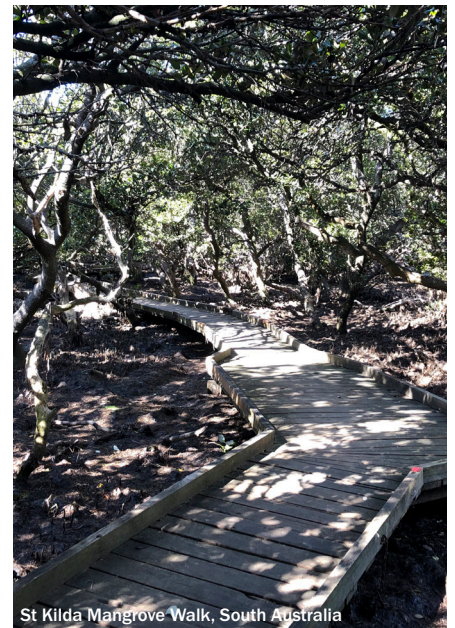


OPPORTUNITIES

Precedents

Extending the welcome to Port Wakefield will require developing a suite of varied offerings, inviting people to come in to town and stay a little longer. The visit to Port Wakefield is underpinned by experiences that celebrate Port Wakefield's unique heritage and beautiful natural ecosystems.



St Kilda Mangrove Walk, South Australia



Ararat and Grampians Visitor Info Centre, VIC



Castro Valley Blvd, California



Rockhampton Rocky River Bank Playground, QLD



Inverleigh Hotel, VIC



Esperance Foreshore, WA



St. Kilda Mangrove Walk, South Australia

WHAT WE HEARD

Community Feedback

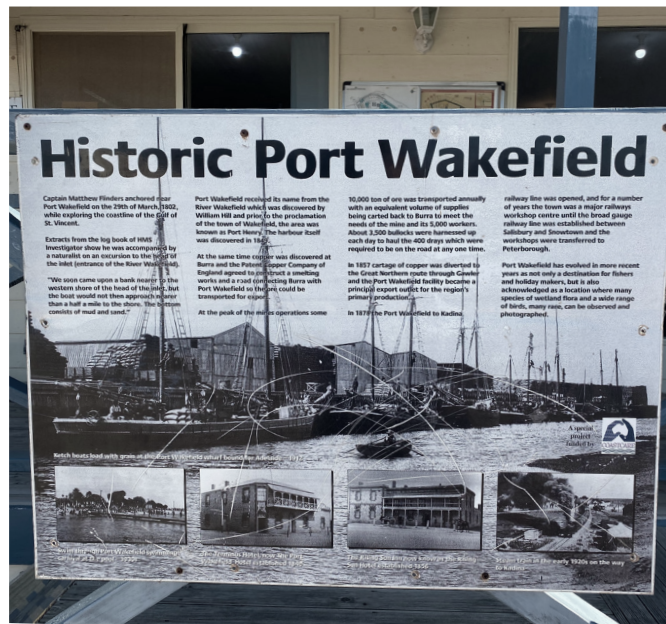
Comments compiled from: Strategic Plan Workshop
Port Wakefield, 11 November 2019

We need to transform the waterfront, bring people off the highway and give them a reason to stay. Too many know nothing...

- Community Member

Make Port Wakefield a point to promote our region -- its own Gateway to our region and other tourist areas e.g. Yorke Peninsula...

- Community Member



Benefit from the movie industries - prime location close to the city to shoot with historic buildings



Making the town recognised for it's history. Martindale Hall, the Bowman Family, Burra Burra, mining copper on the Yorke Peninsula. And Dawn Fraser swam here!

- Community Member

More signage to attract visitors into Port Wakefield -- make it a destination attraction with the opportunity for new businesses...

- Community Member



Decent signage on Main Rd to encourage people to come into the town



Opportunity for changes at the Port by making this a known spot in our region for fresh ocean produce

PROJECT DELIVERY





PROJECT VISION + DESIGN PRINCIPLES

(Work In Progress - In Development)

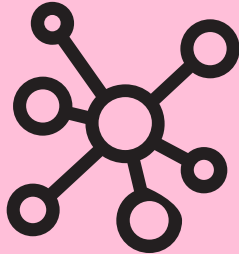
After undertaking high-level analysis of the township and region, we have developed a series of preliminary principles and objectives based on the WRC vision.

These principles and objectives function as a starting point for further development with Council and key stakeholders during a series of co-design workshops.



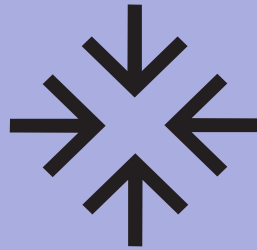
The project vision is to make the township of Port Wakefield a more attractive, more active, more successful and more enjoyable place for locals and visitors.

Design Principles



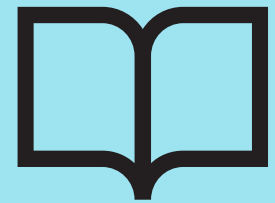
A Gateway to the Region

Position Port Wakefield as the jumping off point to regional South Australia's tourist spots.



Draw People In to Linger Longer

Establish a diversity of offerings that invite people in to town, and encourage them to visit for longer.



Reveal and Celebrate the Diverse Local History

Focus on the rich and well-preserved local history, engage with indigenous traditional owners to forefront their story of place.



Think as Part of a Network

Consider Port Wakefield as a central point in a connected network of tourist and regional destinations.



Invest in Natural Amenities

Direct visitors to the inherent natural beauty of the area and harness the mangrove / saltmarsh coastal landscape. Rescale the pedestrian experience of town from open to fine-grained



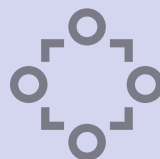
Provide Bespoke and Clear Wayfinding

Expand on existing heritage walk to include clear wayfinding throughout Port Wakefield's drawcards



Provide Green Gateways

Announce Port Wakefield's historic and natural attractions through the use of clear and green gateway markers



Curate Sequence of Experiences

Develop a natural sequence of experiences so visitor attention is easily piqued and retained



Encourage Local Spending

Expand local retail and hospitality offerings, to promote greater visitor spend in Port Wakefield



Foster a Distinct Sense of Place

Privilege the character and essence of Port Wakefield and carry this sense of place into all public amenity improvements

ABOUT US

Hassell is a leading international design practice with studios in Asia, Australia, the United States, and the United Kingdom. Our purpose is to design the world's best places – places people love. We do this by combining strategic insight with creative design to unlock the social, cultural and economic value of places.

We collaborate with the best minds in research, industry and design worldwide and we're committed to making a positive impact on communities and our environment.

We care about creating lasting value for our clients, but we're just as passionate about creating lasting value for communities. We want to do work that matters to us – and to the wider world.



We unlock the potential of cities to grow and renew.



Climate and biodiversity emergencies are global challenges that demand strong, evolving responses.

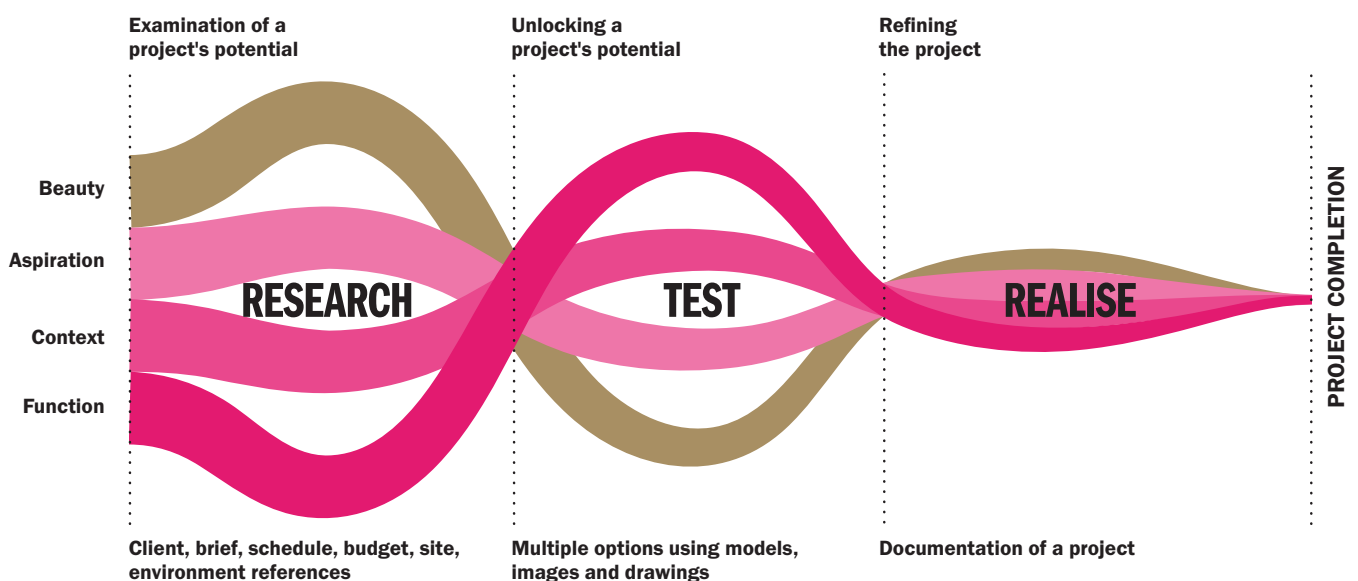


Images:

1. Panda Land Master Plan, Chengdu, China
2. Darling Harbour Public Realm, Sydney, Australia
3. Stadium Park and Chevron Parkland, Perth, Australia
4. Bay Area Resilient by Design, San Francisco
5. Croydon South End High Street, London, UK

HOW WE WORK WITH YOU

Ultimately we want to create places people love. Places that are meaningful and enrich people's lives. Meaningful design is the result of a clear and incisive design concept – a big idea that drives every small decision made throughout the design process. Having conceptual clarity creates shared ownership and allows our clients to be actively involved in the design process.





Design process

As designers, our focus is on people and how we create better, more meaningful experiences for them. We do that through creative, holistic thinking, a deep knowledge base and an integrated design process.

At the start of each project, we think carefully about it from four different perspectives to create a clear design concept:

- The social and physical context of the project site, its current use, its possible use.
- The function of the building or place we are designing – it has to work for the people who use it.
- The aspiration for the project – what is the client's ambition for the design?
- Beauty – we care about how the project looks and how people experience it.

On any particular project, one perspective may need to be more influential than the others. But the design concept always emerges from the intersection of those four perspectives.

The concept is the basis for clear decision making throughout the design process. And for ensuring the place or building has meaning and connection for the people who use it.

Our work is driven by the client and end user of the places we design, along with the site we are working on. It is an approach that avoids imposing preconceived design ideas on any project.

The way we work

→ COLLABORATION

As a global, multi-disciplinary practice, daily collaboration is in our DNA – and that's reflected in the way we co-create spaces with our clients.

→ GLOBAL TALENT

With our worldwide network of design studios, we can match the right talent to the right projects, regardless of the nature or location of the work.

→ STRATEGIC INSIGHT

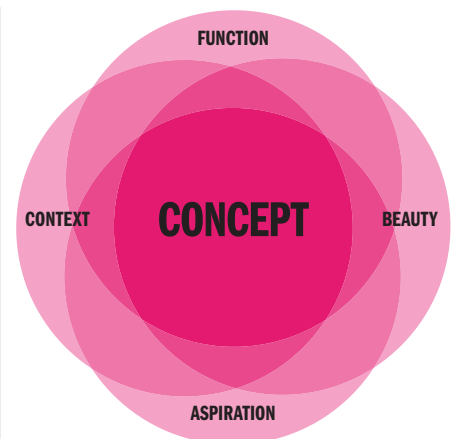
More minds + more perspectives = more ideas (and better outcomes). We always challenge assumptions through our design process.

→ DESIGN TECH

From 3D printing on Mars to 'digital twins' of entire towers, we're at the forefront of BIM, computational design, visualisation and virtual reality.

→ SUSTAINABILITY

Through our projects and our own operations, we're doing our part to de-carbonise the building industry and make sustainable design 'the new normal'.



Our work is driven by the client and end user of the places we design...

PROJECT GOVERNANCE

Through the Department for Infrastructure and Transport, Wakefield Regional Council will engage PW2PA to undertake the Port Wakefield Township Master Plan.

Hassell will be engaged by PW2PA under our existing consultancy services agreement.

For the purposes of undertaking the Master Planning exercise Hassell's client is Wakefield Regional Council who will provide instruction, briefing, and generally oversee our work.

The Department will engage PW2PA to undertake Master Planning services and will be responsible for assessment and payment of invoices related to Master Planning services for the Port Wakefield Township.



WRC PCG

Andrew MacDonald
Leon Kruger
Kelly Westell



PW2PA Engineering



Hassell



**Through our work,
we're building
a more inclusive,
sustainable future
for communities.**

ENGAGEMENT PROCESS

We propose a progressive engagement process, focussing on a co-designing approach. This will allow the project team to explore all design solutions with key stakeholders, and ensure that a high quality, and importantly, implementable design can be achieved.

The Engagement Strategy, focussed around a CoDesign workshop, is a process HASSELL have implemented on a number master planning projects with great success. It is a process HASSELL feels will enable and contribute to the successful development of a master plan for Port Wakefield.

We do not see engagement on this project as just a series of formal events and workshops. We believe that the key to producing a successful concept and built project lies in capturing the support of the affected stakeholders by facilitating a consultation process that supports local stakeholders and community to take ownership of the project and be truly involved.

