

'Taking Care of Brunswick'

Brunswick Heads Community Economic Transition Plan 2011 - 2016

September 2011



Partners

- Brunswick Volunteer Marine Rescue Inc.
- Brunswick Heads Progress Association Inc.
- Brunswick Heads Public School
- TURSA
- Brunswick Tourism

Acknowledgements

We would especially like to thank:

- CETP Management Committee
- Partners
- Sponsors
- The Brunswick Heads community including volunteer helpers, local businesses and organisations who donated their time and resources
- Local photographers who contributed photos to the Plan
- Peter Cuming, Sustainable Futures Australia

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September 2011



BRUNSWICK HEADS COMMUNITY ECONOMIC TRANSITION PLAN

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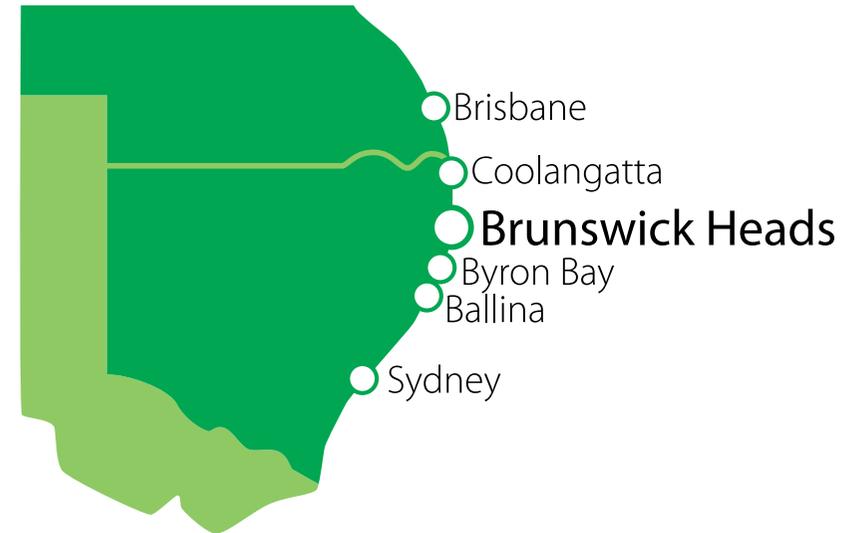
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EXECUTIVE SUMMARY

The purpose of the Brunswick Heads Community Economic Transition Plan is to develop a five year plan for Brunswick Heads' future, giving the community an opportunity to help determine its own destiny. Brunswick Heads is the first coastal community in NSW to prepare a Community Economic Transition Plan funded by NSW Trade and Investment. The major focus areas of the Plan are ageing and disability, youth, arts and culture, the built and natural environment, food, transport, housing, disaster management and the local economy including tourism. Brunswick Heads is a small coastal community of about 1600 people in Northern NSW. The town, a popular tourist location, is situated on the estuary of the Brunswick River. Brunswick Heads has undertaken a number of strategic planning studies over the last fifteen years and during that time has experienced significant economic revitalisation. It continues to maintain a good balance between nurturing the interests of residents and sustaining itself as an attractive tourism destination.

The Plan takes into consideration relevant local social and economic issues covered in previous community economic development plans. It also takes into account potential external impacts on the community from climate change, extreme weather events generally, peak oil or other resource depletion issues, as well as impacts that may arise due to economic downturns or uncertainty. These issues are considered in the Plan in the context of the need for the community to be able to adapt, and retain its cohesiveness and resilience in the face of any rapid transitions that may occur.

Community engagement undertaken during the planning process included consultations with a number of local community organisations, two Community Representative Forums, the 'Taking Care of Brunswick' Community Expo and two community workshops. The Expo included speakers, workshops, educational exhibits and a range of stalls representing local and regional organisations and businesses. The event, attended by over 200 people, was designed to stimulate local interest and ideas about some of the social, environmental and economic trends which are likely to affect the community in the future. The two workshops considered previous community planning initiatives, the town's Vision, the Plan's Guiding Principles and Strategic Priorities, proposed community projects and the strategies and actions that would be required to effectively undertake these projects.



1.

INTRODUCING BRUNSWICK HEADS

History

Brunswick Heads was considered a place of significance for Aboriginal people and a meeting place for ceremonial and trade purposes. The Brunswick River was first chartered by Captain Rous in 1828. Cedar-getters began to establish permanent camps in 1849 in what is now Brunswick Heads. This soon became the first town in what is now the Byron Shire, as well as a busy port. Rural settlement of the surrounding areas however did not commence until the 1880's. Following the construction of the railway through Mullumbimby in 1894, Brunswick Heads went into decline. However, by the 1920's the town had revitalised itself into a popular seaside holiday and recreational fishing location. The early camping grounds that were established along the foreshores later became the town's three caravan parks. The town was originally on the Pacific Highway, but the town was bypassed in 2007 when the highway was upgraded.

Climate

Brunswick Heads has an average rainfall of 2000 mm per year. It has an average monthly maximum temperature of 24.4°C and an average monthly minimum temperature of 19.97°C.

Crown Land

There is significant crown land within and adjacent to the town, including three caravan parks, riverside and foreshore reserves, the Brunswick Heads Nature Reserve and the Tyagarah Nature Reserve. The estuary and coastal areas bordering the town are now part of the Cape Byron Marine Park. These areas have been significantly altered since white settlement, including the substantial infilling of low lying areas, the building of rock walls, mineral sands mining and the construction of the boat harbour.



Demographics

At the 2006 census the population of the town was 1613, a slight decrease from the previous census. The 2004 Brunswick Heads Settlement Strategy estimated that the town's population capacity was approximately 3200 and that this population could be reached in about 15 to 20 years.

In 2006, 20% of the population in Brunswick Heads was 60 years of age or over, slightly above the state average, whereas 21% were aged 20 to 39 (a little below the state average). 28% of the population was under 20 which is consistent with the state average. The most common income bracket for people living in Brunswick Heads in 2006 was between \$150-\$249 per week (24.5% of people). 3.8% have no income and high income earners (\$2000 or more per week) account for 1.0% of the population.

Community Organisations

Community organisations have a long history of active involvement in town affairs and though their fundraising efforts over many years they have contributed significantly to major infrastructure projects in the town. A Community Representatives Forum was established in 2005 as a project outcome of the 2004-2009 'Taking Care of Brunswick' CED Plan. It comprises representatives from each of the town's 40 community groups. This Forum meets whenever there is an important matter that the community as a whole needs to consider.



Festivals and Events

The town is well regarded for its successful festivals and events including the annual Fish and Chips Festival (with the Woodchop Carnival) that has been running for 50 years. The Kites & Bikes Festival is especially popular with families and children and the annual Old & Gold Festival celebrates all things old, secondhand and recycled. Other annual events include the Simple Pleasures Photographic Competition, the Mullum to Bruns Paddle, the Family Triathlon and the Back to Bruns Hot Rod event. The Brunswick Valley Woodchop and Entertainment Committee, which runs the Woodchop Carnival, also organises monthly town markets, and a pre-Christmas Twilight Market.

Local Economy

Brunswick Heads has experienced significant economic revitalisation in recent years. In 1997 there were 13 empty shops and about 400 people employed in the town. By 2009 jobs had approximately doubled and there are now about 130 businesses operating in the town. The Brunswick Head Chamber of Commerce is the town's peak business organisation. The Chamber of Commerce has played a significant role in this revitalisation process, through sponsoring and initiating community economic development strategies, streetscaping improvements, a tourism management plan and buy local campaigns. A Business Retention and Expansion Survey in 2009 found that 70.8% of the 114 businesses surveyed rated Brunswick Heads as an 'excellent' or 'good' place to do businesses. Concerns expressed during the survey, included the lack of public transport, parking pressures and increased costs of running a business. The survey supported the retention of the town's interesting eclectic retail mix, and an increase in the current cafe, homewares and secondhand clusters.

Tourism is the dominant industry in the town, with one hotel, three motels, three caravan parks and about 55 holiday letting properties providing visitor accommodation. The Chamber, through its Simple Pleasures branding campaign, has sought to differentiate Brunswick Heads from other seaside towns. The campaign continues to focus on promoting a low-key family image to particular tourism market segments. The Chamber established a Visitor Centre in 2006 and achieved Level 2 accreditation in 2009. The Centre is independent of Council and is staffed seven days a week by a mix of volunteers and part time staff.



2. RECENT BRUNSWICK HEADS PLANS AND STRATEGIES

Building on the Sense of Place Project in 1997, a Community Economic Development (CED) Strategy was developed in 1999. In 2004 a further CED strategy was undertaken. Many of its 22 objectives were realised, including town streetscaping and beautification, a Tourism Management Strategy, the development of the Tweed St Taskforce Masterplan and the establishment of the Community Representatives Forum.

The Byron Shire Council adopted the Brunswick Heads Settlement Strategy in 2004, to provide for better planning and management of the future development of the town. The Council is now expected to complete a new Shire Wide Local Environmental Plan and Development Control Plan in early 2012.

In 2008, the former NSW Land and Property Management Authority (LPMA) developed a Brunswick Heads Foreshore Strategic Plan and this was followed by the preparation of Draft Plans of Management for the Massey Greene Holiday Park, Terrace Reserve Holiday Park and Banner Park in 2010. These plans covered the future management and development of the much of the crown land adjacent to the town over the next 5 to 10 years. The final plans for these parks are yet to be completed. Also in 2010, a Coastal Zone Management Plan for the Brunswick Estuary, addressing human impacts and the maintenance of the estuary, was completed.

(See Appendix 1 for a fuller description of these plans and planning processes.)



3.

THE COMMUNITY ECONOMIC TRANSITION PLAN

3.1 Background to the Plan

Brunswick Heads has had a long and productive partnership with the Department of Trade and Investment. In 2009, on the basis of its award winning history of community strategic planning, the Chamber of Commerce was invited by NSW Trade and Investment to apply for funding for the preparation of a Community Economic Transition Plan (CETP) for Brunswick Heads. The application was successful and the CETP Project commenced in October 2010. Brunswick Heads is the first coastal community in NSW to prepare a Community Economic Transition Plan.

3.2 Outline of the Plan

The purpose of the CETP is to develop a five year plan for the town's future, giving the community an opportunity to help determine its own destiny.

The Key Focus Areas of the Plan are:

- Ageing and Disability
- Arts and culture
- Built environment
- Disaster management
- Food
- Housing
- Local economy and tourism
- Natural environment
- Transport
- Youth

These focus areas seek to take into consideration possible major transitions and economic challenges that may effect the community over the next five years and beyond as detailed in Sections 3.4 - 3.6. A Strategic Plan was then developed based on the objectives, strategies and actions within each of these focus areas.

3.3 Management of the Plan

A CETP Management Committee was formed in October 2010. The members of the committee are:

- Kim Rosen (Chairperson)
- Pieter Verasdonck (NSW Trade and Investment)
- Stephen Bond, Allison Rogers, Peter Wotten/Matt Mayall (Brunswick Heads Chamber of Commerce Inc.)
- Gloria Mills (Brunswick Heads Progress Association Inc.)
- Graeme Williams, Joss Mitchell (Byron Shire Council)
- Colin Woodbry (Brunswick Tourism)
- Penny Fuller (Brunswick Volunteer Marine Rescue Inc.)
- Mick Channels/Susie Boyle (Brunswick Heads Public School).

The role of the Management Committee is to oversee the implementation of the process until the completion of the final planning document and to acquit the grant funds. Penny Watson was engaged as Project Facilitator and Robert Rosen as Project Manager.

