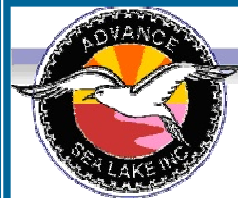




*Amended March 2011*



ADVANCE SEA LAKE INC



A Victorian Government initiative



*Green Lake at Sunset Muller Paddy Weekend 2009*

## Sea Lake Community Plan

2010-2014

*Thank you  
to all those  
who contributed to  
the development of  
this Community Plan*

*by participating in community forums  
contributing ideas  
assisting in the compilation of this booklet  
and  
continuing to be active in  
making Sea Lake a great place to live!*

**Key Stakeholders:**

- ♦ Local Residents
- ♦ Landcare
- ♦ Green Lake Committee
- ♦ Stars Festival Committee
- ♦ Advance Sea Lake Inc.
- ♦ Business Network



***Envisaged Community Benefits:***

*Through implementation of these projects we envisage a community that has taken ownership and responsibility of its local environment, and has pride in the many natural wonders surrounding Sea Lake. We will also be a community that acknowledges and is proactive in finding solutions for helping ease our part in larger, global environmental issues.*

## Focus Area Five: Caring for Our Environment

### Project Overview:

Sea Lake has a diverse but fragile environment in its close proximity, especially Lake Tyrrell and Green Lake. We are also impacted by bigger, global environmental issues. Our goal is to establish projects that will make Sea Lake and district a more ecologically sustainable and environmentally aware town into the future.

### Specific Project Objectives:

- ◆ Continued support of Landcare projects, including revegetation, control of pests and weeds, and continued education of locals in caring for their land
- ◆ Support of Green Lake Committee's projects aimed at improving the natural environment, increasing public awareness of the natural flora and fauna in the area and maintaining water in Green Lake
- ◆ Support of the Stars Festival, with specific focus on community understanding of the natural flora and fauna and history of Lake Tyrrell
- ◆ Investigating options for attracting renewable energy resources to the local community and other options for reducing our communities' 'ecological footprint'
- ◆ Support of the Tidy Towns project and creating a sense of community pride in the visual appeal of our town
- ◆ 3 years plastic bag free
- ◆ Nature trails – Green Lake
- ◆ Harvesting storm water

## The Community Planning Process— Sea Lake's Experience

The Sea Lake Community Plan has been developed as part of the Victorian Government's Community Building Initiative, and has been supported through the Buloke Shire Council.

The community first came together on 17<sup>th</sup> March, 2008 as part of a Community Opportunity Workshop, facilitated by Gaynor Doreian from the Buloke Shire Council. Twenty-five community members were present, representing a wide range of demographic and community interest groups. After the completion of a SWOT analysis, key themes and goals were identified as part of a preliminary report.

The Preliminary Report from the COW was then distributed through the community and all residents were invited to attend a further planning meeting to fine tune what we felt were our goals and vision for the next five years. This allowed further input from a wider range of community groups than were present at the initial COW.

The completed Community Plan was launched at the Annual General Meeting of Advance Sea Lake Inc. on September 14, 2009. The plan will give the Sea Lake community a clear vision and goals for the next 5 years and is intended to be a dynamic document.



## Sea Lake...

Sea Lake is a town in the Mallee district of north-west Victoria, Australia and is situated on the southern shores of Lake Tyrrell. The town is located on the Calder Highway, 351 kilometres north-west of Melbourne, and 70 kilometres west of Swan Hill. Sea Lake is in the heart of Australia's "wheat belt", and is the main township for a number of grain and mixed farms in the region. At the 2006 census, Sea Lake had a population of 634.

The site upon which Sea Lake is situated was discovered in 1838. Tyrrell Downs station was established by W.E. Stanbridge in 1847. Sea Lake has magnificent clear skies and Stanbridge is also notable for recording the astronomical traditions of the Boorong clan of the Wergaia speaking people.

Lake Tyrrell is the largest salt lake in Victoria, covering approximately 1210 square metres. Much of the time, Lake Tyrrell is dry, however, the lake is occasionally fed by Tyrrell Creek. There is a salt extraction plant located on the shores of the lake.

