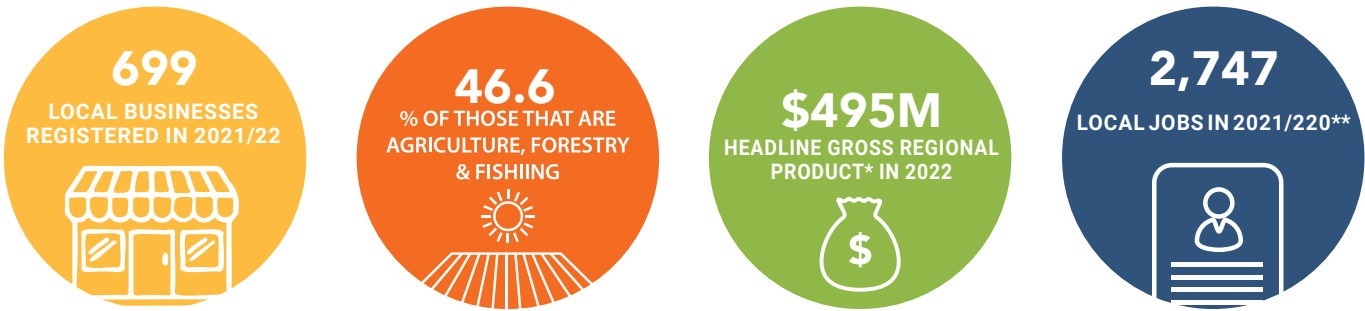
	MEDIAN WEEKLY MORTGAGE REPAYMENT	HOUSEHOLDS WITH MORTGAGE	MEDIAN WEEKLY RENT	HOUSEHOLDS RENTING
WRC	\$209	32%	\$183	22%
SA	\$334	34%	\$268	28%

EDUCATION & EMPLOYMENT

	UNEMPLOYMENT RATE	POPULATION IN LABOUR FORCE	TRADE QUALIFICATIONS	UNIVERSITY QUALIFICATIONS	COMPLETED YEAR 12	VOLUNTEERING RATE
WRC	6.3%	54%	22%	8%	32.5%	26.3%
SA	7.5%	58%	20%	18.5%	47.4%	17%



BUSINESS & INDUSTRY



* Headline Gross Regional Product is a measure of size or net wealth generated by the local economy.

** People who are employed in the local area, regardless of where they live.

EMPLOYMENT BY INDUSTRY (2021/2022)



Data sources:
2021 Census – Australian Bureau of Statistics (ABS)
Projections – SA Government Population Projections for SA Local Government Areas
National Institute of Economic & Industry Research 2023
.idcommunity demographic information provided by Regional Development Australia Yorke & Mid North

CONSIDERATIONS AND CONSULTATION

Our community is proud of its rich heritage, agricultural roots, quality schools, sporting clubs and the creativity that thrives in our region. Through consultation on Wakefield 2030, it was clear these were areas the community wanted to protect and enhance for the next 10 years and for future generations.

This plan reflects those wishes but it also considers a number of challenges facing the region, putting in place strategies that seek to ensure we are agile and well placed for a sustainable future.

Population

Wakefield's population has steadily increased in recent years. However, some of our towns have seen fluctuating populations in that timeframe and the communities would like to see more effort to bring people into towns, entice young people to stay, support local businesses to thrive and boost services for residents.

This plan includes strategies to grow populations through new development, town upgrades and promotion of the quality, affordable lifestyle Wakefield has to offer – all within easy reach of Adelaide. There are strategies to support existing small businesses and promote Wakefield as a viable proposition to new industries.

Since the 2006 Census, there has been only a 1.5% increase in the number of under 15s while the region has seen an almost 25% increase in those aged 55 and over. There are, therefore, strategies to engage young people to encourage them to stay in Wakefield and actions around advocating for, and supporting, health and welfare services for all age groups.