3.4 Climate Change and Peak Oil

Human activities, mainly the burning of fossil fuels such as coal, oil and natural gas have released large quantities of gases into the atmosphere over the last century. There has been an increase in average global surface temperatures of .07°C since 1900. The United Nations' Intergovernmental Panel of Climate Change believes that most of this global warming has been caused by man made atmospheric emissions, resulting in heat waves, extreme rainfall and other significant climatic impacts in many regions, together with an increase in sea levels of 1.8mm per year since 1950 and the melting of ice sheets in the Arctic and the Antarctica.

Since 1950, the Northern Rivers Region has experienced warming of around 0.8–1.3°C. Climate change is likely to increase this rate of warming. Annual rainfall may decrease, however there is also the likelihood of an increase in extreme rainfall events. Changes in climate may result in increased sea level rise, increased heat waves, more extreme winds, and more droughts and intense storms.



Heavy rains and winds are likely to cause greater damage to our estuarine environment and soils. Changes to the climate will have significant effects on the area's natural environment and could change the distribution of some plant and animal species. Increases in the intensity of peak rainfall events is likely to increase the risks of flash flooding.

In 2007 Byron Shire Council resolved that the recognition of the possible impact of climate change be incorporated into Council's land use and strategic planning and the management of natural systems. The Coastal Zone Management Plan for the Brunswick Estuary 2010 also gives consideration to the effect of rising sea levels, reduction in annual rainfall, increases in rainfall, storm intensity, flooding and increases in temperature.

Peak oil is the point at which half of global oil reserves have been used. Peak oil will gradually result in higher petrol, LPG and natural gas prices, greater price volatility and possible fuel shortages. Oil and natural gas are also feedstock for many products including fertilisers, asphalt, plastics and textiles. This will have multiple flow-on effects throughout the whole economy. Peak oil will, in particular, increase the cost of food and reduce the variety available.

Peak oil and climate change could constitute major threats to the tourism dependent Brunswick Heads economy. As pointed out in the comprehensive Sunshine Coast Climate Change and Peak Oil Strategy 2010-2020, coastal amenity and lifestyle attractions, including beaches, are immediately affected by climate change and associated extreme weather events and the tourism industry is also vulnerable to rising fuel prices due to its reliance on road and air transport.

3.5 Economic Challenges

It is unlikely that the major economic challenges currently facing many of the world's major developed countries will be easily resolved. While the Australian economy is currently performing better than those in most of these countries, it is still likely to be significantly effected by any major global economic downturn. Brunswick Heads' tourism dependent economy is similarly likely to be significantly effected by any major downturn in the Australian economy.

3.6 Transition and Resilience

While Community Economic Transition Plans (CETP's) are similar in some ways to previous government funded Community Economic Development Plans, CETP's also seek to focus on assisting the community to realistically adapt and work together to deal with possible future rapid changes or transitions that may occur not only during this 5 year plan but over the longer term. These changes may be due to peak oil, climate change, economic or political instability or to a combination of these and interrelated factors including food, water or other crucial resource and commodity shortages.

Any such major transitions in our way of life are likely to benefit from greater resilience and co-operation in the community. Communities will also greatly benefit from becoming more economically self reliant and accessing a greater proportion of their food and other commodities from within their local region.



4.

COMMUNITY ENGAGEMENT AND CONSULTATION

4.1 Initial Community Consultation

In November and December 2010 two meetings were held with the Brunswick Heads Community Representatives Forum. These meetings were designed to inform community representatives about the CETP and seek their views on the most relevant local issues and the best way to involve the local community in the planning process. The second of these meetings included a presentation and discussion with Noel McAviney, the SES Local Controller, about the need for greater community involvement in local disaster management planning. The Project Team also addressed meetings of the Brunswick Heads Progress Association, Brunswick Heads Chamber of Commerce, Mullumbimby Rotary and the Brunswick Heads Memorial Hall Committee.



Community Expo

4.2 Brunswick Expo

The Taking Care of Brunswick Community Expo was held on Saturday 19th March 2011 from 10am-3.30pm at the Brunswick Heads Public School. The event was organised in partnership with the school and the Mullumbimby Rotary Club, and it received generous support from local businesses and volunteers. The main theme of the day was local social, environmental and economic sustainability. The event included speakers, workshops, community stalls, exhibits, children's activities, community arts, and refreshments. There was also an opportunity for people to plant ideas about what the community needed in a Kitchen Garden of Ideas. More than eighty such ideas were 'planted' for Brunswick's future in this 'garden' (included in Appendix 2).

The support of the Byron Community College and workshop presenters enabled the workshops to be provided at no cost. Refreshments were provided by local community organisations and businesses.

The purpose of the Expo was to showcase the many achievements, ideas and aspirations of the local community groups and to inform people about the CETP planning process and relevant local issues. The event was also designed to encourage people to become involved in the forthcoming two CETP planning workshops.

The range of stalls, educational exhibits, workshops and speakers was intended to stimulate thinking about some of the social, environmental and economic trends which would likely to affect the community over the next five years.

The event was opened by Don Page, the local State Member of Parliament (and now Minister for Local Government and the Northern Coast) and the Mayor of Byron Shire, Jan Barham. Robert Rosen and Penny Watson outlined the CETP process, proposed projects and future planned events, while 13 year old local, Azlan Currie, spoke about youth issues and her vision for the town. Dr Rob Kooyman addressed the importance of the town's natural biodiversity and Rick Hutton from Bingara shared his community's CETP experiences. This segment of the Expo concluded with a performance by the



Brunswick Heads Public School Primary School Choir.

Workshops covered local history, climate change adaption, community economic regeneration, food growing, sustainability, creativity in the community, successful small business initiatives and social media.

More than 200 people attended the event and over 20 community and other organisations were represented including, the Progress Association, Brunswick Visitor Centre, Volunteer Marine Rescue, Byron Shire Council, the North East Waste Forum and local environment groups.

4.3 First Community Workshop

The first 'Taking Care Of Brunswick' 2011-2016 Community Plan Workshop was attended by 90 people and held on Thursday April 14th 2011 from 6-9pm at the Brunswick Heads Public School Hall. The Workshop was introduced by Matt Mayall, President of Brunswick Heads Chamber of Commerce and Pieter Verasdonck, the Northern Region Community Economic Development Manager for NSW Trade and Investment.

Penny Watson and Robert Rosen outlined the purpose of the CETP and what was hoped to be achieved by the process and detailed previous community achievements and planning initiatives. The Workshop considered what was required in planning for Brunswick's future, and identified relevant driving forces for change, trends, challenges, opportunities and assets. (See 5. CETP Framework).

The Vision for the town that was formulated during the 2004 Community Economic Development Planning process was reviewed. The Workshop also helped develop the Vision, Guiding Principles and Strategic Priorities for the 2011-2016 CETP. (See 5. CETP Framework).

The Workshop broke up into small groups and participants considered what they wanted for Brunswick Heads, how this might be achieved, what actions would need to be taken and who might be involved in those actions (See 5. CETP Framework).



4.4 Second Community Workshop

A second community workshop was held on May 12th from 6pm to 9pm, again at the Brunswick Heads Public School Hall. About 45 people attended the Workshop. After a brief introduction to the Plan and the planning process to date, the meeting considered the Plan's Draft Vision Statement, Guiding Principles and Strategic Priorities.

Small groups then considered possible town projects (See 5. CETP Framework) that were chosen from (or based on) over 200 project ideas contributed by the community during consultations, the Expo and the community workshops.

A list of these projects was then displayed and participants worked in small groups to develop one project per group using a Project Outline Template. The project outlines were then put on display and those present indicated their support for particular projects using coloured dots.

4.5 Communication, Promotion and Publicity

Details of the CETP Project, events, workshops, proposed projects and project groups as well as the Vision, Guiding Principles and Strategic Priorities and other information have been made available on the Brunswick Heads website: www.brunswickheads.com.au. This information had been regularly updated during the Project.

The Expo and the two community workshops were publicised via posters and signs, through the local media, the Brunswick Heads website and via email networks.

During April and May 2011 the Project was given the use of a large front window in a vacant shop at 1 Park St, Brunswick Heads. A comprehensive display showcased many aspects of the project, including community input and information on workshops and their outcomes. From mid May a display area was also made available at the Brunswick Visitor Centre at 7 Park St, Brunswick Heads. This display focused on ongoing projects and project groups.

~ Taking Care of Brunswick ~
EXPO
 Saturday 19 March 10am-3pm+ Brunswick Heads Public School

An inspiring day dedicated to our community's wellbeing and our future together in Brunswick Heads

An interactive showcase of speakers, workshops, community stalls, exhibits & creativity

Special guests include:

Rick Hutton: Can do communities	Nina Bishop & friends: Sustainability 'eats & speaks'
Frank Stadler: Wild, Wet & Wise	Andrew Carter: Edible gardens
Rob Kooyman: Why biodiversity?	Frank Mills: History of Bruns - elements of change
Tony Duke & friends: Creativity in our community	Tony Zillig/Max Haim: Business success/Social media

Preparing for our community plan

Come along and plant an idea in the Kitchen Garden of Ideas

Enjoy coffee, cakes and community bbq

Children's activities

Ideas sharing

More info: Expo event program and CETP Project:
www.brunswickheads.org.au
 Enquiries: Penny Watson 0413 748 864
 Email: communityfacilitation@gmail.com

Brunswick Heads Chamber of Commerce, NSW Industry & Investment, Australian flag

Taking Care of Brunswick 2011-2016 - Community Economic Transition Plan (CETP) Project

5.

CETP FRAMEWORK

5.1 Driving Forces of Change, Trends, Challenges, Opportunities and Community Assets

Community members identified these at the first workshop.

Driving Forces of Change

- Use of Internet and social networking
- The end of the sewerage moratorium
- New shire wide local environmental plan
- Water and energy resource availability (locally & globally)
- Climate change
- Increasing petrol prices – impact on mobility.

Assets

- Estuary
- Tidal power potential
- Walkability
- Our parks
- Natural environment
- Facilities & services
- Doctors and dentists
- A population of only 1600, yet 40 community groups.

Trends

- Ageing population and their needs
- Increased day tripper visitation
- Loss of affordable housing
- Population growth
- Climate changes
- Increasing fuel costs
- Increased cost of living
- Changing family dynamics
- Increased traffic movement.

Challenges

- Possibility of more properties becoming holiday rentals
- Housing affordability
- Ageing and disability
- Increase in power costs
- Possible increase in petrol costs
- Cost of living generally
- Mentoring of young people
- Retaining our identity
- Siltation of the river
- Parking pressures and increased traffic
- Employment/unemployment
- Disaster management and escape planning.

Opportunities

- Low cost of festivals for families/children
- Maintain locals focus and encourage “Buy Local”
- First electric car community
- Town based renewable energy: e.g. at sewerage treatment plant
- Increased use of bikes in town
- Being surrounded by nature reserves and the Marine Park.



5.2 Vision

Brunswick Heads is committed to maintaining a low-key, family-friendly village lifestyle, enhancing its community diversity, well-being and cohesiveness, and encouraging sustainable and innovative business, while protecting its natural environment and respecting the rights of future generations to be able to meet their own needs. We welcome those who share our vision and help in achieving it.

5.3 Guiding Principles

- Maintain our low key village lifestyle
- Enhance social, cultural and community wellbeing, including social equity, diversity and opportunity for all
- Protect and enhance our natural environment, seek to reduce our ecological footprint and respect the rights of future generations to be able meet their own needs
- Encourage sustainable and innovative business activity
- Encourage collaborative initiatives that strengthen community cohesiveness and increase our capacity to meet unforeseen challenges.