To achieve this, we foresee a series of co-design workshops that will be:

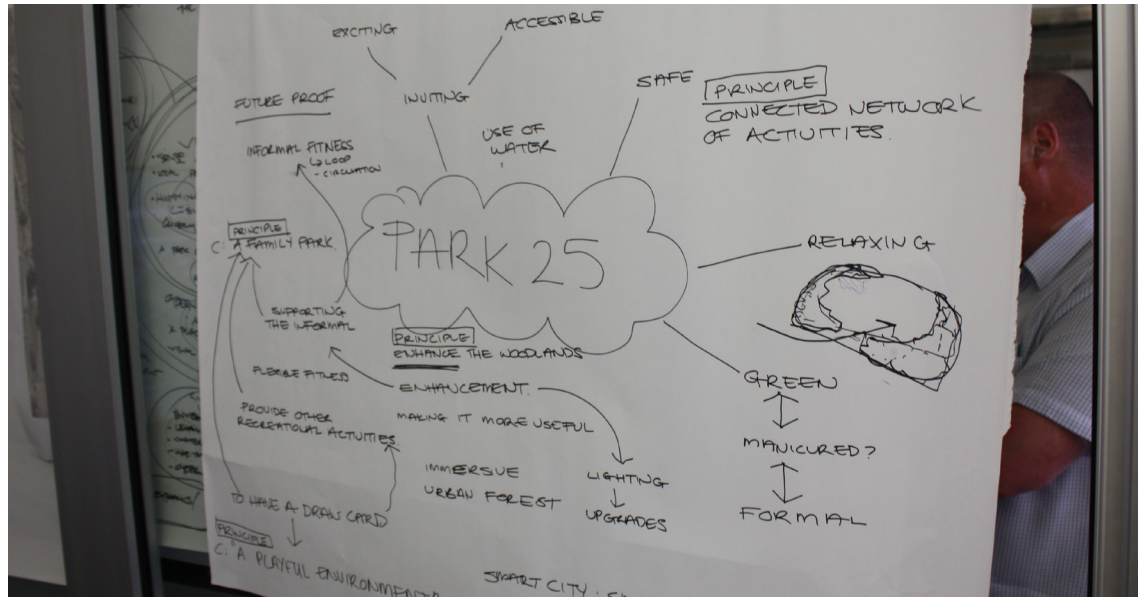
Collaborative – The project will involve working closely with the project control group, as well as workshop participants.

Given the importance of strong project management and close working relationships to a successful engagement process, fortnightly meetings with the WRC Project Manager would be included in our proposed methodology.

Informed by consensus building approaches and techniques – The co-design workshop will be designed and delivered to support consensus building, and will draw on relevant techniques, including those that support a future focus. All Hassell team members are extremely experienced in the use of these techniques.

Inclusive, using co-design principles and techniques – Contemporary co-design approaches are increasingly being used by local councils and governments internationally and in Australia to bring together key stakeholders, experts and users to jointly develop projects.





In order to achieve optimal outcomes, participants in the co-design process work side by side, rather than in a hierarchy. Teams use an interactive process of design, testing, refinement and evaluation, with learnings documented throughout. Codesign can offer important insights into sectoral / stakeholder / community collaboration by incorporating the support, cooperation and expertise of participants, as part of the workshops.

These sessions will invite participants to share their real world lived experiences and understandings of the Port Wakefield Township, and will encourage testing of different ideas, design solutions and possible future scenarios.

Our approach enables stakeholders to effectively participate in the design process by actively involving them. We have found this process as a help to provide the project Sponsors certainty in regard to balancing the competing interests of users and action groups, as well as deflecting criticism of bias in the process. Ultimately it can capture the imagination of people to champion the change and grow new businesses and services.

Ultimately, the real challenge of local community and stakeholder engagement is to ensure that the many diverse individuals who make up community can accept the collaboration and compromise that is required to make a shared vision a reality.

Engagement with the local community

and key stakeholders is recognised as a critical component to achieve a resolved master plan for Port Wakefield that seeds further work in and around the Township.

Engaging stakeholders in a master planning process is about more than ticking boxes. It's about the people who will be living, working and experiencing the space on a day-to-day basis. We propose a progressive engagement process, focussing on a co-designing approach. This will allow the project team to explore all design solutions with key stakeholders, and ensure that a high quality, and importantly, implementable design can be achieved.

The proposed methodology includes the key engagement activities identified below, as well as Community Engagement activities, including online engagement, fixed displays and a public forum to satisfy WRC obligations under the Local Government Act and the Council A20 Community Engagement Policy.



Key community and stakeholder engagement activities are outlined below.

Site Walkshop

A key lesson learned from recent projects is the value of a detailed site walk with Client and Stakeholders. It is through this shared exploration of the site that we gain fresh insights into the site, we make surprise discoveries together, and ensure that efforts are directed in the most logical and focussed manner.

The site walkshop and idea's marketplace allow team members to listen and learn from community and stakeholders and to also talk to them on the range of issues to be addressed. It is often this kind of engagement that most effectively builds relationships and ownership as well as providing a very granular input into the master plan.

Ideas Marketplace

A community engagement event which uses a series of different 'stalls' which all have specific focuses, shaped by the project objectives and WRC Strategic Plan objectives, that the public can wander and contribute their ideas.

The site walkshop and idea's marketplace allow team members to listen and learn from community and stakeholders and to also talk to them on the range of issues to be addressed. It is often this kind of engagement that most effectively builds relationships and ownership as well as providing a very granular input into the master plan.

CoDesign Workshop

A key part of our methodology for this project will be the 1 Day CoDesign Workshop, an intense design workshop where the basic parameters for the project will be established.

The CoDesign Workshop can be either based in a community space in Port Wakefield, or within a space on at the Wakefield Regional Council offices in Balaklava, and will bring together the design team, and representatives from Wakefield Regional Council and key Stakeholders together with the expectation to establish a shared vision, place principles and key functional requirements which can then be used to test and evaluate future scenarios to aide in the development of a Township Master Plan for Port Wakefield.

It will provide the platform for the consultant team to gain a rapid understanding of the communities, stakeholders and WRC needs for Port Wakefield.

Summit participants will include key WRC staff, key members of the Alliance design team and Key Stakeholders, identified through the stakeholder mapping exercise. We have indicated some key stakeholders on the previous page whom we believe will provide valuable input and ultimately be champions for the project. (These include SATC, RDA-Y&MN and PW CMC).

We propose to run the summit over one day, with the morning focussed on the evaluation of the outcomes of the Idea's Marketplace consultation event, and aims drawing out stakeholder and community expectations, wants and desires for the masterplan of Port Wakefield.

The afternoon will focus on the development of a shared vision, guiding principles, key functional requirements that can be used for testing and evaluation of future scenarios.

The afternoon will utilise the outcomes from the morning to test and evaluate future scenarios for the Township.



CoDesign

Our project leadership team will be supported by a diverse cast of internal and external collaborators. We will utilise a Co-Design workshop to successfully unlock the value that this network of thought leaders brings to the development of a Master Plan for Port Wakefield.

The Co-Design process allows us to bring the entire project team - client, consultants and stakeholders - together in a focused workshop environment to achieve outstanding outcomes.



KEY PHASES

Key Phases

1.0
Project Initiation &
Approach Planning



5th Oct 2020 - 30th Oct 2020

2.0
Understanding &
Exploring Possibilities



2nd Nov 2020 - 18th Dec 2020

3.0
Developing the
Vision



11th Jan 2021 - 26th Feb 2021

Program

Methodology

In Phase 1.0 we will broaden our deep understanding of the Township, its program and opportunities and its key functional relationships for the region and its environs.

Phase 2.0 involves engagement with WRC in a CoDesign Workshop, where the vision, guiding principles and key functional requirements will be established, which will aid in the development of a shared spatial understanding for Port Wakefield.

Phase 3.0 involves the development & testing of key moves and refined concepts. Input into this phase includes a testing and validation process proposed with the client group and key stakeholders.

Deliverables

Existing Situations
Paper

Vision & Place Principles
Draft Public Realm
Guidelines

Consultation Summary
Report

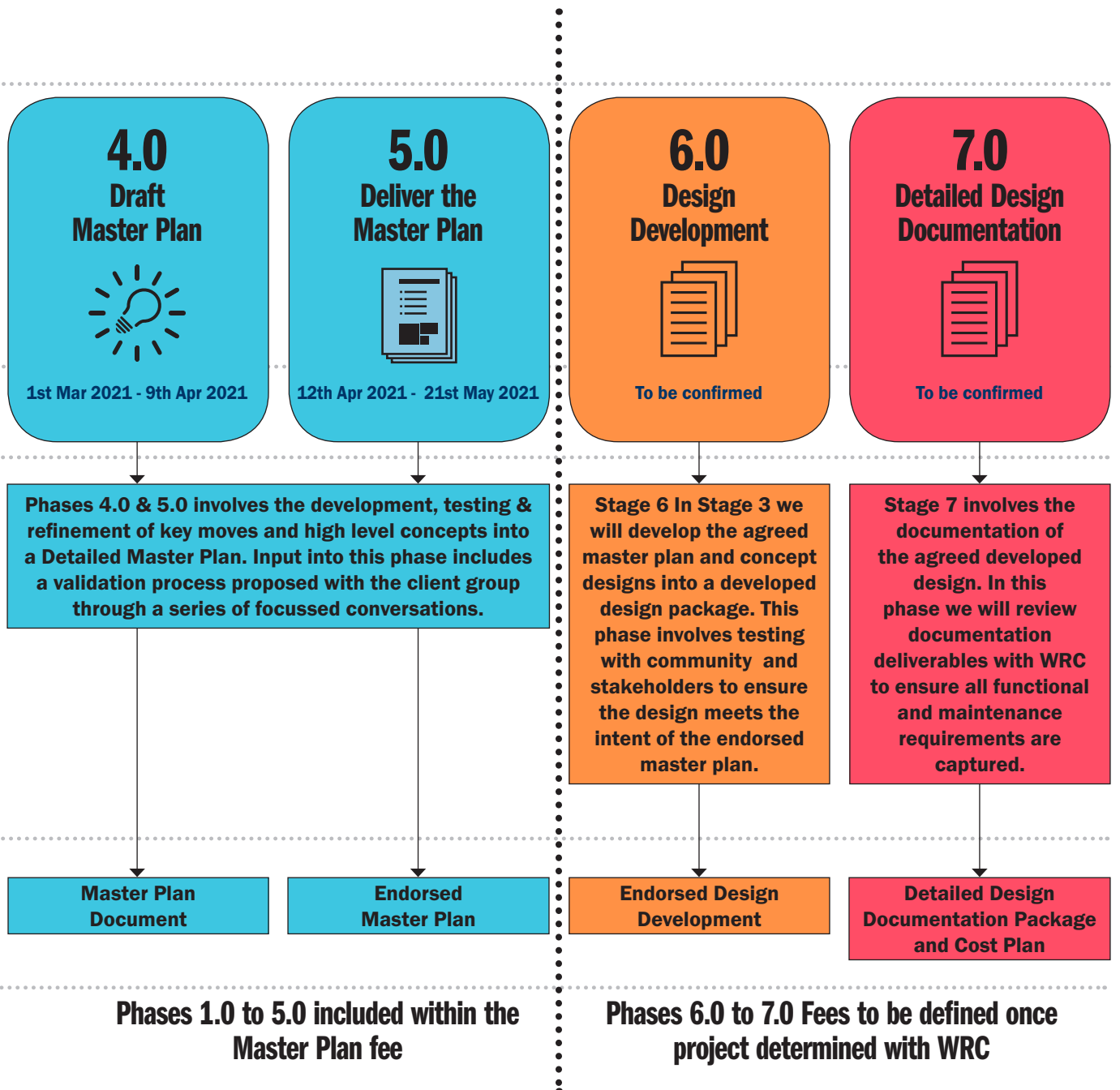




Image: Port Wakefield Township looking East along Edward street

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PORT WAKEFIELD EXISTING CONDITIONS AND COMMUNITY CONSULTATION SUMMARY REPORT



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2.	Context Location Indigenous Context Colonial Context Geology Vegetation Tourism	6-19
3.	Analysis Traffic and Connectivity Development Town Character Landscape Character	20-27
4.	Document Review Wakefield 2030 Pt Wakefield MP 2006 Caravan Parks Operational Review Site River Walk South Australian Regional Visitors Strategy Regional Roadmap 2018-2028	28-35
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7.	Appendix A - Community Consultation Material	



INTRODUCTION

The South Australian government is currently investing in significant infrastructure improvements between Port Wakefield and Port Augusta. A key part of this work includes the duplication of the highway through the township of Port Wakefield.

The proposed works through Port Wakefield represent an opportunity for the town to reposition its role in the tourism market of the region, and pivot its offering.

Wakefield Regional Council (WRC) has identified the importance of developing a community-supported Masterplan for the town, to address its reputation as an unappealing service town.

Port Wakefield will be a place where people want to stop, rather than needing to stop.

Consideration for recasting Port Wakefield as the launching pad to regional South Australia - a memorable gateway. In tandem with South Australian Tourism Commission (SATC) opportunity to provide a substantive tourism venue and information centre that can provide information on all the northern, western and Yorke peninsula related tourism for travellers.

The masterplan can:

- Create a strong sense of departure and arrival which may include digital and static information, rest areas, playspaces and toilets
- Better connect and open up the township to passing visitors and encourage and present reasons why they should spend more time in town;
- Green and cool township streets, improve lighting and provide better places for people;
- Present a renewed and cohesive township experience for locals and visitors alike through the village's heritage streetscapes, public spaces and landscapes;
- Maximise the whole of Tucker Time site.

This Existing Conditions and Consultation Summary Report is a precursor to the Master Plan Document. The role of this report is to broaden and deepen the project team's understanding of the Township, its program and opportunities and its key functional relationships for the region and its environs.

The Consultulation Summary captures the outcomes from the engagement activities with WRC, including the discussions for the vision, guiding principles and key functional requirements that will help inform the foundation for the master plan to be developed and presented in the next phase of the project.







CONTEXT

LOCATION

Port Wakefield is rich in local history and strategically nestled at the northern point St. Vincent Gulf. Its current offering as a service town and stopover for travellers heading to the Yorke and Eyre Peninsulas undervalues what Port Wakefield has and can be. Port Wakefield's natural beauty and immersive cultural heritage can be transformed into an invitation to visitors, and will make the town a must-see jumping off point for the greater region.

Located 100km from Adelaide, and situated at the knuckle of the Yorke Peninsula, Port Wakefield is a natural gateway to a substantial portion of South Australia's regional tourist offering.

