

LIVEABLE COMMUNITIES

ATTACHMENT A

**WOOTTON COMMUNITY STRATEGIC PLAN
REVISION**

ORDINARY MEETING

25 SEPTEMBER 2019

Wootton Community Strategic Plan

2017-2021

Revised September 2019

Vision Statement: Wootton is a vibrant, diverse, supportive community, realising a sustainable future, embracing our heritage and natural environment



The Wootton community would like to acknowledge the support of MidCoast Council in the preparation of this document.

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INTRODUCTION

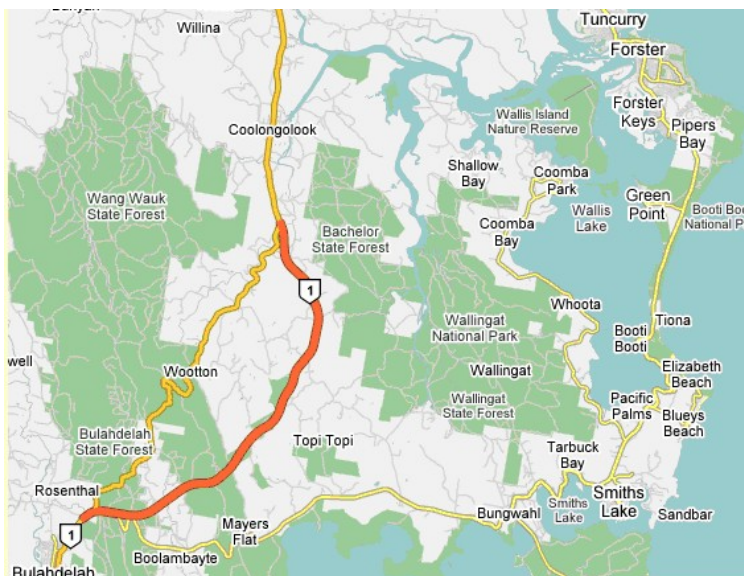
The Wootton "community" comprises anyone who identifies themselves as a member of the community. This includes permanent or part-time residents and land holders in the village and surrounding area and any others who associate with the region for any reason. For example, there are community members from Coolongolook and Crawford River who are committed to the future of Wootton and participate in social and other Wootton activities, and so they are considered valued members of our community.

The Wootton Community Strategic Plan was initially developed in October 2008 by the local community, led by the Wootton Community Network.

The plan was principally developed and used by the local community without contribution or association with local government and little with state government, although the document was registered with the Department of State and Regional Development. Many of the objectives of the 2008 plan were successfully achieved, some partly achieved and some no longer relevant (see Appendix 1 for details). Revision of the plan began in late 2016 through a series of community consultation activities. Many of the issues recognised in preceding plans are ongoing and continue to need addressing in this revision, along with identification of any new and emerging issues and objectives.

The current revision of the plan has been undertaken at the initiative of the Wootton Hall Committee and the Wootton Community Network. A community survey and two workshops were undertaken with assistance from MidCoast Council's Community Engagement Officer who also assisted in the preparation of this document.

The 2017 plan identifies Wootton community's vision for the future and the priorities and actions the community has identified to work toward in achieving this vision. The plan will link with the broader Coolongolook, Wang Wauk and Wallingat River Catchment Communities Strategic Plan, identifying common ideas and issues and working in partnership across the region. The plan will also assist in informing the development of the MidCoast 2030 vision, as well as the MidCoast Council Operation and Resource Plans.



Wootton shop in the 50's

Extracted from: A chat with Beryl Ede

<http://www.wootton.org.au/history.shtml#>

"Wootton had its own hall. It had a raised stage, a large supper and tea room. This was a great place for meetings, playing cards, weekly dances and balls. A ball was held every Friday night either at Bulahdelah, Wootton, Nabiac, Krumbach or Bungwahl. One dance was so large the men had to build a bush timber extension to the Wootton hall to accommodate all the people."

Wootton had not one, but two, General Stores, "both as big as Wades" and you bought in bulk - sugar and flour in sacks and tins of butter.

Everyone had a good vegie garden, chooks and you killed your own meat.

There were 36 dairy farms in Wootton selling only their cream, as milk wouldn't keep without refrigeration.

There was plenty to do - games of jacks and marbles, 'dogs and wallabies', riding horses, hiking, rabbiting, fishing, swimming (every creek had a swimming hole) and cubby houses.

Beryl remembered fondly the dances, balls and going to the movies on the back of a Blitz Wagon truck at Nabiac or Bulahdelah."

The plan is a guide for community projects and activities over the next four years. It provides priorities for grant seeking and clear evidence of community priorities as identified by the community itself. The community will use the plan in lobbying MidCoast Council and other agencies for support, resources and guidance. The plan also provides a means of building community confidence and faith in the future as we review progress and celebrate successes.

The plan will be reviewed every four years to ensure that the priorities remain reflective of the emerging needs of our community.

BACKGROUND

Wootton is situated in the Great Lakes region within the MidCoast Council local government area. It is located around 20 kilometres north of Bulahdelah, 26 kilometres south of Nahiabac, and about three hours northeast of Sydney.

The small village of Wootton is at the centre of a wide valley surrounded by mountains. Wootton was originally established in the early 1900s when Allan Taylor (Lord Mayor of Sydney) took out a logging lease on the valley.

The valley now comprises mixed farming properties from beef cattle and equestrian enterprises, smaller hobby farms and horticultural enterprises to rural residential properties. The surrounding mountains comprise some private property but mainly state forest and national parks. The Coolongolook River meanders through the area and intersects with Wootton Way, where the village is situated.

Until bypassed in 1999, the Pacific Highway passed through the eastern half of the village. Wootton Way - the old Pacific Highway route - passes through the village and valley and provides the key link to services at Bulahdelah, Coolongolook, Nahiabac, Forster, Taree, Raymond Terrace and Newcastle.

