



Kempsey Shire Council

Local Community Plan 2009 South West Rocks



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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

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?

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 South West Rocks.

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 South West Rocks 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.

South West Rocks in Focus

South West Rocks Today

- Largest seaside town in the Macleay Valley
- Large elderly population
- Underage drinking is occurring in the area
- Law and order issues
- South West Rocks library needs upgrading
- Lack of Council offices in the village
- There is a need for greater Police presence in the community

History

South West Rocks is the largest seaside town in the Macleay Valley. Situated at the entrance to the Macleay River, the town offers a great variety of magnificent beaches with breathtaking coastal scenery and rich historical heritage which has made it a popular holiday and sea change destination.

Population

Many of the trends emerging across Australia are also evident in Kempsey and South West Rocks with a sharp increase in single parents and couples without children. However, unlike Kempsey where there has been a decline in families with children, there has been a 12.8% increase in this family structure in South West Rocks. High relative increases in the number of lone and group households have also occurred in South West Rocks between 2001 and 2006.

These population and age structure changes have resulted in increasing pressure on the economically active population to support the dependent segments of the population.

In South West Rocks in 2006, there were 76.3 dependents (those aged over 65 years and under 15 years) per 100 members of the population between 16 and 65 years old. This is more than 10 percent higher than for Kempsey Shire, and is an increase since 2001, whereas in Kempsey the ratio of dependency fell slightly over the same period.

The older population in South West Rocks also leads to a higher incidence of need for assistance in daily activities, with 8% of South West Rocks residents having such a need, compared with 6.4% for Kempsey Shire.

Education

The level of education of the population in South West Rocks is greater than that of Kempsey Shire, with 88% of South West Rocks youth completing high school to at least year 10, compared with only 75% for Kempsey Shire. South West Rocks residents also have a higher incidence of non school qualification, and a slightly higher attainment of tertiary degrees or higher qualifications.

Economy and Employment

The 2001 and 2006 census indicates the population of South West Rocks is employed in increasingly diverse industries. However significant declines in the last census period are evident in retail trade, property and business services, while gains have been in hospitality, government and administration. Mainstay industries of construction, education, health and community services have varied marginally over the same period.

Income and Affordability

Median incomes in South West Rocks are on average 10 to 17 percent higher than those of Kempsey Shire, as are housing rental costs, whilst median housing loan repayments are over 20 percent higher, indicating less affordable housing in South West Rocks than in Kempsey Shire. In 2006 the average family with a mortgage was most likely to be under mortgage stress, with 32% of their family income required to make housing loan repayments.

Vehicles

In 2006, just over 8% of households had no vehicles, whilst a slightly higher proportion of workers than those in Kempsey Shire walked to work or worked from home.

South West Rocks is serviced by a public primary school, multiple sporting, recreational and social facilities (including taverns, restaurants and clubs), churches, a Police Station, Post Office, NSW Waterway and National Parks services, and a Community Health Centre. Significant retail and industrial business precincts are also located within the town.

What do the community love about living in South West Rocks?

- The flat topography allows residents to walk to many service areas.
- The friendly community.
- It is quiet, safe, peaceful and relaxed.
- The beach and sporting facilities.
- A great holiday place for family to visit.
- Village atmosphere.
- The local heritage and environment.
- The climate.
- It is animal and pet friendly.
- No traffic lights or fast food outlets.

What are the challenges for South West Rocks?

- Lack of community networking.
- State government controlling decision making for South West Rocks community.
- Trail bike riders.
- Beach restoration resulting in an inability to use the dune areas.
- Lack of a community hall and Police support.
- Lack of Council clean ups; medical and dental services; transport services and coordination; pedestrian crossings; and street lighting
- Anti-social behaviour.
- No high school.
- Hazard reduction burning.
- Lack of planning for development in the area which leads to a rush for over and ugly development.

What changes have been seen in South West Rocks in the last few years?

- Problems with mail delivery.
- More younger and single parent families.
- Professional and recreational fisherman driving along the beaches.
- State government having more of an influence.
- Young people not respecting authority.
- Increase in road side advertising.
- Increase in the use of cycle ways and paths.
- Introduction of cabins (caravan parks).

Community Visions for South West Rocks

The community workshop and feedback sessions held in South West Rocks 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.

