

Gumeracha Main Street Project

Annual Report November 2018 – October 2019



When we set out with a goal to positively impact our Main Street, we made a commitment to invest ten years to make a difference. We are at the three year mark and feel incredibly proud of the milestones we have reached to date.

Major highlights this year include:

- Confirmation of Stage 1 undergrounding powerlines along the main street from Victoria Street to John Fisher Avenue. This work will take place January-June 2020
- Adelaide Hills Council endorsing its Business Plan and Budget for Stage 2 of undergrounding powerlines along the main street from John Fisher Avenue to Randell Terrace. This work is earmarked for July-December 2020
- Gumeracha Main Street Project, Adelaide Hills Council and Jensen PLUS winning the national and state Planning Institute of Australia awards for Public Engagement and Community Planning
- Gumeracha Main Street Project receiving more than \$200,000 in Federal Government Building Better Regions funds
- The Main Street Master Plan finalised and endorsed by Adelaide Hills Council
- The launch of the Gumeracha Fifth Sunday Market



The Gumeracha Main Street Project is a community-led partnership-driven initiative. The voluntary commitment of our Working Group members is remarkable and our collective passion, skill and energy sustains and motivates us. Our work is framed by a Vision, developed through extensive community consultation, and focusses on positively affecting three main objectives:

- Economic sustainability of businesses
- Visual beauty, and
- Changed traffic behaviour.

Our two year check-in survey results, released this year, show that our work is positively impacting local pride and that many are self-reporting spending more money at main street businesses.

In this brief report, please enjoy a reflection of what has been achieved over the last year as we report to the eight themes of our Main Street Vision, and articulate where we hope to influence in the coming years.



The Gumeracha Main Street Project has eight themes in its Vision. The following outlines the Vision statement for each theme, and reports against each theme for the past year.

PERAMANGK CULTURE AND HARMONY

We are committed to recognising the complete history of our township, knowing and celebrating local Aboriginal culture and developing a two way partnership with Peramangk Peoples for a harmonious future.

- During Reconciliation Week, hosted Paul Herzich, Australia's only Aboriginal Landscape Architect and major public works artist, who ran a workshop for artists, community volunteers and Council staff on how to recognise and acknowledge Aboriginal culture in placemaking
- Peramangk Elder Ivan Tiwu-Copley and his granddaughter Bella Welcomed us to Country and offered a Smoking Ceremony at the Winter Solstice Soup and Fire Night.



FRIENDLY

Gumeracha Main Street is a community space where locals and visitors feel comfortable to enjoy. In businesses and outside it is a space for people of all ages, cultures and backgrounds – everyone is welcome.

- Hosted second successful Winter Solstice Soup and Fire Night
- Street decorated for Tour Down Under

NATURE

Gumeracha Main Street is connected to the natural environment. It provides access and visual amenity to the natural beauty that surrounds it. Design elements reflect the close relationship between the street and the world beyond.

- Gumeracha Garden Fairies extraordinary voluntary commitment to main street gardening, plus the addition of new barrels and plantings at various places along the Main Street this year
- Commitment to fund a gardener to support the work of the Fairies
- Installed, in partnership with Adelaide Hills Council, a welcome statement garden bed on the Lobethal road



ABUNDANCE

We celebrate the produces of local artisans. Fresh food, locally made products and artworks are available in businesses on the street and public spaces reflect the community and its abundant offerings.

- Launched successful Gumeracha Fifth Sunday Market

LINGER

Gumeracha Main Street is a place to spend time for leisure, business and community. It provides places to meet, stop, shop and play.

- 'Quick Wins' funding aspect of Residents Win State Government funding invested: plantings, barrels, butterflies

DISCOVERY

The Main Street has a character of its own. There are elements of surprise and an allure to explore and discover the heart and history of the township.

- Installation of large butterflies and small signs within the township
- Temporary installation of decorated cherries in wine barrels to welcome the start of the cherry season

UNINHIBITED

Gumeracha Main Street is not limited by convention. It respects heritage while embracing new and exciting elements which make it stand out from the crowd. Art is celebrated and shared and good design is considered in all aspects.

- Artist call-out distributed for art project for the hospital wall

SAFE

Gumeracha Main Street is a place where everyone feels safe – whether that's crossing the road, walking at night or splashing in puddles. Spaces are designed with consideration for all users of the street – from the very young to the very old.

- Upgraded two bus stops used by school students, with Federal Government Stronger Communities funding
- 'Quick Wins' funding aspect of Residents Win State Government funding invested: trial protuberance



Looking ahead

Annual core business goals

- Host Gumeracha Fifth Sunday Market
- Host Winter Solstice Soup and Fire Night
- Continue to provide Adelaide Hills Council Business Plan and Budget submission
- Provide core funding for Gumeracha Garden Fairies and gardener
- Aim for an annual arts outcome



Specific goals for October 2019 – November 2020

- Support Stage 1 of undergrounding powerlines from Victoria Street to John Fisher Avenue
- Advocate for confirmation of Stage 2 of undergrounding powerlines from John Fisher Avenue to Randell Terrace
- Support art project outcome for the hospital wall
- Design and print a township tourism map and brochure
- Launch fundraising wine (with the grapes we picked this year)



Goals within next three years

- Master Plan elements delivered on the Main Street
- Sustainability plan for next seven years

Ongoing goals

- Source and secure funding
- Foster and grow relationships and partnerships



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