Agricultural Changes

Council recognises the significant contributions of the agricultural sector to the region and to the state. Many of our farmers are at the forefront of implementing sustainable practices, while the local Hart Field Site is crucial for promoting best practice, skills and expertise to the broad-acre cropping industry. Engagement with farmers through the development of Wakefield 2030 has indicated practices will continue to evolve, with larger machinery, heavier vehicles, changing technology and bigger farms likely to impact and influence the sector.

Through this plan, Council has strategies to advocate for local agriculture industries and the priority actions take into account the implications of farming changes on Wakefield's infrastructure, environment and community.

Covid-19 Pandemic

In the final stages of consultation on Wakefield 2030, the COVID-19 emergency threw unprecedented challenges our way. The social and economic impacts of the global pandemic will be felt across the world – including in our community – for many years to come.

Council played a major role in the health response to the pandemic with our employees at the frontline, helping enforce restrictions and educating the community about the virus.

We were also the first Council in South Australia to waive rates and services charges at the end of the 2019/20 financial year for those who were doing it tough. Council also endorsed a significant grants package for our community in an effort to reduce the pain from the COVID-19 crisis.

Council understands the essential services we provide need to continue and that, beyond the crisis, there will be a significant period of recovery especially for our little communities that had been hard hit already by drought and population stagnation.

This plan aims to support the overall health and wellbeing of our community, provide activities that engage and excite our residents and keep Wakefield on a path to prosperity for the years ahead.

Financial Sustainability

Rates are the key source of income for Council and vital for funding services and projects for the community. With a relatively small population from which to draw rates income, Council seeks to leverage external grant funding as much as possible and this plan includes a number of initiatives that will require grant support. Through careful planning, Council seeks to appropriately balance expenditure on services, levels of debt and the financial impact on ratepayers as it leverages grants to fund exciting and important projects for the community.

Volunteering

Wakefield is fortunate to have a high proportion of people who volunteer but feedback indicates many of the volunteers are overstretched and in older age groups. Volunteer numbers have remained fairly static over the past 10 years but indications from the community are more people will end their volunteering roles during the life of this plan. Strategies have been included which will seek to promote volunteering and encourage ongoing high levels of community participation.

Roads and Infrastructure Gap

On behalf of the community, Council is the custodian of assets with a total estimated replacement cost of approximately \$229 million. The key asset classes are:

TRANSPORT	Our road network is one of the largest in the state with approximately: 2360km of unsealed roads 213km sealed roads	Estimated replacement cost of \$153.0 million for roads, footpaths and related infrastructure
BRIDGES	11 bridges across the region	Estimated replacement cost \$7.4 million
COMMUNITY WASTEWATER MANAGEMENT SYSTEMS	5 discrete systems that service the towns of Hamley Bridge, Balaklava, Blyth, Snowtown and Port Wakefield	Estimated replacement cost \$20.7 million
STORMWATER	Includes drains, culverts, pits, floodways, headwalls, scour protection and other miscellaneous stormwater assets	Estimated replacement cost \$19.3 million
BUILDINGS	Approximately 180 Council-owned buildings and structures	Estimated replacement cost \$28.5 million

Over the past few years, there has been an increased effort to close an estimated \$16 million expenditure gap – predominantly related to the unsealed road network – to ensure we are providing sustainable infrastructure that meets agreed service levels.

Wakefield 2030 puts roads and buildings in the spotlight as we aim to work with the community to better understand the use and value of these assets and ensure we are providing appropriate, viable infrastructure for today and into the future.

The farmers' forums for the development of Wakefield 2030 included significant feedback about the unsealed roads network and Council has committed to continue engaging further with these important stakeholders as we update and deliver our asset plans.

Waste and Recycling

The cost of managing waste has increased dramatically in recent years, with sharp rises in both State Government landfill charges and the cost of processing recycled materials. This plan includes strategies to continue working as a community to reduce the amount of waste to landfill and minimise the impact on the environment and Council's budget.