Sea Lake is known for its annual off-road race, the Mallee Rally, held around the shores of Lake Tyrrell each Queen's Birthday weekend in June. The local football and netball club, the Sea Lake-Nandaly Tigers, is part of the Mallee Football League.

Nearby Green Lake, is an important recreational facility in the area.



## Key Stakeholders

- ♦ Local Residents
- ♦ Neighbourhood House
- ♦ Men's Shed Steering Committee
- ♦ Youth Council, with the support of Buloke Shire Council and Tyrrell College
- ♦ Recreational and Sporting Clubs
- ♦ Children's Services, including Pre-School COM, Mallee Minors Childcare, Sea Lake Playgroup, Sea Lake Toy Library and Buloke Shire Council
- ♦ Buloke Shire Council
- ♦ Advance Sea Lake Inc



## *Envisaged Community Benefits:*

*A healthy community is one in which all members feel connected with each other. If there are many opportunities for the community to gather together and feel comfortable in developing their interests, lobbying for issues relevant to them, and accessing educational opportunities, there will be strong, positive outcomes—socially, mentally and health-wise—for our community.*



## Focus Area Four: Strengthening and Growing the Community

### Project Overview:

To be a community that offers more than just essential services, but provides its residents with a sense of social connectedness through a range of additional services.

### Specific Project Objectives:

- ◆ Creation of a Men's Shed
- ◆ Continued support of a Youth Council, encouraging them to provide different events/act and lobbying for issues that affect them
- ◆ Support of services that provide support and social connectedness for those over 65 years of age, including Senior Citizens, Meals on Wheels, recreational options—Bowls Club, Bingo, Nicky's classes for seniors, PAG, Sing Australia
- ◆ Continued development of Children's Services, including 15 hours of Pre-school, two days of Childcare, Playgroup, Maternal and Child Health Services, Toy Library
- ◆ Encouragement for programs with a focus on social connectedness to be run through Neighbourhood House
- ◆ Upgrading of sporting facilities to encourage more use—Master Plan for Community Centre, gymnasium
- ◆ Provision of an information hub about community groups at the Buloke Shire Office in Sea Lake
- ◆ Provision of quality, affordable housing through the support of the Housing Project
- ◆ Community celebrations
- ◆ Bendigo Bank
- ◆ Building projects – across schools
- ◆ Cup Day Luncheon
- ◆ Marquee for town use
- ◆ Historical Preservation and Conservation—including preservation of film and other historical records, oral history

## A demographic snapshot

Data gathered from the 2006 Census shows the following

- ◆ Population of 634
- ◆ Median age of 44 (youngest of the Buloke Shires five major towns)
- ◆ 7.3% of the population is aged 0-4 years of age
- ◆ 6.2 % of the population is aged 15-19 years of age
- ◆ 3.8% of the population is aged 20-24 years of age
- ◆ 27% of the population is aged over 65 years of age
- ◆ 16% of people live alone
- ◆ The median individual weekly income was \$315
- ◆ The median household weekly income was \$568
- ◆ 0.8% of the population identified themselves as being of Aboriginal or Torres Strait descent



## Community Assets

At the initial COW participants were asked to list community assets in Sea Lake and the surrounding district. Assets were broadly defined as including buildings, community events, people, services, emotional attachments, businesses and natural features. This was reviewed and added to at the follow up community meeting.

The following list reflects the vitality that currently exists in Sea Lake and the importance that the community places on liveability and the sense of identity we have with our natural environment.



