



Port Campbell Action Plan

Community priorities for
township development
2013 to 2023

Prepared for the community of Port Campbell with the assistance of Corangamite Shire's ***Building Stronger Corangamite Communities*** project – a partnership between the Department of Planning and Community Development and the Corangamite Shire to support communities to plan and implement improvements to their towns.



March 2013



Source: www.film.greatsouthcoast.com.au

OVERVIEW

This plan is a guide to action which contributes to the liveability and future prosperity of Port Campbell. It outlines a set of interrelated initiatives which local residents see as crucial to Port Campbell's future, to be implemented over the next 10 years.

The *Port Campbell Action Plan* offers a vision for Port Campbell drawn from those aspects of the town most valued by the local community. This centres on retaining the atmosphere and charm of a small fishing village surrounded by the natural values of the National Park, the beach and the wild Southern Ocean. It relies on preserving and enhancing those attributes which are valued by locals and attractive to visitors, and calls for a deeper appreciation of the flora, fauna and natural environment values which will enrich and extend the tourist experience.

Initial projects include the creation of a 'walkable' Port Campbell, including reinstatement of the Suspension Bridge and connecting trails and boardwalks through the Campbells Creek wetlands; establishment of a community arts hub on the Public Purposes Reserve through the relocation and restoration of Port Campbell's oldest building – the original Baptist Church; and a signage review to reduce visual clutter and establish a welcoming signage schema that speaks creatively to the character of Port Campbell.

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This is the seventh plan to be developed as part of the *Building Stronger Corangamite Communities* project, which aims to produce a plan for each of Corangamite Shire's 12 towns.



The progress of these and other projects will depend upon the active involvement of community members, but many will also depend on the establishment of effective dialogue and partnerships with Parks Victoria, State Government agencies and Corangamite Shire. Some projects will be dependent on the decisions of private business interests and/or commercial investment.

Recommendations and priorities listed in this plan have been identified through a community survey and two public meetings. The plan also draws on the work of individuals and community organisations.

Further public forums are foreshadowed to develop the scope of listed projects, as part of a continuous planning process which will create further opportunities for involvement and partnership formation.



The community planning process unearthed 175 ideas for Port Campbell, ranging across 10 broad themes: Planning and town development; Town marketing and promotion; Signage and

advertising; Town amenity and appearance; Parking, roads, access and safety; Walking and recreational activities; Provision of services; Arts and cultural development; Business, industry and economic

development; and Community. A total of 30 priority projects have been identified across these themes, which need to be scoped, scheduled and implemented over the next 10 years.

OLD PORT CAMPBELL

As with most places, there are many layers to Port Campbell's past – layers which tend to extrude into the present.

The oldest layer – the eternal ocean – defines Port Campbell.

There is a geological past which buried and compressed the layers of ancient Carboniferous forests, giving rise to the recent oil and gas exploration which has made its mark on the landscape from Port Campbell to Adelaide.

There is the tectonic upheaval of the ocean bed (containing Paleozoic and Mesozoic fossils) and surface limestone from Cobden to the coast, and the craggy headlands and eroded 'apostles' which form Australia's most internationally recognisable landscape and tourism 'icon'.

Rivers –the Moyne, the Hopkins, the Curdies, the Gellibrand and one time Campbells Creek – carved that limestone into the few bays and ports which relieve the ramparts of the coastal cliffs.

Along these clifftops, numerous shell middens quietly whisper the story of the aboriginal inhabitants now gone, outlived by the hardy flora and fauna which inspired and sustained their tribal civilisation.

Then came the itinerant whalers and sealers of the early 1800s, Americans amongst the Europeans, with their coastal oil stations and landing points providing improvised refuge from the stormy sea. The first recorded shipwreck along Mathew Flinders 'fearful coast' was an unnamed whaleboat, in 1836.

There are 638 known shipwrecks along Victoria's coast, with around 240 being located and registered. These include *The Thistle* (1837), *The Children* (1839), *Lydia* and *Socrates* (1843), and *The Enterprise* (1850). With the migration following the opening of Victoria's Gold Rush, more and more ships came, the ill-fated yielding up their human cargo to the sea on the very cusp of their long journey's end. This terrible history was instrumental in shaping the development of the Port Campbell.



'Wreck of the Loch Ard', State Library of Victoria
 Photograph: Albumen silver cabinet on mount: created 1878
 Source: www.slv.vic.gov.au

There is yet another 'old Port Campbell' which some local families still hold in their affections. That was the little clutch of modest fibro houses and 'holiday shacks' huddled into the shiny leaf. All abuzz in summer, with beach and sunburn, boy meets girl, fishing and swimming, and windswept and desolate through the winter, left to the locals and the hardy fishermen who hauled up their boats and waited out the winter until the opening of the next cray season.

These days Port Campbell is given over to a more regular and decidedly international visitation pattern, with an economy based on services to a portion of the some two million annual tourists who visit the Twelve Apostles and the Port Campbell National Park each year. Housing development and rising land values now make Port Campbell a somewhat exclusive address, desired more openly than it always was.



Early settlement of Port Campbell
Source: www.portcampbell.org

The settlement at Port Campbell was founded in the 1840s and named after Captain Alexander Campbell. Known as ‘the last of the buccaneers’, Campbell sheltered in the Bay while chasing a whale. He was a regular trader between Victoria and Tasmania and in charge of the whaling station at Port Fairy.

La Trobe recognised Port Campbell’s significance as a port and wrote on his map: ‘I think a boat might possibly land at Port Campbell in most weathers; but with this exception, I do not know a single spot on the whole coast from Hopkins to Cape Otway where a landing could be effected with any chance of certainty’. Victoria’s South West coastline was isolated in the early days and it wasn’t until 1875 that the town

site was surveyed. The survey of the town site was in part due to the establishment of a beacon on the headland in 1874. By 1878 a pier had been built at the site of the present jetty.

Port Campbell’s port directly fronts the Southern Ocean. The location is renowned for its extreme sea conditions and frequent early maritime disasters, sea rescue and salvage as its rugged cliffs are situated at the ‘Eye of the Needle’ – the narrow entrance to one of the world’s most notorious and treacherous stretches of sea, Bass Strait.



The Rocket Rescue Crew attend the ‘Fiji’, 1891

The port was originally developed as a result of one of Australia’s worst maritime disasters, the wreck of the Loch Ard in 1878.



The wreck of the ‘Fiji’, 1891

Port Campbell is now renowned as the centre of the internationally known Shipwreck Coast. There have been over 80 shipwrecks along the 130 km of coast between Moonlight Heads and Port Fairy, and many of the relics are still to be discovered. The historic rocket shed, reminiscent of the times still stands and the associated cliff rescue crew remains operational to this day

The port is highly significant to maritime archaeology as the sole reliable access to research and manage numerous Commonwealth and State proclaimed shipwrecks, including those of the *Loch Ard*, *Fiji*, *Schomberg*, *Marie Gabrielle*, *Newfield*, *Napier* and the *Falls of Halladale*.

[NOTE: Text and images on this page have been sourced from Port Campbell Community Group Inc./ Heytesbury and District Historical Society]

PORT CAMPBELL CHRONOLOGY

Chronology to be developed by members of the Heytesbury and District Historical Society.



GasNet pipeline to Adelaide, Hellier McFarlane P/L 2011
Source: www.hmf.com.au

COMMUNITY ORGANISATIONS

To be listed by Port Campbell Progress Inc.