Community Feedback

The vision, themes and key strategies of Wakefield 2030 were developed with the community through a series of forums. Held from late 2019 to early 2020, the forums posed the questions – in the next 10 years, what do you want your town to look like, what do you want the region to look like and what are the top priorities for us.

Five community forums, two farmers' forums, a major industries forum and a traders' forum saw about 200 people contribute their ideas. We later tested the draft vision, themes and strategies with an online survey and 21 respondents provided feedback, most of it positive about the alignment of the drafts with the community's aspirations.

Along with the statutory consultation required for the draft plan, this more comprehensive approach to community engagement ensures we have a plan we can all own and be proud of and this is vital; to be successful, Wakefield 2030 requires all of us to work together.





OUR VISION



“ Wakefield is a thriving and connected regional community known for its lifestyle, vibrant towns and economic prosperity. The region is growing, supported by quality assets and driven by a strong sense of pride and confidence. **Wakefield is a great place to do business and a great place to belong.**”

OUR THEMES AND OBJECTIVES

Following our Wakefield 2030 community engagement process, a series of Council Member workshops was held to fine-tune the key themes and strategies.

There are three key themes or areas where we will focus attention to bring our vision to life. These are shown below, with a short description of what success will look like by 2030:

LIVEABLE COMMUNITIES

Wakefield is a great place to live, work and play. Our vibrant, attractive towns are full of energy and excitement, with places and spaces designed for people to pursue recreation, leisure and fun. Our communities are connected by social events, a sense of pride and belonging and quality infrastructure that serves them well.

THRIVING REGION

Wakefield is open for business. Our region's economic future is bright as existing businesses thrive and expand, while new businesses and industries put down local roots. Our population is growing as people recognise the affordable, quality lifestyle on offer, with new housing options enticing people to move to the area.

SUSTAINABLE FUTURE

Wakefield has a clean, green future. Strong partnerships between Council, the community and other agencies have been formed as we come together to manage our environment in the best possible way. We are seen as a region that respects its natural assets and seeks sustainable outcomes for the community.

The following pages set out these themes and show:

- Outcomes – the results we will see if we are successful.
- Strategies – the key approaches we will take.
- Priority actions – the more detailed activities to deliver the strategies.
- Targets – measurable milestones.
- Measures – methods we will use to determine if we have hit our targets.

Each year, the relevant targets from this plan will inform an Annual Community Plan, budget and operational plans, including specific annual performance targets. We will measure and regularly report progress against these plans.







MEASURING OUR SUCCESS

Council will review Wakefield 2030 and other strategic plans on an annual basis to ensure the plans remain relevant and all deliverables are on track.

As a strategic, guiding plan, Wakefield 2030 does not detail every step we will take to achieve our priority actions. The operational milestones we are aiming for are detailed in a supporting operational plan that will be regularly reviewed by Council, with progress reported to the community.

STRATEGIC TARGETS

The following strategic targets have been set to ensure the progress and delivery of Wakefield 2030 is carefully monitored and adjustments made as necessary to ensure we remain on track:

	STRATEGIC TARGET	HOW WE WILL MEASURE	HOW OFTEN WE WILL MEASURE
	The infrastructure gap on roads is reduced by a minimum of \$1.2 million/year to achieve a gap of less than \$5 million by 2030.	Council asset data	Annually
	The volunteering rate for those aged 15 years and over has increased from 34.1% (2016 Census) to 37% by 2030.	Census	Every 5 years
	Local jobs have increased from 3,060 (2018/19 figures) by a minimum of 1% (or 30 jobs) per year to achieve growth of 10% (300 new jobs) by 2030.	Economy.id	Annually
	Local businesses have increased from 718 (2018/19 figures) by a minimum of 1% (or 7 businesses) per year to achieve growth of 10% (72 new businesses) by 2030.	Economy.id	Annually
	Wakefield's population has grown from 6,838 (2019 figures) by a minimum of 1% (or 68 residents) per year to achieve growth of 10% (684 new residents) by 2030.	Census	Every 5 years
	By 2030, the number and value of new development approvals has approximately doubled on the 10 years to 2019/20: •500 new homes valued at \$90 million •400 new industrial developments valued at \$140 million	Council planning data	Quarterly

Annual Community Plan

Each year, our Annual Community Plan will include the relevant annual priority actions we will need to deliver to remain on target to achieve our vision.