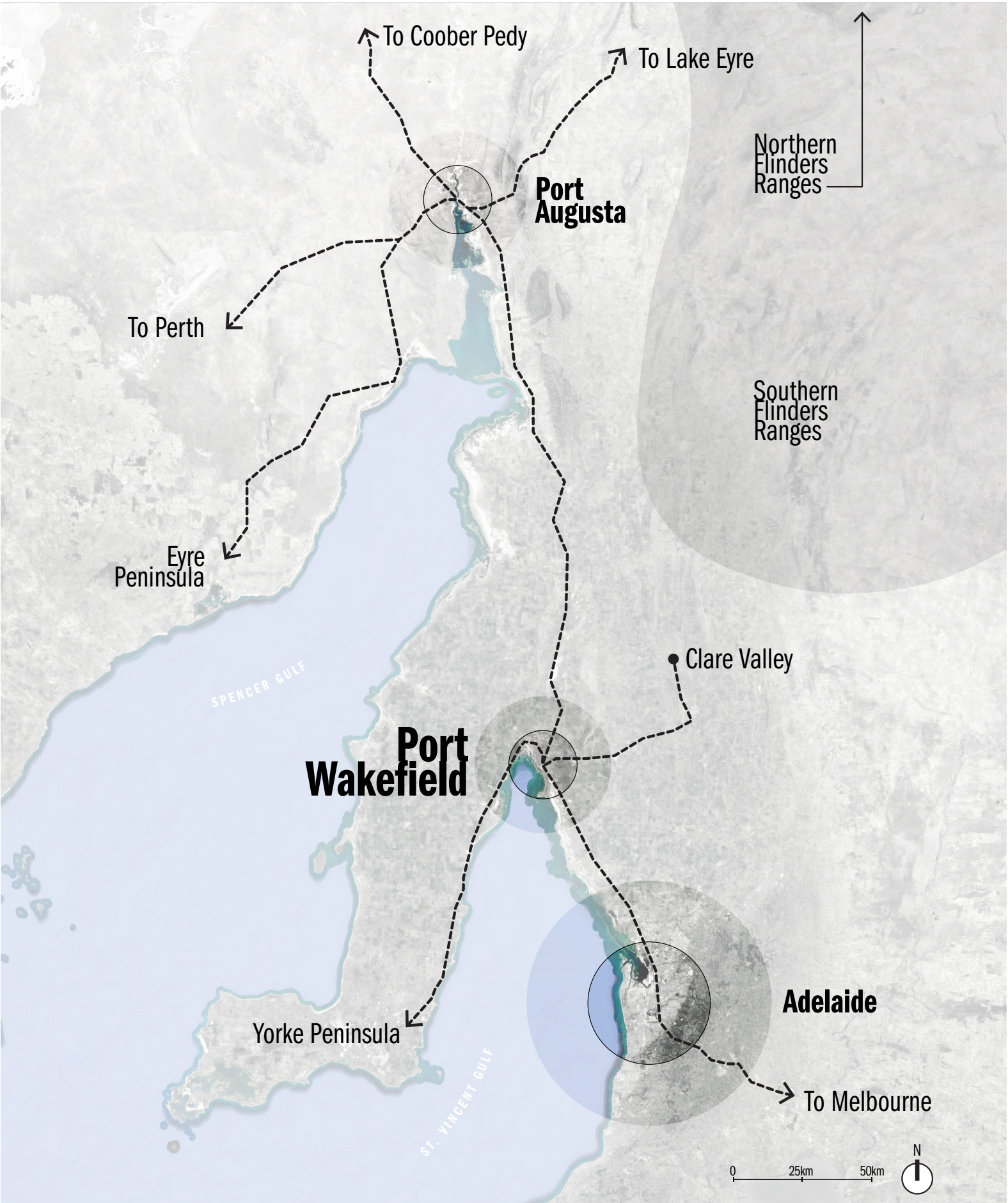
The town currently functions primarily as a service town to visitors to the Yorke Peninsula, offering some high quality bakeries as well as service stations and bait and tackle stores.

Currently the town suffers from a poor image in the minds of visitors, as the interface between the highway and the township is uninviting and undesirable.

The impressive heritage which is largely intact, and the unique natural environment present as obvious focal points to drawing visitors in. Key to repositioning Port Wakefield in the mind's eye of visitors will be to develop a critical mass of diverse offerings. Visitors will be attracted to stop in, take a break, and enjoy the upgraded town centre.

It is these same qualities, as well as proximity to Adelaide and other nearby areas of great natural beauty, that present another opportunity to evolve Port Wakefield into a new thriving lifestyle destination.

A diversity of offerings that invite visitors to linger longer.



CONTEXT

Indigenous

Kaurna

The Kaurna people of the Adelaide Plains are the traditional custodians of the land around Port Wakefield. Prior to colonisation, the Kaurna people are thought to have numbered around 300. The Kaurna spoke a complex language which reflected their sophisticated culture and deep knowledge of the environment.

From the History Trust of South Australia:

Teaching young people was a central part of Kaurna life, and understanding the environment was important for more than just food, shelter, tools and medicine. Kaurna spirituality recognizes the connectedness of people and culture with the worlds of plants, the animals and stars. The land is alive with traces of Dreaming ancestors such as Tjilbruke.

Source: Adelaidia History, History Trust of SA

Narungga

The Narungga people of the area now known as the Yorke Peninsula are thought to have inhabited this country as long as 15,000 years ago. Understood to number as many as 500 before colonisation, the Narungga people led a nomadic lifestyle and were proficient fishers.

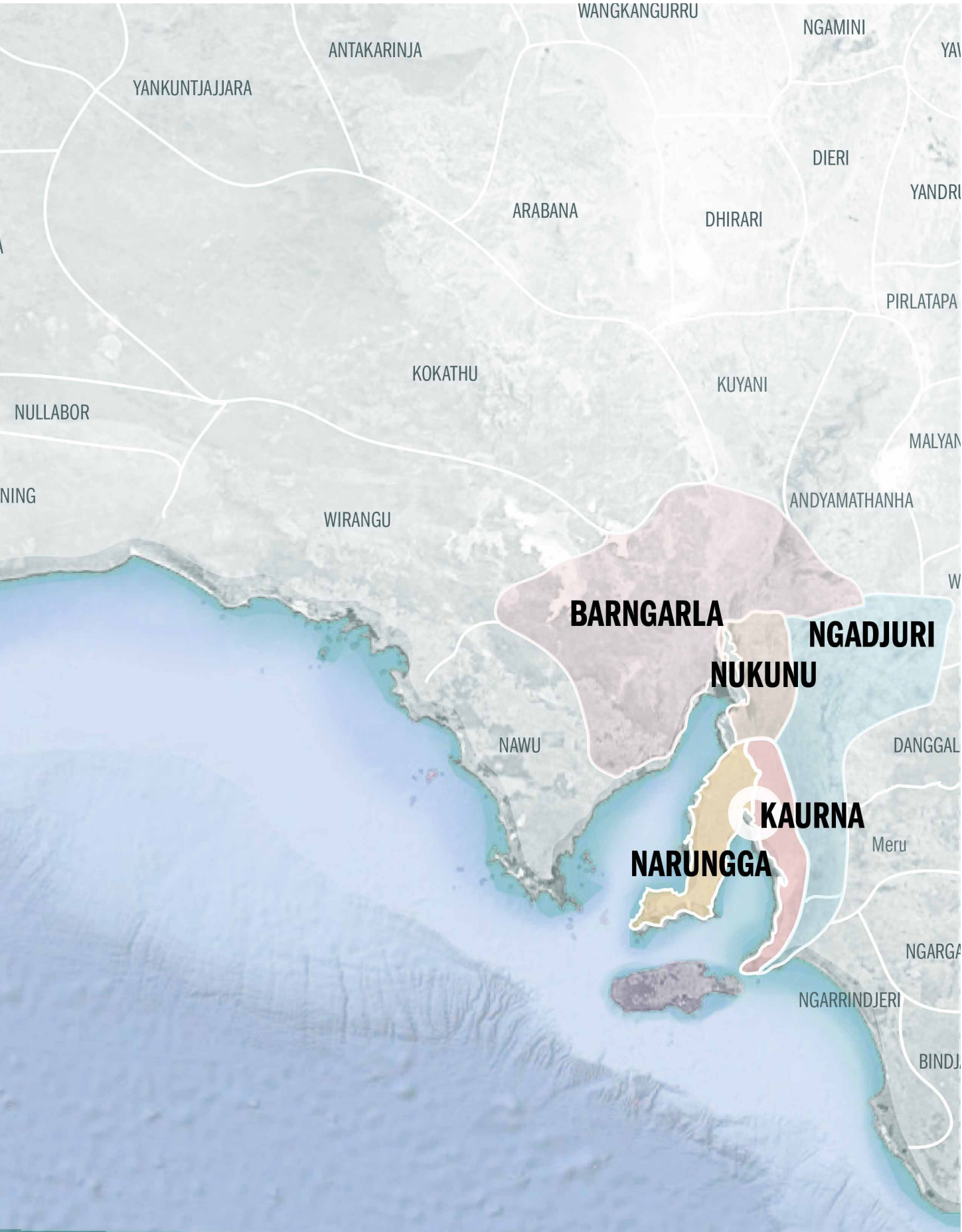
From *A Journey Through Narungga History*:

...connection between people and their territory was reciprocal and generous – when people abided by the law, their country nourished and protected them. Country provided Narungga with physical, spiritual and emotional security and confidence.

Source: A Journey Through Narungga History
Skye Krichauff, Narungga Aboriginal Progress Association Inc. 2011



Above: Samphire Scrubland, Port Wakefield
Left: Kurna Calendar - Seasons of the Adelaide Plains, Scott Heyes



Aboriginal Language Groups of South Australia

CONTEXT

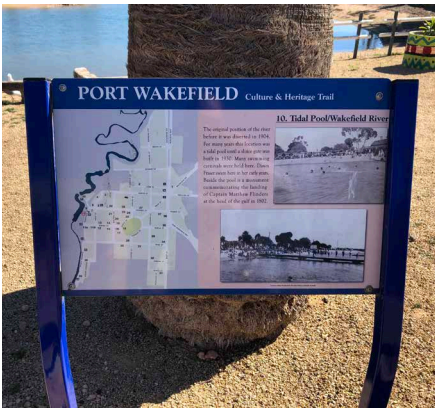
Colonial

Emerging out of the stark landscape of farmlands and salt pans Port Wakefield was the first planned colonial town, and first port, after the capital, Adelaide. Historically, the township played an important role in South Australia's colonial history, supporting the needs of early settlers in the development of mining and agricultural industries, resulting in the development of a Port and Wharf. Its historically important location at the northernmost reach of the Gulf of St. Vincent enabled it as the terminus for exports of copper ore, wool and wheat from the hinterland.

Today Port Wakefield is a quiet coastal town of the Adelaide Plains. It's well preserved historic building stock and pristine mangrove coastlands provide an opportune setting for a renewed visitor economy. More recently, the wharf supports the local fishing industry and the township.

Port Wakefield Historical Walk

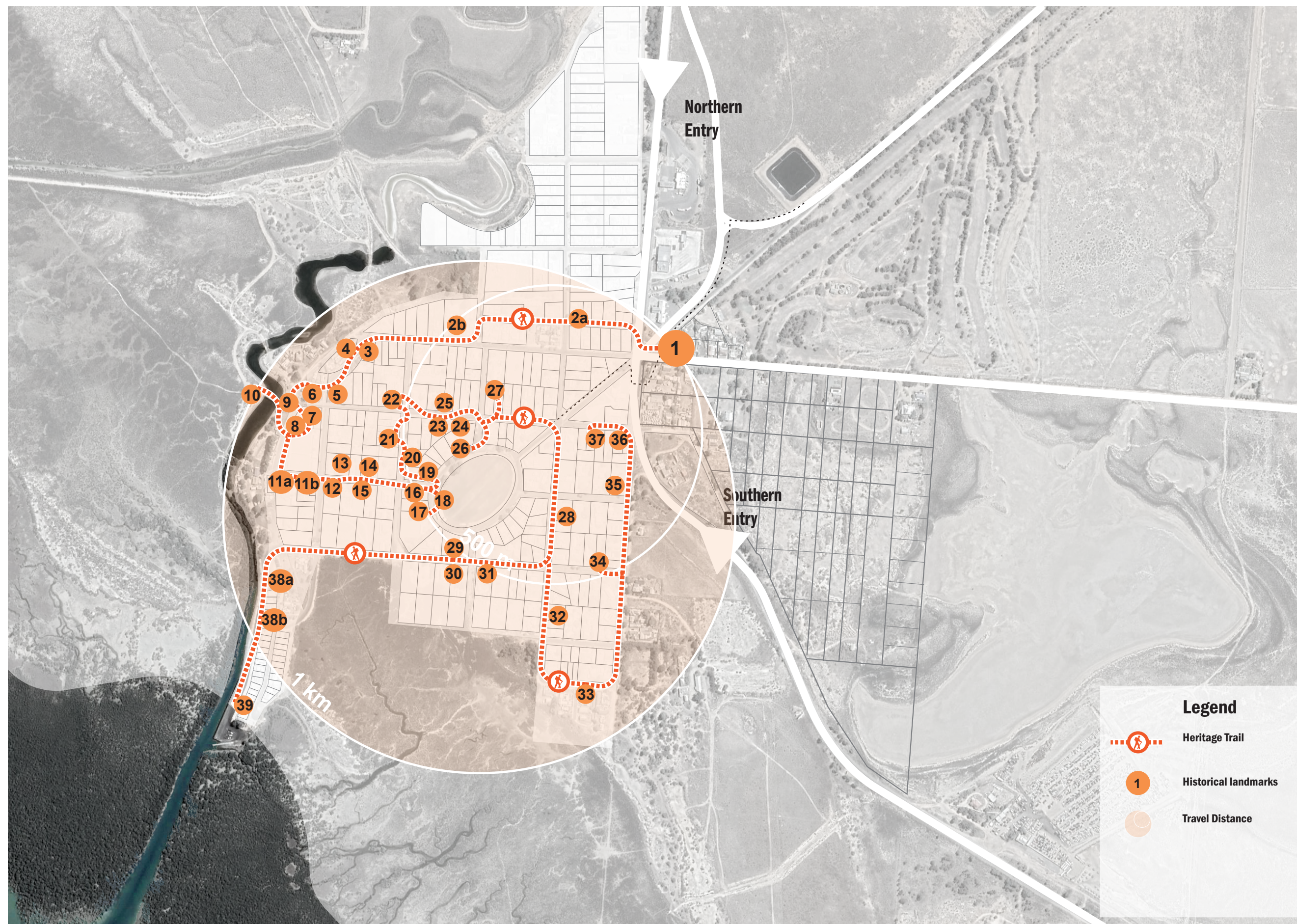
Established in 2007 by the Port Wakefield Management Committee, the self-guided walk takes visitors on a colonial historical journey of the township, with interpretive signage at points of interest.



