



## Kempsey Shire Council

### Local Community Plan 2009

### Crescent Head



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## The Vision

*A healthy community is a form of living democracy: people working together to address what matters to them.*

*- Stephen B. Fawcett, et. al*

In 2009, Kempsey Shire Council initiated a local community planning program to engage and work cooperatively with local communities to identify priorities and actions for improvement.

The Local Community Plans aim to make a difference through developing a relationship between communities and Council, solve problems through creative thinking and identify actions to bring about improvements. The foundation of the community plans are the visions and aspirations of the people who live in the Macleay Valley.

The Community Plans commit Council to work with their local communities to identify, promote and enhance the distinctive character of their local areas.

Finally, the Plans will aim to guide the development of partnerships between local communities, community organisations, and Kempsey Shire Council.

## Kempsey Shire Community Strategic Planning Process

The Community Strategic Plan, developed in 2007, set out the long term vision for the whole of Kempsey Shire. The Plan is structured around key focus areas, and encompasses all of Council's actions and responsibilities. The key focus areas are:

- Economic and environmental sustainability
- Social, cultural and community relations
- Infrastructure
- Relationships
- Effectiveness, Efficiency and Accountability

Kempsey Council is now taking its Strategic Plan to the local level through the development of Local Community Plans. These plans have been developed for nine distinctive catchment areas throughout the Macleay Valley. These are Bellbrook, Crescent Head, Frederickton & Collombatti, Smithtown, Gladstone, Hat Head, South West Rocks, Stuarts Point and Willawarrin.

To access other Local Community Plans, go to the Kempsey Shire Council website [www.kempsey.nsw.gov.au](http://www.kempsey.nsw.gov.au)

The local community planning process for all of these catchment areas follows a similar path where the following questions are collectively discussed and responded to:

- Where are we now?
- Where are we going?
- Where do we want to be?
- How do we get there?
- Are we getting there?

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## Community Involvement

In 2009, Kempsey Shire Council set out to engage with local communities to identify the hopes, ideals and needs of the local residents that live in Crescent Head.

The consultation included a community workshop and online survey with the local community. Many issues and suggestions were raised during the consultations, and resulted in the formation of common visions and identified actions to meet the needs of the future Crescent Head community.

Council will respond to the community needs in a number of ways:

- Directly on planning matters and policy direction
- Directly as a service provider
- Collaboratively through partnerships with the community
- Indirectly as an advocate for the community

Community suggestions that have been incorporated into the Local Community Plans will be the subject of further and ongoing dialogue and cooperation between Council and the community. Council will hold community workshops in the future to review and monitor the outcomes and success of the Local Community Plans.

## Get Involved

Kempsey Council looks forward to your involvement in the implementation of these Local Community Plans. Contributions or suggestions should be directed to Kempsey Shire Council on 6566 3200.

## Crescent Head in Focus

### Crescent Head Today

- Crescent Head is a small coastal town with an ideal living environment for local residents.
- It has a small population, with most people commuting to Kempsey and surrounds for employment.
- The town has a relaxed lifestyle and ocean views.
- Crescent Head is well-known for its surfing beaches and many people visit the area especially for the surfing.
- It is the site of the first mainland Native Title case after Mabo.

### History

Crescent Head is a small coastal town and a popular tourist destination. Crescent Head has a small permanent population and large seasonal population, especially during the summer months when large numbers of tourists take advantage of the beaches, surf, good fishing and bushwalking in nearby national parks.

### Population

The population of Crescent Head was 1,075 in 2006, a decline of over 9% since 2001, compared with a Kempsey Shire population increase of 3.6%. Trends indicate that the age composition has varied between the 2001 and 2006 Census periods. Of note was a 20.5% increase in 55 - 64 year olds between the 2001 and 2006 Census periods.