5.4 Strategic Priorities

Cultural

- Maintain our “Simple Pleasures” identity and values
- Create new opportunities for diverse and vibrant cultural expression

Social

- Create opportunities for our young people to thrive
- Create an age friendly environment that promotes healthy ageing, active living and inclusiveness
- Create opportunities for inclusion and participation in community life for people with disabilities
- Enhance local food security
- Increase our capacity to manage disasters and emergencies

Natural Environment

- Improve natural resource management
- Preserve and enhance our natural environment
- Reduce our ecological footprint

Economic

- Encourage a diversity of sustainable businesses
- Continue “Simple Pleasures” tourism management
- Increase employment opportunities
- Take advantage of new technologies
- Improve energy efficiency and waste management
- Promote “buy local” awareness

Built Environment

- Create a wider range of housing options to maintain social diversity and equity
- Improve the ecological footprint of the built environment and transport
- Improve community amenities and services
- Increase community connectedness and mobility



5.5 Key Focus Areas

This section describes the Key Focus Areas (KFAs) and their relevance for the Plan.

Ageing and Disability

This KFA relates to social inclusion and the provision of community facilities and services that will support the ageing population and/or those living with disabilities in leading healthy and fulfilling lives. It includes planning for future challenges and ways to prepare for people's different needs and expectations, especially in regard to an increasing ageing population. Initiatives may include: providing for greater access to recreation, employment, education and social activities – such as improving parking, transport, pathways and community facilities; ensuring access to affordable and suitable housing, and emergency and disaster education projects.



Arts and Culture

Arts and culture play a significant role in cultivating and strengthening a community's sense of place, as well as celebrating Indigenous and heritage cultural values and fostering local arts and crafts. This KFA relates to the role that arts and culture have in developing community capacity to adapt to change. This includes uptake of relevant skills and the provision of suitable local information and communication networks. Community security, events, celebrations and the creation of opportunities in general for social interaction and the development of stronger links within the community are also within this KFA.

Built Environment

This KFA covers the development and utilisation of community infrastructure including public reserves, sport and recreational facilities health, community buildings and facilities, as well as roads, bridges footpaths, power and communication infrastructure in addition to waste, recycling, sewerage and water management facilities.

Disaster Management

As Brunswick Heads is on an estuary and near the coast it is vulnerable to extreme weather events, hence the importance of having well understood disaster management plans in place. This KFA covers these disaster management plans, and community and visitor awareness about such plans, as well as the levels of disaster preparedness both of emergency service organisations and the general community. This preparedness includes an understanding of evacuation procedures, assembly points, communication protocols, and the provision and maintenance and location of adequate emergency equipment.



Food

This KFA is about how and where food is produced, distributed and consumed. In light of possible food shortages caused by climate change, peak oil or other factors, it also includes ensuring local food security through the consumption of locally and sustainably grown food. Examples of possible initiatives are the assessment of carbon impacts of food consumed including a calculation of food miles, growing food in home gardens and community gardens, localised food barter and exchange systems, local shops stocking and promoting more locally grown produce and the disposal or composting of organic food wastes.

Housing

This KFA covers the housing needs of the community, including housing diversity and affordability and the housing needs of the aged and disabled. It takes into consideration the relevant residential provisions of State and Council planning instruments and the potential impacts of flooding, sea surge or sea level rise on residential areas. It also focuses on the environmental impacts and the carbon footprint of dwellings during their lifecycle including design, construction, retrofitting, maintenance and operation, as well as energy efficiency, the use of renewable energy and water storage and usage.

Local Economy and Tourism

This KFA covers local economic activity including retailing, service industries, home businesses, tourist accommodation as well as employment creation and new business opportunities and innovativeness, and their potential to enhance and complement other KFA's. It also considers ways of seeking to increase the local economic multiplier effect by encouraging people in the community to use local services and locally produced or sold goods wherever possible. It covers the balancing of tourism and the needs of the local community and the environment and the way this is supported by tourism marketing and promotion, visitor information services and the management of festivals and events.



Natural Environment

This KFA relates to the enjoyment, protection and remediation of our local natural environment. This includes bush and dune regeneration, caring for our estuary and water quality, protecting ecosystems through management and protection of biodiversity and an appreciation of the natural scenic beauty of the area.

Examples of possible initiatives might include removal of exotic weeds, remediation of damaged river banks, wetlands and coastal dunes, the provision of interpretive signage, the promotion of low-impact access to natural areas and developing ways to help protect birds and wildlife.

Transport

The underlying purpose of transport is access to work, education, goods and services, friends and family. However, traditional transport methods have significant impacts on the environment. This KFA includes transport options that may be more accessible, affordable, reduce environmental impacts or be more resilient to possible peak oil impacts, including electric vehicles, the use of alternative fuels, car pooling, improved public transport, and the increased use of non-motorised transport such as walking and cycling.

Youth

Young people are often at the forefront of a community's ability to adapt to a changing world due to their capacity to integrate new ideas and technologies. They have important contributions to make in their community – now and in the future. This KFA relates to the community's capacity to ensure young peoples' social inclusion and access to participation in all aspects of community life. It also refers to the nurturing of young people's ability to develop and apply creative solutions to the challenges facing our communities. Initiatives may include increasing access to recreation, services, education, training, employment, and intergenerational activities, and can be seen to link to all other KFAs, especially to those such as housing, transport, arts and culture, natural and built environment, local economy and tourism.



6. STRATEGIC PLAN

The following Strategic Plan outlines the objectives and strategies developed by project groups at the second CETP workshop, and subsequently by several groups who chose to continue working on their projects. Some additional strategies contributed by the community throughout the consultation process have been included. See also Sections 7 and 8 for more project proposals and action plans. Refer to Appendix 2 for a comprehensive list of project ideas put forward by the community during the consultation period.

6.1 Ageing and Disability

Objective 1.

Ensure that Brunswick Heads is Aged and Disability Friendly

Strategies

S1.1	Improve wheelchair and wheelie walker access along foreshore pathways
S1.2	Create wheelchair access from pathways to picnic tables in parks
S1.3	Make all picnic tables wheelchair friendly, e.g. table extensions
S1.4	Create appropriately sized disability car parking spaces for unloading wheel chairs from vans near to parks and town facilities
S1.5	Include appropriate seating for older people at children's playgrounds

Objective 2.

To facilitate and honour older people's participation and involvement in the community

Strategies

S2.1	Ensure ageing residents have access to appropriate affordable housing
S2.2	Support the maintenance of aged residents in the caravan parks
S2.3	Support the ageing to maintain their independence where this is their preference
S2.4	Encourage the cultural, civic and social participation of the ageing in the community
S2.5	Ensure there is adequate nursing care for the elderly
S2.6	Investigate the possibility of establishing an aged care facility in Brunswick Heads



6.2 Arts and Culture

Objective 1.

To facilitate and support diverse and vibrant cultural expression

Strategies

- S1.1 Create public art and sculptures in parks and reserves
(See *Sculpture Nature Walk Action Plan*)

- S1.2 Create an arts oriented meeting place/village well, e.g. at Housie Shed, Soundshell or other central place

- S1.3 Tap into existing projects (and resources) rather than re-inventing the wheel

- S1.4 Seek to retain our cultural history

- S1.5 Recognise and promote Aboriginal Australian's culture



Deadly Dancers from Dhinawan Dreaming. Photo by Veda Dante

6.3 Built Environment

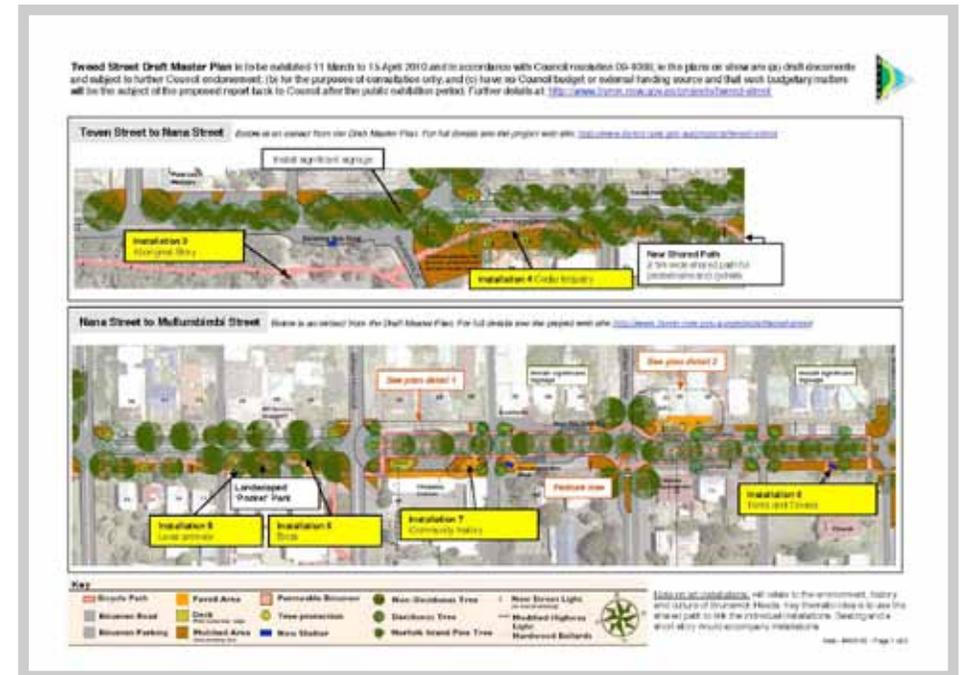
Objective 1.

To improve streetscaping and the visual amenity of the town

- S3.1 Implement the Tweed St Master Plan in stages (see *Tweed Street Environmental Upgrade Action Plan*)

- S3.2 Support the implementation of Council's low impact signage policy

- S3.3 Establish appropriate gateway signage



Objective 2.

To improve the condition and amenity of the town's public reserves and community buildings so that people of all ages and abilities can use and enjoy them.

Strategies

S2.1 Torakina Park

- Cleanup vegetation and plant appropriate native species
- Provide for additional landscaping, covered areas, bbqs, lighting, and play areas
- Create walking track around foreshore area
- Make Torakina a community project and involve groups including Woodchop Committee, sporting and environmental groups

S2.2 Banner Park

- Improve lighting
- Create boardwalk along river edge
- Cleanup of the park including the Housie Shed

S2.3 General

- Ensure Crown Reserves are retained for public use

S2.4 Expand amenities in parks generally including bbqs, tables and lighting

S2.5

- Improve existing playgrounds and create new playgrounds
- Create an all abilities playground with family facilities
- Establish a childrens' circular bike track
- Establish an exercise trail

(See Brunswick Heads All Abilities Family Park Action Plan).

S2.6 Upgrade the kitchen in the Memorial Hall *(See Memorial Hall Kitchen Upgrade Action Plan)*

S2.7 Improve lighting at sports fields and the skate park

S2.8 Establish boat ramp facilities

Objective 3.

Improve and extend pedestrian and cycle pathways connecting the town and the foreshore, and surrounding villages.

Strategies

S3.1 Improve lighting on pathways and bike tracks

S3.2 Improve the safety of the bike track from Bayside to the town centre

S3.3 Establish low impact links between Brunswick and surrounding villages for pedestrians, cyclists and horse riders



6.4 Disaster Management

Objective 1.