Key

- 1 Port Wakefield First Roadhouse, 1955
- 2a Railway Station, 1927
- 2b Railway Workshops, 1870
- 3 Bubner's (Port Henry Arms Inn) 1848
- 4 Courthouse Museum, 1858
- 5 Bank, 1877
- 6 Former Post Office, 1851
- 7 Soldier Memorial Hall
- 8 Magnificent Pepper Tree, 163 Years
- 9 Former Railway Refreshment
- 10 Salt Water Swimming area
- 11a Johnson's Store, 1854
- 11b Forester's hall / Masonic Lodge, 1874
- 12 Port Wakefield Hotel, 1849
- 13 Group of attached cottages
- 14 Former Hospital, 1933
- 15 Flour Mill and Salt Works, 1867
- 16 Institute and district council chambers, 1878
- 17 Kindergartenm 1881
- 18 War Memorial Arch, 1927
- 19 St. Albans Anglican Church and Hall, 1874
- 20 General Store, 1855
- 21 Corporation office, 1903
- 22 Rising Sun hotel, 1856
- 23 Catholic Church, 1870
- 24 Port Wakefield Community Commemorative tiled wall, 2002
- 25 Group of houses, 1936
- 26 Innes House, 1912
- 27 Group of Houses
- 28 Cottage Hospital, 1913
- 29 Primary School, 1856
- 30 Uniting Church, 1868
- 31 Group of attached cottages, 1860
- 32 Group of cottages, 1860
- 33 Cottage. 1874
- 34 Cottage 1904
- 35 SA Ambulance Services and Country Fire Service (CFS)
- 36 Bakery and shop
- 37 Group of Houses





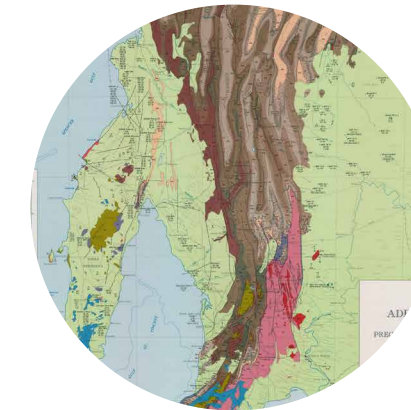
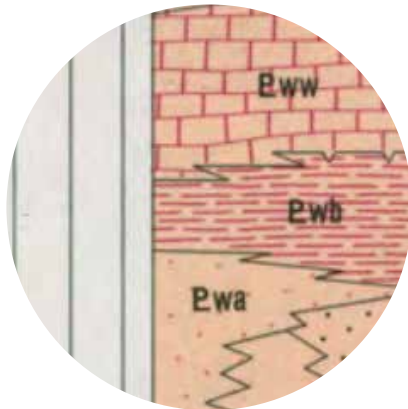
GEOLOGY

Geology

South Australia is known for a remarkable diversity of coastal landscapes, many of which are of national significance. Numerous landscape-forming processes have influenced the evolution of this coastline. The current shape of the coastline relates to geological processes operating on a wide range of geological time scales that extend back 2.5 billion years.

To the south of Port Wakefield in the northern Gulf St Vincent, for example, modern/Holocene supratidal flats occupy areas that were formerly intertidal flats during the Last Interglacial Maximum at 125,000 years ago.

The broad outline and shape of the coastline was formed during early geological events that set the stage for the fault-bounded depressions of Gulf St Vincent and Spencer Gulf and the formation of the uplifted horst fault blocks of the mount lofty ranges and Yorke Peninsula.



Pre-European Vegetation Classifications

Samphire Shrubland

A low open shrubland is widespread in southern arid and semi-arid rangelands on extensive clay plains, undulating gibber hills and plains Aeolian sandplains and hypersaline flats including salt lakes and the coastal fringe. The dominant shrubs and forbs belong to various genera of the Chenopodiaceae, a prominent plant family in deserts. The chenopods have a deep evolutionary history within Australia. The study area contains many chenopodiaceae plants inclusive of Atriplex Stipiata, Einadia nutans ssp and Maireana turbinata.

Shrubland

A low sparse shrubland sharing the same major vegetation group being the Chenopod shrub, Samphire Shurb and Forbland. The area's dominant vegetation comprises of Nitraria billardierei, Maireana brevifolia, Atriplex paludosa ssp. cordata.

Shrublands are widespread across Australia's rangelands, extending to subtropical climates and on coastal fringes in estuaries and inlets. Largest area occurs in South Australia (268,005 km2).

Mangrove Forest

A low open forrest of Avicennia arina var. resinifera populated port Wakefield's tidal mudflats.

Woodland

Much of Port Wakefield and the surrounding areas was populated by a low woodland consisting of Myoporum platycarpum ssp. platycarpum and Eucalyptus porosa over an open grassy and herbaceous understorey.

VEGETATION

(PRE EUROPEAN)

Shrubland
low Shrubland of
saltbush + dillon bush



Shrubland
Low Shrubland of
salt bush + cotton bush



Shrubland
Samphires fringing inland
lagoons



Woodland
Mallee woodland over a
herbaceous understorey.



Mangrove Forest
Tidal Mudflats with a low
open magrove forest

Pre- European Vegetation environmental data sourced from NatureMaps

TOURISM

Located 100km from Adelaide, Port Wakefield is positioned at the gateway to South Australia's coastal tourism destinations. Functioning as a popular service town and short term stop over point for many travellers provides Port Wakefield with ample opportunity to engage tourism beyond the highway and into the town.

Starting from Port Wakefield is 'Walk the York' trail, which starts just near the Port Wakefield caravan park, in Railway Reserve. Recent funding has been granted to connect the Riesling trail up to the 'walk the York' trail via a new 'Copper Trail' linking balaclava and port Wakefield. The linking of these two established trails will create a multi-day adventure for walkers and cyclists within the region, connecting visitors and residents to local flora and fauna.

South Australian's Nature Based Tourism Sector

The Nature-based tourism sector will be supported by the South Australian Government by:

- Leading South Australia's Nature-based tourism activation agenda;
- Support existing and create new nature-based tourism experiences;
- Remove red tape and barriers for investment;
- Raise awareness of South Australia's unique appeal; and
- Empower and build the capacity of community based tourism networks.

Wakefield Regional Council Development Plan

Relative Tourism objectives from the Wakefield Regional Council Development Plan;

- Environmentally sustainable and innovative tourism development;
- Tourism development that assists in the conservation, interpretation and public appreciation of significant natural and cultural features including State or local heritage places;
- Tourism development that protects areas of exceptional natural value, allows for appropriate levels of visitation, and demonstrates a high quality environmental analysis and design response which enhances environmental values;
- Tourism development in rural areas that does not adversely affect the use of agricultural land for primary production;
- Tourism development that contributes to local communities by adding vitality to neighbouring townships, regions and settlements;
- Increased opportunities for visitors to stay overnight; and
- Ensure new development, together with associated bushfire management minimise the threat and impact of bushfires on life and property while protecting the environment.



A Copper Coast Trail



B Marion Bay Tavern - Yorke Peninsula



C Port Victoria Hotel - Yorke Peninsula



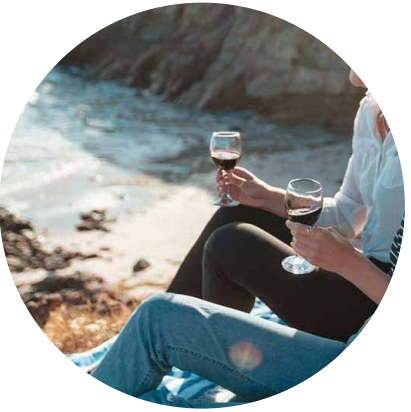
D Moonta Bay Jetty



E Walk the Yorke - Formby Bay



F Walk the Yorke - Port Wakefield



G Cellar door dining - Marion Bay



H Taste the Yorke - Moonta Bay

Local Offerings



Rail Trails, like the Copper Coast Trail on York Peninsula



A 'setting out' point for regional activities

Tourism Spend



\$447 million visitor expenditure in Flinders Range and Outback Walk the Yorke - Port Wakefield



Gross value add of tourism in South Australia of \$3.3 billion (2018-19), an 8% increase

SA Tourism

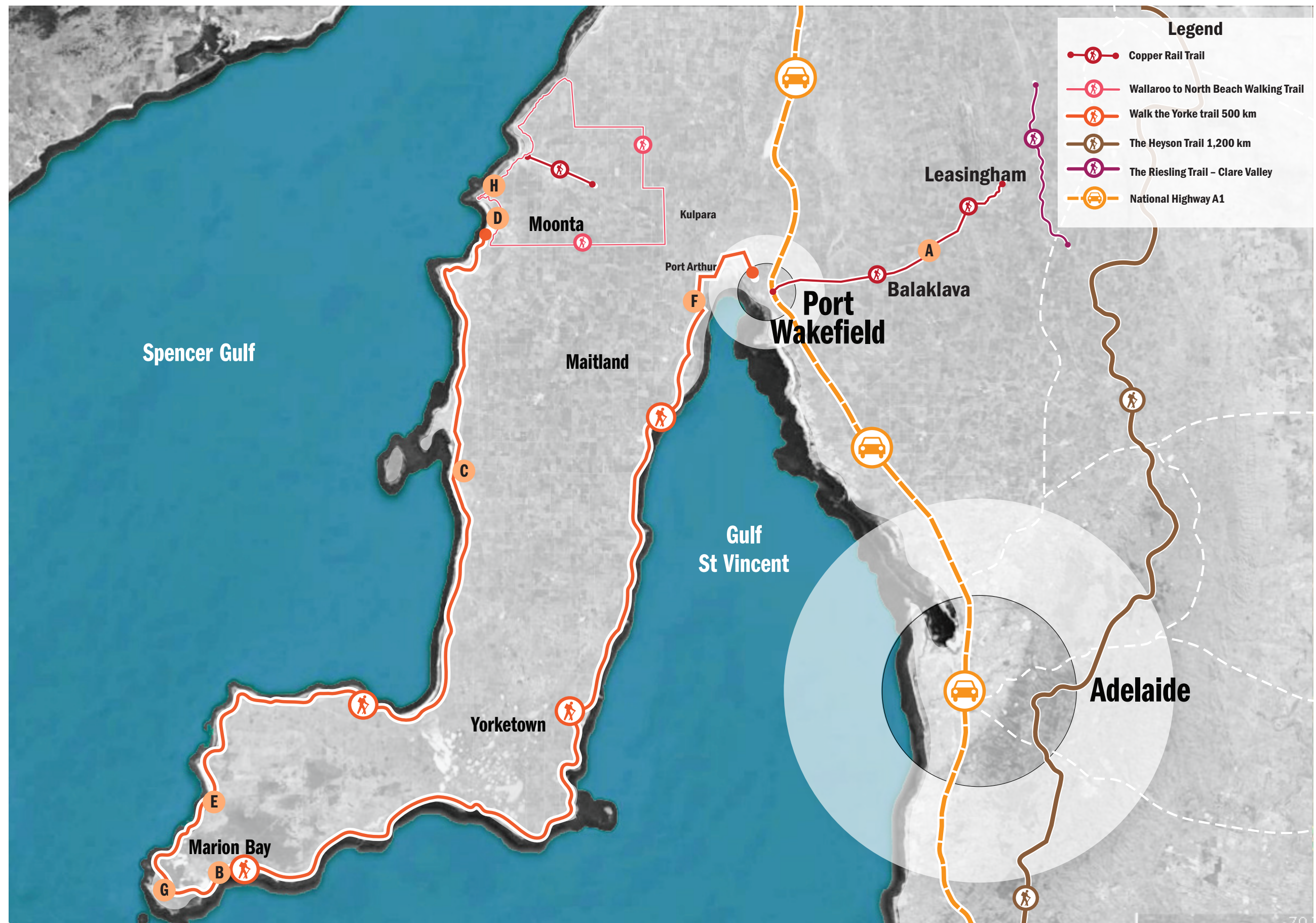


64% of overnight visitors from South Australia 30% of overnight visitors from inter-state



13:1 direct employment ratio 2100 direct employment

Data sourced from the SATC corporate affairs research and insights to the value of Tourism 2020





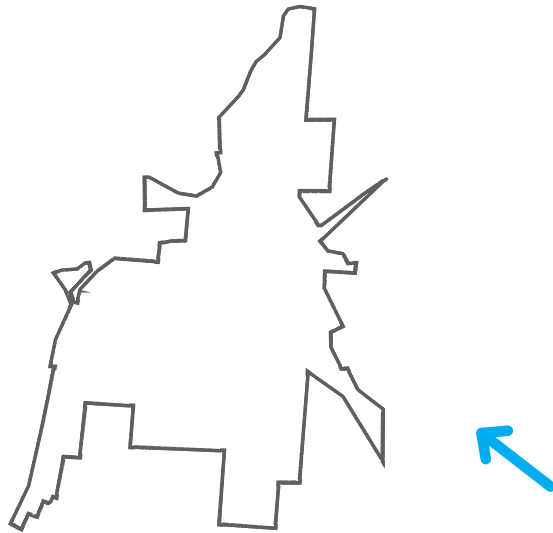
SITE ANALYSIS



TRAFFIC + CONNECTIVITY

Arriving from the South

The arrival experience from Adelaide is characterised by expansive open plans and farmland on the approach into town. There is no clear sense of having arrived to town, as the highway setting encourages continued high speed movement. The vegetation on approach is sparse and appears to be predominantly degraded Mallee scrub.



Arriving from the North

The arrival experience the north is flat and mostly cleared. The limited vegetation on approach is degraded and offers little visual amenity. The approach into town from the north is characterised by the industrial and commercial properties adjacent to the highway.



TRAFFIC + CONNECTIVITY

Port Wakefield is a key transit route service centre and within the township supporting this is a variety of land uses which edge the Port Wakefield Highway.

A mix of service stations, commercial and retail facilities, mechanics and a hotel. The existing pedestrian and cycling amenities within Port Wakefield Township are limited. Paved footpaths exist to the edge of the Port Wakefield highway and are typically of reasonable condition.

Side road conditions are unformed and consist of compacted gravel material. Pram ramps are provided to facilitate crossings of the side streets and port Wakefield highway.

The space currently provided for on-road bicycle lanes is not formally marked and is shared for large extents through the township kerbside parking.

New Port Wakefield Town Centre

The duplication of the Port Wakefield Highway through the town centre offers an opportunity to consolidate the road reserve, providing separation for on street parking facilities.

These additional areas of landscaping within the town centre will help to create a consistent and cohesive approach to the public realm on the western side of Port Wakefield Highway, as well as a greener presentation to the Port Wakefield town centre.

Pedestrian and Cyclist connections will be improved within the town centre through new pedestrian crossings with central refuge, new footpaths connecting to existing local network, the addition of a Shared use path and on road separated bike lanes. The proposed alignment for future copper coast trail will link 'Walk the Yorke' and Riesling trail.