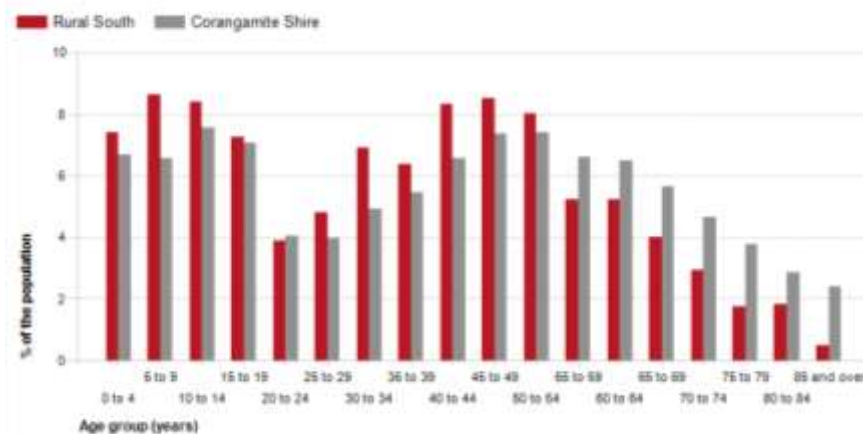
DEMOGRAPHICS

According to the ABS Census 2011, the Urban Locality of Port Campbell has an estimated residential population of 260 people, (excluding visitors), a slight increase on the recorded population of 256 in 2006.



The ID Community Profile on small populations within Corangamite Shire is no longer available as it once was, but the ABS data from which it derived describes a different profile to that of Corangamite Shire. The 'Rural South' area (right) shows a more muted account of the situation applying in Port Campbell – fewer older people as a proportion of the population, more working families and more children than the average for the Shire. Port Campbell population profile shows the typical gap where people in their early 20s move away for education and work opportunities.

Five year age structure, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented by ID, the population experts.



Five year age-structure for 'Rural South' area compared to Corangamite Shire as a whole. The detailed ABS profile in comparison to Victoria shows that Port Campbell has more children, more working families and significantly fewer aged residents.

Occupations (Port Campbell compared to Victoria, 2011)

Occupation	Port Campbell (L)	%	Victoria	%
<i>Employed people aged 15 years and over</i>				
Managers	30	21.6	332,929	13.2
Labourers	27	19.4	227,185	9.0
Professionals	25	18.0	564,781	22.3
Technicians and Trades Workers	25	18.0	350,758	13.9
Community and Personal Service Workers	15	10.8	234,381	9.3
Sales Workers	9	6.5	245,334	9.7
Clerical and Administrative Workers	5	3.6	364,498	14.4
Machinery Operators And Drivers	3	2.2	154,543	6.1

Source ABS Quickstats 2011

For persons over the age of 15 years, median weekly income was recorded at \$675, compared to the Victorian average of \$561, median weekly family income was \$1,483, compared to the Victorian average of \$1460. These are significantly higher than the averages for Corangamite, and for the larger townships of Camperdown and Terang.

The basis for this difference relates as much to the age profile of Port Campbell, with a greater percentage of working people compared to retirees on fixed incomes, but it also has to do with distribution of occupations, with a much higher proportion of managers, tradespeople and labourers compared to the State as a whole. In these terms, Port Campbell is relatively affluent.

DEMOGRAPHICS

The number of people aged 15 and over who reported as being in the paid labour force was 145, just over half of whom (54%) worked full-time. The value of the tourism economy is reflected in it being the largest industry of employment, with some 18.7 per cent working in the accommodation sector. Persons involved in unpaid domestic work numbered 153, 20 per cent of whom worked more than 15 hours per week.

Port Campbell's 50 families, 31 lone-person households and 6 group households live in 80 separate houses, 3 flats, and 6 'other' dwellings. Around 26 per cent of these were privately owned, 22 per cent with a mortgage, and 46 per cent were rented. At the time of the 2011 Census, 88 private dwelling were occupied, and 95 were unoccupied. The pattern of housing tenure in Port Campbell is markedly different to the rest of Corangamite Shire, which is characterised by much higher levels of home ownership.



Source: www.takeabreak.com.au

<u>Industry of employment, top responses</u>	Port Campbell (L)		Victoria	
		%		%
<i>Employed people aged 15 years and over</i>				
Accommodation	26	18.7	23,124	0.9
Heavy and Civil Engineering Construction	9	6.5	15,756	0.6
Cafes, Restaurants and Takeaway Food Services	7	5.0	106,394	4.2
Residential Building Construction	5	3.6	47,623	1.9
Pubs, Taverns and Bars	5	3.6	14,943	0.6

<u>Employment</u>	Port Campbell (L)		Victoria	
		%		%
<i>People who reported being in the labour force, aged 15 years and over</i>				
Worked full-time	78	53.8	1,583,266	59.2
Worked part-time	56	38.6	791,836	29.6
Away from work	7	4.8	155,530	5.8
Unemployed	4	2.8	144,844	5.4
Total in labour force	145	--	2,675,476	--

<u>Unpaid domestic work, number of hours</u>	Port Campbell (L)		Victoria	
		%		%
<i>People aged 15 years and over</i>				
Less than 5 hours per week	56	28.0	1,007,118	23.1
5 to 14 hours per week	40	20.0	1,085,136	24.9
15 to 29 hours per week	30	15.0	501,575	11.5
30 hours or more per week	21	10.5	424,094	9.7

Source: **ABS Census 2011**

Like most of Corangamite Shire Port Campbell does not display significant cultural or linguistic diversity. Almost 80 per cent of the population reports Australian/Anglo/Irish ancestry, with German being the next largest group at 2.7 per cent. Three quarters of the population reported that both their parents were Australian born.

Port Campbell is one of a number of seaside towns in Australia where the population at any given time is significantly enlarged by visitors from overseas or elsewhere in the country. The Census conducted by the ABS every five years does not track these numbers, so there is a serious gap in data used to plan for and fund the provision of infrastructure and services. Work is being undertaken within the Bureau on methodologies which can address this deficiency.



As well as steering the development of local public assets, events and services, plans made by communities also serve as a decision tool for Corangamite Council to better meet local needs and aspirations.

The creation of community plans is designed to build capacity within local communities. The process design relies on making best use of deep local knowledge, talents and skills to scope and implement local projects, and as necessary, to identify opportunities to access funding and other resources to implement priority projects. This includes the establishment of relationships within and beyond communities and working with the Council on an ongoing basis.

<p>The Port Campbell Community Plan was scheduled for preparation in 2014, however at the request of the newly formed Port Campbell Progress Group this work was brought forward so that it could serve as an agreed 'Action Plan' for the town, which could provide the town with a united voice and bring the community together in the pursuit of some shared goals and projects.</p>	<p>THE PLANNING PROCESS</p> <p>The <i>Building Stronger Corangamite Communities</i> project sets out to develop community plans for the Shire's 12 townships. These are plans developed by each local community, for the community, and owned by the local community. The project manages and facilitates an inclusive process that helps communities</p>	<p>identify local priorities, set short, medium and long term goals and work with the Corangamite Shire Council and other levels of government to achieve them. It provides structure, support, advice and administrative assistance to communities so that they can come to a consensus about what they value most about where they live and to work towards their preferred future.</p>	<p>There is no one planning model – the project is experimental and communities shape their own process – however each plan will observe some fundamental principles. They will be inclusive of as many voices in the community as possible and seek to reflect local demographics, and be transparent in the way priorities are identified and decided upon.</p>
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THE SOAPBOX

Fifty-eight people attended the Port Campbell Soapbox event at the Port Campbell Surf Life Saving Club rooms on Wednesday 5 December 2012, 15 of whom stepped up to present their ideas on 'What Port Campbell needs'. Those who had previously registered their interest spoke first.