To ensure that the community is well prepared for its essential role in the management of natural disasters

Strategies

- | | |
|------|---|
| S1.1 | Establish and publicise a central disaster assembly point |
| S1.2 | Establish early warning disaster systems |
| S1.3 | Ensure disaster plans are well understood by residents and visitors |
| S1.4 | Practice evacuation and assembly procedures |
| S1.5 | Rehearse emergency procedures on a regular basis |
| S1.6 | Allocate appropriate space for necessary rescue vehicles, boats, equipment and medical supplies |
| S1.7 | Improve beach, foreshore and other access for emergency vehicles |



6.5 Food

Objective 1.

To encourage local food growing and consumption

Strategies

- | | |
|------|--|
| S1.1 | Establish a community food garden |
| S1.2 | Establish the "Patch to Plate" Project whereby surplus food grown in backyards is taken to a regular market at the Public School |
| S1.3 | Grow appropriate food trees in public areas |
| S1.4 | Support the Sustainable Streets Program |
| S1.5 | Encourage local businesses to use and sell locally grown food |
| S1.6 | Support Public School Garden to Market Mentoring Project |



6.6 Housing

Objective 1.

To ensure that housing is not a barrier to maintaining the town's social diversity

Strategies

- | | |
|------|---|
| S1.1 | Support affordable housing initiatives |
| S1.2 | Support the maintenance of a wide range of housing choices |
| S1.3 | Avoid high density housing |
| S1.4 | Support permanent and affordable mobile home park living at Bayside |
| S1.5 | Maintain a mix of permanent residents and tourists in the caravan parks |

Objective 2.

To encourage residents to reduce their carbon footprints and improve energy efficiency

Strategies

- | | |
|------|--|
| S2.1 | Promote sustainable housing design and retrofitting |
| S2.2 | Implement Sustainable Streets Program. (See <i>Sustainable Streets Action Plan</i>) |

6.7 Natural Environment

Objective 1.

To preserve and enhance the natural environment while seeking a balance between conservation & recreational use

Strategies

- | | |
|------|---|
| S1.1 | Undertake continuing dune and bush regeneration |
| S1.2 | Support responsible companion animal management |
| S1.3 | Protect vulnerable shore birds |
| S1.4 | Support interpretive signage in well visited natural areas |
| S1.5 | Consider the staged removal of Marshalls Ck rock walls to reduce siltation |
| S1.6 | Reduce boat speeds |
| S1.7 | Encourage wildlife friendly native home gardens, e.g. produce native planting guide, native garden competitions, education projects |



6.8 Local Economy and Tourism

Objective 1.

To sustain an innovative, viable and prosperous business sector

Strategies

- | | |
|------|---|
| S1.1 | Resolve businesses organic waste disposal problem. (See <i>Business Reuse and Recycling Action Plan</i>) |
| S1.2 | Investigate new subsidies, incentives and grants for business development |
| S1.3 | Encourage businesses to attend educational workshops |
| S1.4 | Develop a new marketing strategy with a digital and social media orientation |
| S1.5 | Encourage landlords to be more flexible especially during economic downturns |
| S1.6 | Seek to replace lost businesses (e.g. butcher, hardware store) |
| S1.7 | Continue educational 'buy local' campaigns |
| S1.8 | Encourage Tweed St businesses to get involved with Tweed St Masterplan Projects |
| S1.9 | Encourage businesses to reduce their carbon footprints and improve energy efficiency |

Objective 2.

To ensure the viability of the tourism industry in Brunswick Heads

Strategies

- | | |
|------|--|
| S2.1 | Ensure the ongoing viability of the Visitor Centre |
| S2.2 | Maintain and develop the current Simple Pleasures branding |
| S2.3 | Ensure the sustainability of the existing tourist accommodation mix |
| S2.4 | Retain the caravan parks as low key/affordable family holiday accommodation |
| S2.5 | Maintain the town's current community festivals and events |
| S2.6 | Continue to implement the 'Taking Care of Brunswick' Tourism Management Strategy |



6.9 Transport

Objective 1.

To reduce car usage and impacts, increase bike riding and improve public transport

Strategies

- | | |
|------|--|
| S1.1 | Create new town bike tracks and improve existing ones |
| S1.2 | Ensure that bike tracks can also be used by pedestrians |
| S1.3 | Create a bike track from Brunswick Heads to Mullumbimby |
| S1.4 | Increase the number of bikes racks around town |
| S1.5 | Improve pedestrian and bikes access to Ocean Shores |
| S1.7 | Encourage use of electric vehicles and support the establishment of a local electric vehicle hire facility |
| S1.8 | Support improved disabled parking facilities |
| S1.9 | Improve local public transport |

6.10 Youth

Objective 1.

To enable young people to access facilities and activities in Brunswick Heads

Strategies

- | | |
|------|--|
| S1.1 | Improve and make pathways and bike tracks safer, especially between Bayside and town. |
| S1.2 | Add cycle track sections which exclude car traffic, e.g. behind Bowling Club and near Bayside shops area |
| S1.3 | Improve lighting on pathways and bike tracks |
| S1.4 | Improve lighting at skatepark and sportsfields for evening use |



7.

PROJECTS

7.1 Project Proposals

These project proposals were developed by small groups at the Second Workshop.

Foreshore Pathways

Improve existing foreshore pathways and create new pathways, so as to encourage people to exercise more, create greater access to the riverbank and foreshore and to assist in enhancing community connectivity.

Ring the Church Bells

Ring the bells in one of the town's churches whenever whales are approaching, so that people can go down to the breakwall or beach to view them.

Memorial Hall Community Kitchen

Upgrade the Memorial Hall community kitchen to enable more community based events to be held at the hall, thereby increasing community unity and generating greater revenue.

Lighting

Improve lighting at the sports field, skatepark, pathways and bike tracks. This will improve the safety and accessibility of these areas and provide better opportunities generally for outside activities, particularly for young people and families.

Maintain Integrity of the Harbour and Surrounding Reserves

Preserve the harbour, its facilities and surrounding reserves and permit full use and access to these areas for residents and the broader public.

Brunswick Heads Emergency Disaster Plan Awareness

Create an awareness campaign that informs locals and visitors about where to go and what to do in case of emergencies and disasters, including information on evacuation procedures, assembly and evacuation points, and the provision of easy to read information and strategically placed signage.

Youth Mentorships: Vocational and Personal

Connect youth with local professionals, tradespeople, artists, musicians, sportspeople and others, so as to improve youth confidence, capacity and employability.

Kids Playground and Other Facilities For Families

Improve existing playgrounds and create a new all abilities playground for children including amenities and a circular bike track. Benefits would include improved child safety, health and wellbeing, and better adult/child interaction.

Torakina Park Management

Create a more attractive coastal botanic environment through native plant revegetation and weed removal and improve the Park's public amenities and seating,

Community Food Garden

Create a community food garden with individual and community garden plots so as to provide better access to fresh local food and to strengthen community networks.

Street Food

Grow appropriate food trees throughout the town, e.g. pecans, citrus and bush tucker. This could help develop a culture of home grown produce, improve streetscape aesthetics and create more shade.

Holiday Accommodation

Protect the towns' holiday accommodation, maintain communication on accommodation issues with government and industry and raise awareness on the importance of tourism to the local economy.



7.2 Other Project Proposals

Several other project proposals have been developed by community groups, and are included in the list below. Some of these evolved out of discussions at the workshops, and others were already being developed before the CETP Project planning process began.

Brunswick Heads All Abilities Family Park

Create a new park where children of all abilities can play and picnic together with their families in a safe, supportive and educative environment.

Brunswick “Buy Local” Projects

Raise awareness of the social, environmental and economic benefits of buying locally.

Organic Reduce and Reuse Project

Improve the reuse and recycling of surplus organic and non-organic materials created by Brunswick Heads businesses.

Brunswick River Boat Ramp Facilities

Address safety issues for launching boats on the Brunswick River. Provide boat users with boat ramp, parking and toilet facilities.

Sculpture Nature Walk

Create a Sculpture Nature Walk, ideally in Torakina Park. Local artists to develop artworks in partnership with community members, including environmental groups and nature lovers. Artists to also be commissioned to design exercise equipment, bike racks and seating.

Brunswick Heads Sustainable Streets Program

This neighbourhood-based program run by Byron and Tweed Shire Councils, seeks to foster community-inspired sustainable behaviour change at a street-by-street level. The program consists of regular neighbourhood gatherings and sustainability education workshops and is aimed at decreasing energy and water use as well as the overall eco-footprint of the households involved.

Garden to Market Mentoring Project – Brunswick Heads Public School

This project seeks to teach primary aged students how to grow, prepare, market and cook healthy food whilst providing connections with the local community.

Brunswick Heads Gateway Signage

As a start to the Tweed St Upgrade Project, a village gateway sign, which reflects our village identity and special seaside charm, will be installed by the end of the year at the southern end of town. Community input on the design, materials, content and location has been gathered. Seed funding, secured from NSW Trade & Investment will be supplemented with fundraising.

See 8. Action Plans for more details about projects which have progressed further since the workshops. See also Appendix 2 for a comprehensive list of other project ideas generated during the consultation process.



7.3 Resourcing Project Groups

The CETP Project has sought to encourage, assist and resource Project Groups that have formed during the planning process. Information about the project groups has been widely disseminated to the community, with encouragement given for other projects to be also developed. Groups were encouraged to promote their activities, and meetings, to invite participation from the wider community and to liaise with the Project Manager or Project Facilitator. They have been encouraged to affiliate and/or develop partnerships with relevant community organisations. The groups were also encouraged to ensure that their projects were consistent with the CETP Vision, Guiding Principles and Strategic Priorities and to help ensure that the progress of their projects were included in the Plan.

7.4 Project Seed Funding

These groups were also invited to submit expressions of interest to apply for CETP Project funding of up to \$2,000 for a community project. This funding will support the development of flagship projects for the 'Taking Care of Brunswick' 2011-2016 Community Plan. The funding opportunity was publicly advertised and the closing date was July 8, 2011. Three projects were awarded funding. The Brunswick Heads Surf Life Saving Club received \$1,000 for the Disaster Community Awareness Project. The Brunswick Heads Progress Association received \$500 towards the upgrade of the Memorial Hall Kitchen Project, and the Brunswick Heads Public School received \$500 towards its Garden to Market Mentoring Project.



7.5 Join a Project Group

If you would like you become involved with any of the projects outlined in this document, including those listed in Appendix 2, contact the Brunswick Heads Visitor Centre for contact details for the various project facilitators. A community group with which you are involved might like to take on one of the projects identified in the plan or work collaboratively with other groups. Or you may be inspired to start a new project group and develop an action plan. It is hoped that many of these projects will be implemented or at least started during the next five years. Co-operative and collaborative efforts are encouraged.

Contact Details: Brunswick Heads Visitor Centre, 7 Park St, (02) 6685 1003
admin@brunswickheads.org.au. Also see information about the CETP Project and the Plan on: www.brunswickheads.com.au under Community Plan.



8.

ACTION PLANS

Project Groups formed during the CETP workshops were invited to submit action plans for their projects for inclusion in the Plan. The following action plans were developed by interested groups following the workshops.