Many of the trends emerging across Australia are also evident in Kempsey and Crescent Head with increases in one parent families and lone households. Crescent Head has also followed this trend with a decline in family households between the 2001 and 2006 Census Periods

### Education

The level of education of the population in Crescent Head varies from Kempsey Shire. Of the overall population, the proportion who have completed school only to year 10 or 11 is slightly lower, however a far higher proportion of the those under 35 years old in Crescent Head have completed high school to year 12 (44% versus almost 36 %), and over 80% have completed schooling above year 10, compared with only 75% for Kempsey Shire.

### Economy and Employment

The 2001 and 2006 census indicate the population of Crescent Head is employed in increasingly diverse industries, and whilst the participation in primary industries, retail trade, property and business is declining, participation in manufacturing, construction, hospitality and defence employment is increasing.

### Income and Affordability

Average family and household incomes in Crescent Head are slightly higher than those of Kempsey Shire, as are average housing loan repayments and rental costs.

### Services

Crescent Head has varied social infrastructure including a 6 hole golf course, tennis courts, a swimming pool, two public halls, a surf life saving club and a primary school. Crescent Head has several active social and business organisations including pubs, clubs, a police station, fire brigade and a post office.

For most services and facilities, residents must travel to Kempsey. A bus operates three times a day on weekdays, and twice a day on weekends.

In 2006, 6.5% of households in Crescent Head had no vehicle (compared with almost 12% for Kempsey), and over two thirds traveled to work by car as a driver or passenger. The number of people in Crescent Head and Kempsey Shire who walked to work or worked from home is comparable.

## **What do the community love about living in Crescent Head?**

- The beach and the village feeling of the area due to the height limitations of buildings.
- The Indigenous culture and the multicultural environment through the wide range of visitors.
- It is surrounded by National Parks and has great views.
- The water tower project.
- Families' coming on holidays as Crescent Head is a safe area.
- The surfing, fishing and recreation activities.
- The general atmosphere is quiet and friendly.
- The meeting of the beach and the bush adds to the easy living lifestyle.
- The community comes together in a crisis due to it being a close knit community.
- It is not commercialised and well serviced.

## **What are the challenges for Crescent Head?**

- There is a lack of facilities for young people.
- More activities for children are needed.
- A clean up of nature strips is needed.
- Road and infrastructure upgrades.
- There are a lot of weeds around, especially lantana and bitou.
- An increase in unemployment.
- Lack of medical facilities and a permanent Police Station.
- The lack of heritage and beach foreshore walks.
- The number of unleashed dogs.
- Noise related issues.
- The maintenance of the CBD is poor.

## **What changes have been seen in Crescent Head in the last few years?**

- Tourism has a longer peak time which increases the demand on the village.
- Improved waterways.
- Stormwater rubbish collection.
- Many different people coming into town.
- Social behaviour and crime.

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## Community Visions for Crescent Head

The community workshop and feedback session held in Crescent Head drew out the common community visions for the future of the area. Below is an overview of the community visions, and the community suggestions for action.

*“Cohesive and active community”*

*“Vibrant and safe community”*

*“A fully manned police station”*

*“A community hall to service the entire population”*

*“Maintain the natural beauty of the back beaches”*

*“Improved access to the main beach for all beach users”*

### Community suggestions to be considered

Community Vision	Community suggestions to be considered
Community unity	<ul style="list-style-type: none"> <li>• A walkway – building this would encourage community development and ownership</li> <li>• A community directory would encourage volunteerism and participation</li> <li>• Greater Police presence</li> <li>• Campaign targeted at the importance of reporting crime – Report It Don't Ignore It</li> <li>• Hosting of community events to showcase the village</li> <li>• Encourage residents to report crime</li> </ul>
Environmentally friendly and adequate services	<ul style="list-style-type: none"> <li>• Increase rubbish services during peak times, for instance during peak holiday season</li> <li>• More rubbish bins in the town centre</li> <li>• Upgrade the toilet facilities, particularly at beaches and near the swimming pool</li> <li>• Investigate the provision of a new library</li> </ul>
Sustainable health and lifestyle	<ul style="list-style-type: none"> <li>• Provision and upgrade of existing and new walkways and footbridge including heritage and foreshore walkways with maintenance, seating and exercise stations</li> <li>• Creation of an Urban (town) and landscaping plan – signage, seating and walkways for a coordinated approach</li> <li>• Maintenance of the creek for long-term viability of the town</li> </ul>