The format of the evening involved a brief outline of the community planning process in train, followed by an invitation for individuals to come forward and speak for between three and five minutes on any of the questions outlined in the town survey. At the conclusion of the meeting there was a general question and answer session, with both questions and answers offered by members present.



Small Town Transformations

In what appeared to be a unanimous show of hands at the Soapbox event, encouragement was given for Port Campbell to make an application for the State Government's just-announced Small Town Transformations funding scheme (administered by Regional Arts Victoria).

A group of enthusiastic volunteers held their first meeting following the Soapbox and began the exploration and development of concepts to form the basis of the application. This was completed within the six-week time-frame allowed, and the application – based around the construction of an 'Arts Bridge' – lodged by the 21 February 2013 deadline. The project enjoyed the support and assistance of many partners, including local organisations, Parks Victoria and Corangamite Shire.

Whereas the Small Towns Transformations scheme envisages the awarding of grants up to \$350,000 for five small towns in Victoria, the Action Group vowed to keep working on this initiative, regardless of the outcome of this initial funding round.

The Soapbox was a third for the *Building Stronger Corangamite Communities* project, and was designed to generate discussion and interest to build the number of completed surveys returned.

Several speakers thanked the Shire for initiating the conversation about the future of Port Campbell. Some suggested that these conversations should be ongoing. Positive commentary revolved around the quality of respectful listening to all ideas presented.

Some participants stayed on after the Soapbox to continue the discussion, forming the first of what is expected to be a number of Action Groups on key priorities.

SURVEY RESPONSE

The survey attracted 95 responses, including 11 'non-local' and international respondents (whose advice was noted separately). The survey response represents 84 out of 260 estimated residents of the Urban Locality of Port Campbell, or 32 per cent.

The gender distribution of respondents was even, except for a little variation across age groupings. All but two people provided their postcode information, and only two did not provide age-group information, and this enables a comparison with ABS data on age distribution of the township population. The general absence of the 1–14 year-olds pushes up all other percentages, however the younger half of Port Campbell's demographic was under-represented and the older half over-represented.

The upshot of this response profile is that the survey method captured a representative sample of the population of Port Campbell across age and gender.

Port Campbell Town Survey

Gender	Age grouping									Total	Postcode	
	1 – 14	15 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65 – 74	75+	None		Postcode	Count
Male	1	2	3	6	5	15	7	1		40	3012	1
Female	2	4	3	4	13	9	6	1		42	3125	1
No info									2	2	3220	1
Sub-total	3	6	6	10	18	24	13	2	2	84	3266	2
Per cent	3.6%	7.1%	7.1%	11.9%	21.4%	28.6%	15.5%	2.3%	2.3%	100%	3268	9
Plus international and 'non-local' survey respondents (see further detail in table below)												
		3	2	1	2	3				11	3280	1
Total	3	9	8	11	20	27	13	2	2	95	3350	1
Per cent	3.2%	9.5%	8.4%	11.6%	21.1%	28.4%	13.7%	2.1%	2.1%	100%	None	2
											Total	84
Census 1	22.4%	13.9%	16.2%	16.6%	15.9%	8.5%	5.4%	1.2%	N=260	100%		
Census 2	22.3%	10.7%	12.0%	14.1%	17.9%	11.9%	5.3%	5.8%	N=618	100%		
Victoria	18.6%	13.5%	14.3%	14.5%	13.6%	11.4%	7.5%	6.7%		100%		

TABLE 1: GENDER AND AGE DISTRIBUTION OF SURVEY RESPONDENTS (N=95)

ABS Census 2011 references are for (1) Port Campbell Urban Centre Locality (N=260) and (2) Port Campbell State Suburb (N=618) and Victoria. (Source: ABS at www.abs.gov.au)

Gender	Age grouping									Total	Postcode	
	1 – 14	15 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65 – 74	75+	None		Postcode	Count
Male			1			1				2	3012	1
Female		3	1	1	2	2				9	3043	1
No info											5116	1
											3207	1
Total		3	2	1	2	3				11	2604	1
											None	6
											Total	11

TABLE 2: GENDER AND AGE DISTRIBUTION OF 'NON-LOCAL' SURVEY RESPONDENTS (N=11)

Despite efforts to reach some of the recognised 'difficult to reach' groups, the survey response no doubt skewed to the literate, socially-connected and perhaps more comfortably placed members of the community. The sample certainly included people with a passionate interest in their town and their community.

The conduct of the survey was advertised in and editorially supported by WD NEWS through the local newspaper – the *Cobden Timboon Coast Times*. The survey form was mailed directly to individuals through the Port Campbell Post Office with the assistance of Port Campbell Shopping, and directly to

community groups through the agency of Port Campbell Progress. Copies were also placed in shops, hotels and cafes, along with posters, and promotional material circulated through the email networks of individuals and community and business organisations.

IDENTIFYING ASSETS

The first question on the survey asked the question ‘What things do you most value about Port Campbell, which need to be maintained or protected?’ The clear consensus was a cluster of three things, variously expressed. The village atmosphere of Port Campbell – the quaint small coastal village charm – shared equal top billing with the natural environment, made up of mentions of a range of natural features described as ‘natural’, ‘beautiful’ and ‘wild’. Reference to the ocean and the beach and the foreshore came in for roughly the same number of mentions, and obviously all of these top three ‘things’ overlap and are otherwise inter-related. Interestingly enough, these are the valued attributes identified by international and interstate visitors, highlighting a common interest in their maintenance and protection. One or more of these factors were mentioned in almost every completed survey returned.

What things do you value most about Port Campbell?		Locals	Others
VILLAGE ATMOSPHERE	Small village atmosphere and appeal, Uniqueness, Quaintness, Charm, Small coastal village ambience, The small population, Fishing village atmosphere, The port, Minimal development, Peace and tranquillity, Size of town and its history, ‘Don’t change’, Sense of history, No large developments (yet), Heritage assets, Protect surviving community historical buildings	38	6
NATURAL ENVIRONMENT	The environment, Local environment, National Park, Natural position within National Park, National Park managed without a commercial basis, Flora and Fauna, Natural beauty, Beautiful scenery, Stunning cliff faces, Headland, Environmentally friendly place to live, Healthy place to live, Undeveloped coastline, Wild, natural things, Native vegetation	40	4
THE BEACH	The beach, Safe (free) swimming beach, Beaches close by, The ocean, The bay, The foreshore and jetty and new beach wall, The pine trees, Marine National Park, Seascapes	37	5
THE COMMUNITY	The Community, Sense of community, Community spirit, Community input via committees, Friendly community, Good folk, Safe community to raise children, Community diversity, Active, positive community, Sense of security, Courtesy and common sense, Child friendly	25	1
COMMUNITY FACILITIES	Community buildings and spaces (Rec Reserve, Foreshore, Hall, Community park, Surf Club, tennis Courts, Playground, BBQ area, Skatepark), Open (accessible) public space,	13	
WALKING TRACKS	Walking tracks, The many lovely walks so close to town, Port/ ramp/rocket shed/ walk to Beacon Steps	8	2
TOWN FOOTPRINT	The bounded ‘footprint’ of Port Campbell (defined by National Park and northern farmland), Contained commercial development within the town boundary (now under threat with C30)	9	
BUILT FORM	Low built form of the town, No more than two storeys,	9	
COMMUNITY GROUPS	Community groups and volunteers, The Surf Club, Fire fighters, Playgroup, Historical Society, Rec Reserve, the Church	9	
CLEAN AND TIDY	Always neat and tidy, bins emptied, lawns mown, Cleanliness,	3	2
COMMUNITY EVENTS	Community events	4	
NO POLLUTION	Fresh, unpolluted air, Freshest air in the world, No pollution,	4	
MARKETS	Sunday markets, The markets,	3	1

‘Community’ and ‘community groups’ were mentioned by about a third of respondents, linked to an appreciation of neighbours, volunteer groups, friendly people and the strong sense of community felt by residents.