BRUNSWICK “BUY LOCAL” PROJECTS

OBJECTIVE: *To raise awareness of the social, environmental and economic benefits of buying locally and facilitate behavioural change*

Strategy	Actions	Responsibility	Details
S1. To initiate a “Buy it in Bruns” stamp and/or sticker system	<ul style="list-style-type: none"> Engage a local graphic designer to provide 3 design options Cost the stamp v sticker Promote the initiative in the local press Promote use of the stamp to the business community Incorporate the stamp on other promotions 	Matt Mayall and Chamber Executive	Launch at Chamber event September 14
S2. To educate the businesses to purchase their supplies from one another wherever possible	<ul style="list-style-type: none"> Raise awareness of what each business sells or supplies through a questionnaire with collated results Initiate a campaign to encourage businesses to buy their supplies from each other instead of beyond Bruns, & offer competitive prices where possible 	Chamber Executive Officer	
S2. To continue to produce yearly editions of the Brunswick Heads Business Card Directory	<ul style="list-style-type: none"> Select Project Manager(s) Collect business cards Produce the directory Distribute the directory to 5,000 householders, businesses and holiday accommodation 	BH Chamber Project Manager(s)	End July – 14 September Project Managers selected from pool of local Visitor Centre volunteers.



<p>S3. Undertake the Bruns Dollars “Buy Local” Campaign again</p>	<ul style="list-style-type: none"> • Review the 2009 campaign and make content amendments • Secure partnership with Byron Shire News again with 4 weeks of advertising • Secure business participants to fund the campaign • Print Bruns dollars and posters • Undertake the campaign over 4 weeks 	<p>BH Chamber – coordinated by Executive Officer or other subcommittee</p>	<p>October – 20 December</p>
<p>S4. Introduce a colour coded labelling system for locally made products</p>	<ul style="list-style-type: none"> • Engage a local graphic designer to design labels/stickers (yellow, orange and red) • Secure funding for the sticker production • Promote the concept to businesses and the wider community 	<p>BH Chamber Simple Pleasures Design Team</p>	<p>2012</p>
<p>S5. Conduct a 100 mile market in Brunswick Heads</p>	<ul style="list-style-type: none"> • Form an organising subcommittee • Prepare criteria for stallholder participation • Secure funding • Conduct the event • Evaluate the event with the view of having it rotate around towns in the shire 	<p>BH Chamber in partnership with BH Public School, BSC, Sustainable Streets Program</p>	<p>2012 Model criteria on “Australian Made” and other existing programs</p>



BUSINESS REUSE AND RECYCLING PROJECT

BACKGROUND

The 2009 Brunswick Head Business Survey indicated that the cost of disposal of organic waste from the 23 eateries and other non-organic waste is very high and that the existing recycling systems need significant improvement. Preliminary discussions have been had with both the Primary School and Brunswick Wholesale Nursery to receive the organic waste for their composting or worm farms, and with Byron Shire Council and North East Waste Forum re the collection of organic material and distribution of the end product.

Much waste paper, cardboard and other non-toxic material is also produced by business and its disposal is also very costly. With so many eateries and so many people in the local area suffering hardship it makes sense not to waste edible leftover food. An opportunity exists to co-ordinate with an existing food bank or create our own, and reduce the amount of waste and provide social benefits.

OBJECTIVE: *To improve the reuse and recycling of surplus organic and non-organic materials created by Brunswick Heads businesses.*

Strategy	Actions	Responsibility
S1. Support an existing harvest food bank (Liberation Larder) or set up a sister organisation in Brunswick Heads with donations of leftover food from the 23 eateries.	<ul style="list-style-type: none"> • Set up a taskforce of business and community reps • Liaise with Liberation Larder in Byron Bay or research other possible recipient agencies • Gather support from businesses in the project • Set up collection system in Brunswick if required • Promote the project 	Taskforce
S2. Revisit a 2009 idea to create a sustainable and viable system for use of organic waste from businesses	<ul style="list-style-type: none"> • Set up a taskforce of business and partner representatives • Investigate the most viable options, aiming to manage the processes within the town • Secure funding if required • Develop, promote and implement the system 	BH Chamber BH School, BSC, NE Waste Forum Brunswick Wholesale Nursery



<p>S3. Increase awareness of existing recycling programs such as Cartridges 4Planet Ark and Mobile Muster and the Council tip</p>	<ul style="list-style-type: none"> • Encourage business to recycle/reuse whatever they can • Research existing drop off points in town and add others if required. • Promote these options to the business community 	
<p>S3. Creation of more sustainable systems for recycling of paper, cardboard & other non-toxic material waste from local businesses</p>	<ul style="list-style-type: none"> • Identify the demand for these items e.g. Schools • Explore the feasibility of setting up a small “reverse garbage” centre for paper, cardboard and other waste for reuse by community groups or a system to collect and distribute these materials to end users • Secure funding • Develop, promote and implement the system 	
<p>S4. Old & Gold Festival enhancement</p>	<ul style="list-style-type: none"> • Expand business recycling education component of annual festival 	<p>BH Chamber Old and Gold Committee</p>



BRUNSWICK HEADS ALL ABILITIES FAMILY PARK

BACKGROUND

All abilities playgrounds are places where children of all ages and abilities can experience fun and challenging play alongside their friends and family members. These recreational spaces inherently use a range of natural and built environments to encourage different types of play, such as active, exploratory and social play, and apply innovative approaches in design to break down barriers for children with a disability. The first of these playgrounds was constructed in the Sunshine Coast, Queensland. Queensland is rolling out 16 of these playgrounds as part of their All Abilities Playground Project. Brunswick Heads has a standard playground in Banner Park and another in Bayside. Two sets of swings are located in the Terrace Park. However many families regularly travel up the coast for more interesting or challenging experiences for their children. This project also seeks to incorporate the outdoor fitness circuit project, which features some stations suitable for those with a disability and where adults and children can be active together. There are no safe off road bike tracks suitable for small children in Brunswick Heads. A circular bike track for children under 10 will incorporate traffic safety features and provide a safe and educational play space for children and provide a great venue for social interaction of children and parents. The All Abilities Family Park is consistent with the Foreshore Strategic Plan prepared in 2008 by the LPMA.

OBJECTIVE: *To create a new park where children of all abilities can play and picnic together with their families in a safe, supportive and educative environment.*

Strategies	Actions	Responsibility	Details
S1. Form a task force/ working group	<ol style="list-style-type: none"> 1. Hold initial meeting 2. Identify and invite other interested parties to meetings 3. Create partnerships with other organisations and meet with them 	Task Force Allison Rogers Verity Bee Suzanne Eatwell Kim Rosen	Allison & Kim All team E.g. Rotary, market committee, Woodchop Committee, Chamber, Progress Association
S2. Find the most suitable location for the park	<ol style="list-style-type: none"> 1. Determine the ownership and responsibility of each of the foreshore public parks 2. Map the existing foreshore public parks 3. Consult the community <ul style="list-style-type: none"> • Surveys • Ask the kids 4. Undertake the required processes to gain permission 5. Decide on the best locations in priority order 		Torakina – LPMA South Beach Park – BSC as trust manager Banner Park – LBSC as trust manager Memorial Park – BSC as trust manager Take into account lead time for gaining permission for use, funding availability e.g. LPMA, community , parking, safety etc



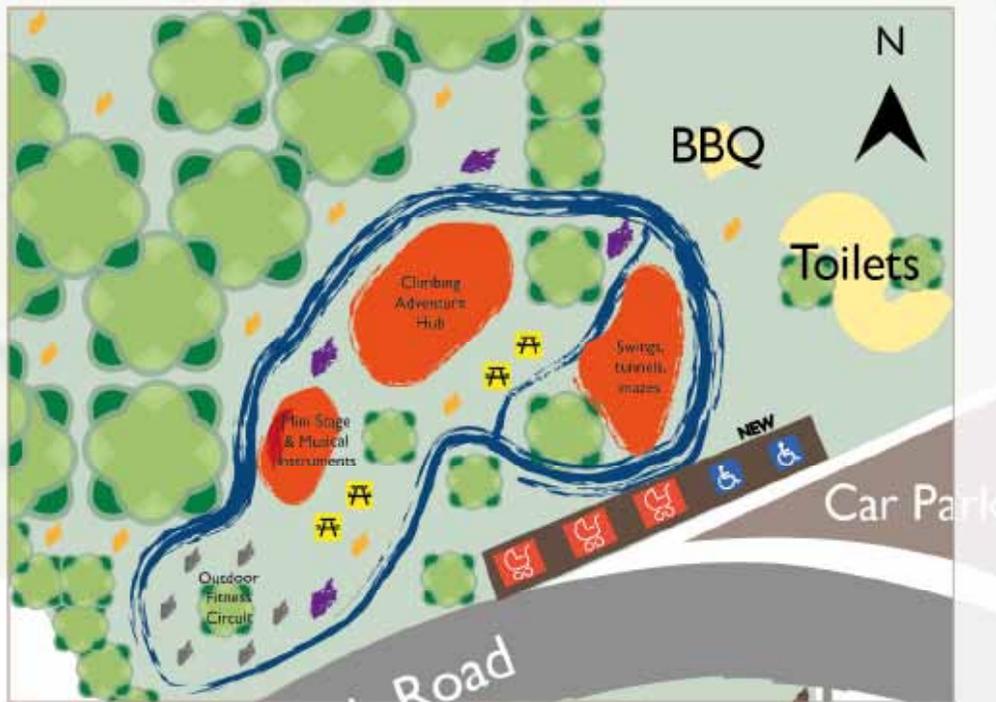
<p>S3. Design a park to meet all the identified needs</p>	<ol style="list-style-type: none"> 1. Brainstorm components for the park e.g. <ul style="list-style-type: none"> • All ability playground • circular bike track • outdoor fitness circuit • picnic shelters & BBQs • trees and landscaping • fencing if required • accessibility and parking availability • other eg memorial seats? 2. Create concept drawings 3. Research cost of other similar size parks 4. Get ball park quotes 		
<p>S4. Source funding from wherever possible</p>	<ol style="list-style-type: none"> 1. Inclusion of this project in the CETP Plan 2. Investigate options from BSC, LPMA 3. Investigate grant options 4. Community fundraising 5. In-kind contributions (e.g. labour, materials) 		
<p>S5. Engage the community</p>	<ol style="list-style-type: none"> 1. Keep the community up to date via publicity 2. Community engagement via exhibition process plus additional consultation options e.g. Community Reps Forum, feedback boxes 3. Deal with any issues as they arise 		
<p>S6. Construct the park</p>	<ol style="list-style-type: none"> 1. Use local companies where possible 2. Engage volunteer assistance from community groups 3. Celebrate with a launch 		<p>Possible work teas from Tursa, Nortec and Jobfind</p>



BRUNSWICK HEADS ALL ABILITIES FAMILY PARK Torakina Playground Ideas

July 2011

- Parking
- Community Art
- Bike Paths
- Play Equipment
- Traffic School Huts/Signage
- New Picnic Tables & BBQs
- Outdoor Fitness Circuit
- Existing Trees