The social centre of the Wootton community is the facilities situated on the grounds of the old school. These comprise the Community Resource Centre that houses the Brush Turkey Café, what was the original school and is now the community hall, the tennis courts and an open grass area to the back of the hall with a stand of local timber.

The Community Resource Centre opened in July 2004 and represents an enormous community achievement. The Wootton Community Network, all volunteers, manages the centre and organises a broad range of community and social functions, including monthly supper nights and community dinners. They also produce and deliver a bi-monthly newsletter as well as staff the Brush Turkey Café. The Brush Turkey Café is a vibrant focal point for the community providing a fully operational café, open for lunch every Sunday during the warmer months, a point of sale for local produce and an active gallery of local art.

The Wootton Community Hall committee, also all volunteers, manages the hall on behalf of MidCoast Council. They organise a broad range of community and social functions including quarterly community dinners, dances, food swaps, manage a community library and a preventive health clinic.

The two groups work together to provide events and venues as appropriate to meet the needs of the community and also provide a venue (including catering) for local group gatherings, workshops, and council or business meetings.

To the rear of this land is the Wootton Rural Fire Station which houses a category 1 and a category 9 fire-fighting vehicle and is staffed by volunteers.

The area is often visited for a number of attractions and events within and around it, such as the Grandis Tallest Tree in New South Wales, O'Sullivan's Gap Flora Reserve, the Wootton Historical Railway Walk in the Wang Wauk State Forest, Great Lakes Winery 'Music in the Back Paddock' Days, the annual cattle dog trials, the Wootton Way Hill Climb (for motor vehicles), car rallies, bird watching, photographic and walking group days out. Wootton Way provides a spectacular drive, popular with both motorists and motor cyclists.

MAJOR ACHIEVEMENTS

As a small community, Wootton is proud of their achievements to date. Some of the highlights include results from previous Community plans:

- In 1999, after a series of public meetings, the Wootton Community Network was founded to encourage community spirit, sustainable development and local employment. A program of regular community dinners and supper nights commenced and is ongoing.
- July 2004 - After four years of determined volunteer labour, and government funding, the Community Resource Centre (the Brush Turkey Café building) was opened.
- 2011 - A revitalised Section 355 committee was appointed to manage the Wootton Community Hall, focussed on the continuation and preservation of the Hall. For example quarterly community dinners with an old fashioned country feel where guests bring a plate to share, FRR grant obtained to replace some windows and Great Lakes Council grants to design, purchase and erect a tailor made sign to advertise local events and ideas and purchase some new tables.
- 2012 - "Wootton 101", celebration of the 101st anniversary of the opening of the Wootton School
- 2014 - The development of the Facebook page, Community library established in the hall with a Great Lakes Council grant to purchase bookcases, monthly food swaps initiated
- 2016 – The return of bush dancing to Wootton; improvements to Wattle Hill Road; farm and land management workshops, including: weed control, protection of riparian/wildlife corridor, feral animal control
- The development of community groups as the need arises eg the sustainable farming group, Wootton Weeders
- Local historical stories were gathered and entered on the website
- The ongoing maintenance and development of the Wootton Historical Railway Walk



OUR VALUES

Community - we value, protect and develop the community in which we live and work

Diversity - we welcome, respect and encourage diversity within our community

Environmental sustainability - we are concerned about the environment and promote the use of the latest sustainable technology, recyclable products and renewable energy

Respect for our past - we are working to ensure that the heritage of our region is not lost

Connectivity - communication between community members and between our members and the rest of the world is vital to sustaining our strong community ties and building a sustainable future

VISION STATEMENT: *Wootton is a vibrant, diverse, supportive community, realising a sustainable future, embracing our heritage and natural environment*

Our Vision for the future

- **Environment valued:**

The community sees a future for Wootton that highly values the natural environment. The sound of birds singing in the beautiful native forests, the flash of sunlight glinting off the pristine water in our creeks and rivers, and the verdant green of pastoral paddocks dotted with healthy stock are just some of the features that locals and visitors enjoy as they pass through the community.

- **Rewarding community culture and services:**

Full time and part time residents develop friendships and support networks through the many volunteer activities, social interests and the local culture of gifting and sharing. Residents access basic supplies through the local shop, and purchase fresh, healthy local food through the farm gate trails. The local Co-op provides another means for social gathering as well as swapping, recycling and gifting produce and goods and links with similar activities across the region. A number of visiting medical and other services stop off at the Community Resource Centre, allowing locals to access services without having to drive out of the community.

- **Visitor numbers increase:**

Wootton Way provides safe access to the highway, and makes visitor trips through the area a joy. Many people visit the area to enjoy the natural environment, the friendly people and the opportunity to explore the forest, bush and historical tracks. The Brush Turkey Café thrives, and has a wide reputation for healthy, high quality food and service. The Café is not only a popular social meeting space for locals, but attracts visitors from far and wide.

- **Excellent community facilities:**

Our local families enjoy the community amenities provided through the Community Resource Centre and Hall. These facilities are well maintained due to the energetic and innovative volunteer committees that include a mix of long term and new residents. The tennis court area provides the venue for a range of local markets, including food, crafts and sustainability activities. The combined community facility area is popular with regional and city organisations for holding conferences and seminars. They enjoy and

appreciate the facilities so much, that many companies hold volunteer days at the facility to ensure it continues to thrive.

- **Excellent telecommunications:**

Improvements to telecommunications, and in particular, internet and mobile phone coverage, have made a huge difference to the community, reducing the need for visits to the city. Innovative online and home based businesses are popular as access is reliable, while the surrounding environment is quiet and nurturing.

