

March 2020

Kira Laverty  
Corporate Planning & Performance Coordinator  
Adelaide Hills Council  
Via email: [engagement@ahc.sa.gov.au](mailto:engagement@ahc.sa.gov.au)



Dear Ms Laverty,

### **Re: Strategic Plan consultation – Submission**

Thank you for the opportunity to participate in consultation for Council's new Strategic Plan. This submission is prepared on behalf of the Gumeracha Main Street Project which is an active community group comprising residents and business owners.

Our work is guided by a Vision which is built around eight themes that evolved from extensive community engagement. The themes are: 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.

Our group has been active since 2016 and works positively in partnership with Council. We are buoyed by the growing number of community-led initiatives in the Council area, and in particular among our neighbouring towns. The energy that is being created in areas such as Woodside and Lobethal, and the continued success of Uraidla, inspires us.

### **Feedback on the Strategic Plan**

The Gumeracha Main Street Project is supportive of the five areas of the Plan and of the objectives and priorities. We are particularly enthused by the following:

#### **Community Wellbeing**

- 5.2 Aboriginal culture
- 6.4 Public art

#### **Natural Environment**

- 1.1 Distinctive streetscapes and villages
- 2.3 Mitigate bushfire risk

## Built Environment

- 1.1 and 1.5 Accessibility and footpaths
- 2.1 Community-led placemaking
- 2.3 Local character
- 4.4 Road safety

## Economy

- 1.1 Tourism
- 3.3 Create vibrant, active places
- 4.3 Events reflect regional identity

## Recommendations for consideration

### Small Town Collaborations

Two of the strategic priorities in the South Australian Tourism Commission's *Visitor Economy Sector Plan 2030* are Experience and Collaboration.

The Adelaide Hills Tourism Regional Strategic Tourism Plan states -  
GOAL 1: We are an integrated and coordinated tourism region that presents a compelling reason to visit for Adelaide and Adelaide Hills residents, their friends and relatives, and interstate and overseas tourists.

Within the Adelaide Hills Council region, we are seeing a growth in community-led initiatives that are committed to articulating identity, promoting tourism and visitation, and improving environments. There is great potential for small towns to collaborate to create experiences and tourism offerings that encourage visitors to discover an entire 'pocket' of the Adelaide Hills, rather than single destination outings.

**We recommend that Council considers adding a Priority to Objective 4 under Economy that communicates that Council will support small towns to actively collaborate to create experiences that will drive tourism and enhance the visitor economy.**

### Bushfire planning

In recent years our community has endured both the Sampson Flat and Cudlee Creek fires. We recognise the devastation experienced by so many, and the relative fortune for our town during both bushfires. Consistent with Council's Strategic Plan objectives:

Community Wellbeing Priority 5.2 Celebrate and recognise Aboriginal culture and heritage through participation in and the delivery of programs and activities that engage our community in cultural experience and learning.

Natural Environment Priority 2.3 Mitigate bushfire risks across the landscape by undertaking fuel reduction activities including woody weed control, maintenance of asset protection zones and educate & enforcement to reduce fuels on private property.

We recommend that Council employs Indigenous Rangers and explores partnership with *Working on Country* <https://www.niaa.gov.au/indigenous-affairs/environment/indigenous-rangers-working-country> and *Country Needs People* <https://www.countryneedspeople.org.au/>

If you would like any further input, please contact me via 0425 286 064 or [mschelsealewis@gmail.com](mailto:mschelsealewis@gmail.com)

Yours Sincerely



Chelsea Lewis  
Chairperson  
Gumeracha Main Street Project