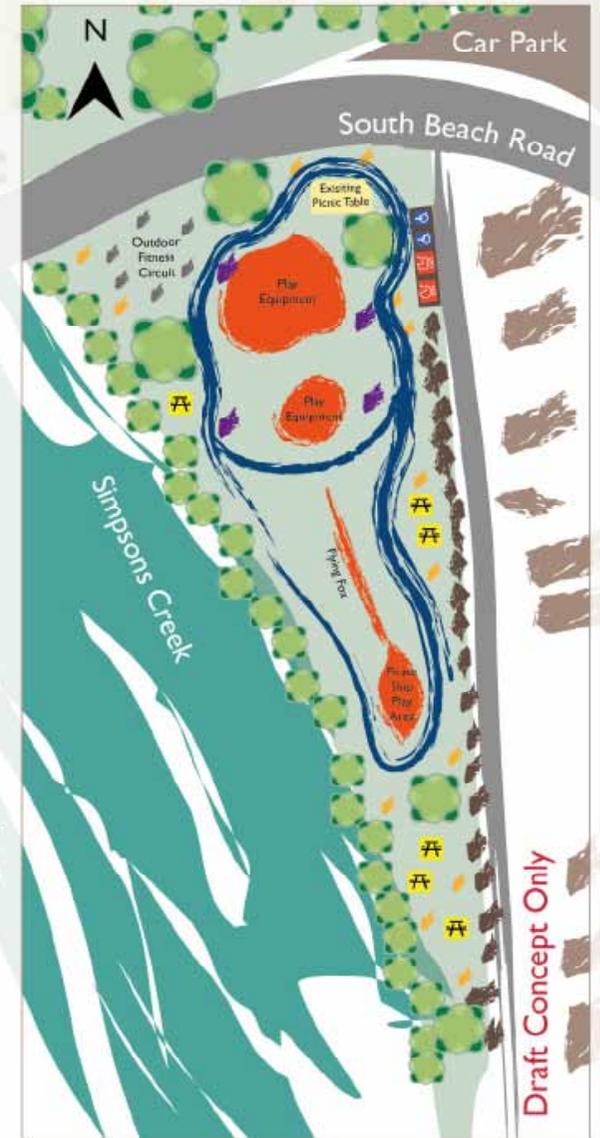


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BRUNSWICK HEADS ALL ABILITIES FAMILY PARK South Beach Road Playground Ideas

July 2011

- Parking
- Existing Houses
- Community Art
- Bike Paths
- Play Equipment
- Traffic School Huts/Signage
- New Picnic Tables & BBQs
- Outdoor Fitness Circuit
- Existing Trees



Draft Concept Only



MEMORIAL HALL KITCHEN UPGRADE

OBJECTIVE: *To upgrade the Memorial Hall Kitchen so that activities and functions that utilise the Hall's full potential can be held there.*

STRATEGY	ACTIONS	RESPONSIBILITY
S1. Organise sufficient funding to complete upgrade	<ul style="list-style-type: none"> • Complete process for initial \$500 funding • Seek suitable grant funding including Community Hall Grants and disaster management related funding • Access the specific funds that the Council has set aside for the Hall's renovation • Apply for funding in Council's next budgetary round • Carry out local fund raising as required • Seek possible in kind contributions 	<p>Memorial Hall Committee</p> <p>Progress Association</p>
S2. To gain the active support and co-operation of the local community and the Council in this project	<ul style="list-style-type: none"> • Hall Committee and Progress Association to work closely together • Seek support from Emergency Service Groups • Seek support from other community organisations • Seek support from existing and prospective hall users • Seek support from local community generally 	
S3. Ensure that the design of the kitchen, the gaining of necessary approvals and the construction of the kitchen is carried out in an efficient and effectively manner.	<ul style="list-style-type: none"> • Determine the specific responsibilities of the Hall Committee and Council staff in the renovation process • Determine what approvals may be required • Get advice from existing and prospective Hall users as to what their food preparation needs are • Get design advice from kitchen specialists and other relevant experts • Establish schedule of tasks required to complete renovation • Allocate a time line to the list of tasks • Determine who will responsible for the carrying out each task 	



TWEED ST ENVIRONMENTAL UPGRADE

BACKGROUND

The Tweed St Masterplan was developed by consultants Social Habitat, the Tweed St Taskforce and the community and has been approved by Byron Shire Council. In the current economic climate, it is unlikely that Council will allocate any significant funding for the infrastructure works. Rather than abandon the project, the Taskforce is looking at creative lateral ways to implement various components of the masterplan by using community resources and leveraging small amounts of funding.

OBJECTIVE: *To progress the Tweed St Masterplan to revitalise and improve the old highway as a people friendly street to live, work and play*

Strategy	Actions	Responsibility	Details
S1. Divide the approved masterplan into stages	<ul style="list-style-type: none"> Identify the scope and order of works required Identify those components which can be implemented as separate projects and proceed with these as funding becomes available 	Tweed St Task Force	<p>So far 3 small projects not requiring large infrastructure funding have been identified</p> <ul style="list-style-type: none"> - Gateway signage - 10 seat project - Landscaping
S2. Create a gateway sign as the first "stage"	<ul style="list-style-type: none"> Secure grant and other funding Develop a brief with community consultation Gain Council approval for the design & location Install the sign 	Tweed St Taskforce Simple Pleasures Design Team & Alan Morden	<p>Funding from NSW Trade and Investment secured August 2011</p> <p>To be approved by BSC</p> <p>Completed by Dec 2011</p>



<p>S3. Implement the “10 seat project”</p>	<ul style="list-style-type: none"> • Secure funding for a Project Manager • Select a Project Manager • Finalise seat themes and develop briefs for each of the seats, which depicts an aspect of Brunswick’s history & culture • Secure funding for each seat (simultaneously or consecutively) • Develop a educational visitor trail along Tweed St incorporating the 10 seats 	<p>Tweed St Taskforce</p> <p>Brunswick Tourism</p>	<p>End July – 21 September Project Managers are nominally paid, usually selected from pool of local Visitor Centre volunteers.</p> <p>Develop an iPhone application</p>
<p>S4. Create a landscape plan as a community project</p>	<ul style="list-style-type: none"> • Secure funding for the project (Project Manager) • Select the appropriate plant species to be used in the various sections of the street • Establish a “nursery” with the school to nurture plants from small seedlings to plantable size • Engage the community for planting bees • Establish teams of school parents or local residents to water and nurture the plants when first planted 	<p>Tweed St Taskforce Landcare, Council</p> <p>BH Primary School</p>	<p>Liaise with Byron Community College and BSC Sustainable Streets program to educate and involve the community</p>
<p>S5. Secure significant funding from State body to undertake the road alignment, roundabout and other infrastructure works</p>	<ul style="list-style-type: none"> • Create a subcommittee to investigate funding which will cover the major works required • Obtain costings for the major works • Secure funding 	<p>Tweed St Taskforce, Chamber, NSW Trade and Investment, LPMA</p>	<p>Opportunities explored Aug-Dec 2011</p>



BRUNSWICK HEADS SUSTAINABLE STREETS PROGRAM

BACKGROUND

A group of Brunswick Heads residents approached Byron Shire Council after discussing the Sustainable Streets Program at the Taking Care of Brunswick Expo. They have secured support from Council to run this program in their neighbourhood.

OBJECTIVE: *To create environment related behavioural change at a household level, whilst fostering the development of sustainable neighbourhoods.*

Strategy	Actions	Responsibility
S1. To create a personalised, ground-up approach to communicating environmental issues and practical action	<ul style="list-style-type: none"> Hold a series of neighbourhood gatherings and sustainability education workshops centring on topics such as local food production, rainwater harvesting, solar power and energy efficiency, organic gardening and green cleaning 	Neighbourhood group in partnership with Byron Shire Council's Sustainable Streets Program
S2. Reduce households' ecological footprint	<ul style="list-style-type: none"> The energy consumption, water consumption and overall ecological footprint's of participating households will be monitored over the seven month duration of the program to measure any consequent reductions achieved by residents. 	
S3. Encourage residents to contribute towards a sustainable community	<ul style="list-style-type: none"> The program will encourage residents to build social bonds in their neighbourhoods by raising eco-points to fund a shared on-ground sustainability project up to \$1,000 in value e.g. fruit tree plantings on the verge or wildlife road signage etc 	



GARDEN TO MARKET MENTORING PROJECT- BRUNSWICK HEADS PUBLIC SCHOOL

BACKGROUND

Brunswick Heads Public School has been operating a school garden program for the last 12 months. The Garden Coordinator and the Principal have been working with the teachers to ensure all students are involved, however we wanted to expand our garden and make greater connections with the Brunswick community.

OBJECTIVE: *To teach our primary aged students how to grow, prepare, market and cook healthy food whilst providing connections with the local community and its members.*

Strategy	Actions	Responsibility	Details
S1. Provide access to local food	<ul style="list-style-type: none"> Each Wednesday students work in the garden with the Garden Coordinator (professional sustainability education gardener) to increase their knowledge of growing, harvesting fresh local food. 	Andrew - Garden Coord Susie - Principal Teachers	Weekly timetable – Andrew works with 4 classes in the garden on a rotational basis first semester, other 4 classes 2 nd semester. Classes not actually in garden with Andrew trained on first day of each term for daily class responsibilities: <ul style="list-style-type: none"> - chooks - compost/worms - watering - gauge - debugging/preparing for market
S2. Provide local food security/ sustainability	<ul style="list-style-type: none"> Above plus students sell produce to parents at weekly assembly and once a term take produce to New Brighton market- greens, lettuce, herbs, chokos, cut flowers. Soli test performed to check soil is safe. Funding ongoing garden through selling produce to parents/ at market. Providing eggs to canteen. 	Andrew Garden Coord Robyn - teacher (community) Susie - Principal Andrew - Garden Coord	Andrew to let Susie and Robyn know which plants are ready to harvest. Harvest on morning of assembly- Friday and morning of market - Tuesday. Table set up outside hall each Friday. Once a term market established at New Brighton market - (hoping this to increase to twice a term in future years)



<p>S3. Provide intergenerational connections Volunteers/ students</p>	<ul style="list-style-type: none"> • Volunteers in school on a daily basis to tend garden and create garden beds, • Volunteers work with Andrew and students each Wednesday to pass on gardening knowledge. • Working Bee with Ocean Shores Gardening Club (in discussion) • Building a chicken tractor (funding) • Establishing fruit tree garden in CWA grounds (in discussion) 	<p>Andrew - Garden Coord</p> <p>Susie - Principal</p>	<p>Andrew to establish Responsibilities Poster detailing expectations for Mon, Tue, Thur, Fri volunteers.</p> <p>Andrew to establish Responsibilities Poster detailing expectations. Roles for Wednesday volunteers.</p> <p>All volunteers to be screened - Child Protection etc and sign on at front office. No volunteers to work with students without Andrew- Garden Coord or class teacher present.</p> <p>Susie to establish Code of Conduct poster for volunteers as relevant to NSW DEC- working with children.</p> <p>Andrew to contact Ocean Shores Gardening Club to organise Working Bee</p> <p>Susie to contact CWA re fruit tree garden and possible volunteers.</p>
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BRUNSWICK HEADS DISASTER MANAGEMENT PROJECT

BACKGROUND

As Brunswick Heads is on an estuary and near the coast, it is vulnerable to extreme weather events, hence the importance of having well understood disaster management plans in place. It is also surrounded by areas of bushland, which can also pose fire risks. The Brunswick Heads community and visitors are currently not well informed about local disaster management plans, which means there is a low level of awareness of what to do in the event of a disaster or emergency. This puts the whole community, especially frail aged, and others who are less equipped to respond to a disaster, at serious risk in the event of a disaster occurring. A project group, which was formed at the CETP planning workshops, aims to improve the disaster preparedness both of emergency service organisations and the general community in Brunswick Heads. This preparedness includes an understanding of evacuation procedures, assembly points, communication protocols, and the provision and maintenance and location of adequate emergency equipment.