- **Tourism businesses thrive:**

Tourism has become a focus, with many historical and environmental highlights attracting day and overnight visitors to the area. Bed and breakfast and other home based accommodation places are thriving. Way finding and promotional signage that blends with the way we value our natural environment supports a growing tourism economy. Scenic sites are well marked, and local businesses are easy to find. Signage also links Wootton to other regional attractions, and creates a visitor trail from Bulahdelah to Nahiack. Due to the collaboration between local communities, a number of joint tourism and economic development activities are underway.

- **Population Growth:**

Changes to council's zoning controls have resulted in a growing population, especially in relation to the development of small lifestyle properties and home based businesses. The relationship between the community and the local council, as well as between this community and our neighbouring communities is very positive, with several collaborative projects progressing.

- **Sustainable Lifestyles:**

Residents feel good about the small ecological footprint that they leave on the local environment through innovative sustainability projects and good farm management practices. They are committed to balancing, protecting and enhancing the natural environment for the enjoyment of both current and future generations.

KEY ISSUES

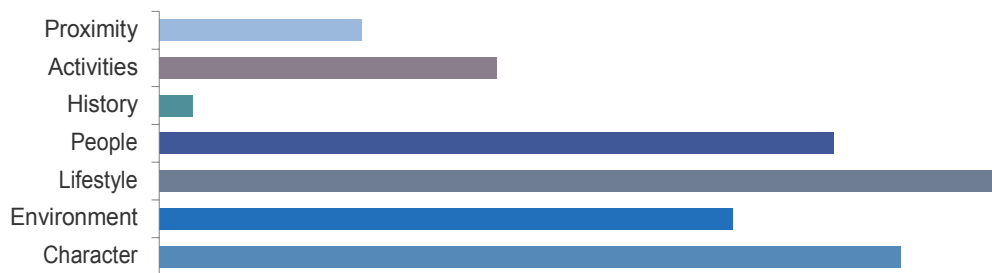
There are a number of local and broader issues impacting on the Wootton community that were identified through the community survey. These were reiterated at the first community workshop.

- The lack of reliable **internet and mobile phone coverage**, along with intermittent and **unplanned power outages** has a significant negative impact on the local community, in particular contacting emergency services. It also significantly inhibits current and future local businesses.
- **Road safety and maintenance** is another issue that is regularly highlighted by the community. A number of local roads are perceived as unsafe or in urgent need of maintenance, including Wootton Way, Squire's Road (access to the Railway Walk), Newman's Road, Wattley Hill Road and Stoney Creek Road (the access to The Grandis).
- Continuation of a program of **social activities** is crucial to bring the community together and develop a sense of social cohesion and pride.

- The changing makeup of the community from mostly full time residents to a **higher proportion of part time and casual residents** impacts community cohesion and involvement, creating a risk to the continuation of volunteer based activities and committees.
- **Access to services**, especially medical services, causes problems for many locals, some of whom are forced to sell up and leave to access those services. The distance to regional and city services, the state of local roads, and lack of public transport contribute to this issue.
- **Environmental protection** is a high priority for the community. The natural flora and fauna, the pristine waterways and the preservation of high quality agricultural lands is of high priority.
- **Retaining and recruiting volunteers** is crucial to the sustainability of the community. It is becoming more difficult to recruit new community members into volunteer roles, and those longer term community members who have been volunteering for a long time are in danger of becoming burnt out.
- **Planning and development restrictions** impact negatively on new building applications and subdivisions in Wootton, limiting further growth, diversity and employment opportunities.

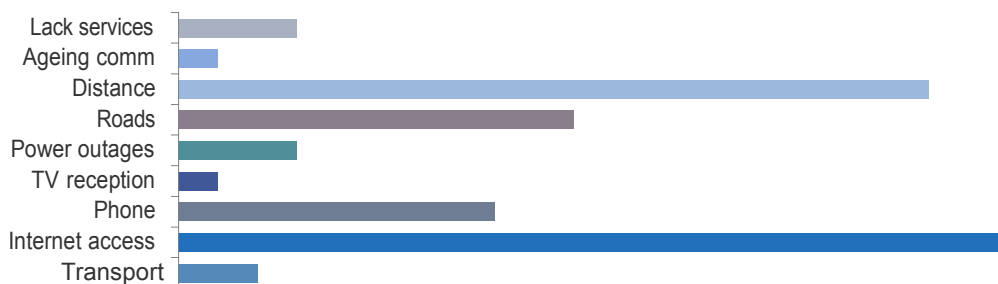
The following graphs have been generated from the Wootton Community Survey 2016 results.

What is the best thing about living in or visiting Wootton?



Proximity eg to beaches, lakes, waterways, major towns, Sydney
 Activities eg dinners, suppers, food swaps, forest trails, socialising

What is the biggest challenge when living in or visiting Wootton?



Lack services eg medical, shop, petrol station, reliable phone and internet
 Distance eg distance to services, schools

STRATEGIC THEMES

Following an analysis of the community survey, review of progress of the previous strategic plan and discussing the current needs and priorities of the community, several major themes have emerged. Each of these themes is inter-related.

Community Cohesion

- Including volunteerism, social activities, community education and community events

Facilities and Services

- Including buildings, access, telecommunications, and service provision

Environment

- Including land management, environmental protection and promotion of the environment

Future Development

- Including tourism, land zoning, economic development

AIMS AND OBJECTIVES

Four objectives have been identified to address key priorities within the themes while adhering to our values

- Enhance our active, healthy and connected community that supports community growth, cohesion and diversity.
- Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes
- Create an environment that encourages and supports businesses and agriculture to thrive and develop
- Promote and provide tourism destinations that epitomise our region's history and are sensitive to our region's natural attributes

ACTION PLAN

A summary is provided in Annexure 3.