Community facilities were highly valued – buildings, public open spaces, recreational facilities – either explicitly or implicitly through reference to the volunteer groups which maintain and sustain them

The issue of ‘development’ came in for mention in regard to appreciation of the bounded town footprint bordered by the National Park and the ocean and the valuing the town’s low built form.



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PUBLIC MEETING

A public forum was held at the Port Campbell Surf Life Saving Club rooms on 23 January 2013, with 58 people attending. Nine of those present indicated they had not completed a survey form, bringing the overall participation rate in the community planning process to at least 104 people or 40 per cent.

The evening commenced with an outline of the community planning project and reference to work completed in seven Corangamite towns. The outcomes of the Town Survey were presented, based on the 87 completed returns. (A further eight completed surveys were submitted on the evening or during the following week.)

It was explained that all the survey ideas had been summarized and grouped under a number of broad headings. Similar ideas were grouped to give a summary of the most frequently mentioned proposals for change or action. This representation of all the survey advice was posted around the room on large-print A0-size sheets, with room for attendees to add any further ideas which had not been mentioned to date. Members of the public then voted on priorities from the 175 listed ideas that had been identified and added a few more.

The process of voting involved each attendee being given six coloured stickers and one gold sticker. Instruction was given that the coloured stickers should be applied to the five ideas people would like to see implemented, with the single gold sticker to then be applied to each individual's top priority. This was expressed as – if there was only one action to be implemented out of the community planning process, what should it be?

Following the voting period, attendees returned to their chairs and an informal verbal summary of voting patterns was described, highlighting the transparent priorities to emerge.

It was explained that the next steps would involve the formation of Action Groups and scoping of projects, and that a summary of priorities would be circulated in advance of the completed plan. A 'vision' would be drawn upon those 'most valued' aspects of Port Campbell identified in the survey responses.

ISSUES AND THEMES

Survey responses were categorised under 10 key themes. Adding the public meeting ‘votes’ and ‘gold sticker’ priorities provides a rough map of the major issues of concern to participants, with ‘planning and town development’ the top issue, followed closely by ‘walking and recreational activities’. ‘Parking, roads, access and safety’ and ‘Arts and cultural development’ came in as roughly equal in third place. In terms of settling on some early priorities, the Port Campbell community would like to see some actions taken in regard to these four hot topics.

Sifting through the detail of proposals and commentary contained within these themes uncovers some key concerns which are at the heart of a variety of proposed ‘solutions’ around given topics. There are seven broad concerns which provide context to the 30 priority objectives which follow, several of which could be combined into a single project.

	Themes	Ideas	Survey 1	Survey 2	Votes	Gold
1	Planning and town development	19	125	1	83	24
2	Town marketing and promotion	17	23	5	14	-
3	Signage and advertising	16	49	4	12	1
4	Town amenity and appearance	27	88	-	30	-
5	Parking, roads, access and safety	24	79	1	39	4
6	Walking and recreational activities	19	117	-	67	15
7	Provision of services	14	42	11	19	2
8	Arts and cultural development	17	54	3	39	4
9	Business, industry and economic development	15	42	8	9	-
10	Community	7	10	-	-	-
Totals		175	629	33	312	50


Community involvement

Number of survey respondents: **95**
 Public meeting attendees: **58**
 Attendees yet to complete survey: **9**
 December ‘Soapbox’ attendees: **37**
 Logical minimum number of people involved: **104**
 Estimated active involvement: **110+ people**

Ideas means proposals identified in open-ended survey responses.

Survey 1 means number of survey mentions from respondents residing in local area. **Survey 2** means count of mentions by non-local survey respondents including international and interstate visitors. **Votes** means priority projects/ issues identified by public meeting attendees, with each attendee given six sticker ‘votes’ to apply. **Gold** means the single top priority project/ issue for each attendee by application of a single gold sticker ‘vote’.



<p>1 Valuing Place</p> <p>Most of the 30 top proposals for action can be seen to link back to the notion of valuing ‘place’.</p> <p>The unique attributes highlighted under ‘identifying assets’ are commonly valued, even if people part company as to how these place attributes might be treated, developed or conserved. For example, the maintenance and conservation of the environmental values of the National Park are at once intrinsic for some, and for others a deeper experience and appreciation of the environment based on opportunities for interaction can build a different type of tourism involving extended stays.</p> <p>The range of aesthetic, emotional, social, environmental and commercial responses displayed invariably come back to a common premium on enduring place values.</p>		<p>The relocation of the tennis courts was yet another solution proposed to create more central parking.</p> <p>For others, the need to better manage coach access to Port Campbell is a major concern, and this also included ‘motor homes’. Proposals were put to shift bus stops, provide a designated parking/unloading area, ‘to limit the current unacceptable havoc’.</p> <p>Some respondents seek a change to 90 degree parking along the foreshore, which they contend is unsafe due to there being no sightlines when reversing, if a car is parked between large vehicles.</p> <p>A few people highlighted the improvement of footpaths and pedestrian access as part of the solution to summer parking woes.</p> <p>Improvement to local roads came in for mention, including a better maintenance regime to deal with the large traffic volumes.</p>	<p>3 Development</p> <p>Just as the State government’s recent announcement to encourage commercial developments within Victoria’s National Parks have proved controversial, so too is the issue of ‘development’ in and around Port Campbell. Passionate pleas to constrain the form and extent of ‘development’ are matched by equally passionate pleas to keep allowing Port Campbell to ‘develop’. Part of the latter response also holds a concern that Port Campbell has an image of conflict, negativity and anti-development, and that the town is unfairly represented in the media as a ‘divided community’.</p> <p>This community planning exercise has demonstrated that the call for limits on development is not restricted to a ‘miserable minority’ as some claim, and there is some common ground regarding low-scale development which does not compromise the town’s natural assets.</p>
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**7
The way we were**

Some of the top township priorities in the community plan allude directly or indirectly to Port Campbell's past. The reinstatement of the Suspension Bridge is an obvious example, as is the retention and restoration of Port Campbell oldest building, the original Baptist Church.



Reinstatement of the Headland Walk is another example, but there are some less tangible expressions of a nostalgia for the way things were. These can be observed in the expression of feelings for recovering an older sense of community, where progress was marked by the active involvement of local people.