Town Experience

A Arriving into the Township

No obvious or clear gateway announces the direction and experiences available in the heart of the township. The signage on the highway is limited, and Edward St currently offers few clear indicators that the centre of town is approaching.

B Arriving to the Lagoon

Visual disconnection and limited access points provide an unclear arrival point at the swimming lagoon.

C Arriving to the Wharf

Visual disconnection and limited awareness limit the impact of the historic wharf - the second port in the colony.



New Port Wakefield Town Centre



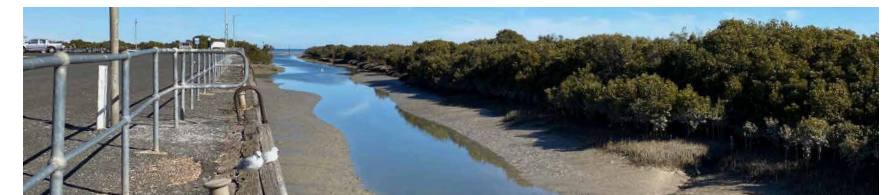
A Arriving into the township



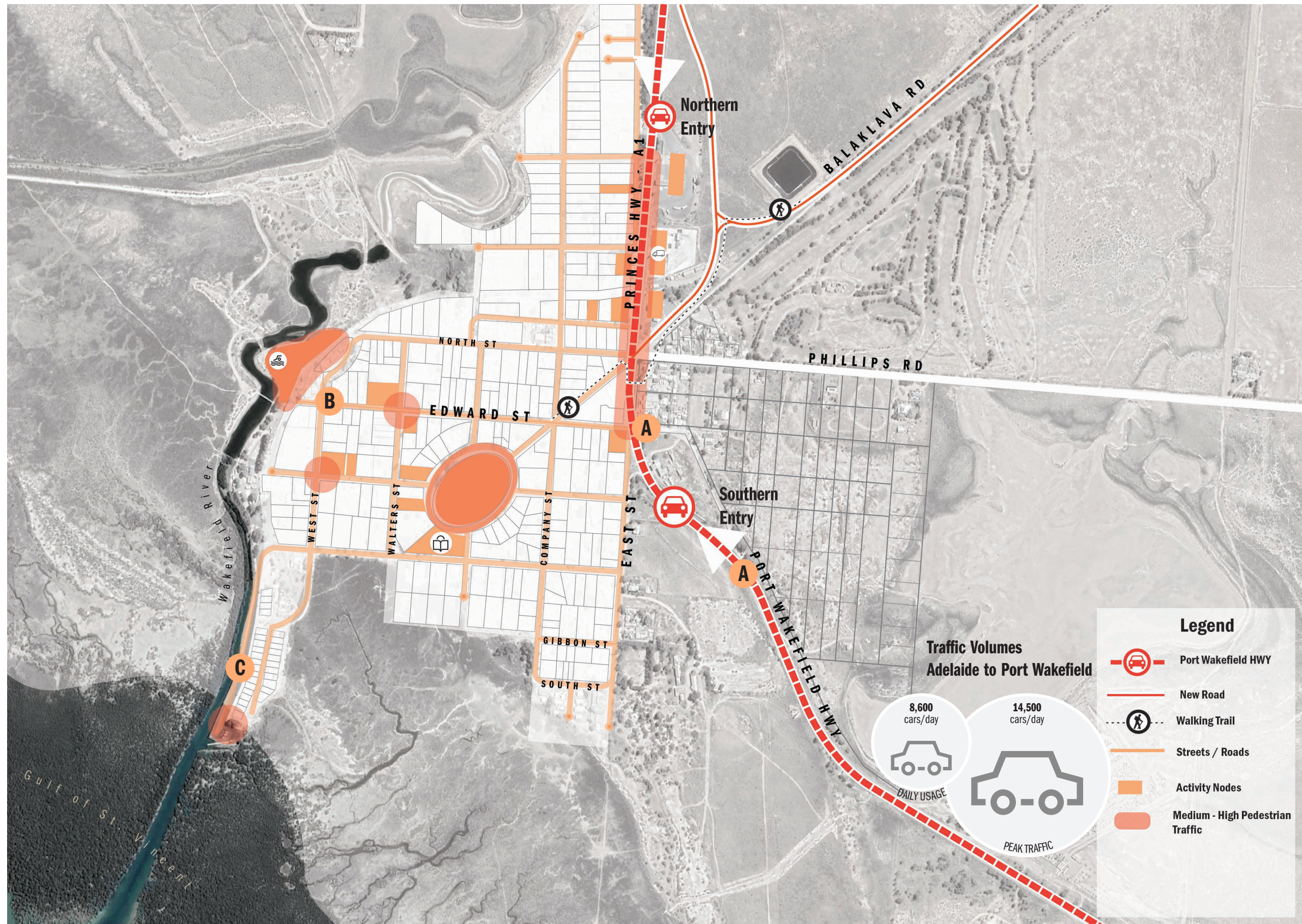
A Arriving into the township - Edward street



B Arriving to the lagoon



C Arriving to the wharf



DEVELOPMENT

The Township of Port Wakefield sits in the government jurisdiction of Wakefield Regional Council, and guided by the Wakefield Regional Council Development Plan.

The Port Wakefield Development Plan is a self-contained policy document prepared under and given statutory recognition pursuant to the Development Act 1993. The Plan outlines development requirements for the township and surrounds, pertaining to:

- A change in the use of land or buildings;
- the creation of new allotments through land division (including Strata and Community Title division)
- building work (including construction, demolition, alteration and associated excavation/fill)
- cutting, damaging or felling of significant trees
- specific work in relation to State and Local heritage places
- prescribed mining operations; and
- other acts or activities in relation to land as declared by the Development Regulations.

Development Plan Zones of Significance

Tourist Accommodation Zone

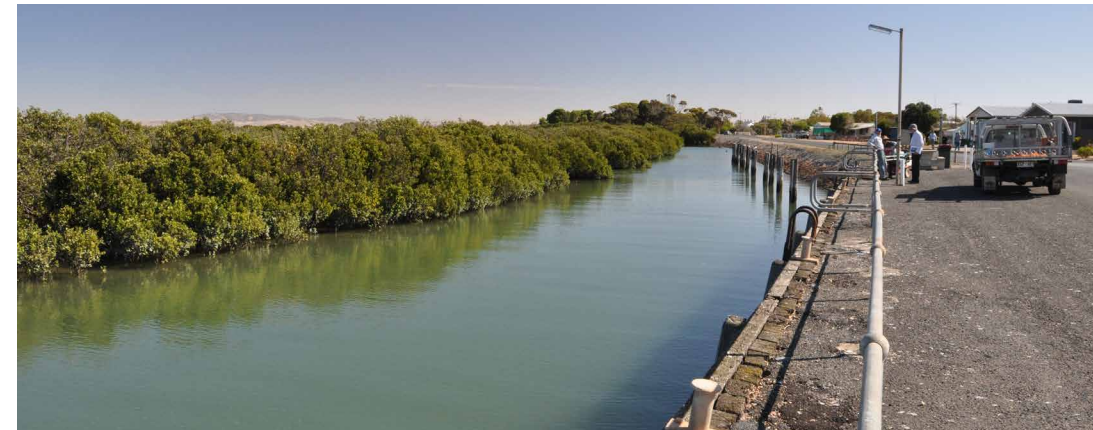
- Development within the zone should maintain public access to the foreshore, playground area, swimming lake and wharf.
- The foreshore area and swimming lake should be developed and enhanced as an attractive, well landscaped area for passive recreational activities.
- Careful consideration should be given to development along the River with sea level rise and inundation.

Historic Conservation Area

- This area encompasses Edward Street as an intact illustration of the early development of Port Wakefield circa 1850 to 1920.
- Development within this zone should promote, conserve and enhance the cultural significance and historic character of the area.
- Works along Edwards Street should seek to retention and conserve places such as land, buildings, structures and landscape elements that contribute positively to the historic character of the area.

Commercial Zone

- Situated primarily along the Port Wakefield Highway, this zone accommodates a range of commercial and light industrial activities which provide a service function to the Port Wakefield township, National Highway One and the surrounding region.
- Works within this zone should contribute to the progressive improvement of amenity through redevelopment, landscaping and streetscaping initiatives.



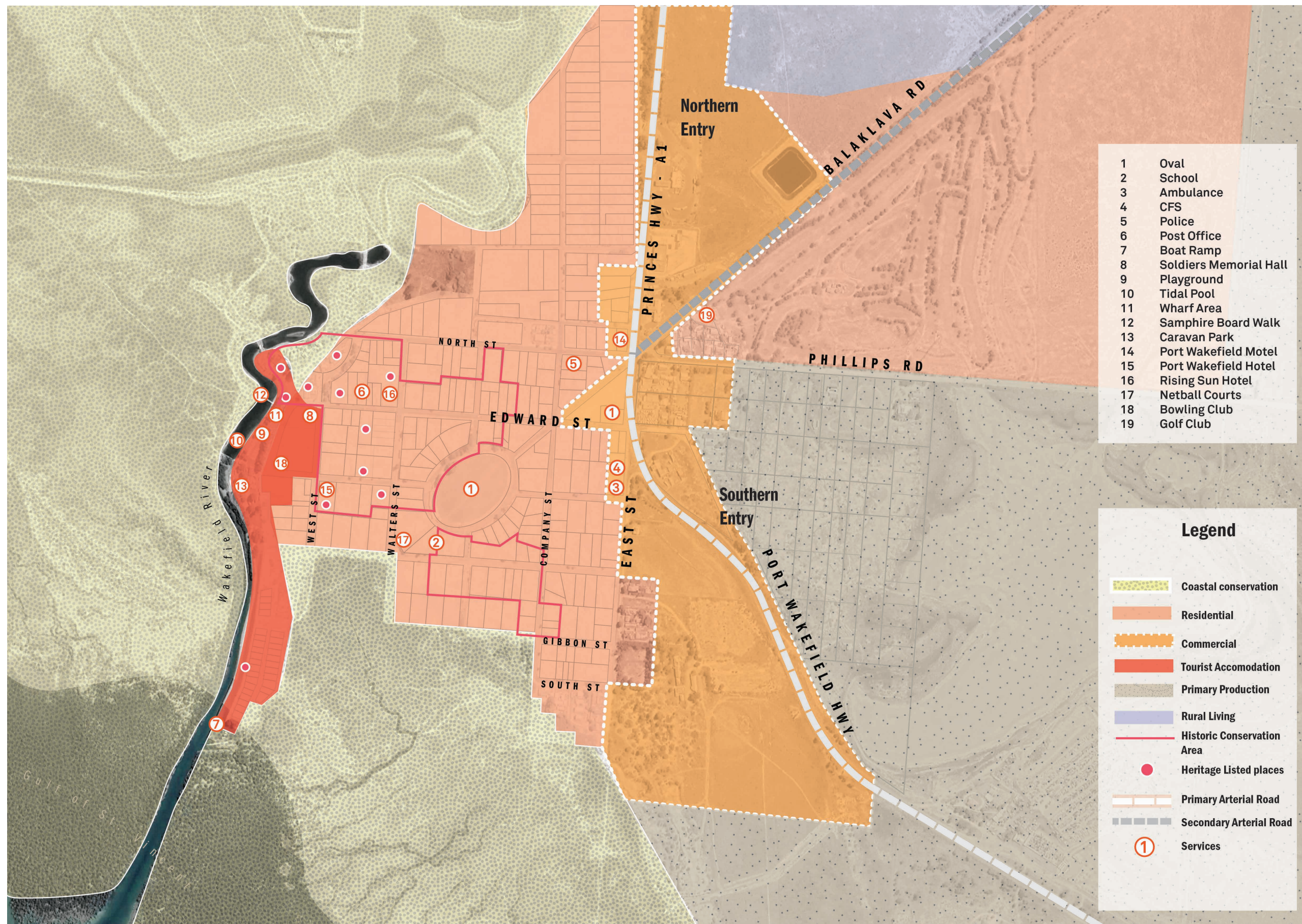
Wakefield River Wharf - Tourist Accomodation Zone



Port Wakefield Highway - Commercial Zone



Edward Street - Historic Conservation Area



TOWN CHARACTER

The character of Port Wakefield township and immediate surrounds is distinct and recognisable, both in built form and natural landscape.

The unique characteristics include:

- Use of local stone in heritage buildings, walls and misc. built objects;
- Coastal palette consisting of warm 'sandy' tones and heritage limestone block buildings
- Red unit pavers throughout township;
- Unformed and compacted gravel footpaths and streets;
- Distinctive mangrove and samphire vegetation;
- Public art and painted murals; and
- Timber accents dotted amongst the wharf and swimming lagoon waterfront.





LANDSCAPE CHARACTER

The approach to the township runs through a mix of primary production areas supporting cropping and grazing. These areas were once heavily vegetated with Chenopod shrub lands, Samphire shrub lands and forblands classification. Much of this vegetation still existing on the outskirts of town, to the east of the Wakefield River, and scattered amongst highway road reserves.

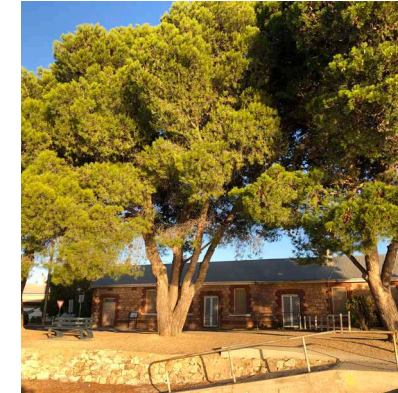
Within the township itself the existing landscape is of poor quality with much of the existing public realm garden beds looking tired, with either no planting or planting that is struggling. On the Western side of the Port Wakefield Highway within the extents of the township, there is sporadic existing mature Gums providing some shade to the existing footpath. Minimal landscape or trees exist outside the service stations to soften the large scale hardscape expanses.