OBJECTIVE: *To ensure that the Brunswick Heads community and emergency services are well prepared to manage emergencies and natural disasters.*

Strategy	Actions	Responsibility	Details
S1. Develop an awareness campaign that informs locals and visitors about where to go and what to do in case of emergencies and disasters, including information on evacuation procedures, assembly and evacuation points, and the provision of easy to read information and strategically placed signage.	<ul style="list-style-type: none"> Hold initial meeting to consult with local emergency service groups and set up working group Seek further funding from possible sources, e.g. SES and Byron Shire Council Ask Council about community information display procedures, e.g. putting signs on telegraph poles, etc. Do further research, identify target groups, such as elderly people in caravan parks, etc. and design Community Awareness Campaign 	Pen & Craig	<p>Applied for funding from CETP Project and was successful in gaining \$1,000 for Community Awareness Campaign Project. Brunswick Heads Surf Lifesaving Club is auspice body for this part of the Project.</p> <p>Brunswick Disaster Management Group Meeting held 8th August with: SES, Fire & Rescue, VRA Brunswick Volunteer Rescue Brunswick Volunteer Marine Rescue Brunswick Surf Lifesaving Club Police to be invited to next meeting</p> <p>Next meeting 12th September at Brunswick Fire Station - SES to bring DVD and SES 3-5 year plan for the area</p>



<p>S.2. Implement the Community Awareness Campaign so that BH community and visitors know where to go and what to do in the event of an impending disaster</p>	<p>Possible Actions:</p> <ul style="list-style-type: none"> • Design and put up signage, posters, flyers, etc • Give talks at the three caravan parks about what to do in the case of an impending disaster or anything that may necessitate evacuation. • Hold public information meetings/workshops • Conduct evacuation and assembly practices with the 3 parks and with the community as a whole 	<p>Brunswick Disaster Management Group</p>	
<p>S3. Improve facilities required by Emergency Services for Disaster Plan implementation in Brunswick Heads</p>	<ul style="list-style-type: none"> • Establish and publicise a central disaster assembly point • Establish early warning disaster systems • Emergency services to practice procedures for emergencies on a regular basis • Allocate appropriate space for necessary rescue vehicles, boats, equipment and medical supplies • Improved beach, foreshore and other access for emergency vehicles. 	<p>Brunswick Disaster Management Group</p>	



SCULPTURE NATURE WALK, TORAKINA PARK

BACKGROUND

An outdoor 'Sculpture Nature Walk' in Torakina Park, Brunswick Heads, would showcase the work of local sculptors while also incorporating community art projects. Imagine taking a walk with nature and sculpture where artists add surprise, intrigue and delight to the environment. It would be a place for locals and visitors alike to discover art and nature while enjoying the park, river, flora and fauna. The nature walk would:

- Combine sculpture by local artists working with dune care and nature lovers
- Create a new type of 'Playground' where children and adults can discover sculptural forms and interact with them in a natural setting.
- Commission artists to also design exercise equipment, bike racks and seating
- Incorporate an element of education through artmaking workshops and artists tours.

OBJECTIVE: *To create a sculpture park in Torakina where children and adults of all abilities can discover play and picnic together with their families in an imaginative and educative environment. A space which uses a range of natural and built forms to encourage different types of exploratory social play discovering the surrounding park environment.*

Strategy	Actions	Responsibility
S1. Form a task force/working group	<ul style="list-style-type: none"> • Hold initial meeting • Identify and invite other interested parties to meetings • Create partnerships with other organisations and meet with them • Determine the ownership and responsibility of Torakina Park • Undertake the required processes to gain permission 	Artists/ Sculptors Art coordinator – Council Community Schools
S2. Engage the community and involve community groups to maintain and enjoy park.	<ul style="list-style-type: none"> • Collaborate ideas for sculptures and specific types of plantings. • Help Install sculptures at site eg clearing and planting around sculpture to enhance long term Park regeneration and aesthetics. • Keep the community up to date via publicity • Community engagement via exhibition process plus additional consultation options 	Land care Dune care Sculptors Council Community Reps Forum Feedback boxes



<p>S3. Celebrate local artists</p>	<ul style="list-style-type: none"> • Commissions for bike racks, exercise equipment, sculptural memorials, sculptures which relate and reflect environmental themes. • Local sculptors approached • Chairs project – incorporating local architect, e.g. Christina Vidasz designs on bench seat designs for the street scaping which were done in 2003? Other e.g. memorial seats? • Look at the sculptures as an outdoor Gallery Hire sites and market work though Simple Pleasures and art gallery studio tours 	<p>Local arts group Art coordinator</p>
<p>S4. Consult and educate community about sculptural forms in the natural environment</p>	<ul style="list-style-type: none"> • Consult the community • Surveys • Ask the kids (classroom activities) • Involve School groups for walks and tours linked to excursions and art making workshops • Map the existing park with sites for sculptures • Decide on the best locations for sculptures in priority order 	<p>Community</p>
<p>S5. Design a sculpture park to meet the identified needs</p>	<ul style="list-style-type: none"> • Location of Torakina Sculpture Park • Brainstorm components for the park - • Sculptures which enhance and blend with the environment, themes of sustainability, nature, play • Include some aspects of the All Abilities playground and outdoor fitness circuit • Accessibility and parking availability • Create concept drawings • Research cost of other similar size parks 	<p>Local sculptors and curators All Abilities Family Park Group Fitness instructors Community</p>



9.

CONCLUSION

It is important for the Brunswick community to build on the momentum that has been created by those who have been involved in this planning process. The ideas, project proposals and more detailed action plans articulated by the community in the Plan indicate there is much work to be done for us to continue to “Take Care of Brunswick”.

The challenge for the community is to prioritise the projects in such a way as to ensure that the most important and feasible projects are brought to full fruition. To be successful, some of these projects will require the participation and financial support of various levels of Government. Hopefully some of those seeking such funding will benefit from their association with this Plan.

We trust that the Byron Shire Council takes this Plan into consideration when developing relevant planning instruments, strategies and plans, including the draft Byron Shire Development Control Plan 2010, the new Coastal Zone Management Plan, the North Byron Coastal Creeks Flood Study and any relevant future disaster management plans.

We also hope that the NSW State Government takes this Plan into account when developing any relevant plans and strategies, including the final Plans of Management for the Massey Greene Holiday Park and the Terrace Reserve Holiday Park and the Terrace and Banner Parks.

The “Taking Care of Brunswick” Community Economic Development Strategy 2004-2009 was an important catalyst for the development and completion of a number of important projects. It is hoped that this new Plan will help foster the successful completion of many projects in a similar way over the next five years. The quality of the three project proposals sharing this Plan’s Project funding of \$2,000 is perhaps a good indication of the likelihood that this will occur.

The new emphasis in this Plan is on the need to develop a resilient community that can adapt and work together to deal with possible rapid changes or transitions that may occur, as a result of climate change, resource shortages or economic uncertainty. Given this community’s remarkable capacity for resilience and adaptation over the last 160 years, we trust that by collectively “Taking Care of Brunswick”, we will once again be equal to any such challenge.



1. APPENDIX Compendium of Brunswick Heads Strategic Plans and Planning Processes

Sense of Place Project 1997

The Brunswick Heads Sense of Place Project was undertaken from 1997-1998. This was a Federal Government initiative to assist economically and socially disadvantaged towns. The plan was developed but not implemented.

Community Economic Development Strategy 1999

In 1999, building on the Sense of Place Project, the Business and Tourism Group (a sub committee of the Brunswick Heads Chamber of Commerce) developed a Community Economic Development (CED) Strategy. Its aims included economic revitalisation, the formation of tourism guiding principles and the beautification of the town. By 2003 about 80 percent of the economic revitalisation and town beautification strategies in that strategy had been completed.

Community Economic Development Strategy 2004-09

In 2004, the Department of State and Regional Development (DSRD) funded the development of the “Taking Care of Brunswick” CED Strategy 2004-9. The Strategy, with its twenty-two objectives, became the incentive for a number of projects which were undertaken by local community organisations, including the streetscaping and beautification of the CBD, the Tweed St Taskforce, the Community Representatives Forum and the Brunswick Heads Tourism Management Strategy.

Taking Care of Brunswick” Tourism Management Strategy 2004

A “Taking Care of Brunswick” Tourism Management Strategy was identified as the highest community priority in the 2004-09 CED Strategy. The Tourism Strategy was completed in 2005. The Simple Pleasures Campaign was the most significant outcome of the Tourism Management Strategy. It sought to differentiate Brunswick Heads from other seaside towns affected by development pressures. The Simple Pleasures Campaign continues to successfully focus on promoting a low key family image to particular tourism market segments, identified as being the most likely to appreciate and respect the community’s desire for a “simple pleasures” lifestyle.

Brunswick Heads Settlement Strategy 2004

The Brunswick Heads Settlement Strategy was adopted by the Byron Shire Council in 2004. The preparation of the Strategy was a collaborative effort between the Council and the Brunswick Heads Village Committee, representing the local community. The primary aim of the Strategy is to provide for better planning and management and a greater community ownership of the future character, design and development of the town. The Strategy was also designed to meet the Council’s obligations under the North Coast Regional Environmental Plan.



Brunswick Heads Foreshore Strategic Plan 2008

This plan was intended to guide future development and management of the network of Crown Reserve lands on most of the Brunswick River and Simpson Creek foreshores fronting the village. The Plan suggests that “community consultation is an integral component in the preparation and development of this study. Continuous review and incorporation of community attitudes, expectations and requirements into the ongoing development and management of the foreshore reserve network is critical”.

Draft Plans of Management for Massey Greene Holiday Park 2010 and the Terrace Reserve Holiday Park and the Terrace and Banner Parks 2010

These Plans of Management followed on from the Brunswick Heads Foreshore Strategic Plan 2008. They are intended to provide a framework for the future management and development of the Crown Land in question, for the next 5 to 10 years. The purpose of the Plans was “to establish objectives, environmental and management strategies and actions and identify the means the Trust will employ in the management of the Reserve(s) to meet the needs and expectations of the local and wider community.” The final plans are yet to be completed.

Coastal Zone Management Plan for the Brunswick Estuary 2010

The Brunswick Estuary comprises the tidal reaches of the Brunswick River, Kings Creek, Marshalls Creek and Simpsons Creek, which includes all the waterways surrounding or impacting on Brunswick Heads. The objective of the Coastal Zone Plan is to outline management measures that could be implemented to address the range of human impacts on the estuary and to identify measures to maintain or improve the estuary where practicable.

Critical issues identified included historical and future development, poor water quality, foreshore access, and loss of riparian and aquatic vegetation and habitats, and bank erosion. Preparation of the Plan included consultation with key stakeholders and community groups. A Brunswick Heads representative was on the Estuary Management Committee and the draft study was placed on public exhibition and submissions from the public were invited.

Draft Coastal Zone Management Plan for Byron Shire Coastline 2010

This Draft Coastal Zone Management Plan includes the coastal areas of Brunswick Heads. However in April 2011 the Council decided to withdraw the draft plan. A new Coastal Zone Management Plan is expected to be completed in 2012.

Draft Byron Shire Local Environmental Plan (LEP) 2011

A new draft Shire Wide LEP is expected to be ready for gazettal by February 2012. Due to changes in state and Council planning policies since 2004, many of the planning principles and recommendations in the 2004 Brunswick Heads Settlement Strategy have not been incorporated into the new draft LEP. The Draft Byron Shire Development Control Plan 2010 (DCP), associated with the draft LEP, has a section on the proposed new subdivision in Bayside Brunswick Heads, but does not specifically consider the planning issues of the town as a whole.



2. APPENDIX Community Ideas and Possible Projects

The following list of ideas and possible projects were contributed by community members during the consultation phase of the CETP Project. Some of these were also carried over from the previous CED Plan 2004-2009.