Priorities

A = Vital 1 = commences year 1

B = Important 2 = commences year 2

C = Desirable 3 = commences year 3

4 = commences year 4

OBJECTIVE ONE						
Enhance our active and connected community that supports community growth, cohesion and diversity						
Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Continue to implement workshops to improve community skills	Community skills and resilience enhanced to support economic and environmental development	Range of workshops promoted through the community newsletter	Research activities and programs that other communities offer	Community members Organised groups Government and philanthropic agencies	B1	Wootton Community Network Event sub-committee
	Community connections strengthened and extended	Attendance lists indicate involvement of different community members	Support and encourage flexibility in the provision of facilities for workshops eg Brush Turkey Café for catering and hall for workshop	Community members and groups, Local businesses	B1	Wootton Community Network Event sub-committee
			Continue to partner with environmental groups to	Sustainable Farmers Group LandCare/LLS	B1	Sustainable Farmers Group

OBJECTIVE ONE

Enhance our active and connected community that supports community growth, cohesion and diversity

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
			provide community education and support	Dept Land & Environment MidCoast Council		
Increase interest and commitment to local volunteering	Existing volunteers avoid burn out Community connections strengthened and extended Groups and activities strengthened	Participation by representatives of local groups in Volunteer Management Workshop	Lobby for development of a volunteer recruitment and management workshop and explore alternative options to volunteering.	MidCoast Council Volunteering NSW Buckets Way or Forster Neighbourhood House LandCare/LLS	A1	Wootton Community Network
		Retention of volunteers	Communicate with neighbouring community groups to identify good practice in recruiting and retaining volunteers.	Progress Associations, sporting groups, school P&Cs, LandCare groups, art groups etc	C2	Wootton Community Network
		National Volunteering Week events held	Acknowledge local volunteers by celebrating National Volunteers Week each year	All local community groups Volunteering NSW	C4	Wootton Community Network
Increase community connectedness through digital media	Increased sense of community pride Improved knowledge of how and where to participate in community	Increased “likes” and “shares” of the Facebook page	Encourage community members to supply photos and stories to share on the website and Facebook page	Community groups Neighbouring community Facebook pages	A1	Wootton Community Network Media sub committee

OBJECTIVE ONE

Enhance our active and connected community that supports community growth, cohesion and diversity

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
	Enhanced social outcomes through networks		Increase membership and use of the Wootton Facebook page by holding a photo competition	Neighbouring community Facebook pages Local business (for potential prize)	A1	Wootton Community Network Media sub committee
Maintain the central Wootton community facilities as the hub of the community	Enhanced social and educational outcomes Expanded social networks Integration of new community members into the broader Wootton community Increased community pride	One community organisation formed to manage all the facilities situated on the Crown Land in central Wootton Range of activities held within the central hub of Wootton promoted through the community newsletter	Amalgamate the management of the facilities currently on Crown Land in the centre Wootton into one community run organisation	Crown Lands MidCoast Council	A1	Wootton Crown Land Working Group
			Negotiate to include the two lots of Crown Land behind the hall to the fire shed in the new agreement	Crown Lands MidCoast Council	A1	Wootton Crown Land Working Group
			Promote the use of the joint community facilities for a range of uses eg business functions, training venue	MidCoast Council (advertising) Newspapers, local radio stations Regional networks Chambers of Commerce – Forster/Tuncurry & Bulahdelah	A1	Wootton Community Network Events sub-committee

OBJECTIVE ONE

Enhance our active and connected community that supports community growth, cohesion and diversity

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
			Source grant and philanthropic funding to support activities and maintenance	Community Groups CWAG MidCoast Council	A1	Wootton Community Network Grant Sub-committee
			Implement and extend the program of social events held at the community hub – including trialling new initiatives such as a Farm Gate Trail, Garage Sale Trail, Artists Trail that include the community hub	Community groups Community members Local businesses LandCare Sustainable Farmers Group Barrington Coast Council Tourism	A1	Wootton Community Network Event sub committee
			Continue to promote the Brush Turkey Café and Community Hall.	MidCoast Council CWAG Neighbouring community group Facebook pages Barrington Coast tourism Local tourism providers	A1	Wootton Community Network Event sub-committee
Welcome new community members and encourage participation in community	New community members participate in local community life	Welcome kit published	Create and distribute a Welcome Pack for new residents	Local business and community groups Wootton Community Network	A1	Wootton Community Network

OBJECTIVE ONE

Enhance our active and connected community that supports community growth, cohesion and diversity

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
activities and events						

OBJECTIVE TWO

Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Maintain, protect and improve our forest heritage	Protection of our forest heritage for future generations	Letters of support for protection of the Railway Walk obtained from MidCoast Council, MidCoast Water and CWAG	Develop a lobby campaign to protect our forest heritage, including the Railway Walk, from commercial enterprises such as Forest Corp	MidCoast Council Forest Corp CWAG Member for Myall Lakes	A1	Craig Tate
	Increased tourism opportunities		Work with Forest Corp to maintain and improve the Wootton Historical Railway Walk	MidCoast Council Forest Corp CWAG	A1	Craig Tate
	Community pride and empowerment					