**4
Community and agency**

Listening to community conversations and considering the broad range of issues raised it is apparent that there are strong feelings around the perceived disenfranchisement of locals in regard to major decisions about Port Campbell. Part of this has to do with the mix of seemingly 'remote agencies' involved in managing land, roads and facilities, decisions about which are guided by external concerns regarding visitor amenity and tourism rather than the needs of the local community. A number of local people have embraced this community planning initiative as a means to restoring lost agency.

**5
Town promotion**

There were 17 different ideas offered up in the survey for improving the marketing and promotion of Port Campbell. One local with a strong vested interest in this issue referred to the need to go beyond what he termed 'trash tourism', meaning the provision of basic services of necessity and the current pattern of one-night stays. While the idea of 'owning' the Twelve Apostle appealed to some, the idea of developing a range of available 'experiences' based around local assets was also favoured, with the intent of growing a year-round market involving longer duration visitations.

**6
Public transport**

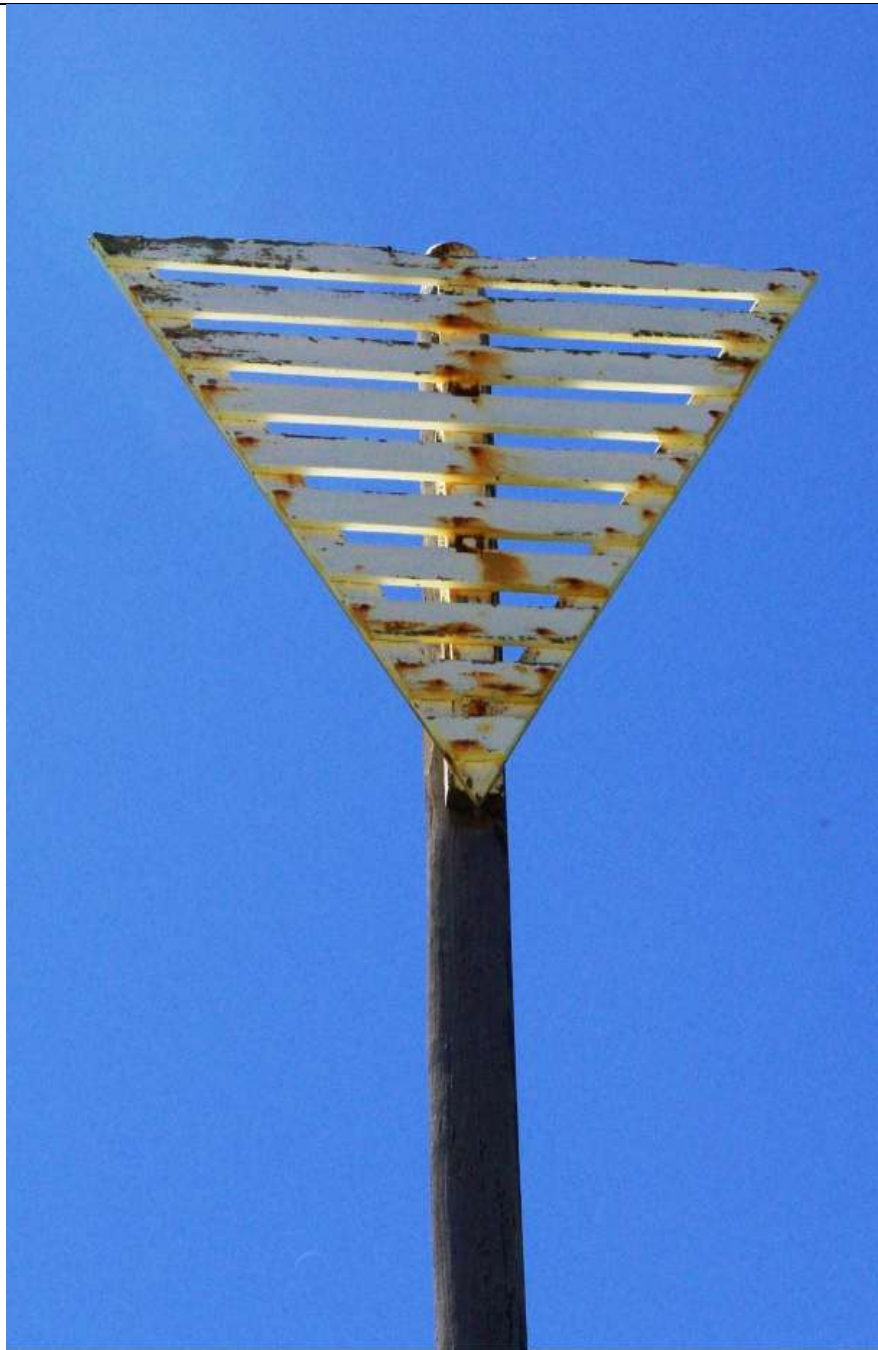
Under the heading of 'provision of services', there was strong support for improving public transport, with increased frequency to provide (at least) daily services into and out of Port Campbell. The extension of the Camperdown to Timboon bus services was one of the means proposed to address this goal. The proposal for improved public transport services was strongly supported in both the survey responses and the voting at the public meeting.

<p>PLACE AND IDENTITY</p> <p>Port Campbell is situated on the spectacular cliffed coastline that has international significance. The adjacent Port Campbell National Park has over 1.9 million visitors a year with up to 800,000 visitors through the town annually. The town is central to extensive gas exploration and major large gas processing plants.</p> <p>The township, and its residents, are shaped by history and characterised by our location in the valley of Campbells Creek, surrounded by National Park and the Southern Ocean. The harsh and sometimes treacherous environment has influenced those who choose to live here, and remains an important influence on who we are as a community. The community's identity is based around the natural environment, the Southern Ocean and coastal foreshore</p> <p>This is reflected in the things we value – our unique small coastal village ambience; peace and tranquility; our sense of history and heritage assets; the natural environment and National Park</p>	<p>with its Flora, Fauna and natural beauty, wild and undeveloped; the beach and ocean, especially our bay, foreshore and pier. And encompassing all this, the Community – safe, friendly, diverse, active and positive with a strong sense of community and community spirit.</p> <p>The town population is small and young compared with other towns in the Shire. But we have a great diversity, which we value as a strength. As well as long-term residents covering multiple generations, we've come from far and wide to live here. Our residents represent a range of employment sectors: natural environment, research and management; coastal science and fishing; education; health & community services; agriculture; trades, including construction; hospitality and retail. Many residents work away – they are prepared to travel for work, to nearby towns and greater distances, but call Port Campbell home.</p> <p>Our diversity is illustrated by the number of active community groups – Playgroup,</p>	<p>Environment, Boardriders, Progress, Tourism and Business, Community, and several management committees for the various public reserves. There is a long history of care and rescue represented by S.E.S., Surf Life Saving, C.F.A., Cliff Rescue and Community Emergency Response Team.</p> <p>There is an acute awareness of, and strong connection with our environment and its impact on our lives. The environment is important for both recreation and employment, despite access being difficult along this rugged coast. Learning to understand our natural environment and work with it builds resilience, both as individuals and as a community.</p> <p>There have historically been constant outside pressures on this community, most notably from tourism, and more recently oil and gas exploration. While these are not always paths we have chosen, they provide a challenging balancing act for our community - to welcome and service visitors while retaining our own strong identity. According to accommodation bed numbers,</p>	<p>during peak season locals are outnumbered by visitors 4:1. Both tourism and gas exploration have pushed property values and rents upwards, so that some locals can no longer afford to live here. Yet these sectors both provide employment opportunities for our young people. This is our reality, and working with it influences who we are.</p> <p>Port Campbell is known by the outside world primarily as the 'service' town for the renowned 12 Apostles and Great Ocean Road. Our Community Plan offers insight and opportunities to transform this perception so visitors and the wider community will recognise the town has a unique sense of place and identity.</p> <p>We are a creative community with many active artists covering a broad palette – photography, painting, sculpture, printmaking, textiles and natural fibres. Art is a medium by which we can communicate our identity to our many visitors from non-English speaking backgrounds.</p> <p><i>Port Campbell residents</i></p>
<p>Port Campbell Action Plan</p>	<p>Community priorities for township development – 2013 to 2023</p>	<p>March 2013</p>	<p>17</p>