A Samphire shrubland



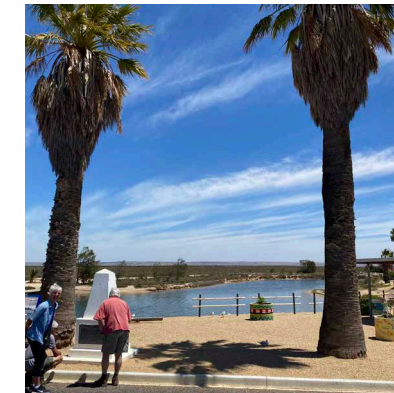
B Mangrove forest
-Wakefield River



C Established trees
-Lagoon



D Small street trees
-Edward street



E Established trees
-Lagoon



F Established trees
-Oval



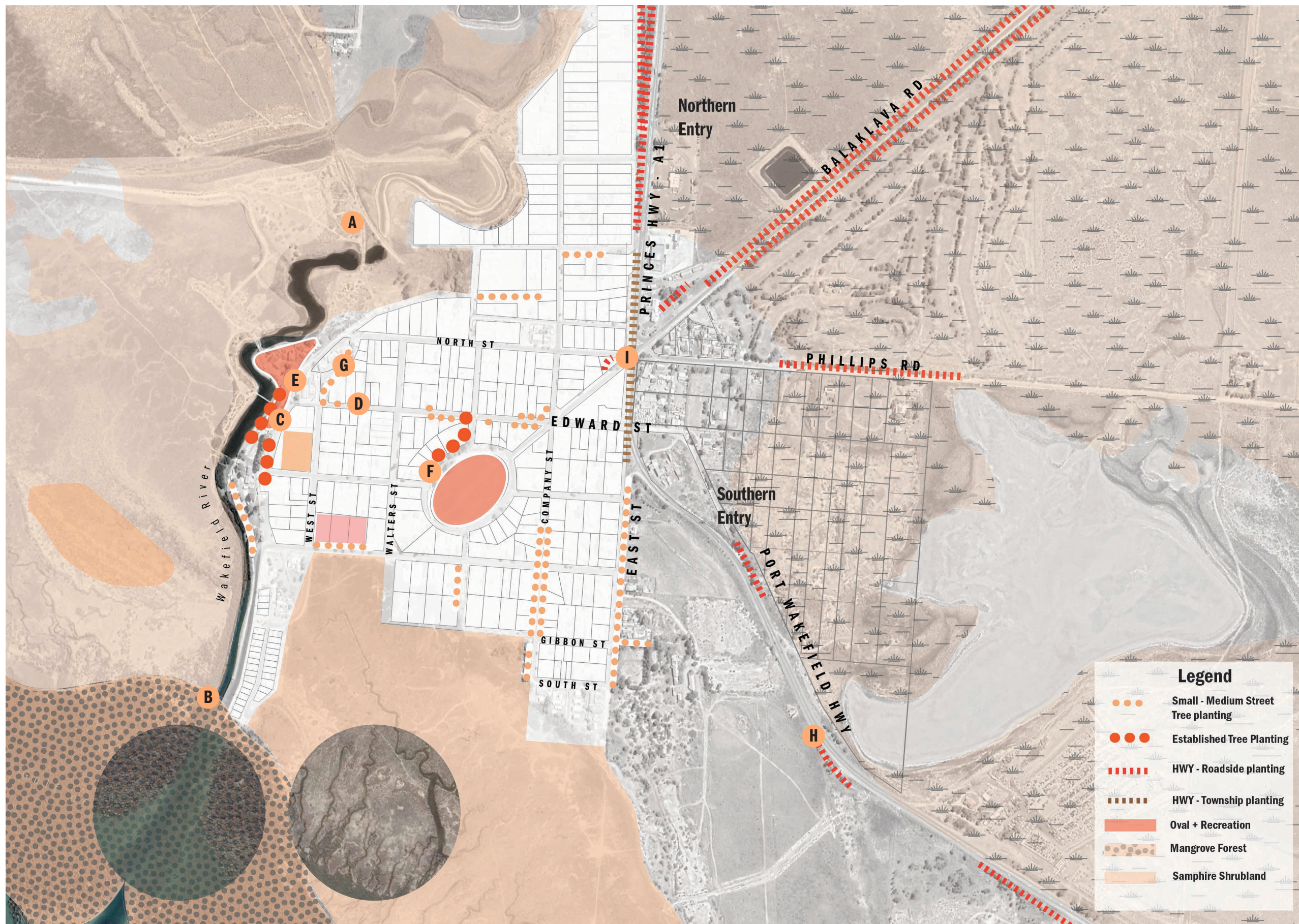
G Medium street trees
-West street



H Highway roadside planting
-Southern entry



I Highway planter beds
-Port Wakefield township







DOCUMENT REVIEW

WAKEFIELD 2030

Aligning with the Wakefield 2030 Strategic Community Plan, the Port Wakefield Master Plan will act to position the town as a tourism and lifestyle destination.

Relevant key strategies from the Wakefield 2030 Plan for implementation in the Master Pan include:

- Activating Edward Street by providing safe, attractive and accessible places for people;
- Activating Port Wakefield with events and celebrations;
- Position Port Wakefield as an important stepping stone for adventure in the region and beyond; and
- Adding to the network of attractive and enticing tourist facilities to encourage travellers to stay longer.



3,469km²
COUNCIL AREA

213km
OF SEALED ROADS

2,360km
OF UNSEALED ROADS

30km
OF COASTLINE

1. **Bowmans Intermodal**
Australia's largest inland 'port' for road and rail vital transport link for the State.

2. **Defence Precinct**
The Department of Defence Port Wakefield Pro 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 town – is also host to an important fishing industry.

4. **Inkerman Landfill**
A major state-of-the-art landfill facility that serves transfer stations in the city's north and beyond.

5. **Major Windfarms**
In the hills above Snowtown and Lochiel, these important renewable energy sources for the State.

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 land 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.

6

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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 \$2 million/year to achieve a gap of less than \$1 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 4 years
 Local jobs have increased from 3,009 (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 670 (2019 figures) by a minimum of 1% (or 7 businesses) per year to achieve growth of 10% (67 new businesses) by 2030.	Economy.id	Annually
 Wakefield's population has grown from 6,838 (2016 figures) by a minimum of 1% (or 68 residents) per year to achieve growth of 10% (684 new residents) by 2030.	Census	Every 4 years
 By 2030, the number and value of new development approvals has approximately doubled on the 10 years to 2019/20: <ul style="list-style-type: none">• 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.

15

Masterplan Analysis report
for Port Wakefield Township

Hassell ©

30

PT WAKEFIELD MP 2006



Finalised in 2006, the Port Wakefield Master Plan by QED Consultants provides a clear stepping stone for the 2021 Master Plan to evolved from. Design Principles that were established, whilst needed to be reshaped with the further development that has been undertaken, and the evolution of the town over the past 15 years, remain relevant for today's state of play.

Design Principles of note include:

- Principal 1: Develop a strong and compelling arrival experience;
- Principal 2: Build a unique visitor experience around the history and amenity of the wharf and river;
- Principal 3: Celebrate and use the heritage, culture and character of the town as a major attractor
- Principal 6: Improve the general amenity and presentation; and
- Principal 7: Capitalise on the opportunities of the samphire coastal experience.

Port Wakefield Master Plan Final Report



Port Wakefield Highway 1 and Beyond – Urban Design Framework

Strategy 1.2 - Provide guidance to allow easy navigation of the town

This strategy proposes a series of design features to provide assistance and direction to visitors to Port Wakefield. This will inform visitors of the Port Wakefield's attractions, and then visually direct them by highlighting key thoroughfares by means of a landscaping and lighting scheme, directing visitors to key locations within the town.

- Integrated and branded signage strategy including:
 - Branded street name signs
 - Branded directional signage for key attractions
 - Interpretative signage
- Identification of key decision points with signage and distinctive landscaping and lighting
- Providing visual cues through a hierarchical streetscape strategy creating larger scale street trees on the major thoroughfares and key access roads through to smaller scale street trees on residential streets
- Differentiate major access roads from residential streets through lighting scale and design
- Create a major landscape statement around the Memorial Oval and on the Balaklava Road diagonal using Norfolk Island Pine planting. This will provide a unique signature landscape for Port Wakefield that will be visible for many kilometres outside the town.

CARAVAN PARKS OPERATIONAL REVIEW

A thorough Operational Review of the Port Wakefield and Balaklava Caravan Parks was undertaken by Innoviv Park Services in 2020.

The operational review summarises recommendations and opportunities for the Port Wakefield Caravan Park, pertinent to the Master Plan and any future development along the waterfront and Wakefield River.

Opportunities include:

- An upgrade of Port Wakefield Caravan Park facilities to align with the strategic re-positioning as port Wakefield as a gate way to the York Peninsula;
- Relocation of cabins from Balaklava to Port Wakefield, where there is a higher demand for higher quality cabin accommodation;
- A specific Master Plan for the Port Wakefield Caravan park should be undertaken to ensure any future development is part of a structured program of works; and
- It was recommended that the existing Park Office be relocated for better visibility and future expansion of the facilities.

OPERATIONAL REVIEW

Port Wakefield
and Balaklava Caravan Parks

April 2020

Prepared For :
Wakefield Regional Council

Prepared by:-
Innoviv Park Services

Tel: 04117-877-175

Email: consulting@innoviv.com.au

Web: www.innoviv.com.au

Port Wakefield Caravan Park Sections

Currently the park only utilises a section of S496 and does not use any of S430. This may provide for future expansion.

The Council also operates the Balaklava Caravan Park which is situated on Crown Land under which has care, management and control. This land is reference CR57530169, Volume: 5753, Folio: 16

16.1 Accommodation Types

The following details provide examples and yields of the sort of improvements that would be expected to be implemented at Port Wakefield should Council decide to implement a staged upgrade and works program in keeping with an approved masterplan.

In a typical park situation, we would expect a 2-bedroom cabin to yield \$25,000-\$35,000 per annum, under normal trading conditions and at an average occupancy of 55% - 65%. The cost of a mid-range cabin which was sited, furnished and connected would range from \$90,000-\$110,000.

SITE RIVER WALK

Site River Walk Opportunities plans have been previously developed by Wakefield Regional Council. A number of opportunities have been identified that may inform Master Planning strategies around the waterfront and Wakefield River environs, including:

- Creation of a strong gateway statement to the Tidal Pool;
- A stronger and better defined link to the lookout;
- Revegetation opportunities around the Tidal Pool edges;
- Creation of a pedestrian link from the Tidal Pool to the Wharf; and
- Opportunity to improve amenity of Wakefield River edge condition.



SOUTH AUSTRALIA REGIONAL VISITORS STRATEGY

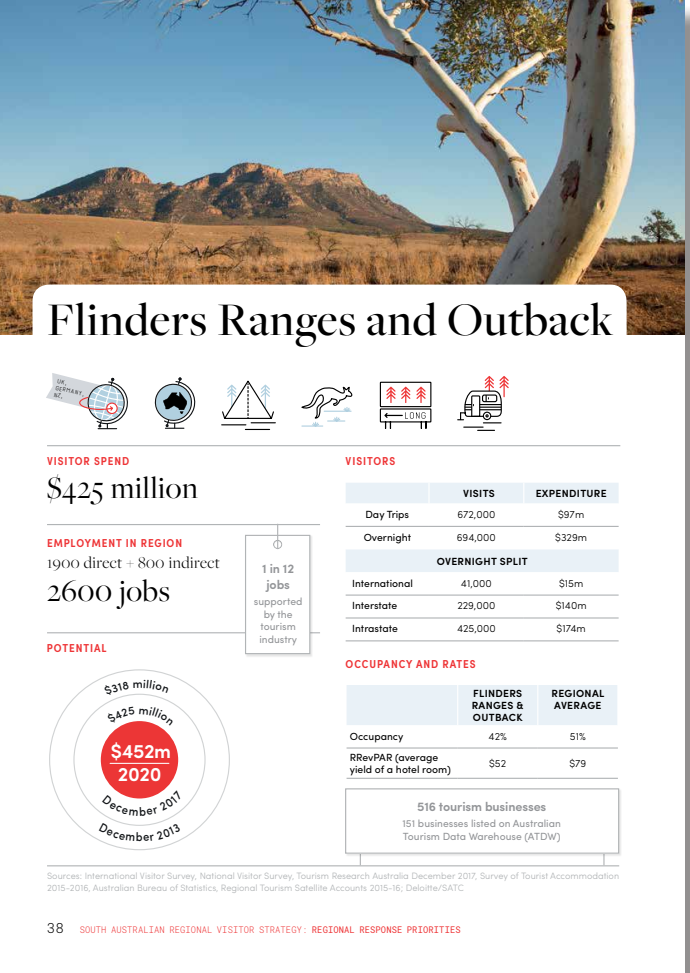
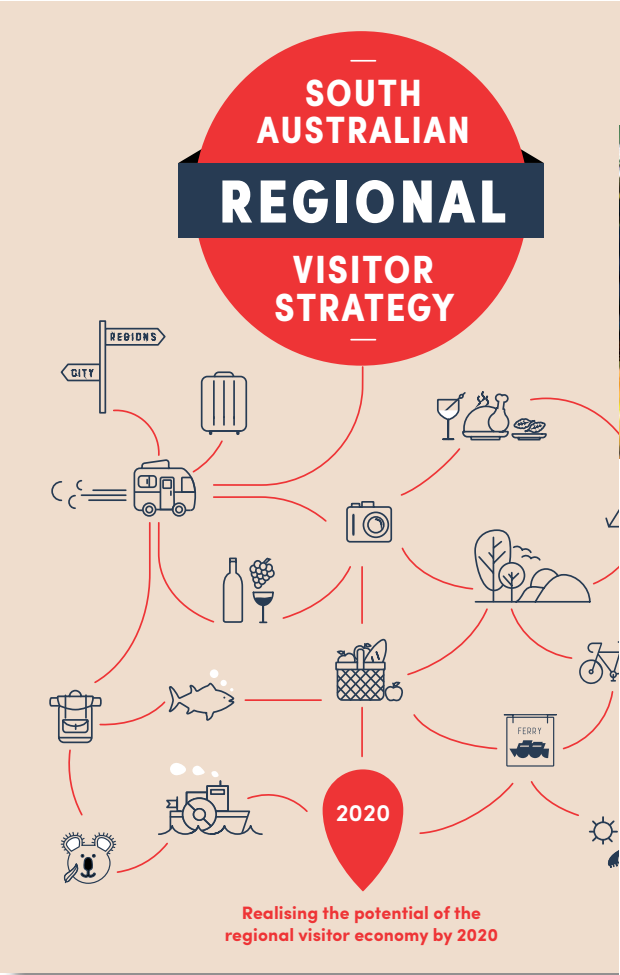
The South Australian Regional Visitors Strategy is a collaborative document, aimed at bringing together local and state governments, regional tourism associations and peak bodies, to align available resources across the state more effectively.

Regional response priorities have been developed, reflecting the strengths and priorities for the region.