"Quiet, clean and peaceful"

"Country living"

"Safe"

"Environmentally friendly"

"Quiet, clean beaches"

"Better public transport"

"Development at a reasonable pace"

Community suggestions to be considered

Community Visions	Community suggestions to be considered
Aged care and services	<ul style="list-style-type: none"> • Land allocated for an aged care village • Council, Uniting Care or Lions Club to establish an aged care facility
Green planning	<ul style="list-style-type: none"> • Accept a limit on future development • Community input into residential land release strategy • Community consultation
Medical services	<ul style="list-style-type: none"> • Comprehensive medical centre with 24 hr care • Affordable dental care • A small community hospital (possibly including Emergency Department)

Community Visions	Community suggestions to be considered
Public transport	<ul style="list-style-type: none"> • Undertake a needs analysis for the community • Small buses with 3 round trips to Kempsey per day, plus a bus service operating within South West Rocks – Linking buses with trains and coaches • Promotion and advocacy for more community transport for South West Rocks • Investigate transport options from South West Rocks to Kempsey
Youth	<ul style="list-style-type: none"> • Another skate park • Coordinated social activities • Parental responsibility • Interaction with other (older) community members • Activities to engender youth pride and ownership in their community
Planning	<ul style="list-style-type: none"> • Improved advertising of development proposals to allow community input • Local (South West Rocks) body to monitor development applications • Master plan for South West Rocks incorporating Saltwater and its impacts • Approval process of development applications to be more transparent • Planning for environmental corridors through residential areas • Provision of caravan, boating and additional car parking in or close to CBD area • Retention of heritage buildings
Local government consultation	<ul style="list-style-type: none"> • South West Rocks Council part time office • Development of community engagement / information exchange strategy between Council and the community

Community Visions	Community suggestions to be considered
Community services and facilities	<ul style="list-style-type: none"> • More action and less talk • Shopping centre expansion possible suggestions include twin cinema, retail choices, fast food and nightclub • Budget for more cycleways that link dangerous roads, for example Arakoon Road • Involve private enterprise • Affordable green housing – Council to liaise with community housing • Council office and library included in a multipurpose centre for Government organisations • A permanent home for the Croquet Club • Provision of sporting fields as part of new rezoned land • Playgrounds in residential areas • Upgrade South West Rocks Road from South West Rocks to Kempsey • Provision of a system to permit dog owners to collect and dispose of faeces in public areas • Increased patrol of parking by rangers
Law and order	<ul style="list-style-type: none"> • 24 hr Police rostering for weekends, public holidays and school holidays • More arrests and charges laid instead of just moving teenagers on • Dedicated Police officers who will carry out their duties including increased visibility of Police • Unmarked Police vehicles • Holding cells in South West Rocks for parents to pick up kids • Undercover Police to charge offenders • Anti-social behaviour and underage drinking program to be implemented quickly
Economic Development	<ul style="list-style-type: none"> • More business development in South West Rocks

Community Visions	Community suggestions to be considered
Infrastructure	<ul style="list-style-type: none"> • More footpaths / cycleways • Increased street lighting • Community technology centre • Youth entertainment facilities • Senior entertainment facilities / centre • High school • Stormwater Management Plan • Provision of pedestrian crossing on Gregory Street • Footbridge across front creek near the Country Club • More bubblers and public drinking facilities • Enhance both boat launching facilities and parking areas around the existing Mattys Flat ramp area • Back Creek improvements including dredging of creek and cycleway
Local improvements	<ul style="list-style-type: none"> • Toilets and picnic table at Brighton Park • Gaol area to be cleaned up, grass areas to remain so as to keep with heritage of the facility • Bright lights on the headland and Brighton Park to deter vandalism • Flushing channel connected from the river to the back creek to keep it free from siltation • Update sewerage disposal and cleaning system • Clearing up of dead scrub along Phillip Drive onto beach • Salt Water Creek watertable needs to be investigated prior to new development • Speed limits

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 for 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 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
Aged care and services	Land allocated for an aged care village	Medium	Collaboration with the community	Council to determine priority and funding Commenced: 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.
	Council, Uniting Care or Lions Club to establish an aged care facility	Medium	Advocacy / Direct involvement	Background Information: South West Rocks Aged Care Inc enquired with Council on the availability of land for a second Aged Care facility. At this stage Council has not set aside specific land for this purpose Recommendation:

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
				Council to determine priority and funding
Green planning	Accept a limit on future development	High	Collaboration with the community	Commenced: 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.
	Community input into residential (reserve) land release strategy	Medium	Advocacy / Collaboration with the community	Commenced: 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.
	Community consultation	Medium	Direct Involvement	Commenced: Council's Community Engagement Framework ensures that community engagement is undertaken at all communities on an ongoing basis
Medical services	Comprehensive medical centre with 24 hr care	High	Advocacy	Background Information: The Rocks Fair Medical Practice and Tristar Medical Service have partnered together to provide 24 hour Doctor access on an alternative week basis. The first consultation round to occur