Community Vision	Community suggestions to be considered
Aged care	<ul style="list-style-type: none"> <li>• Planning and availability of land</li> <li>• Attracting funding for an aged care facility</li> <li>• Self care units</li> </ul>
Natural disaster management	<ul style="list-style-type: none"> <li>• Flood and Fire plans to assist with accessibility to the village during a natural disaster</li> <li>• Adequate information distributed within the community during a flood</li> <li>• Fire brigade assistance during a flood</li> </ul>
Provision and upgrading of infrastructure	<ul style="list-style-type: none"> <li>• Investigate existing poor drainage within the village eg: around pool parking area, East Street (near Baker), Baker Drive and corner of Hill and Hodgson Streets</li> <li>• Undertake a review of the maintenance schedule for the Crescent Head Cemetery and Columbarium Walls</li> <li>• Investigate the upgrading and tarring of Maria River Road</li> <li>• Undertake maintenance and upgrade entry road to Caravan Park as well as the provision of pedestrian access</li> <li>• Provision of toilets with the CBD area of Crescent Head</li> <li>• Update the Crescent Head CBD area to encourage use of the area</li> </ul>
Public Transport	<ul style="list-style-type: none"> <li>• Improved provision of public transport to Crescent Head</li> </ul>
Youth	<ul style="list-style-type: none"> <li>• Investigate the extension of the existing skatepark</li> <li>• Investigate the establishment of a Youth Centre and / or youth programs</li> </ul>
Town Development	<ul style="list-style-type: none"> <li>• Development of a land release strategy for Crescent Head and surrounds</li> </ul>

## The Plan

The Plan has been developed from the outcomes of the community consultation undertaken during 2009. The Plan highlights specific actions to be implemented in order to community visions to be reached. The timeframe for the plan is 2009 – 2012. Priority ratings were allocated according to the community's view on how urgently actions needed to be addressed. The priority ratings that have been given to actions are as follows:

- Low Priority - action commenced within 4 years
- Medium Priority – action commenced within 2 years
- High Priority – action commenced with 1 year

The Council role will vary from action to action. The Council role will be one of the following:

- Direct involvement through the provision of services and/or infrastructure
- A collaboration role by teaming with the community and/or relevant industry organisations
- An advocacy role by speaking on the behalf of the community to relevant groups and bodies.

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
Community Unity	A community directory	Low	Collaboration with the community / Direct Involvement	<b>Ongoing:</b> Council has an online community directory that covers the whole shire. This directory assists residents to access community based services.
	Greater Police presence	Low	Advocacy	<b>Completed:</b> Both Council and the NSW Police Services have spoken to the Crescent Head Residents and Ratepayers Groups on a Police presence in the village. NSW Police Services has advised that an increased presence is unlikely to occur as the crime rate within the village doesn't meet the criteria for the allocation of additional resources.

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Campaign targeted at the importance of reporting crime – Report It Don't Ignore It.	High	Direct Involvement	<b>Completed:</b> After a meeting with the Crescent Head Chamber of Commerce in November / December 2009 the 'Report it Don't Ignore It' campaign was ran in December 09/January 10 at Crescent Head. Regular reminders are provided in the media on the importance of reporting all crime.
	Host a range of community events to showcase the village	Medium	Collaboration with the community	Council to determine priority and funding
Sustainable Health and Lifestyle	Provision and upgrade of existing and new walkways and footbridge including heritage and foreshore walkways with maintenance, seating and exercise stations	High	Direct Involvement	Council to determine priority and funding
	Creation of an Urban (town) and landscaping plan – signage, seating and walkways for a coordinated approach	High	Direct Involvement	Council to determine priority and funding
	Maintenance of the creek for long-term viability of the town	High	Direct Involvement / Collaboration with the community	<b>Ongoing:</b> Plan of Management has been developed for Killick Creek and adopted by Council. System is operated and managed according to the PoM.