As a gateway to the Clare Valley, Port Wakefield has an opportunity to capitalise on interstate and international visitors to the region.

Opportunities include:

- Developing new and commissioned nature-based tourism experiences;
- Provide additional quality accommodation;
- Develop food and wine visitor experiences within the town; and
- Build strong connections and highlight neighbouring regions from Port Wakefield, including the Yorke Peninsula and the Flinders Ranges



REGIONAL ROADMAP 2018-2028

Regional Development Australia, Yorke and Mid North has developed a Regional Road Map, building a vision for the region, and identifying associated priorities to assist in engineering growth.

A number of regional focuses have been developed as part of the Road Map. Regional Focus 4 - Healthy Environments, is particularly relevant to the development of the Port Wakefield Master Plan.

Opportunities include:

- Developing and creating new and unique opportunities to experience natural environments, including physical adventure, artistic, cultural and culinary experiences;
- Investigate opportunities for “rewilding”; and
- Encourage opportunities for nature based tourism investments on public land.



8. DETAILED REGIONAL PROFILE

1.0 People and Places

1.1 Location

The Yorke and Mid North RDA Region (the Region) covers an area of approximately 34,930 square kilometres, 3.5% of the State’s land mass. Located 80km to the north of Adelaide, the region has diverse landscapes from the pristine coastline to rich agricultural land used for cropping, grazing and vineyards and the Southern Flinders Ranges. The Region is bound by 760km of coastline with Spencer Gulf on the West Coast and Gulf St Vincent on the East Coast.

1.2 Population profile

The Yorke and Mid North Region has a total population of 75,024, an increase of over 5% since 2006 (Table 1-1). This represents 4% of the population of South Australia, but nearly 20% of the State’s regional population.

Table 1-1 Regional population (2006-2016) (ABS, 2017)

Regional Population (2006)	Regional Population (2011)	Regional Population (2016)	Population Growth (2006 to 2016)
71,346	73,317	75,024	+ 3,678 (+ 5%)

The Region comprises 11 Local Government areas (Table 1-2). Population growth has been variable over the last ten years, with some Local Government areas experiencing decline and some experiencing growth.



18-2028 Regional Roadmap





COMMUNITY CONSULTATION

**SWIM AT YOUR
OWN RISK
NO LIFEGUARD
ON DUTY**



COMMUNITY CONSULTATION

A progressive engagement process focusing on a Co-Design approach

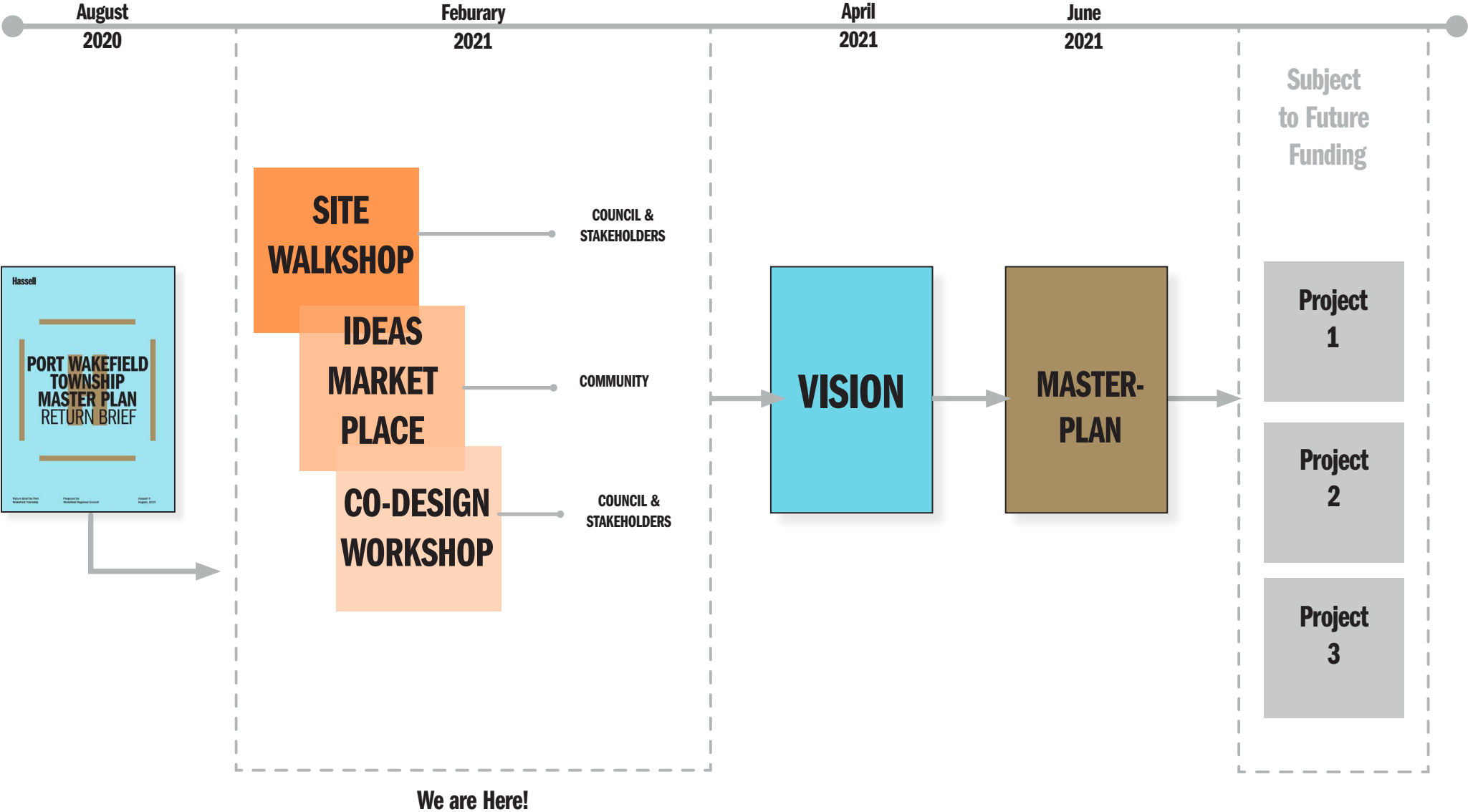
The Engagement Strategy for the Port Wakefield Township Masterplan, focusses around a CoDesign workshop.

The key to producing a successful concept and built project lies in capturing the support of the affected stakeholders by facilitating a consultation process that supports local stakeholders and community to take ownership of the project and be truly involved.

To achieve this, a series of engagement activities took place in February, including;

- Site Walkshop
- Ideas Market Place
- Co-Design Workshop

The outcome of which will inform a shared vision and key moves to underpin the resulting Township Masterplan.



SITE WALKSHOP

Walkshop held in Port Wakefield 03/02/21
8:30 am

Site Walkshop

The Walkshop provided a key launching off point for Hassell's community consultation.

Meeting with key members of the community, local ward councillors and council staff the Walkshop provided the team with an insightful understanding of the town.

Meeting on the corner of Edward Street and the highway, the group of fifteen attendees set off on a structured meander. Writing and drawing on clip boards our team recorded meaningful discussions as we walked through Port Wakefield.

The walk was lead from the highway to Tucker Time park, down Edward Street to the tidal pool, around the caravan park to the wharf. The path lead us through residential streets, pass the school and around the oval before ending back at Edward street.



Map of Walkshop route



Map of Walkshop route

IDEAS MARKET PLACE

Workshop held in Port Wakefield 03/02/21
3:30 pm

Ideas Marketplace

The second community engagement event was held as an Idea's market place in Port Wakefield's town hall. Facilitated by Hassell and Wakefield Regional council, the open format allowed community members to freely wander, participate and interact with a series of 'stalls'.

Large scale aerial images of the town and precedent imagery provided an interactive canvas for posting ideas. Circulating the 'stalls' visitors were encouraged to consider the challenges and opportunities existing in Port Wakefield and to imagine a future vision for the masterplan and town. The ideas marketplace became an engaging afternoon allowing the Hassell team to listen and learn from the community. Building relationships within the town and a sense of ownership within the community has provided the team with invaluable input for the masterplan

Market place stalls:

1- Project Introduction

The first stall provided visitors with an introduction to the Port Wakefield Masterplan project and 'roadmap' timeline highlighting the stages of the consultation process. This introduction included indigenous context of the region and design principles from the return brief.

2-Orientate Yourself

The second stall provided an aerial of Port Wakefield with surrounding context allowing visitors to locate orientate themselves and their relationship to the town.

3-Opportunities

The 'opportunities' stall displayed a large scale aerial map of the town for community members to spatially locate ideas and areas of opportunity for Port Wakefield. Existing successful areas were highlighted as well as new and innovative projects.

4-Challenges

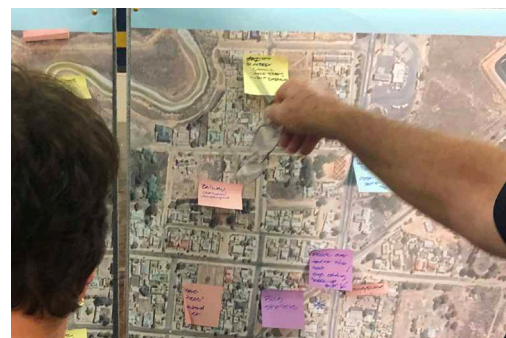
The 'Challenges' stall allowed participants to note areas of concern and challenges within the town. Underutilised areas, facilities in disrepair or wider planning concerns were discussed and spatially located.

5- What does a successful Masterplan look like to you?

Community participants responded with evocative brainstorming. Words captured at this stall described a Green, healthy and thriving Port Wakefield with authentic sense of place and living history.

6-Future Vision

The Future vision stall formed a canvas for imagining the future for Port Wakefield. Highlighting the intersections of a green spine (vegetation) a Blue spine (water) and the highway. Precedent imagery sparked discussion of what participant's desire for the town.



OPPORTUNITIES



Opportunities stall: Thoughts and Ideas pinned to the aerial map of Port Wakefield



Community members, stakeholders, Hassell and Wakefield regional council discussing and recording ideas.

WHAT WE HEARD

Information compiled from: Walkshop and Ideas Marketplace

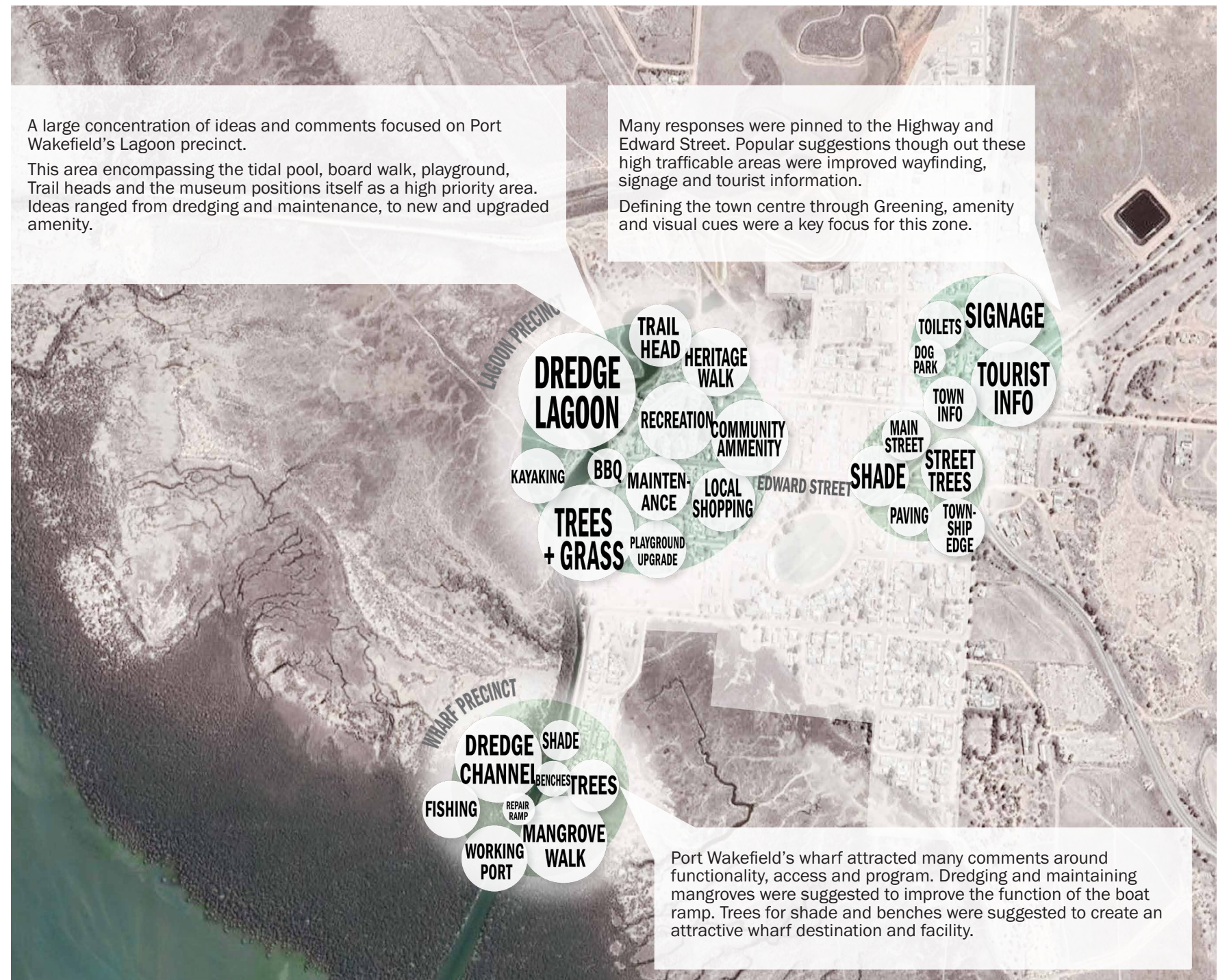
The Port Wakefield community consultation provided a platform for discussion on the opportunities and challenges that exist throughout the town. Among the many site specific responses and inspired ideas raised through the consultation three key zones are revealed as areas of interest.

- Wharf Precinct
- Lagoon Precinct
- Edward Street and the Highway

Blue and Green Spines connect with the Port Wakefield Highway:



Word Map of Port Wakefield: collated from community consultation results



WHAT WE HEARD

Information compiled from: Walkshop and Ideas Marketplace

Visioning Words

These future visioning words have been collated from the Ideas Marketplace and Walkshop held in Port Wakefield. Through spatially locating post-it notes and conceptual mind mapping, these evocative words give rise to key ideas and themes for the Township Masterplan.

