

June 2020

Kira Laverty
Corporate Planning & Performance Coordinator
Adelaide Hills Council
Via email: engage@ahc.sa.gov.au
and engagement@ahc.sa.gov.au



Dear Ms Laverty,

Re: Annual Business Plan 2020-2021 – Submission

Thank you for the opportunity to participate in consultation for Council’s Annual Business Plan 2020-2021. This submission is prepared on behalf of the Gumeracha Main Street Project which is an active community group comprising a variety of residents and business owners.

Our work is guided by a Vision which is built around eight themes which evolved from extensive community consultation and engagement: Peramangk Culture and Harmony, Friendly, Nature, Abundance, Linger, Discovery, Uninhibited and Safe.

The Main Street Project is committed to improving our main street to achieve outcomes articulated by our community: changing traffic behaviour, creating a beautiful street and supporting business sustainability.

Thank you

It is imperative that we extend our most sincere thanks for the partnership we have created over recent years and the outcomes achieved. We understand this community has been hoping for more than 20 years to have the powerlines underground, and the extensive community consultation undertaken over a period of years between the Main Street Project, Council and Jensen PLUS planners provides unequivocal evidence of the desire for other street improvements.

The Main Street Project group has worked tirelessly to achieve articulated goals and we are indebted to Council staff and elected members for supporting projects, approving funding, and unanimously endorsing the Detailed Design for Gumeracha’s Main Street at the February 2020 meeting.

The activities reflected in the 2020-2021 Annual Business Plan will deliver on a significant range of street improvements to meet community hopes and are expected to deliver a return on investment in areas including local economic development, tourism experience, social health and wellbeing and Reconciliation – all which support Council’s Strategic Plan objectives.

Since the inception of the Main Street Project, the town has attracted three new businesses and the hotel has re-opened after a period of closure. New business owners

have affirmed that they felt confident to open based on the energy within the town and the partnership with Council which will lead to a range of improvements.

The Main Street Project has initiated the regular Gumeracha Fifth Sunday Market, and the annual Winter Solstice Soup and Fire Night – both which bring visitors from afar.

We conduct intermittent evaluation surveys and results already demonstrate an increase in pride in the main street and an increase in self-reported expenditure at main street businesses among locals and regular visitors to the town. We look forward to survey results post street improvements and what they may reveal.

We are excited about the future potential for the town based on the current investment program. With support of an Adelaide Hills Council community grant, the Main Street Project will shortly launch a small tourism campaign *Gumeracha Unwind* which is designed to attract support for local businesses during and after the disruption of the infrastructure works.

Support

We are supportive of Council's Business Plan Operating and Capital investments

B2002 – Gumeracha Main Street Project – Stage 2
B2003 – Gumeracha undergrounding of powerlines
B2004 – Gumeracha Main Street Stormwater

We are also supportive of Council's funding support B2001 Federation Park and oval masterplan implementation over years 2021-2023 and the positive impacts these improvements will deliver for locals, visitors, sporting and community groups.

Thank you again for the positive partnership we enjoy with Council, and we encourage staff and elected members to visit Gumeracha to experience and celebrate the changing landscape.

If you would like any further input, please contact me via 0425 286 064 or mschelsealewis@gmail.com

Yours Sincerely



Chelsea Lewis
Chairperson
Gumeracha Main Street Project

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