OBJECTIVE TWO

Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes

Encourage and promote sustainable farming practices	<p>Increased awareness and practice of sustainable farming methods</p> <p>Increased viability and longevity of local sustainable farming groups</p> <p>Protection and sustainability of farming lands</p> <p>Opportunity to further promote and develop eco-tourism</p>	<p>Increased membership numbers in sustainable farming groups</p> <p>Increase attendance at food swaps</p>	Use existing social and community networks to promote local sustainable farming groups to increase interest and membership	<p>LandCare/LLS</p> <p>Wootton Community Network</p> <p>Existing Sustainable Farming Groups</p> <p>Food Swap participants</p>	A2	Peter Dixon Existing Sustainable Farming Group				
			Profile successful sustainable farming events and activities through the Facebook page, newsletter and website	<p>LandCare/LLS</p> <p>Wootton Community Network</p> <p>Existing Sustainable Farming Groups</p> <p>Food Swap participants</p>			B1	Wootton Community Network Media Sub-committee		
			Include information about local sustainable farming groups in Welcome Kits	Existing Sustainable Farming Groups					B2	Wootton community Network
			Continue to promote sustainable farming practices through Food Swaps and other local events	<p>LandCare/LLS</p> <p>Wootton Community Network</p> <p>Existing Sustainable Farming Groups</p> <p>Food Swap participants</p>						

OBJECTIVE TWO

Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes

			Encourage the use of the latest environmentally sustainable technology (* this could include a cooperative project of some sort for joint purchase and sharing of some equipment?)	LandCare/LLS Existing Sustainable Farming Groups Dept Primary Industries	B3	Sustainable Farming Group
			Encourage best practice land management techniques through provision of workshops and property visits	LandCare/LLS MidCoast Council Dept Primary Industries Local and regional farmers	A1	Sustainable Farming Group

OBJECTIVE THREE

Create an environment that encourages and supports business and agriculture to thrive and develop

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Lobby State and Federal Govt for improvements in local telecommunications	Improved social and business connectivity Raised awareness of local issues at state and federal government levels	Letters sent Social media comments posted Media articles printed	Undertake an audit of community needs and encourage the use of a log of combined internet and mobile phone outages	Member for Myall lakes Member for Lyne MidCoast Council Local business enterprises	A1	Wootton Community Network
			Invite State and Federal members of parliament to a community meeting to present the community log (see above), local stories and issues.	Member for Myall lakes Member for Lyne MidCoast Council Nabiac Village Futures Group CWAG Bulahdelah Chamber of Commerce	A1	Wootton Community Network
			Make a presentation to MidCoast Council, requesting support for local lobbying activities	MidCoast Council Local business enterprises	A1	Wootton Community Network

OBJECTIVE THREE

Create an environment that encourages and supports business and agriculture to thrive and develop

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
			Create a social media program to raise broader awareness of local issues	Local community members Local community groups Neighbouring Community Groups	B3	Wootton Community Network
Lobby State and Federal members of parliament for improvements in local mail/parcel delivery	Improved service delivery Improved business opportunity Improved access to information	Presentation to MidCoast council held Audit report published	Undertake an audit of current local postal delivery program	Local community members Australia Post	C2	TBD
Develop a positive and open relationship with MidCoast Council to support social and economic community growth.	MidCoast council senior staff develops an empathy and understanding of the needs of the Wootton community	Meeting and site visits held A positive relationship with MidCoast Council's planning department to support	Meet with MidCoast council senior planning staff to create a shared understanding of Land Use Planning context and the local community's issues and needs around these issues	MidCoast Council CWAG	A1	Wootton community Network

OBJECTIVE THREE

Create an environment that encourages and supports business and agriculture to thrive and develop

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Engage with MidCoast Council in their Rural Economic Development Strategy (REDS) initiative.	Greater understanding to underpin future rural planning and development	Our Plan reflected in the REDS.	Discussions to be held with Midcoast Council re economic development	MidCoast Council CWAG	A1	Wootton Community Network
Encourage local commercial enterprises	Increased economic sustainability	Increase in number of users of community facilities	Upgrade community facilities to attract commercial users	MidCoast Council Dept Trade and Investment (Crown Land) Other granting bodies	A1	Wootton Community Network Business Sub Committee

OBJECTIVE THREE

Create an environment that encourages and supports business and agriculture to thrive and develop

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
		List of potential caterers	Identify potential caterers for local events in the café and hall		A1	Wootton Community Network Business Sub Committee
		Increase visitors to farm-stay businesses	Encourage and support local farm stay enterprises through promotion and cross referrals	Barrington Coast Tourism Wootton Community Network	A1	Local tourism operators TBD
		Annual Food Trail Food Swaps	Promote and connect small scale farming and horticultural ventures through activities such as food swaps and food and wine trails	CWAG Wootton Community Network Landcare/ LLS MidCoast Council	A1	Sustainable Farming Group

OBJECTIVE FOUR

Promote and provide tourism destinations that showcase our region's history and are sensitive to our natural attributes

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Develop ideas that attract tourism	Stronger regional connections	Increased visitors Increased tourism operations	Continue to support development of events eg the food trail project, Back Paddock events, bushwalking and photography clubs Invite Progress Associations, chambers of Commerce and Tourism Groups from Bulahdelah, Coolongolook and Nahiack to discuss tourism operations	Local producers Current vendors Sustainable Farming Group	B2	Local tourist operators TBD
	Strengthened economic sustainability	Meeting with local tourist organisations.		Wootton Community Network Coolongolook Progress Association Bulahdelah Chamber of Commerce Nahiack Village Futures Group CWAG Tourism Groups from Bulahdelah, Coolongolook and Nahiack Barrington Coast Tourism Forest Corp National Parks and Wildlife	B2	Community Network (to host meeting)
	Community connectedness					

OBJECTIVE FOUR

Promote and provide tourism destinations that showcase our region's history and are sensitive to our natural attributes