VISION

The last words of Robert Louis Stephenson were 'Did you see that!', whereupon he fell to the floor and died – of a cerebral haemorrhage. Today the only sign to be found on the road to Damascus reads 'Wrong Way, Go Back'. Visions are suspect things, especially where they lay claim to knowledge or predictions of the future. This vision is not about what will be or even what could be, but rather what a majority of participants in the community planning process believe should be.

Looking back from 2023, few people remember that their most earnest desire then was that Port Campbell would no longer be represented as a 'conflicted community'. Even those who argued then that this was more artifact than fact welcomed the reconciliation of development with those place values that almost every Port Campbell person shares. For locals, the question is how can Port Campbell be spared from that 'resort' brand of architectural egoism enslaved to commercial rapacity?



'A sense of history is fundamental to any sense of place', wrote architectural critic Elizabeth Farrelly. Port Campbell residents appreciate this acutely, and that is why they worked so hard to retain those links to the town's past.

Even with all the building of fine, modern new homes, Port Campbell has not lost its village character and charm. The town has not become one of those generic, placeless vulgarities to milk the tourist cash cow, but has all the expressions of a real community with a future as robust as its past.

Things have changed, as they always will, and there were surprises that hardly anyone foresaw, but the most remarkable change about Port Campbell is that the local community was never submerged in the constant wash of visitors to the town, but has shared with them, in an artful way, the story of their remote coastal fishing village, nestled between a National Park and the Southern Ocean, providing a window on that truly burning question of the day – how to retain biodiversity under pressure of population and climate change.

PRIORITY OBJECTIVES

P	SUBJECT	SUMMARY DESCRIPTION	S1	S2	V	G	T
1	WALKING/CYCLING TRACKS	New and improved walking and cycling tracks to form a linked network around Port Campbell with connections to the Crater to Coast Rail Trail, Great Ocean Walk and connections to other district towns	47		24	11	6
2	HOT POOL/ SPA	Develop underground thermal water resource to provide heated pool, spas, baths, plunge pools and related facilities	31	-	15	6	1
3	SWING BRIDGE/ TWO MILE WALK	Reinstate the old Swing Bridge to provide access over Campbells Creek to Two Mile/ Discovery Walk and connectivity to estuarine area boardwalk	23		19	3	6
4	MORE CAR PARKING	Explore a range of suggested options to provide more car parking, improved safety and more effective traffic flow during summer peak.	23		13	4	5
5	DEVELOPMENT OVERLAYS	Limit the form and extent of development in Port Campbell to protect the character of the village and encroachment of the National Park	21	1	15	7	1
6	ENTRY/ WELCOME SIGNAGE	Erect welcoming signs at entrances Port Campbell signs which express the town's identity.	17	-	6	-	
7	EVENTS AND FESTIVALS	Develop and deliver a range of community cultural events	16		9	1	8
8	PUBLIC TRANSPORT	Improve public transport service to provide connections and more frequent service to local towns and the wider transport network	15	1	8	2	7
9	STREETScape UPGRADE	Upgrade and improve design and presentation of streetscape	14		7		4
10	BAN/ RESTRICT HELICOPTERS	Ban or otherwise restrict helicopters from the township and National Park and enforce existing permit conditions to control scenic helicopter movements and flight paths	13	-	11	2	1

P means 'Priority', S1 means survey mentions, S2 means non-local survey responses (mainly international visitors), V means votes awarded at public meeting, G means 'Gold sticker' (ie number one priority for individual), and T means Theme.]

PRIORITY OBJECTIVES

P	SUBJECT	SUMMARY DESCRIPTION	S1	S2	V	G	T
11	COMMUNITY ART SPACE	Develop a community and commercial art space/ studio outlet retailing local art, crafts and produce	13		3	1	8
12	FIX LOCAL ROADS	Fix local roads, Improved roads, Fix approach roads to town, Better maintenance schedule to deal with large traffic volumes,	4		13		5
13	TERRACE/ FIX FORESHORE	Terrace, clean-up and grass area under Norfolk pines from beach to rocket shed and provide upgraded board walk for improved/ safer pedestrian access	12		11	1	4
14	HISTORICAL MUSEUM/ RECLAIM HALL	Construct purpose-built new Historical Society Museum and visitor/ interpretative centre to reclaim access to Public Hall for community activities	9		12	1	8
15	PERMIT DEVELOPMENT	Allow Port Campbell to continue to develop and progress to provide employment opportunities for local young people	4	-	11	4	1
16	HEADLAND WALK ACCESS	Reopen Beacon Steps to provide connected Headland walk	6		10	1	6
17	HOURS OF OPENING	Implement strategies to extend hours of opening of VIC and key shops to better service (after hours) visitor needs	10	4	3		8
18	BBQs	Install more/ upgrade BBQs and outdoor eating areas on foreshore	10		2	1	4
19	FORESHORE TABLES, SEATS AND SHADE	More tables and seating and shade on foreshore around the bay, including new picnic areas in a number of suggested locations	10		1		4
20	MORE CAFES/ RESTAURANTS	Encourage provision of more restaurants and cafes with improved offerings and standards of customer service	10				9

P means 'Priority', S1 means survey mentions, S2 means non-local survey responses (mainly international visitors), V means votes awarded at public meeting, G means 'Gold sticker' (ie number one priority for individual), and T means Theme.

PRIORITY OBJECTIVES

P	SUBJECT	SUMMARY DESCRIPTION	S1	S2	V	G	T
21	WEED CONTROL	Value and protect indigenous vegetation through eradication of invasive weeds, linking areas of existing indigenous vegetation on private and public land, and planting out new areas of vegetation on public and private land, including roadsides	6	-	9	2	1
22	COACH PARKING	Control coach access to town centre and provide designated location for parking and embarking/disembarking for large vehicles	9		4		4
23	OFF-STREET PARKING	Make provision for off-street staff car parking, especially to provide parking for shop employees in town	9		3		4
24	SUSTAINABLE TOURISM	More emphasis on sustainable tourism growth and provision of community facilities which enable the retention of the town's character	9	-	2	1	1
25	OWN 12 APOSTLES	Market Port Campbell to 'own' the 12 Apostles in the mind of the consumer	2	-	9	-	2
26	NEW COMMUNITY BUILDING	Save and relocate original old wooden church to serve as community building across the road from existing Baptist church	1		9		8
27	4 TO 5 STAR MOTEL	Develop more 4 – 5 star accommodation and related facilities in town	9	-	9	-	1
28	REDUCE ROLE OF PARKS VICTORIA	Resolve issues around bodies responsible for bay, foreshore and sections of Cairns and Lord Streets and limit Parks Victoria control of township	8	-	3	-	1
29	REDUCE SIGNAGE	Review, reduce and improve signage both within Port Campbell and on approaches to the township	8	-	2	-	3
30	TOWN GREEN	Establish a town or village green or park in one or other of two locations	8				4

P means 'Priority', S1 means survey mentions, S2 means non-local survey responses (mainly international visitors), V means votes awarded at public meeting, G means 'Gold sticker' (ie number one priority for individual), and T means Theme.