Quarterly Milestone Reporting

Reports will be reviewed by Council each quarter to show how we are tracking against each of the milestones related to the priority actions.

Annual Reporting

Annual reports will be provided to Council and the community, including an assessment of progress towards each of the outcomes.

COUNCIL'S ROLE IN DELIVERING THE COMMUNITY PLAN

Councils are required by law to act as representative, informed and responsible decision-makers in the interest of its communities. We must do this in ways that are socially, environmentally and financially responsible and that improve the quality of life of our community.

Throughout our engagement with the community, Council has made it clear we cannot deliver the community's vision and plans on our own. Priority actions will include work undertaken by the community and local businesses, industries, sporting groups, town committees and other stakeholders.

Council will work hard to help deliver this plan and to serve the community over the coming 10 years in a number of ways:

- As leader – setting the direction through policy, strategies and plans;
- As partner and facilitator – bringing stakeholders together to deliver community actions;
- As planner – checking in regularly to ensure our actions are appropriate for the current and future requirements of the region;
- As regulator – ensuring the health, safety and legislative compliance of Council and our community as we deliver our actions;
- As advocate – representing the community and negotiating with key decision makers for improved outcomes for Wakefield;
- As owner/custodian - delivering sustainable assets on behalf of the community.

Wakefield 2030 is the community's strategic plan but Council must ensure it operates as an effective, customer-focused organisation to fulfil the roles outlined above and to deliver the plan.

The following four key strategies underpin the ways in which Council will deliver the vision and targets detailed in this plan:

1. Ongoing and regular community engagement, communication and reporting on our plans and projects to ensure we are a community-focused organisation, trusted to deliver on our promises;
2. Customer service, rating and efficiency reviews, sustainable asset plans and robust, responsible financial plans that make us an efficient organisation that delivers value for money services;
3. Leadership and good governance through responsible management of resources, transparent decision making and Council Members, employees and the community working as one;
4. A 'one team' approach to work health and safety and continuous improvement culture that ensures we are a safe, effective and efficient organisation.



Understanding Council's role in delivering priority actions is an important consideration as Council's level of involvement may impact on its resources (staff, equipment, funding etc).

Applying the below roles matrix against each of the priority actions in Wakefield 2030 provides clarity and direction in determining future plans, including budget and personnel provisions.

BROAD ROLE	SPECIFIC ROLE	DESCRIPTION
NO ROLE	Nil	Council chooses not to have a role in relation to a particular service or activity.
ENABLER	Leader	The Council sets direction through policy, strategies and plans.
	Advocate	The Council may advocate to another government or other organisation for certain things to happen; this could range from a single event (such as writing to a Minister) through to an ongoing campaign.
	Facilitator	A step further from advocacy where the Council may try to bring parties together to work out a solution to an issue affecting the Council area.
PROVIDER	Regulator	The Council has legislated roles in a range of areas which it is required to fund from its own funds (apart from fees for cost recovery, government grants)
	Part funder	The Council either provides funding to another body to meet part of the cost of that body providing a function/service activity, or receives funding from another body (usually a government agency) to meet part of the cost of the Council delivering it.
	Asset owner	As the owner (or custodian, such as through a Trust Deed) of an asset (road, footpath, building, playground etc.), the Council has responsibility for capital, operating and maintenance costs.



LIVEABLE COMMUNITIES (LC)

This theme captures feedback from the community about our spaces and places; the outcomes they believe will enhance the quality of life for our community. Our residents want to feel safe, healthy, connected and included. They want towns to come alive and assets to serve them well.

"A great place to live, work and play."