### Key Stakeholders:

- ♦ Local Residents
- ♦ Green Lake Committee
- ♦ Lions Club
- ♦ Business Network
- ♦ Advance Sea Lake Inc
- ♦ Stars Festival Committee
- ♦ Local Businesses
- ♦ Sea Lake Off Road Club
- ♦ Recreation Reserve Committee
- ♦ Beautification Committee
- ♦ Buloke Shire Council



### Envisaged Community Benefits:

*A healthy tourism sector benefits the community through outside money supporting local businesses. Promotion of Sea Lake as a great place to visit also encourages people to consider it as a great place to live.*

*It is also important that locals appreciate the many natural wonders in and around Sea Lake as this encourages a positive outlook on the way they view their town.'*

## Focus Area Three: Tourism

### Project Overview:

To develop our natural assets to create an energetic tourism industry and events program, with the goal of encouraging visitor numbers to Sea Lake and District.

### Specific Project Objectives:

- ◆ Support and work with the Lions Club and Green Lake committees in their endeavours to improve the Green Lake campsite, including a new toilet block, cladding on the cabins, paving, development of a fitness track with gym equipment and revegetation projects
- ◆ Continued support of the Mallee Rally, especially the Friday night family night and SLORC's application to make the Mallee Rally a national event
- ◆ Stars Festival, to be held every second year in October
- ◆ Support of local tourism enterprises, such as Blue Finch Mallee Tours, local accommodation options (motels, pubs, caravan parks)
- ◆ Traveller's Rest Project which will encourage travellers to stop and rest on their journey in Sea Lake
- ◆ Continued involvement with the Buloke Shire Tourism Committee
- ◆ Scenic drive
- ◆ Streetscape—mural
- ◆ Railway Station

- |  |  |
|--|--|
| ◇ Airstrip                                 | ◇ Tidy Town finalists "Community Pride category" - vibrant main street |
| ◇ Apex Park                                | ◇ Babies (baby boom)   |
| ◇ 3 Bank agencies                          | ◇ Community spirit   |
| ◇ Best Street Park area                    | ◇ Community volunteers   |
| ◇ Caravan Parks/Camping Facilities         | ◇ Friendly people  |
| ◇ Carinya                                  | ◇ Low crime rate   |
| ◇ Cemetery                                 | ◇ School Retention Rate  |
| ◇ Children's Centre                        | ◇ Young families   |
| ◇ Churches                                 | ◇  |
| ◇ Community Centre                         | ◇ Ambulance  |
| ◇ Council Office                           | ◇ AWB grain storage facility   |
| ◇ Court House                              | ◇ Broad range of local businesses                                      |
| ◇ Green Lake holiday cabins                | ◇ Business network (Chamber of Commerce)                               |
| ◇ Highway                                  | ◇ CFA  |
| ◇ Historic buildings                       | ◇ Cheetham Salt  |
| ◇ Hospital                                 | ◇ Doctor   |
| ◇ 2 Hotels                                 | ◇ Visiting services  |
| ◇ Industrial Estate                        |  |
| ◇ Kaleesa                                  | ◇ Advance Sea Lake Inc.  |
| ◇ Lake Tyrrell Viewing Platform            | ◇ Bowling Club   |
| ◇ Memorial Hall                            | ◇ Cricket Club   |
| ◇ Memorial Wall                            | ◇ Croquet Club   |
| ◇ Motel                                    | ◇ Enthusiastic and active women's groups                               |
| ◇ Neighbourhood House                      | ◇ Football Club  |
| ◇ Netball Courts                           | ◇ Golf Club  |
| ◇ Police Station                           | ◇ Lions Club   |
| ◇ Public Toilets                           | ◇ Petanque Club  |
| ◇ Public transport                         | ◇ Pigeon Club  |
| ◇ Railway line                             | ◇ Quilting and Craft Club  |
| ◇ 2 Schools—P-12 education                 | ◇ RSL  |
| ◇ Swimming Pool                            | ◇ Sea Lake Off Road Club (Mallee Rally)                                |
| ◇ Tennis Courts                            | ◇ Senior Citizens Club   |
| ◇ Thunder Alley                            | ◇ Squash Club  |
|  |  |
| ◇ Art Show                                 | ◇ Bird life  |
| ◇ Best Street Christmas Party              | ◇ Good climate   |
| ◇ Market Days                              | ◇ Green Lake   |
| ◇ NUTS (Night Under The Stars) Celebration | ◇ Night sky  |
| ◇ Oral History collection                  | ◇ Salt Lake—Lake Tyrrell   |
|  | ◇ Wimmera Mallee Pipeline  |
| ◇ 'No till' farming practices              |  |