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
				Oct/Nov 10. Council to determine priority and funding
	Affordable dental care	Medium	Advocacy	Council to determine priority and funding
	A small community hospital possibly including Emergency Department	Low	Advocacy	Council to determine priority and funding
Public transport	Undertake a needs analysis for the community	Low	Collaboration with the community	Commenced: Council's Community Engagement Framework ensures that community engagement is undertaken to all communities on an ongoing basis. This will effectively be the needs analysis.
	Small buses with 3 round trips to Kempsey per day, plus a bus service operating within South West Rocks – Linking buses with trains and coaches	High	Collaboration with the community	Council to determine priority and funding
	Promotion and advocacy for more community transport for South West Rocks	High	Advocacy	Council to determine priority and funding
	Investigate transport options from South West Rocks to Kempsey	Low	Collaboration with the community	Council to determine priority and funding
Youth	Another skate park	Low	Advocacy	Background Information: A skate park already exists at South West Rocks adjacent to the country club. Council has also received further correspondence requesting that the skate park be upgraded due to the overcrowding that is

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
				occurring at this small facility Recommendation: Council to determine priority and funding
	Coordinated social activities	Low	Advocacy	Council to determine priority and funding
	Parental responsibility	Medium	Advocacy	Council to determine priority and funding
	Interaction with other (older) community members	Low	Collaboration with the community	Commenced: Council's Community Engagement Framework ensures that community engagement is undertaken to all communities on an ongoing basis.
	Activities to engender youth pride and ownership in their community	Medium	Advocacy	Commenced: The Youth Advisory Council has commenced the Youth Active Movement. This movements looks at the staging of activities within the community to engender community participation.
Planning	Improved advertising of development proposals to allow community input	Medium	Collaboration with the community	Background Information: Council's Policy CPOL-57 – Public Notification Policy outlines the levels of advertising for Development Applications. Council to determine priority and funding
	Local (South West Rocks) body to monitor development applications	Medium	Advocacy / Collaboration with the community	Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Master plan for South West Rocks incorporating Saltwater and its impacts	High	Direct Involvement	Council to determine priority and funding
	Planning for environmental corridors through residential areas	Low	Direct Involvement	Council to determine priority and funding
	Provision of caravan, boating and additional car parking in or close to CBD area	High	Direct Involvement	Council to determine priority and funding
	Retention of heritage buildings	Medium	Collaboration with the community	Council to determine priority and funding
Local government consultation	South West Rocks Council part time office	Medium	Direct Involvement	Council to determine priority and funding
	Development of community engagement / information exchange strategy between Council and the community	High	Direct Involvement / Collaboration with the community	Commenced: Council's Community Engagement Framework ensures that community engagement is undertaken at all communities on an ongoing basis. First round consultation Oct/Nov 10.
Community Services and facilities	Shopping centre expansion (possible suggestions include cinema, retail choices, fast food and nightclub)	Low	Advocacy / Planning	Council to determine priority and funding
	Budget for more cycleways that link dangerous roads, for example Arakoon Road	Low	Direct Involvement	Council to determine priority and funding
	Affordable green housing – Council to liaise with community housing	Low	Collaboration with the community / Advocacy	Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Council office and library included in a multipurpose centre for Government organisations	Low	Direct Involvement	Background Information: The Section 94 Contribution Plan developed for South West Rocks has identified a multipurpose centre and upgrading of the library as future needs of the town Recommendation Council to determine priority and funding
	A permanent home for the Croquet Club	Low	Direct Involvement	Council to determine priority and funding
	Provision of sporting fields as part of new rezoned land	Medium	Direct Involvement	Council to determine priority and funding
	Playgrounds in residential areas	Low	Direct Involvement	Council to determine priority and funding
	Upgrade South West Rocks Road from South West Rocks to Kempsey	Low	Direct Involvement	Council to determine priority and funding
	Provision of a system to permit dog owners to collect and dispose of faeces in public areas	Medium	Direct Involvement	Council to determine priority and funding
	Increased patrol of parking by rangers	Medium	Direct Involvement	Council to determine priority and funding
Law and order	24 hr Police rostering for weekends, public holidays and school holidays	High	Advocacy	Commenced: Community Engagement on a number of occasions have made representations to the NSW Police Service for improved Police rostering