OUTCOMES	KEY STRATEGIES	PRIORITY ACTIONS	ROLE	TIME
LC1 - OUR TOWNS ARE VIBRANT AND ACTIVE	LC 1.1 Activate our main streets by providing safe, attractive and accessible places for people.	LC 1.1.1 - Commence delivery of initiatives to rejuvenate the Blyth main street precincts in 2023, followed by Snowtown in 2024.	Asset owner	●
		LC 1.1.2 - Implement the master plan for Port Wakefield, commencing with Stage (1) projects to position the town as a tourism and lifestyle destination.	Asset owner	●
		LC 1.1.3 - Develop a railway precinct plan for Balaklava.	Leader	●
		LC 1.1.4 - Deliver initiatives to rejuvenate the Brinkworth and Owen and main street precincts.	Asset owner	●
	LC 1.2 Activate Wakefield with events and celebrations.	LC 1.2.1 - Work with the community to design a program of community events and celebrations to activate our public spaces.	Facilitator	●
		LC 1.2.2 - Partner with town hall committees to activate the venues to attract new programs and boost revenue.	Facilitator	●
LC2 - OUR QUALITY ASSETS MEET THE COMMUNITY'S NEEDS	LC 2.1 Provide well-planned assets that meet the community's needs now and into the future.	LC 2.1.1 - Implement an infrastructure renewal program that aims to progressively close identified infrastructure gaps over the life of this plan: • On roads – to less than \$5 million • On buildings – to less than \$100,000 • On community wastewater systems, bridges and stormwater – to less than \$100,000	Asset owner	●
		LC 2.1.2 - Work with the community to promote increased use of highly valued and viable Council buildings.	Facilitator	●
		LC 2.1.3 - Review use of Council-owned buildings and dispose of (or repurpose) underutilised assets.	Asset owner	●
	LC 2.2 Provide accessible, viable and fit for purpose facilities.	LC 2.2.1 - Deliver community amenity upgrades (e.g. toilets, playgrounds) to promote the enjoyment of our region for all.	Asset owner	●
	LC 2.3 Promote active and healthy lifestyles through the provision of quality sport and recreation facilities.	LC 2.3.1 - Work with the community to develop an operating strategy that maximises aquatic patronage numbers at all public pools.	Facilitator	●
		LC 2.3.2 - Develop 'spade ready' projects for the upgrade of key sport and recreation facilities across the region and seek external grant funding to support their delivery.	Leader	●
	LC 2.4 - Develop and promote Council's walking, cycling and leisure trail network.	LC 2.4.1 - Develop a district wide trails strategy for new development and promotion of Council's walking, cycling and leisure trail network.	Leader	●
LC3 - OUR COMMUNITY IS HEALTHY, SAFE AND CONNECTED	LC 3.1 Provide and support programs that promote the physical and mental health and wellbeing of our residents.	LC 3.1.1 - Deliver Council's Regional Health Plan to improve the health and wellbeing of our community.	Regulator	●
		LC 3.1.2 - Implement Disability Access & Inclusion Plan to make Wakefield more inclusive and accessible for all.	Regulator	●
	LC 3.2 Encourage high levels of community participation.	LC 3.2.1 - Work with the region's under 25s on a strategy to support young people to stay and flourish in Wakefield.	Leader	●
		LC 3.2.2 - Develop, with the community, a region-wide emergency risk management plan that emphasises the role of individuals, communities, Council and other agencies before, during and after an emergency.	Facilitator	●
		LC 3.2.3 - Design a revitalised Volunteer Program that recognises and celebrates Wakefield's volunteers and promotes opportunities for participation through volunteering.	Leader	●
	LC 4.1 Invest in art, culture and history programs that promote community pride.	LC 4.1.1 - Collaborate with local arts, heritage and culture groups to develop a strategy to showcase our region's artistic reputation.	Facilitator	●
		LC 4.1.2 - Implement a new grants program to fund community-led arts events and programs across the region.	Facilitator	●
LC4 - OUR CREATIVE COMMUNITY PARTICIPATES IN AND VALUES OUR ART AND CULTURE				

Timeline: ● 1-3 years ● 4-6 years ● 7+ years ● Ongoing

THRIVING REGION (TR)

This theme is about the activities that will stimulate growth and prosperity, allowing the region to thrive into the future. It reflects the community's desire to see a diverse, strong and sustainable economic future, population growth and new opportunities for business and employment.