Ageing and Disability

- Liaise with Council's Ageing Positively Reference Group
- Ensure ageing residents have access to appropriate affordable housing
- Support the maintenance of aged residents in the caravan parks
- Support the ageing to maintain their independence where this is their preference
- Encourage the cultural, civic and social participation of the ageing in the community
- Ensure there is adequate nursing care for the elderly
- Establish an aged care facility in Brunswick Heads
- Improve wheelchair and wheelie walker access along foreshore pathways
- Create wheelchair access from pathways to picnic tables in parks
- Make picnic tables wheelchair friendly, e.g. table extensions
- Improve disabled parking facilities
- Create appropriately sized disability car parking spaces for unloading wheel chairs from vans near to parks and town facilities
- Include appropriate seating for older people at children's playgrounds.

Arts and Culture

- Film nights or cinema at Memorial Hall, School Hall or Soundshell
- Encourage more art
- Public art in our parks
- Paint a mural in the Soundshell

- Sculptures in parks
- Sculpture by the river - link to festivals like Artscape and host a 'guest' piece
- Create a local Artspace
- Create a meeting place/village well for artisans
- Contract a design specialist who understands community spaces and their design impact of reducing vandalism and increasing community connection
- Retain our cultural history
- Tweed Street to incorporate historical walking path that includes Indigenous history
- Recognise and promote local Aboriginal culture
- Use Visitor Centre as a repository for holding the town's Indigenous and cultural history
- Ask Council's Aboriginal Project Officer to assist with Brunswick's Indigenous history projects
- Ring the bells in one of the town's churches whenever whales are approaching, so that people can down to the breakwall or beach to view them.

Built Environment

- More and safer footpaths
- Create footbridge over the river to join Ocean Shores/New Brighton to Brunswick
- More greenery in the main street
- Adopt a street, park etc
- More spaces for parks, oval and churches
- Improve lighting at the sports fields, pathways, bike tracks and skatepark
- Improve street lighting
- Include an outdoor fitness circuit in a new all abilities playground for children
- Establish an exercise trail
- Ensure Crown Reserves are retained for public use
- Expand amenities in parks generally, including bbqs, tables and lighting
- Establish safe access to skatepark for skateboard riders



- Construct a pool with a water slide and inflatables
- Start a kayak club and provide a boatshed for kayaks
- Preserve the harbour, its facilities and surrounding reserves
- Permit full public access to harbour and surrounding reserves
- Increase boat ramp facilities
- Establish permanent “clean up Brunswick” teams
- Improve and keep clean the public toilets
- Hand sanitation needs to be provided for
- Have more recycling bins around town
- Insure that Council’s low impact signage policy is enforced.
- Secure funding to undertake the Tweed Street Masterplan
- Poles on Tweed Street to hang banners for community events
- Implement the Tweed Street “10 seat project”
- Establish Gateway signage
- Upgrade the kitchen at the Memorial Hall
- Repair dangerous steps into the water in Terrace Park
- Cleanup of Banner Park including the Housie Shed
- Update children’s playgrounds and landscaping at Banner Park
- Create boardwalk along river edge in Banner Park
- Hold night events in Banner Park
- Put skylights on the Housie Shed
- Turn Torakina Park into a more attractive coastal botanic environment through native plant revegetation and weed removal
- Improve walking track around Torakina Park foreshore
- Upgrade the amenities block at Torakina Park
- Provide additional covered tables and chairs at Torakina Park
- Provide more parking at Torakina
- Make Torakina Park a community project including Woodchop Committee, sporting, environmental and other interested groups
- Turn South Beach Park into a family park with amenities, fitness facilities and a bike track for small children
- Outdoor fitness circuit in Venture Park
- Create boardwalk through Brunswick Heads Nature Reserve

Disaster Management

- Establish early warning disaster systems
- Put up notices in prominent places so people are aware of DISPLAN
- Ensure disaster plans are well understood by residents and visitors
- Establish and publicise a central disaster assembly point
- Flashing lights on poles indicating direction of assembly point – to be switched on when necessary
- Practice evacuation and assembly plans with the community
- Get Holiday Park managers to practice evacuation plans – many aged people live in the three parks in Brunswick
- All emergency services to practice emergency procedures on a regular basis
- Allocate spaces for rescue vehicles/boats/equipment/medical supplies that are sited high up and can be accessed after a disaster to assist people
- Provide signage around foreshores letting people know where the nearest hospitals are
- Bikeways need to be at least three metres wide to allow for Surf Club’s all terrain vehicle access during searches
- Signage on major streets directing emergency vehicles to available vehicle beach access
- Improved designated beach and foreshore access for emergency vehicles.

Food

- Create a large community food garden with individual and community garden plots
- Create a community garden on the western side of Byron Street
- Create a central community garden with a cafe space
- Use park next to library as food growing space
- Include space for community garden allotments in Bayside’s 3rd stage housing development
- Grow a community garlic crop
- Compost and garden sharing
- Community compost production with a large scale collection point for organic waste from Brunswick’s 23 cafés/restaurants



- Use local food in cafes, restaurants and the school
- Local shops to label their local produce
- Support an existing Foodbank or set up a sister organisation in Brunswick Heads with donations of leftover food from cafes/ restaurants
- “Patch to Plate” project – Grow food in backyards and take surplus to a market at the school
- Grow a giant mustard leaf tree in the school garden
- Paw paw trees on nature squares and triangles
- Fruit trees in the streets
- Grow appropriate food trees throughout the town, e.g. pecans, citrus and bush tucker
- Grow food on straw bales in footpath gardens
- Support the Sustainable Streets Program.

Housing

- Need to keep a diversity of people and ages in the town
- Provide housing for all family types, sizes and circumstances
- Not good that we are losing our youth as they cannot afford to live here
- Avoid high density housing
- Support affordable housing initiatives
- More affordable housing needs to be built in appropriate areas but not on crown land or valuable community land
- Build duplex houses with areas that encourage communal sharing of bbq areas, gardens, children's spaces, etc
- Need housing for over 55's living because they are leaving the area, as their needs cannot be met
- Build 55's community living area at Bayside
- Support permanent and affordable mobile home park living at Bayside
- Provide free and low cost camping for homeless/low income people
- Concerns about too many properties becoming holiday rentals and therefore losing families and businesses
- Maintain a mix of permanent residents and tourists in the caravan parks
- Don't use the Terrace Reserve for housing, as it will be needed as green space with the expected increase in population.

Local Economy and Tourism

- More business meetings and events like the Expo to connect with each other and to work together
- Encourage community to meet businesses
- Brunswick cafes and restaurants to have feedback forms for patrons to fill in
- Support local businesses
- Encourage Pub to upgrade their bottle shop
- Less homeware shops
- No cigarette smoking out the front cafes and other food outlets
- Create the first smoke free town
- Have food stalls at Brunswick markets all facing the river so you can enjoy a coffee and lunch on the river
- Better facilities for seafood disposal
- Give small business some relief - Council to ease up on differential rates
- I love the family atmosphere, low rise and low key
- I love the cafes & lifestyle, which we can't support without visitors
- Maintain the vibe but allow appropriate development and make our visitors welcome
- Community barter market (i.e. surplus foods, skills etc)
- Run a “100 mile” market in Brunswick
- Continue educational buy local campaigns
- Undertake a Bruns Dollars Buy Local Campaign again
- Initiate a “Buy it in Bruns” stamp and/or sticker system
- Continue to produce yearly editions of the Brunswick Business Card Directory
- Investigate new subsidies and incentives
- Tap into tourism funding for infrastructure and product development via Northern Rivers Tourism
- Encourage businesses to attend educational workshops
- Manage the increasing number of businesses for sale and the effect of this on everyone
- Get businesses to share the secrets of survival with each other
- Create a business hub for people working at home



- Create workstations/internet/phone/meeting space for people to sometimes work away from home offices
- Update the current tourism marketing plan to include digital and social media strategies
- Improve business on-line and social media presence
- Encourage landlords to be more flexible, especially during economic downturns
- Seek to replace lost businesses (e.g. butcher, hardware store and spa)
- Creation of a more sustainable system for recycling of paper, cardboard & other non-toxic material waste from local businesses
- Encourage all the food outlets to use recyclable/bio degradable containers/ packaging for take away food and drinks
- Encourage businesses to reduce carbon footprints and improve energy efficiency
- Council to implement low impact business signage: no neons.
- Build a community owned solar photovoltaic array at the old sewerage treatment site
- Maintain town's current community festivals and events
- Encourage the establishment of an environmentally educative kayak tour business
- Create signage for Brunswick at Yelgun
- Protect Brunswick from multinationals
- Set up a business incubator with small rental spaces for individual businesses
- Raise awareness of importance to the economy/town and the fragility of tourism activity
- We need funding for the Brunswick Heads Visitor Centre
- Ensure the ongoing viability of the Visitor Centre
- Maintain and further develop the current Simple Pleasures branding
- Maintain communication on holiday communication issues with government and industry
- Ensure continuity of holiday accommodation
- Ensure the sustainability of the existing visitor accommodation mix
- Retain the caravan parks as low key/affordable family holiday accommodation.

Natural Environment

- Keep open spaces for the public to enjoy
- Maintain public access Crown Reserves
- Seek a balance between environmental conservation and recreational use
- Continue to undertake dune and bush regeneration
- Hold native garden competitions/promotions
- Plant more trees, including in parks
- Encourage native planting in home gardens
- Conduct weed audits
- Promote sustainable management of private properties
- Maintain abundance of wildlife
- Maintain air quality
- Care for our river
- Care for the estuary's water quality
- No more pollution in the ocean
- Consider the staged removal of Marshalls Creek rock walls to reduce siltation
- Dredge the channel and bar
- Reduce boat speeds
- Keep our nature reserves, parks and riverbanks free of buildings and available for all to use and enjoy
- Extend the dog walk to as it was
- Better dog walk areas
- Reduce dog walking areas and the impact of dogs and cats on natural areas
- Shorebirds on Bruns North Shore need protection from dogs off-lead
- Support responsible companion animal management
- Bird Buddies to talk to BARCO
- Better shorebird protection on Brunswick's North Shore and elsewhere
- Put interpretive signage about birds, marine life, mangroves etc on the foot-bridge and in well visited natural areas.



Transport

- Encourage greater bike usage and install more bike racks
- Create new bike tracks and improve existing ones
- Map existing bike tracks to identify gaps
- Create a bike track from Brunswick Heads to Mullumbimby
- Create a bike, walking & horse riding path along the river between Brunswick Heads and Mullumbimby with some picnic tables scattered in between
- Improve safety of bike track from Bayside
- Ensure bike tracks can also be used by pedestrians
- More foot paths for little kids to learn to ride bikes on
- Less traffic
- More angle parking required at Memorial Park
- Encourage carpooling
- Encourage the use of electric vehicles
- Support the establishment of a local electric vehicle hire facility
- Improve public transport including for children.

Youth

- Youth programs
- Teenage Jui Jitsu in Banner Park
- Police Citizens Youth Club or Youth Activities Centre (outreach)
- Youth theatre group with community based volunteers
- Debating or public speaking groups and other workshops for youth
- Old tennis court area as a place to be used for youth
- Teens to have a shed
- Use Soundshell as a graffiti space for youth
- Movie nights at Soundshell
- Create opportunities for youth training with local businesses
- Connect youth with local professionals, tradespeople, artists, musicians, sportspeople and others, so as to improve their confidence, capacity and employability
- Focus on getting more funding for Brunswick youth
- Survey teenagers

- Police to pass young people onto mentors who would show them how to help community/ find work, etc
- Adventure playgrounds around the whole town, e.g. flying foxes across river
- Create new playgrounds and improve existing playgrounds
- Create a new all abilities playground for children including amenities
- Create all weather play area for kids
- Under 10 circular bike track with safety and education features.



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