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
Aged care	Planning and availability of land	Medium	Collaboration with the community	<b>Commenced:</b> The Kempsey Residential Land Release Strategy incorporating the land release strategy for the whole shire has been on exhibition for the past year. It is hoped that this will be finalised by the end of the calendar year
	Attracting funding for an aged care facility	Low	Advocacy	Council to determine priority and funding
	Self care units	Low	Advocacy	Council to determine priority and funding
Natural disaster management	Flood and Fire plans to assist with accessibility to the village during a natural disaster	High	Collaboration with the community	Council to determine priority and funding
	Adequate information distributed within the community during a flood	Low	Collaboration with the community	Matter to be referred to the Local Emergency Management Committee for coordination of services in the valley
	Fire brigade assistance during a flood	Low	Advocacy	Matter to be referred to the Local Emergency Management Committee for coordination of services in the valley
Environmentally friendly and adequate services	Increase rubbish services during peak times, e.g. during peak holiday season	High	Direct Involvement	Council to determine priority and funding
	More rubbish bins in the town centre and provision of recycling bins during holiday periods	Medium	Direct Involvement	Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Upgrade toilet facilities, particularly at beaches and near the swimming pool	Medium	Direct Involvement	Council to determine priority and funding
	Investigate the provision of a new library	Low	Advocacy / Collaboration with the community	Council to determine priority and funding
Provision and upgrading of infrastructure	Investigate existing poor drainage with the village e.g. around pool parking area, East Street (near Baker), Baker Drive and corner of Hill and Hodgson Streets	Medium	Direct Involvement	Council to determine priority and funding
	Undertake a review of the maintenance schedule for the Crescent Head Cemetery and Columbarium Walls	High	Direct Involvement	<b>Background:</b> Crescent Head Cemetery consists of a columbarium wall and one marked grave. The total maintenance budget for the cemetery is \$700. The current schedule provides for maintenance to be undertaken in April, November and December only. Any additional maintenance would require additional funding. <b>Recommendation:</b> Council to determine priority and funding
	Investigate the upgrading and tarring of Maria River Road	Medium	Direct Involvement	<b>Commenced:</b> At Council's meeting of 14 September 2010, Council resolved: <i>'That representations be made to Mr Rob Oakeshott MP Member for Lyne and Mr Andrew Stoner MP Member for Oxley to determine the availability of funds to enable the completion of the sealing of Maria River Road between Crescent</i>

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
				<i>Head and Port Macquarie.'</i>
	Undertake maintenance and upgrade entry road to Caravan Park as well as the provision of pedestrian access	Medium	Direct Involvement	Commenced: Infrastructure Services are currently reviewing the proposed design for upgrade and budget provision
	Provision of toilets within the CBD area of Crescent Head	Low	Direct Involvement	Council to determine priority and funding
	Update the Crescent Head CBD area to encourage use of the area	Medium	Direct Involvement / Collaboration with the community	<b>Commenced:</b> Meetings of the Crescent Head Town Prioritisation Group was held in June 2010 to discuss Stage 1 of the CBD upgrade
Public Transport	Improved provision of public transport to Crescent Head	Medium	Advocacy	Council to determine priority and funding
Youth	Investigate the extension of the existing Skatepark	Low	Direct Involvement / Collaboration with the community	Council to determine priority and funding
	Investigate the establishment of a Youth Centre and / or youth programs	Medium	Direct Involvement / Collaboration with the community	<b>Completed:</b> Youth Christian Surfers have established a Youth Centre in the Community Health building adjacent to the caravan park. This service operates on Friday nights.
Town Development	Development of a land release strategy for Crescent Head and surrounds	Medium	Direct Involvement / Collaboration with the community	<b>Commenced:</b> The Kempsey Residential Land Release Strategy incorporating the land release strategy for the whole shire has been on exhibition for the past year. It is hoped that this will be finalised by the end of the calendar year