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
Improve and increase local tourism signage	Strengthened economic sustainability	Audit report completed Wootton Way Tourist Drive signage erected More signs	Develop an audit of existing signage and signage priorities	Barrington Coast Tourism MidCoast Council Local tourism operators Wootton Community Network	B2	Local tourist operators TBD
			Investigate funding options for a potential tourism signage project including signage to promote the history of Wootton and the local points of interest	MidCoast Council CWAG Tourism NSW Federal and State members of parliament	C3	Community Network
			Lobby to have Wootton Way designated as an official Tourist Drive	CWAG RMS Barrington Coast Tourism Member for Myall Lakes	C2	Wootton Community Network
Support and promote existing points of interest to tourists	Strengthened economic sustainability Increased community pride	Marketing plan developed	Develop a marketing plan to promote tourist points of interest such as Sam's Camp, Railway Walk, Grandis, O'Sullivan's Gap Walk - incorporating the actions below.	Local tourism operators National Parks Tourism NSW Wootton Community Network	B1	Local tourism operators TBD

OBJECTIVE FOUR

Promote and provide tourism destinations that showcase our region's history and are sensitive to our natural attributes

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
		Tourist brochure available	Collaborate with Forest Corp to design a tourism brochure for Railway Walk, including its history	Forest Corp	A1	Craig Tate
		Have a list of possible guides for Railway Walk and contact person	Provide the opportunity to request a Guide to assist walking groups from Sam's Camp	Forest Corp Wootton Community Network/ Brush Turkey Cafe	A2	Community Network Events subcommittee
		Events	Hold regular Rail Walk events including guide, history talk, and refreshments	Barrington Coast Tourism Community radio stations CWAG	A2	Wootton Community Network
		Communication	Liase with National Parks to improve facilities at O'Sullivan's Gap picnic area and nature walk	Barrington Coast Tourism CWAG Local members of parliament National Parks	A2	Wootton Community Network
Promote the central Wootton community facilities as the initial point to begin exploring the area	Increased visitors to Wootton facilities	Number of visitors	Maintain the community facilities as a vibrant community run enterprise and investigate the feasibility of increased opening times	Volunteers Hospitality students requiring work experience Local high school students requiring work experience	B1	Wootton Community Network

OBJECTIVE FOUR

Promote and provide tourism destinations that showcase our region's history and are sensitive to our natural attributes

Strategy	Outcome	Indicator	Action	Potential Partners	Priority	Leader
			Create a walk through the bush area behind the hall, with interpretive signage highlighting trees of the region	LandCare/ LLS Forster Aboriginal Land Council	B2	Wootton Community Network
			Hold a community consultation to investigate future uses of the central Wootton facilities including the tennis court area	Local tourism operators	C2	Wootton Community Network
			Explore the feasibility of creating a signed walk around Wootton with the history of some of the buildings and photos of what they used to look like eg store, service station	Long term residents Village residents affected by signage	C3	Wootton Community Network
			Explore the possibility of having Wootton recognised by tourism destination mobile Apps and on Google Maps	Barrington Coast Tourism Tourism NSW	B3	Wootton Community Network
			Further develop the historical display in the hall	Bulahdelah Historical Society Forest Corp State Archives	B2	Wootton Community Network

HOW DOES OUR PLAN "FIT" WITH OTHER STRATEGIES?

Wootton Community Plan	MidCoast vision & priorities	NSW 2021
<p>Objective 1: Enhance our active, healthy and connected community that supports community growth, cohesion and diversity</p>	<p>Key Direction 3: vibrant and connected communities Provide the right places and spaces Plan for sustainable growth and development Increase and improve access to education for all ages Develop and support healthy and safe communities Build on the character of our local communities and promote the direction between them.</p>	<p>Rebuild the economy: Strengthen the NSW skill base Renovate infrastructure: Build livable centres Return quality services: Health: keep people healthy and out of hospital Strengthen our local environment and communities: Increase opportunities for people to look after their own neighbourhoods and environments. Make it easier for people to be involved in their communities Increase opportunities for seniors in NSW to fully participate in community life Enhance cultural, creative sporting and recreation opportunities</p>
<p>Objective 2: Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes</p>	<p>Key Direction 1: Environment Protect and maintain the natural environment so it is healthy and diverse Ensure that development is sensitive to our natural environment Sustainably manage our waste</p>	<p>Strengthen our local environment and communities: Protect our local environment</p>
<p>Objective 3: Create an environment that encourages and supports businesses and agriculture to thrive and develop</p>	<p>Key Direction 2: Strong local economies Promote area that is attractive for residents and visitors Establish and maintain a supportive business environment that encourages job opportunities In addition: Work with MidCoast Council Strategic Planning team on the Rural Economic Diversity Strategy (REDS)</p>	<p>Rebuild the economy: drive economic growth in regional NSW Return quality services: Transport: improve road safety</p>
<p>Objective 4: Promote and provide tourism destinations that epitomise our region's history and are sensitive to our region's natural attributes</p>	<p>Key Direction 2: Strong local economies Promote area that is attractive for residents and visitors</p>	<p>Rebuild the economy: drive economic growth in regional NSW</p>

ANNEXURE 1 - REVIEW OF 2008 PLAN

The following is a copy of the actions listed in the 2008 plan with an additional column reflecting their status.

COMMUNITY NEEDS:				
STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS	Status
Representative on local Health Advisory Committee	Representative to report monthly to community and publish in newsletter	John Smith Julie Richardson	Monthly report	Not achieved
Improve community transport	Contact GLC regarding community transport options	GLC	Information received	No improvement
Increase community participation (WCN and Fire Brigade).	Run a series of workshops to improve living skills (farm, animals, soil etc)	WCN	More active volunteers	Several workshops
Internet Access	Improve café internet access	CTC		Café no longer internet café. Internet not good for whole valley
More social events	<ul style="list-style-type: none"> • Old men's groups • Craft group • Gardening group 	WCN GLC		Lots of social events, not specifically those listed.
Visiting library	To Wootton	GLC		Community library set up in hall
Defibrillator	Available in Wootton	Hunter New England Area Health Service		Available in Fire Station
Trucks on highway - noise	Raise awareness of noise to health	RTA		
Bring about a more inclusive community	Create a Buddy Program			Not started