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	More arrests and charges laid instead of just moving teenagers on	Medium	Advocacy	Under Police guidelines, Police are instructed to "move residents on" as a preventative measure, unless in extreme cases.
	Dedicated Police officers who will carry out their duties including increased visibility of Police	Medium	Advocacy	Police have been instructed by the local area command Inspector to have high visibility in peak periods.
	Unmarked Police vehicles	Low	Advocacy	Unmarked Police cars are specifically dedicated for highway patrols.
	Holding cells in South West Rocks for parents to pick up kids	Low	Advocacy	There are no holding cells at South West Rocks. Under the Young Offenders Act, Police are unable to detain or hold minors. The Department of Juvenile Justice are able to detain young offenders.
	Undercover Police to charge offenders	Medium	Advocacy	Community Engagement to advise NSW Police Service of request received as part of their regular meetings on this item
	Anti-social behaviour and underage drinking program to be implemented quickly	High	Advocacy	NSW Police in conjunction with Council are now conducting the Your Choice program, this program targets underage drinking and attendance is for the parents and the underage person.
Economic Development	More business development in South West Rocks	Medium	Advocacy	Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
Infrastructure	More footpaths / cycleways	Medium	Direct Involvement	Council to determine priority and funding
	Increased Street lighting	Medium	Direct Involvement	Council to determine priority and funding
	Community technology centre	Low	Advocacy	Council to determine priority and funding
	Youth entertainment facilities	Medium	Advocacy	Council to determine priority and funding
	Seniors entertainment facilities / centre	Medium	Advocacy	Background Information: The Mayor has previously written to the Department of Land and Property requesting the allocation of Crown land to meet this need Council to determine priority and funding
	High school	Medium	Advocacy	Background Information: From 1995-1997 investigations were made into the identification of land to be set aside for the development of a high school at South West Rocks. Demographic analysis was also carried out to determine if it was permissible. Since then additional high schools have been established at the Macleay Vocational College and Kempsey Adventist School Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Stormwater Management Plan	Medium	Direct Involvement	Council to determine priority and funding
	Provision of pedestrian crossing on Gregory Street	Low	Direct Involvement	Background Information: A pedestrian crossing already exists in Gregory Street opposite the primary school Council to determine priority and funding
	Footbridge across front creek near the Country Club	Low	Direct Involvement / Collaboration with the community	Background Information: A new footbridge has been completed further up across front creek from the Country Club Council to determine priority and funding
	More bubblers and public drinking facilities	Low	Direct Involvement	Council to determine priority and funding
	Enhance both boat launching facilities and parking areas around the existing Mattys Flat ramp area	High	Direct Involvement / Collaboration with the community	Commenced: Council has prepared a plan concerning the upgrading of the Matty's Flat Boat ramp area. Upgrading will be undertaken in accordance with budget allocation and grant funding
	Back Creek improvements including dredging of creek and cycleway	Low	Direct Involvement / Collaboration with the community	Council to determine priority and funding

Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
Local improvements	Toilets and picnic table at Brighton Park	Low	Direct Involvement	Background Information: Toilet Block and picnic tables have been included in the Horseshoe Bay Plan of Management. It was planned to fund the building in 2010/2011 utilising loan funds however was subsequently withdrawn from the budget due to restrictions in loan funds for capital works. Recommendation Council to determine priority and funding
	Gaol area to be cleaned up	Low	Direct Involvement	Council to determine priority and funding
	Bright lights on the headland and Brighton Park to deter vandalism	Low	Direct Involvement	Background Information: The headland and Brighton Park are known handouts for youth in the consumption of alcohol in public spaces. From a CPTED perspective no guarantee can be given that by lighting the area it will deter vandalism or activities Recommendation: Council to determine priority and funding
	Flushing channel connected from the river to the back creek to keep it free from siltation	Low	Direct Involvement	Council to determine priority and funding
	Update sewerage disposal and	Low	Direct Involvement	Completed Council had commissioned a new sewerage

	cleaning system			treatment plan for South West Rocks. This has been completed.
Community Vision	Community suggested actions to be considered	Priority	Council Role	Progress as at 15 October 2010
	Clearing up of dead scrub along Phillip Drive onto beach	Low	Direct Involvement	Council to determine priority and funding
	Lower speed limits	Medium	Direct Involvement / Collaboration with the community	Council to determine priority and funding
	Speed humps at Back Creek area – Buchanan Drive	Low	Direct Involvement	Council to determine priority and funding
	Salt Water Creek watertable needs to be investigated prior to new development.	Low	Collaboration with the community	Council to determine priority and funding