"An affordable, quality lifestyle."

OUTCOMES	KEY STRATEGIES	PRIORITY ACTIONS	ROLE	TIME
TR1 - OUR ECONOMY IS DIVERSIFYING AND GROWING	TR 1.1 - Entice new businesses, developers and industries.	TR 1.1.1 - Develop a prospectus that promotes our region and the benefits of doing business in Wakefield.	Leader	●
		TR 1.1.2 - Develop an incentives strategy that details what Council can offer to new businesses.	Leader	●
		TR 1.1.3 - Review zoning and consider changes to facilitate development.	Regulator	●
		TR 1.1.4 - Advocate for the provision of more accessible fuel and retail services.	Advocate	●
	TR 1.2 - Encourage and support expansion of existing businesses and industries.	TR 1.2.1 - Advocate for new projects that facilitate the expansion of local industries.	Advocate	●
		TR 1.2.2 - Partner with the Regional Development Australia to advocate for a natural gas pipeline to extend from Auburn to Port Wakefield.	Facilitator	●
TR2 - MORE PEOPLE ARE CALLING WAKEFIELD HOME	TR 2.1 - Leverage the quality, affordable lifestyle Wakefield has to offer to drive residential growth.	TR 2.1.1 - Advocate for and support childcare service expansion across the region.	Advocate	●
		TR 2.1.2 - Expand residential land development opportunities within towns and across the region.	Regulator	●
		TR 2.1.3 - Develop a prospectus to promote Wakefield's towns as ideal quality lifestyle propositions.	Leader	●
		TR 2.1.4 - Develop a promotional campaign to attract new residents by showcasing the affordable, quality lifestyle destinations within Wakefield.	Leader	●
TR3 - VISITING TOURISTS ARE ENHANCING OUR REGION	TR 3.1 - Position Wakefield as an important stepping stone for adventures in our region and beyond.	TR 3.1.1 - Work with the SA Tourism Commission, State Government and other councils to provide tourist 'arrival and departure' opportunities at Port Wakefield.	Part funder	●
		TR 3.1.2 - Create a tourism corridor through the region through the provision of quality signage, maps and promotional activities.	Leader	●
	TR 3.2 - Create a network of attractive and enticing tourist facilities to encourage travellers to stay longer.	TR 3.2.1 - Investigate low-cost business models of Balaklava and Port Wakefield Caravan Parks and improve booking systems for both sites.	Asset owner	●
		TR 3.2.2 - Roll out RV site branding and develop promotional material to increase patronage.	Asset owner	●

Timeline: ● 1-3 years ● 4-6 years ● 7+ years ● Ongoing





OUTCOMES	KEY STRATEGIES	PRIORITY ACTIONS	ROLE	TIME
SF1 - OUR LANDSCAPE AND ECOSYSTEMS ARE VALUED AND PROTECTED	SF 1.1 - Safeguard and sustainably manage the environment.	SF 1.1.1 - Establish partnerships with the Landscape Board and community groups to promote and protect important local ecosystems.	Facilitator	●
		SF 1.1.2 - Manage and maintain roadside vegetation to allow safe access for farming machinery while protecting remnant vegetation.	Asset owner	●
SF2 - OUR RESOURCES ARE MANAGED SUSTAINABLY	SF 2.1 - Attract 'green' industries to the region.	SF 2.1.1 - Develop a prospectus that showcases the Wakefield region's potential to host renewable energy and waste recycling industries.	Leader	●
		SF 2.1.2 - Develop an incentives strategy that details what Council can offer to new green businesses.	Leader	●
		SF 2.1.3 - Support the development of a community-based renewable energy incentive program to deliver cheaper electricity for Wakefield residents.	Advocate	●
SF3 - OUR REGION IS RECOGNISED AS A RESPONSIBLE ENVIRONMENTAL LEADER	SF 3.1 - Sustainably manage Council's water and waste operations.	SF 3.1.1 - Increase reuse of community wastewater treatment plant water to green more public spaces.	Asset owner	●
		SF 3.1.2 - Establish a program to reduce the community's waste to landfill.	Leader	●
	SF 3.2 - Help the community prepare for, and adapt to, a changing climate.	SF 3.2.1 - Work with external agencies to develop a Climate Change Adaptation Plan for the region.	Facilitator	●
		SF 3.2.2 - Establish a program that supports community revegetation projects – on private and public land.	Leader	●
		SF 3.2.3 Support the implementation of an Electric Vehicle charging station network across the region.	Facilitator	●