COMMUNITY NEEDS:				
STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS	Status
Safe road	Improve Wattley Hill Road	GLC	-	Ongoing

ENVIRONMENT:				
STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS	Status
Weed control	Weed education. Involve Council re eradication.	Locals GLC	Recovery of native plants	Done and ongoing with sustainable farming group
Protection of verge/riparian	Educate people on riparian/wildlife corridor	Qualified people	<ul style="list-style-type: none"> Healthier functioning wildlife corridor Clean water	Many landholders undertaking riparian zone management and constructing wildlife corridors. .
Erosion control while maintaining rural roads	Correct road maintenance procedures and drainage	Council	Cleaner waterways and less run off and road quality	Council's training road maintenance workers but state of roads still poor with lots of run-off to creeks.
Feral animal control	Poisoning, trapping	Pasture Protection	Drop in numbers	Training for setting traps and baits available and undertaken by several land holders. LLS very supportive and proactive.

Historic railway walk	Maintenance, signage	CUA Council Locals	Usable track, well signposted, well used	Working bees have been undertaken to clear and maintain walk. Craig Tate working closely with Forest Corp who are very keen to maintain the historic site.
Community fire plan	Rural fire strategy	Rural Fire Service	Safer community	Workshops have been given to community for preparing Fire plans

ENVIRONMENT:				
STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS	Status
Maintain fire trails	Forestry and National Parks housework	Forestry and National Parks	Usable and recognizable tracks	Community relies on Forest Corp and NP maintenance plans. This action needs further work
Reduce random clearing on private property	More policing and regulation	Council (State Gov Res)	More natural environment	No action by Council or State Govt. But landholders increasing natural bush by planned tree planting or by natural rehabilitation.
DAs and land use changes for Wootton area	Monthly summary of all current DAs and land use changes before Council	Council Wootton V. News	Monthly list circulated	Not undertaken.
Wattley Hill Road upgrade	Road maintained in a proper manner (graded etc)	Council	Road improves	Council is sealing the road at a planned distance per cycle.

TOURISM AND MARKETING:

STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS T	Status
Resource and education centre	<ul style="list-style-type: none"> • Workshops (arts, crafts, lifestyle) • Targeted improved facilities • Retreats 			Workshops have been held and will go on. Martial arts retreats been held
Events	<ul style="list-style-type: none"> • Community markets • Bicycle events 			48 hour geoquest event held Annual Manning Valley Cycle Club event Food swaps Dinners
Journey strategy	<ul style="list-style-type: none"> • Establish common strategies • Unique factors in neighbouring towns • Design tours and day trips 			Not undertaken
Roads and infrastructure	<ul style="list-style-type: none"> • Lobby Council • State Government lobby • RTA lobby 			Ongoing
Online web presence	<ul style="list-style-type: none"> • Web improvement (Wottonsite) • GLC link and content 			Web page Facebook page
Improved and erected signage	<ul style="list-style-type: none"> • Signage audit • Signage strategy • Council liaison • Revamp of existing entry statement 			What's on in Wootton Sign (grant from GL Council)
Merchandising	<ul style="list-style-type: none"> • Home tours and artist tours • Create venues for merchandising • Stalls 			Several properties participated in Food Trail Honey for sale in cafe
Visual presence	<ul style="list-style-type: none"> • Street revamp • Art works and sculptures 			Carried over to 2017 plan

Branding strategy	<ul style="list-style-type: none"> • Further development • “Growing the WoottonWay” • Explore the "Wow"factor 			Not addressed
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HISTORY, HERITAGE AND CULTURE:				
STRATEGY	ACTION	BY WHOM	PERFORMANCE INDICATORS	Status
Wattley Hill Road	Tar between stretches at bottom end	Council	Become priority road	Council surfacing road bit by bit
Ensure village is neat and tidy	Encourage owners of houses in village to take pride in their properties			Not addressed specifically but individual owners are working to improve their properties
Improve access to old tram way	<ul style="list-style-type: none"> • Create walkway along old tramway • Get cooperation of property owners • Signage 			Ongoing
Record history of Wootton	Record Jack Squires!			Ongoing
Have Wootton town listed as a heritage town	List and adopt in GL Heritage Plan	<ul style="list-style-type: none"> • Council Heritage Committee • Locals 	Retain and maintain heritage values of town	Not addressed
Trestle Bridge promotion	Prepare information brochure about trestle bridge tracks throughout Wootton			Flyer created, anniversary party held, new flyer being created
Maintenance	<ul style="list-style-type: none"> • Maintain walk and interpretive signs • Create a friends and action group to achieve this • Plan developed • Replace picnic provisions/infrastructure at Trestle Bridge 	Locals Heritage	More use of area	Ongoing

ANNEXURE 2 - SUMMARY OF COMMUNITY CONSULTATION ACTIVITIES

While the 2008 Wootton Community Plan was being revised for this updated plan there were also community consultation activities being undertaken regarding the Council's decision to hand back management of the Wootton Community Trust which consists of the land and the community facilities.

November 2014 to May 2017: regular updates in the Wootton Valley News regarding the decision from Council to hand back management of the Trust to the Crown, the impacts this could have on the community facilities and the workings of the Wootton Crown Land Working Group on possible ways forward.

August 2016: Wootton Community Survey – available on the internet and via mailbox drop. Results presented in the Wootton Community Survey 2016 report and summarised in the Wootton Valley News October 2016.

September 2016: Community workshop to review 2008 plan facilitated by Tracey Farrant, Community Engagement Officer at Great Lakes Council.

October 2016: Draft 1 of the revised plan distributed to members of the Wootton Community Network and provided to any other interested parties for review. Comments sent to Tracey Farrant by end of November.