SUMMARY OF PROJECTS

In considering how to confront the preceding list of 30 projects, it is instructive to sort them into groups under the principal agency through which action will need to be carried out. This approach gives the following breakdown:

Parks Victoria (5 projects)
 State Government agencies (9)
 Private commercial interests (4)
 Council (7)
 Community (5)

Given that the Port Campbell Action plan has a 10 year horizon, it would appear that three projects would need to be completed each year to address all priorities, however there is some scope to connect to existing work in progress, and perhaps to combine some of the 30 listed projects.

In developing a schedule of activities, there might be value in establishing Action groups to work on the relationships with the key government agencies.

P	PROJECT	AGENCY	S1	S2	V	G	Th
1	BUILD NETWORK OF WALKING/CYCLING TRACKS	PARKS VICTORIA/COMMUNITY/COUNCIL PARTNERSHIP	47		24	11	6
3	SWING BRIDGE/ TWO MILE WALK	PARKS VICTORIA/COMMUNITY/COUNCIL PARTNERSHIP	23		19	3	6
13	TERRACE/ FIX FORESHORE	PARKS VICTORIA	12		11	1	4
16	REOPEN HEADLAND WALK ACCESS	PARKS VICTORIA	6		10	1	6
21	IMPLEMENT WEED CONTROL MEASURES IN PARK	PARKS VICTORIA WITH COMMUNITY AND COUNCIL	6	-	9	2	1

Projects involving Parks Victoria (see also Priority 30 'Town Green')

P	PROJECT	AGENCY	S1	S2	V	G	Th
5	IMPLEMENT DEVELOPMENT OVERLAYS	STATE GOVERNMENT (WITH COUNCIL)	21	1	15	7	1
8	IMPROVE PUBLIC TRANSPORT	STATE GOVERNMENT (PTV), LOCAL ADVOCACY	15	1	8	2	7
10	BAN/ RESTRICT HELICOPTERS	STATE GOVERNMENT/ COUNCIL	13	-	11	2	1
12	FIX LOCAL ROADS	VICROADS (WITH COUNCIL)	4		13		5
15	PERMIT DEVELOPMENT	STATE GOVERNMENT AND COUNCIL	4	-	11	4	1
24	MORE EMPHASIS ON SUSTAINABLE TOURISM	TOURISM VICTORIA/ LOCAL OPERATORS/ COMMUNITY/ COUNCIL	9	-	2	1	1
25	OWN 12 APOSTLES	TOURISM VICTORIA/ LOCAL OPERATORS/ COMMUNITY/ COUNCIL	2	-	9	-	2
28	REDUCE ROLE OF PARKS VICTORIA	STATE GOVERNMENT WITH COUNCIL	8	-	3	-	1
29	REDUCE SIGNAGE	VICROADS, COUNCIL, LOCAL OPERATORS AND COMMUNITY	8	-	2	-	3

Projects involving State government agencies

SUMMARY OF PROJECTS

In regard to the four projects which can be seen to require commercial investment by private business interests, Port Campbell progress might set up a sub-group of existing local interests to develop ideas as to how they might be addressed.

It has been suggested that a feasibility study might be carried out in regard to Priority 2, which has been a long-standing aspiration for the town. It is not expected that the community as a whole could directly influence priorities 20 and 27, but a co-operative approach for a summer business roster system has been proposed in regard to Priority 17.

Council already has work in train to provide more parking (4) in the form of off-street parking (22), which is expected to be completed in the short term. The larger issue of traffic management in general and the scaling car parking provision to continuing increases in demand will require a longer term planning approach.

P	PROJECT	AGENCY	S1	S2	V	G	Th
2	DEVELOP HOT POOL/ SPA/ RELATED FACILITIES	PRIVATE COMMERCIAL INTERESTS	31	-	15	6	1
17	EXTEND TRADING HOURS OF OPENING	PRIVATE COMMERCIAL INTERESTS	10	4	3		8
20	MORE CAFES/ RESTAURANTS	PRIVATE COMMERCIAL INTERESTS	10				9
27	DEVELOP MORE 4 TO 5 STAR ACCOMMODATION	PRIVATE COMMERCIAL INTERESTS	9	-	9	-	1

Projects involving private business interests and commercial investment

P	PROJECT	AGENCY	S1	S2	V	G	Th
4	MORE CAR PARKING	COUNCIL (WITH VICROADS)	23		13	4	5
9	STREETScape UPGRADE	COUNCIL	14		7		4
18	INSTALL MORE BBQs ON FORESHORE	COUNCIL	10		2	1	4
19	MORE FORESHORE TABLES, SEATS AND SHADE	COUNCIL	10		1		4
22	CONTROL COACH PARKING	COUNCIL WITH VICROADS	9		4		4
23	MORE OFF-STREET PARKING	COUNCIL WITH VICROADS	9		3		4
30	ESTABLISH TOWN GREEN	COUNCIL WITH COMMUNITY	8				4

Projects intersecting with Council responsibilities

Having regard to international experience in high visitation tourist locations, this might also involve the exclusion of vehicles from central locations and upgrading the walkability of the township (see Priority 1).	Priorities 9, 18 and 19 will need to be considered as part of Council's future annual budget planning, with Priority 30 possibly involving joint consideration by Council and Parks Victoria in consultation with the community.	Some broad-scale urban design planning involving multiple agencies will be needed at an early stage to ensure that any proposed actions are synergistic and hold the prospect of delivering long-term benefits.
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SUMMARY OF PROJECTS

Out of the top 30 projects to emerge, only five are those which might be effected through community agency, and four of these will require some liaison and possibly assistance from the Shire. Four are linked to the theme of ‘Arts and cultural development’, and the most highly ranked one – town entry signage- calls for a creative response that speaks to Port Campbell’s unique identity.

Priority 6 would appear relatively straight-forward, except that it will require careful and systematic community consultation to ensure that concepts developed have the support of township as a whole. This is a project which could establish design references and a conceptual framework for the proposed ‘arts trail’ mooted through the *Small Town Transformations* proposal. This project is a strong candidate for obtaining leveraged funding using BSCC seed funding.

P	PROJECT	AGENCY	S1	S2	V	G	Th
6	ERECT WELCOMING ENTRY SIGNAGE	COMMUNITY	17	-	6	-	
7	DEVELOP AND DELIVER EVENTS AND FESTIVALS	COMMUNITY (WITH COUNCIL)	16		9	1	8
11	DEVELOP COMMUNITY ART SPACE	COMMUNITY (WITH COUNCIL)	13		3	1	8
14	CONSTRUCT NEW HISTORICAL MUSEUM/RECLAIM HALL	COMMUNITY (WITH COUNCIL)	9		12	1	8
26	NEW COMMUNITY BUILDING (OLD BAPTIST CHURCH)	COMMUNITY WITH COUNCIL	1		9		8

Community based projects

Planning for Priority 7 could be initiated through Port Campbell Progress, possibly through an Action Group established to report back to the community on ideas and timing of events and festivals. Depending on the scale of the initiative(s) it might take at least 12 months to plan, finance and promote a major event for Port Campbell. There is also scope for the local community to work with the Shire and its cultural development program, especially in regard to obtaining external funding support through a number of grant schemes.