## What Makes Things Happen

The initial COW identified the following as things that assist our community in achieving their goals:

- ◇ Advertising
- ◇ Broad skills of community members
- ◇ Business-like attitude
- ◇ Communication
- ◇ Community groups
- ◇ Community has some good money finders
- ◇ Community motivation to get things done
- ◇ Community spirit
- ◇ Culture of self help
- ◇ Enthusiasm
- ◇ Existing facilities and infrastructure are a strong positive force
- ◇ Family and friends networks
- ◇ Guidance and access to grants
- ◇ Great schools
- ◇ Local sponsors
- ◇ Mix of age groups involved in volunteer activities
- ◇ Money (in good seasons)
- ◇ Passion
- ◇ People generous with time
- ◇ People want to help
- ◇ People will volunteer if support is available
- ◇ Positive attitudes
- ◇ Rain
- ◇ Relationship with the Shire
- ◇ School involvement in community
- ◇ Strong sporting clubs
- ◇ Taxi—transport
- ◇ Town's leadership model – sharing the load and succession planning
- ◇ Vision
- ◇ We have risk takers
- ◇ Working bees

## Key Stakeholders:

- ◆ Local Residents
- ◆ Business Network
- ◆ Buloke Shire Council
- ◆ Sea Lake Businesses
- ◆ Advance Sea Lake
- ◆ Bendigo Bank Steering Committee
- ◆ Sea Lake Off Road Club
- ◆ Stars Festival Committee
- ◆ NUTS Committee
- ◆ Green Lake Committee
- ◆ Grain receival and storage ports (co-ops)
- ◆ Fuel outlet - Baileys (diesel)



## Envisaged Community Benefits:

*A vibrant business community drives many positive outcomes for our local community. Profitable businesses create a pleasant streetscape, which encourages people to stop and visit Sea Lake, spending more money locally, but it also adds to the positive view that local residents have about their own town, which encourages them to shop locally.*

*Profitable businesses are also able to support other community groups through sponsorship and donations, allowing those groups to grow and offer more to the community.*



## Focus Area Two: Stimulating our Local Economy

### Project Overview:

To stimulate our local economy through the consolidation and expansion of existing businesses, the establishment of new businesses and industries, and the continued redevelopment and revitalisation of the main business precinct.

### Specific Project Objectives:

- ◆ Support of the Business Network in their alliance with Hobson's Bay Newport Traders Association
- ◆ Horace Street Project and continued involvement with Tidy Towns Australia
- ◆ Country Markets held bi-annually
- ◆ A dedicated plan to promote Sea Lake through different media, including internet, print media, radio and other media
- ◆ Establishment of a Bendigo Bank Community Bank
- ◆ Continue to improve signage into and within Sea Lake
- ◆ Continued communication between the Business Network and various community celebrations/events including the Mallee Rally, Stars Festival Committee, NUTS and Green Lake Committee
- ◆ "Shop Locally" promotions to encourage people to shop in town
- ◆ Linking all Sea Lake businesses to the Sea Lake Website



## What Stops Things Happening

There is a clear view that it is people and people power that makes things happen in Sea Lake—this is something that we take great pride in as a community.

The community also identified factors that “slow things down” in Sea Lake. These are summarised below:

- ◇ A lot of good ideas until someone is needed to get them off the ground
- ◇ Both parents work
- ◇ Complacency
- ◇ Distance/isolation
- ◇ Lack of a local councillor
- ◇ Lack of experience and confidence
- ◇ Lack of knowledge of processes
- ◇ Lack of interest by locals
- ◇ Lack of skilled community members – community education required
- ◇ Lack of time
- ◇ Limited public transport
- ◇ Need for public recognition
- ◇ Negativity
- ◇ No money
- ◇ People/groups have different agendas
- ◇ People not supporting local businesses
- ◇ Small population
- ◇ Water
- ◇ Weather
- ◇ Young people leaving the town