January 2017: Draft 2 received from Tracey Farrant. Decision made to withhold review while community focused on the Council decision to hand back management of the Trust to the Crown.

March 2017: Community meeting discussing and voting on the way forward once Council hands back management of the Trust to the Crown.

May 2017: Email encouraging members of the community to request and review Draft 2 of the Community Plan and to attend the review meeting. Community meeting to review Draft 2.

ANNEXURE 3 SUMMARY OF OBJECTIVES AND ACTIONS

Objectives, Actions and priorities	1 Enhance our active, healthy and connected community that supports community growth, cohesion and diversity.	2 Support and protect a healthy, sustainable and diverse natural environment that is sensitive to our region's natural attributes	3 Create an environment that encourages and supports businesses and agriculture to thrive and develop	4 Promote and provide tourism destinations that epitomise our region's history and are	Leader
Research activities and programs that other communities offer	B1				WCN Events s/c
Support and encourage flexibility in the provision of facilities for workshops eg Brush Turkey Café for catering and hall for workshop	B1				WCN Events s/c
Continue to partner with environmental groups to provide community education and support	B1				Sustain. Farms
Lobby for development of a volunteer recruitment and management workshop and explore alternative options to volunteering.	A1				WCN
Communicate with neighbouring community groups to identify good practice in recruiting and retaining volunteers.	C2				WCN
Acknowledge local volunteers by celebrating National Volunteers Week each year	C4				WCN
Encourage community members to supply photos and stories to share on the website and Facebook page	A1				WCN Media s/c
Increase membership and use of the Wootton Facebook page by holding a photo competition	A1				WCN Media s/c
Amalgamate the management of the facilities currently on Crown Land in the centre Wootton into one community run organisation	A1				W CL WG
Negotiate to include the two lots of Crown Land behind the hall to the fire shed in the new agreement	A1				W CL WG
Promote the use of the joint community facilities for a range of uses eg business functions, training venue	A1				WCN Events s/c

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Source grant and philanthropic funding to support activities and maintenance	A1				WCN Grants s/c
Implement and extend the program of social events held at the community hub – including trialling new initiatives such as a Farm Gate Trail, Garage Sale Trail, Artists Trail that include the community hub	A1				WCN Events s/c
Continue to promote the Brush Turkey Café and Community Hall.	A1				WCN Events s/c
Create and distribute a Welcome Pack for new residents	A1				Pat Tate
Develop a lobby campaign to protect our forest heritage, including the Railway Walk, from commercial enterprises such as Forest Corp		A1			Craig Tate
Work with Forest Corp to maintain and improve the Wootton Historical Railway Walk		A1			Craig Tate
Use existing social and community networks to promote local sustainable farming groups to increase interest and membership		A2			Peter Dixon. Sust Farm Grps
Profile successful sustainable farming events and activities through the Facebook page, newsletter and website		B1			WCN Media s/c
Include information about local sustainable farming groups in Welcome Kits		B2			Pat Tate & Sustainable Farming Group
Continue to promote sustainable farming practices through Food Swaps and other local events		B1			Peter Dixon. Sust Farm Grps
Encourage the use of the latest environmentally sustainable technology		B3			Sust Farm Grps

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Encourage best practice land management techniques through provision of workshops and property visits		A1			Sust Farm Grps
Undertake an audit of community needs and encourage the use of a log of combined internet and mobile phone outages			A1		WCN
Invite State and Federal members of parliament to a community meeting to present the community log (see above), local stories and issues.			A1		WCN
Make a presentation to MidCoast Council, requesting support for local lobbying activities			A1		WCN
Create a social media program to raise broader awareness of local issues			B3		WCN
Undertake an audit of current local postal delivery program			C2		TBD
Upgrade community facilities to attract commercial users			A1		WCN Business s/c

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Identify potential caterers for local events in the café and hall			A1		WCN Business s/c
Encourage and support local farm stay enterprises through promotion and cross referrals			A1		Local tourism operators TBD
Promote and connect small scale farming and horticultural ventures through activities such as food swaps and food and wine trails			A1		Sustainable Farming Group
Continue to support development of events eg the food trail project, Back Paddock events, bushwalking and photography clubs				B2	Local tourist operators TBD
Invite Progress Associations, chambers of Commerce and Tourism Groups from Bulahdelah, Coolongolook and Nahiact to discuss tourism operations				B2	WCN to host meetin
Develop an audit of existing signage and signage priorities				B2	Local tourist operators TBD
Investigate funding options for a potential tourism signage project including signage to promote the history of Wootton and the local points of interest				C3	WCN
Lobby to have Wootton Way designated as an official Tourist Drive				C2	WCN

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Develop a marketing plan to promote tourist points of interest such as Sam's Camp, Railway Walk, Grandis, O'Sullivan's Gap Walk.					Local tourist operators TBD
Collaborate with Forest Corp to design a tourism brochure for Railway Walk, including its history				A1	Craig Tate
Provide the opportunity to request a Guide to assist walking groups from Sam's Camp				A2	WCN Events s/c
Hold regular Rail Walk events including guide, history talk, and refreshments				A2	WCN
Liaise with National Parks to improve facilities at O'Sullivan's Gap picnic area and nature walk				A2	WCN
Maintain the community facilities as a vibrant community run enterprise and investigate the feasibility of increased opening times				B1	WCN
Create a walk through the bush area behind the hall, with interpretive signage highlighting trees of the region				B2	WCN
Hold a community consultation to investigate future uses of the central Wootton facilities including the tennis court area				C2	WCN
Explore the feasibility of creating a signed walk around Wootton with the history of some of the buildings and photos of what they used to look like eg store, service station				C#	WCN
Explore the possibility of having Wootton recognised by tourism destination mobile Apps and on Google Maps				B3	WCN
Further develop the historical display in the hall				B2	WCN