Design Foundations

These key words distill many of the ideas and concept discussed in the Port Wakefield Ideas Marketplace and site Walkshop. Each Key word categorises themes and visions commonly discussed among the group and provide a valuable framework for shaping the Township masterplan.

“A shared base of understanding, around the collective values of what the town is about”



Place & Identity: summarises comments around the unique sense of place, rich history and local character of the town.



Living Heritage: summarises comments demonstrating the heritage of the town that remains highly prevalent today, through the port, the significant buildings and historical walking trail.



Health and wellbeing: summarises comments around access to working recreational facilities, improved quality of living for residents as well as improved health of vegetation and ecological systems.



Entry Experience: summarises comments surrounding the highway experience and the desire for travellers to slow down and spend time in the town.



Greening: summarises comments focused on street tree planting, the desire for shade and cooling, as well as planting grass and garden beds in recreational areas.

CO-DESIGN WORKSHOP

INTRODUCTION

The intent of this review is to summarise the CoDesign workshop process, and the development of a shared design vision and principles to guide the project direction.

The Port Wakefield Township Masterplan CoDesign Workshop was held on the 18th of February at the Wakefield Council chambers in Balaklava. Due to Covid-19 related border closures the Hassell team attended and presented virtually with the assistance of council staff facilitating the activities. The workshop provided an interactive platform for attendees to discuss important themes, opportunities and possibilities for the future of the town.

The workshop acted as a catalyst to initiate broader conversations within the project team and strategic stakeholders. Enabling attendees to pass on their knowledge and expertise on the projects development to date, the history of the site, and the opportunity to influence the vision for Port Wakefield.

The CoDesign workshop provided community input towards developing a Shared Vision and supporting Principles to guide and inform the the Port Wakefield township masterplan.

The workshop program covered:

- The strategic context, positioning and roadmap of the project;
- Stakeholder and project team introduction;
- Project understanding and what we heard;
- Development of Design Foundations;
- Identification of key potential projects and opportunities;
- Development of a Shared Vision; and
- The comments and mappings produced during the workshop were collected by Wakefield regional council and have been collated by Hassell in this report and appendices.

Attendees:

- Council Members
- Port Wakefield Management committee
- Community members
- Regional Development Yorke & Mid North
- Department of Primary industries & Regions
- Council Staff
- Hassell project team

Program:

1- Welcome and Project Overview

Hassell presents a project overview of the project so far, and how the project had been strategically developed. A masterplan roadmap was presented to provide context for the community consultation process and next steps for the project.

2-Our Understanding

Previous Stakeholder / community consultation feedback and a summary of the Key areas of interest, and themes that emerged.

3- Activity 01: Design Foundations

The first activity focuses on Design Foundations for the Masterplan. Words collated during the ideas marketplace and walkshop were collated to form five key themes providing the framework for the brainstorming and mapping activity. Themes included:

Greening, Living Heritage, Health & Wellbeing, Place & Identity.

Pin up & share

A member from each group presents their design thinking. Attendees have shared ideas and conceptual thinking around their allocated theme.

Top Priorities

Each group records top 3 priorities for each theme in table. Individual group members locate their top 3 priorities on Aerial maps.

4- Activity 02 - Shared Vision

Hassell presents on 'What is a vision' and discusses visioning words collated from the Ideas Market Place. For the second activity each group selects 3 visioning words to discuss and expand on.

What does success look like?

Group brainstorm of what these visioning words mean to the group and what does success for Port Wakefield look like?

Present and share ideas

Each group shares the words chosen and what the Vision means to the group.

5- Next Steps

Hassell facilitates closing discussion and next steps for the Port Wakefield Township Masterplan.



CO-DESIGN WORKSHOP

SUMMARY

Setting The Scene: Project overview and summary

Hassell presented a project overview and a Masterplan roadmap to summarise the community consultation methodology and next steps for the vision and masterplan delivery.

This included a high level understanding of the key arterial roads, amenity and positioning within a broader network of tourism destinations in south Australia.

Ideas and aspirations collated from the site walkshop and ideas marketplace were distilled in a 'Word Map' to capture the intensity of responses in focus areas of the town.

Workshop attendees were briefed on the community consultation and masterplan process and what that could mean for Port Wakefield in its strategic context.

All the base ingredients for an incredible visitor experience already exist - a working port, a walkable village, a place rich in heritage full of wonderful stories told by a passionate community."

Activity 01: Design Foundations

Hassell introduced the five Design foundations that categorised the responses collected from the previous consultation workshops.

The five Design foundations: Greening; Living Heritage; Health and Wellbeing; Entry Experience and Place and identity were assigned to the five groups.

Outcome:

The groups noted the following items under each foundation.

→ **Greening:** Street trees, Shade, Bird life, Swimming area greening, Native planting, Environmental walks with hard and soft materials.

→ **Living Heritage:** Historic Buildings, Stories of the past, Unique selling points, Railway and Port, Trails, Motorsport, Peppertrees, Olive trees and mangroves, Museum and fishing.

→ **Health and wellbeing:** Health of the water, mangroves and tidal pool. Health of residents through accessible community spaces, and services. Healthy businesses within the town. Healthy travellers with places to rest. Healthy marine environment through public facilities at the wharf and sustainable fishing.

→ **Entry Experience:** 'Sales point' to the town, Capturing travellers, meeting visitors needs for short and long term stays, feeling of 'Arrival', Attention grabbing with improved parking.

→ **Place & Identity:** Branding with a key focus on the historical and working port. Identity - linked to indigenous knowledge. Maritime aesthetic with jetty and sail motifs throughout the town. Electronic information and sculptures to provide a recognisable landmark.

Activity 02: Shared Vision

Hassell introduced the second activity by defining a future vision as "A shared base of understanding, around the collective values of what the town is about".

Participants were provided with a slide of visioning words to prompt discussion and were encouraged to add new words if inspired. Each team selected 3 words to brainstorm and consider "What do these words mean to you?".

Outcome:

→ **Inviting:** Usable waterside areas, links to foreshore, information on things to do, Greening.

→ **Tourism Gateway:** Future regional tourism.

→ **Destination:** A destination not just a brief stop over, all Ingredients exist for tourism and population growth, Place to live and place for short and long term stays.

→ **Living Heritage:** Need to tell the unique historical story of Port Wakefield, Enhance historical features while combining greening and upgrades to the town, branding, historical significance, Interesting stories and graphics, Celebrating the past.

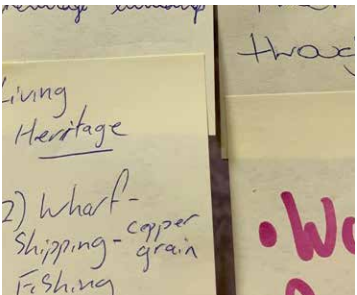
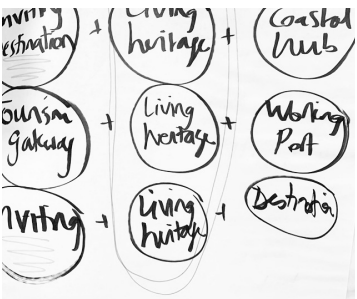
→ **Working Port:** History and culture, Coastal connection

→ **Community:** Welcoming and Inclusive

→ **Coastal Hub:** Natural, reason to visit, Fishing and Crabbing, swimming

Top Priorities:

→ Living heritage
→ Inviting
→ Tourism Gateway and Coastal Hub and Greening.







FINDINGS + NEXT STEPS



NEXT STEPS

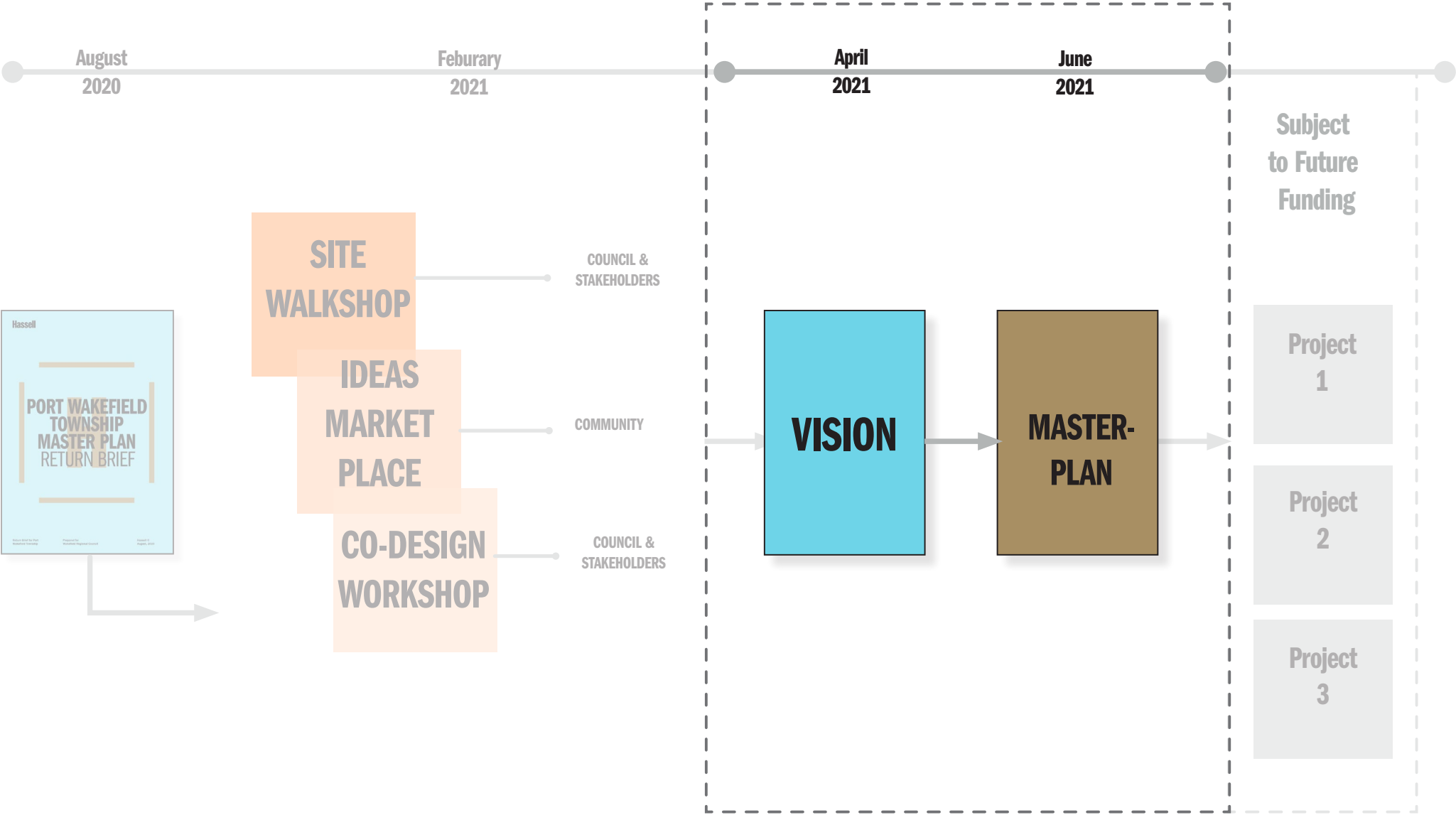
Key Findings

Findings from both the Existing Conditions Report and the Community Consultation are grouped around the following ideas;

- Celebrating the history of the working Port
- Reinvigorating and defining a clear town identity
- Activating key streets and zones
- Implementing greening strategies
- Marking the entrance to Port Wakefield from the Highway
- Better connecting the town to the waterfront
- Improving waterfront facilities
- Enhancing Port Wakefield as a tourist destination
- Marking Port Wakefield as a gateway to the region

Next Steps

Key findings to come out of the Existing Conditions Review and Community Consultation Summary Report will form the basis of the shared Master Plan Vision, Key Moves and Project Principles.



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HISTORICAL WALK

APPENDIX H

Emerging out of the stark landscape of farmlands and saltpans Port Wakefield was the first planned colonial town, and first port, after the capital, Adelaide. Historically, the township played an important role in South Australia’s colonial history, supporting the needs of early settlers in the development of mining and agricultural industries, resulting in the development of a Port and Wharf. Its historically important location at the northernmost reach of the Gulf of St. Vincent enabled it as the terminus for exports of copper ore, wool and wheat from the hinterland.

Today Port Wakefield is a quiet coastal town of the Adelaide Plains. It's well preserved historic building stock and pristine mangrove coastlands provide an opportune setting for a renewed visitor economy. More recently, the wharf supports the local fishing industry and the township.

Port Wakefield Historical Walk

Established in 2007 by the Port Wakefield Management Committee, the self-guided walk takes visitors on a colonial historical journey of the township, with interpretive signage at points of interest.



Key

- 1

Port Wakefield First Roadhouse, 1955
- 2a

Railway Station, 1927
- 2b

Railway Workshops, 1870
- 3

Bubner’s (Port Henry Arms Inn) 1848
- 4

Courthouse Museum, 1858
- 5

Bank, 1877
- 6

Former Post Office, 1851
- 7

Soldier Memorial Hall
- 8

Magnificent Pepper Tree, 163 Years
- 9

Former Railway Refreshment
- 10

Salt Water Swimming area
- 11a

Johnson’s Store, 1854
- 11b

Forester’s hall / Masonic Lodge, 1874
- 12

Port Wakefield Hotel, 1849
- 13

Group of attached cottages
- 14

Former Hospital, 1933
- 15

Flour Mill and Salt Works, 1867
- 16

Institute and district council chambers, 1878
- 17

Kindergartenm 1881
- 18

War Memorial Arch, 1927
- 19

St. Albans Anglican Church and Hall, 1874
- 20

General Store, 1855
- 21

Corporation office, 1903
- 22

Rising Sun hotel, 1856
- 23

Catholic Church, 1870
- 24

Port Wakefield Community Commemorative tiled wall, 2002
- 25

Group of houses, 1936
- 26

Innes House, 1912
- 27

Group of Houses
- 28

Cottage Hospital, 1913
- 29

Primary School, 1856
- 30

Uniting Church, 1868
- 31

Group of attached cottages, 1860
- 32

Group of cottages, 1860
- 33

Cottage. 1874
- 34

Cottage 1904
- 35

SA Ambulance Services and Country Fire Service (CFS)
- 36

Bakery and shop
- 37

Group of Houses