Timeline: ● 1-3 years ● 4-6 years ● 7+ years ● Ongoing

SUSTAINABLE FUTURE (SF)

This theme captures community feedback about becoming more sustainable when it comes to waste, water reuse and energy, as well as a desire to protect, promote and enhance our natural treasures. It is about providing proactive and responsible environmental leadership by making decisions and investments that consider generations to come.

"A clean, green future."

OUR PLANNING FRAMEWORK

Wakefield 2030 is the community's 10-year plan that will drive Council's activities. It shapes:

- Our Long Term Financial Plan – the financial expression of how we will achieve the vision, outcomes and strategies of Wakefield 2030.
- Our Asset Management Plans – the detailed plans for ensuring sustainable asset investment and management to meet the Wakefield 2030 objectives.

Together, these plans are known as our strategic plans. Each year of the strategic plans then determines what activities will be included in the Annual Community Plan and budget for that year.

Our plans are also influenced by – and complement – a range of State and regional strategies and plans.





WORKING WITH OTHERS TO DELIVER

We will work with a range of key regional stakeholders to deliver the priority actions:

- Wakefield community
- Residents
- Businesses
- Industries
- Community groups (including town committees)
- Sporting and recreation groups
- Volunteers
- Visitors
- Regional Development Australia – Yorke and Mid North
- Landscapes Board – Yorke and Mid North
- South Australian Government agencies
- Federal Government agencies
- Non-government organisations
- Local Government Association
- Legatus Group of Councils
- Clare Valley Tourism



MEASURING OUR SUCCESS

Completed or implemented actions from Wakefield 2030 are recorded as a means of measuring and tracking Council's performance against its goals in Wakefield 2030

This list will be updated after each review as a means of recognising the work achieved to date.

COMPLETED:

LC 1.1.1 Deliver initiatives to rejuvenate Balaklava and Hamley Bridge main street precincts by 2021.

LC 1.1.2 Deliver a masterplan for Port Wakefield to position the town as a tourism and lifestyle destination.

LC 2.1.1. Comprehensively review Council's suite of Infrastructure Asset Management Plans to ensure the community's desired asset service levels are achieved in a financially sustainable manner.

LC 2.2.1 Design and construct the new fit-for-purpose Balaklava works depot to meet Council's operational needs.

LC 2.3.1 Renew/upgrade Balaklava, Owen and Hamley Bridge pools.

TR 3.2.3 Review existing low/no cost RV sites and develop standardised approaches (including branding to promote an integrated network).

LC 2.2.1 - Finalise stage 2 works for the new Balaklava works depot to meet Council's operational needs by 2022.

LC 2.3.1 - Deliver Balaklava and Owen pool upgrades.

ONGOING:

TR 1.1.2 - Develop an incentives strategy that details what Council can offer to new businesses.

SF 1.1.2 - Manage and maintain roadside vegetation to allow safe access for farming machinery while protecting remnant vegetation.

SF 3.2.2 - Establish a program that supports community revegetation projects – on private and public land.



COMPLETED PROJECTS

"Wakefield is a great place to do business and a great place to belong"



WAKEFIELD
REGIONAL COUNCIL

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