## Current Projects Underway

There are many projects currently underway in Sea Lake, which include:

- ◇ Anglers Club
- ◇ Art Show
- ◇ Bendigo Bank Community Bank
- ◇ Blue Finch Mallee tours
- ◇ Cactus garden – tourism
- ◇ Cemetery- Upgrade to toilets, gazebo and memorial wall, and safer entrance
- ◇ Expansion of Cheetham Salt operations at Lake Tyrell
- ◇ Green Lake – caravan park upgrade
- ◇ Hobson's Bay Alliance with Newport
- ◇ Housing strategy
- ◇ Information boards
- ◇ Junior Landcare gardens with St. Mary's and Tyrrell College
- ◇ LandCare storage facility
- ◇ Mallee Rally- including Friday night entertainment
- ◇ Men's Shed
- ◇ NUTS
- ◇ Opportunity Shop
- ◇ Preparation of strategic plan for the Community Centre
- ◇ Retention of Health Service- Vision 2017- seeing a combining of the health and community services.
- ◇ Re-vamp of holiday cabins at Green lake, new toilet block and paving

## Key Stake Holders:

- ◆ Local residents
- ◆ Sea Lake and District Health Services
- ◆ Community Centre Committee
- ◆ Sporting organisations
- ◆ Tyrrell College
- ◆ St. Mary's
- ◆ Sea Lake Pre-School
- ◆ Mallee Minors Childcare
- ◆ Sea Lake Housing Sub-Committee (Advance Sea Lake Inc)
- ◆ Advance Sea Lake Inc
- ◆ Youth

## *Envisaged Community Benefits:*

*Sea Lake will be a town where residents do not have to travel to access essential services. The essential services in the town will be attractive to people looking to move to the area, thus increasing our populations.*

*Better health, educational and recreational facilities will lead to a healthier community, with a greater sense of social connectedness.*

*It will be easier to attract professionals (eg doctors, teachers and tradespeople) to our town if we are able to provide housing of a certain standard, for both a short term (rental) or long term (buying) option.*

## Focus Area 1:

### Maintaining and Growing Essential Services

#### Project Overview:

To maintain and grow the essential services that meets the needs of Sea Lake's current population and attract new residents to our town.

#### Specific Projects and Objectives:

- ◆ Implementation of the Health Services 'Vision 2012'
- ◆ Completion and implementation of the Community Centre strategic plan
- ◆ Maintaining and improving sporting grounds in the district including Community Centre oval, bowling green, lawn tennis courts and swimming pool change rooms
- ◆ Implementation of new Children's Services Framework across all user groups at the Children's Centre
- ◆ Supporting Tyrrell College and St. Mary's in access to grants towards capital improvements and implementation of educational programs
- ◆ Improve the maintenance of current housing stock
- ◆ Develop new housing stock with the goal of attracting more professionals to our town
- ◆ Blood Bank bus



- ◇ Sea Lake Toy Library
- ◇ Sea Lake walking track and wetlands project
- ◇ 'Seasons for Growth' at St Mary's
- ◇ Southern Mallee Transport Connections Program
- ◇ Stars Festival, including Lake Tyrrell scenic drive
- ◇ St Mary's multi purpose hall, admin extended
- ◇ Swimming Club—Sea Lake Tiger Sharks Swim Club
- ◇ Tidy Towns participation
- ◇ Township Signage on Calder Highway
- ◇ Travellers Rest Project
- ◇ Tyrrell College – new primary wing
- ◇ Upgrades to the Community Complex, including a new kitchen



**The community was also asked to identify future goals and priorities for the community. Using these, and the list of current projects, the following community plan has been developed.**

***Focus Area 1:***  
Maintaining and Growing Essential Services

***Focus Area Two:***  
Stimulating our Local Economy

***Focus Area Three:***  
Tourism

***Focus Area Four:***  
Strengthening and Growing the Community

***Focus Area Five:***  
Caring for Our Environment