The idea of developing a community arts space (Priorities 11 and 26) has strong support amongst a small group which has been active since it was established following the Soapbox meeting on 5 December 2012. The use of the old Baptist Church as part of this initiative started as one survey mention to attract nine votes. The original Baptist Church (which originally stood at the site of the old Port Campbell cemetery) is to be removed from its present location to permit new development on the site, and will need to be demolished unless it has another life as a community facility. Two possible locations have been proposed, however

some careful scoping work around the cost of relocation and the substantial restoration work required will need to be done before committing to this approach.

Indications have been given that the Shire may have limited interest in providing a new public hall for Port Campbell given the investment in the Surf Life Saving Club and the Recreation Reserve facilities. Proposals for a new/expanded Historical Museum/ Interpretive Centre could be considered as part of the joint community-based planning workshop which has been foreshadowed.

IMPLEMENTATION

Work on seven initial Actions is proposed to commence the implementation of the Port Campbell Action Plan. These actions seek to address those matters which received the strongest community support through the planning process.

ACTION 1: Involves the community joining into the work currently underway on the design of the Crater to Coast Trail extension to Port Campbell and on to the Twelve Apostles and to Princetown.

ACTION 2: Involves making an application to the Putting Locals First Fund for a Planning Grant to undertake a feasibility study on options for a pool/spa development.

ACTION 3: Involves working with Council to schedule and conduct a community urban design workshop on a ‘walkable Port Campbell’, including the location of developments identified through the community plan process, including car parking issues.

P	ACTION	SUMMARY DESCRIPTION	S1	V	G	T
1	MAJOR TRAILS DEVELOPMENTS	Arrange community consultation and participation with Parks Victoria and Council on the planning of route selection and circulation of proposed trails with a view to realising new and improved walking and cycling tracks to form a linked network around (and through) Port Campbell with connections to the Crater to Coast Rail Trail, Great Ocean Walk and connections to other district towns	47	24	11	6
2	HOT POOL/ SPA	Undertake a feasibility study of the development of thermal water resources to provide heated pool, spas, baths, plunge pools and related facilities, with a view to assembling relevant data and information which can serve as a ‘prospectus’ to potential investors	31	15	6	1
3	TOWN WALKABILITY	Conduct (with Council) a facilitated community urban design workshop on a development/ walkability plan for Port Campbell, including the possible reinstatement of the old Suspension Bridge to provide access over Campbells Creek to the Two Mile Bay/ Discovery Walk and connectivity to the proposed estuarine area boardwalk (see Action 1 above) (Note: this Action will include reference to Priority 4 Car Parking.)	23	19	3	6
4	MORE CAR PARKING	See Action 3 above.	23	13	4	5
6	ENTRY/ WELCOME SIGNAGE	Erect welcoming signs at entrances Port Campbell which creatively express the town’s identity, including the development of a conceptual framework and design references for an ‘Arts Trail’ as well as future urban design detailing	17	6	-	3
7	EVENTS AND FESTIVALS	Establish a working group (under Port Campbell Progress) to explore the development and delivery of a range of community cultural events/ festival	16	9	1	8
11	COMMUNITY ART SPACE	Scope and cost the possible relocation of the original Baptist Church as a first stage of developing a community and commercial art space/ studio outlet retailing local art, crafts and produce (Note: This action combines with Priority 26)	13	3	1	8

P means ‘Priority’, S1 means survey mentions, V means votes awarded at public meeting, G means ‘Gold sticker’ (ie number one priority for individual), and T means Theme.

ACTION 4: Included in Action 3.


ACTION 5: Involves the development of welcoming town entry signage, including a conceptual framework and design references for future urban design detailing.

ACTION 6: Involves establishing an Events/ Festival working group.

ACTION 7: Involves scoping and costing options for the establishment of a community arts space, possibly involving the relocation and incorporation of Port Campbell’s oldest building.

It is expected that the first stage of the Plan’s implementation will be preoccupied with planning and scoping considerations, including securing additional project funding.

In terms of BSCC seed funds distribution, it is proposed to notionally allocate \$10,000 to ACTION 5 (entry signage), \$30,000 to ACTION 7 (community arts space), and leave \$10,000 unallocated at this stage. Some of the unallocated funds may need to be applied to the execution of ACTION 3 (community urban design workshop).

<p>IMPLEMENTATION PROCESS</p> <p>A primary goal of the <i>Building Stronger Corangamite Communities</i> initiative is to strengthen communities through the establishment of linkages within communities, between community organisations, and between local communities and government agencies, including local government. This is on the premise that development of local capacity may be achieved through the sharing and utilisation of talents and skills within the community as well as through linkages to expertise not readily accessible to local organisations. This includes access to assistance from local and State government agencies to seek out advice and financial and other resources to support local initiatives.</p> <p>The implementation of the projects outlined in this plan will seek to support and strengthen local organisations, not the least through activation of local interest and involvement in projects deemed to be of high priority by the local community.</p>	<p>Having arrived at a ranked list of project priorities it is evident that a deal of detail work is required to specify and scope these shared ideas. This is complicated by the fact that Port Campbell's top priority projects are conditional on planning activities and decisions of Parks Victoria as well as Council considerations, and the possible development of collaborative partnerships across a number of agencies. Such work might be expected involve some adjustment to timescales and priorities depending on the negotiated outcomes. For this reason it may be necessary to countenance a more fluid and continuous planning approach in place of the stepped Plan/Implement/ Review process. It may be that this plan might need to be adjusted as and when some broader governmental parameters are confirmed.</p>		<p>REVIEW</p> <p>It is proposed to formally review the <i>Port Campbell Action Plan</i> after a period of two years, perhaps towards the middle of 2015, to assess project achievements against objectives and to formulate revised objectives as required.</p>
<p>Port Campbell Action Plan</p>	<p>Community priorities for township development – 2013 to 2023</p>	<p>March 2013</p>	<p>26</p>

REFERENCES

To be supplied and listed here, with acknowledgments.

APPENDICES

Survey instrument
 Ranking of issues and projects
 Summary of survey responses
 Detailed survey and voting results



If you think about it, the best things about local communities didn't just happen – they were made to happen – by energetic and committed people with a belief in each other and a shared idea of what they could achieve.

This is your chance to get involved and to get active in building a better future for your town and your community.



what does PORT CAMPBELL need?

Building Stronger Corangamite Communities

The Corangamite Shire has partnered with the Department of Planning and Community Development in a four-year project to support communities to plan and implement improvements to their towns.

The project provides access to funding and support to enable each of the Shire's 12 towns to prepare a Town Plan to protect those assets most valued by local communities and to make changes and improvements to secure their future prosperity.



KEEP THESE DATES FREE

PORT CAMPBELL SOAPBOX

Wednesday 5 December 2012
 Port Campbell Surf Life Saving Club, 7.30pm

PORT CAMPBELL COMMUNITY FORUM

Wednesday 23 January 2013
 Port Campbell Surf Life Saving Club, 7.30pm