

Sea Lake Community Plan 2014

Photos

Summary profile area

Sea Lake, 2011

Sea Lake

Sea Lake is the most northerly of the five largest communities in the Buloke Shire. It is situated 350km North West of Melbourne, 80km North of Wycheproof on the Calder Highway and 70 Km west of Swan Hill.



The Sea Lake area was once populated by the Wergaia speaking Boorong Clan. They used the clear night skies in the area to guide them and many stories have been handed down through their generations. Tyrrell Downs Station was established in 1847, and the town developed after that.

The economy is based on broadacre agriculture with grains and oilseeds being the main food grown with the majority of it exported via Portland, Melbourne or Geelong.

From the 2011 census, Sea Lake has a population of 612 people, with 52.1% female and 47.8% male. 148 people are under 25, there are 77 25 to 35 year olds, with the remaining 387 aged over 35. there are 111 school aged children.

The majority of the 341 households are single person dwellings or couples without children.

Sea Lake has zero unemployment, although there are over 250 people not classed as being in the labour force.

Over 60% of the households in Sea Lake are in the Lower middle income bracket (ie less than \$1249.

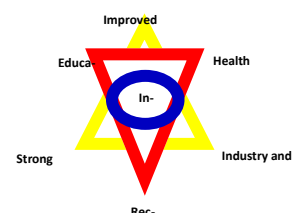
In 2011, 109 people had a broadband internet connection, with 132 having no connection.

0.5% of the population identifies as indigenous. 8% are overseas born and 4.1% speak a language other than English at home.

Close to the town is Lake Tyrrell, the largest salt lake in Victoria, covering approximately 1210m². Lake Tyrrell is usually dry, but is occasionally fed by the Tyrrell Creek, a tributary of the Avoca River. A salt extraction plant has been located on the shore of the lake for many years.

An off road race is held annually around the shore of the salt lake. The Sea lake Mallee Rally hosts upwards of 500 people every Queens Birthday weekend in June in this prestigious event in the Off Road calendar.

Green Lake is a fresh water lake situated about 10km from the town. When it has water in it, it is a haven for campers, bird watchers and walkers. Cabins at the Lake are maintained by the Sea Lake Lions Club with other facilities maintained by the Buloke Shire Council with support from all sectors for the Sea lake community. Green Lake has been identified as one of the community's most highly valued assets.



Sea Lake Community Assets

The community was asked to identify what assets it values the most. The assets are divided into a number of categories below.

Community buildings

Sea Lake Community Centre
Sea Lake Memorial Hall
Sea Lake Neighbourhood House
Sea Lake Airstrip
Sea Lake Hospital
Sea Lake Children's Centre
Churches
Buloke Shire Council Office
Sea Lake Court House
Police Station
Travellers Rest
Sea Lake Swimming Pool

Parks and Recreation Facilities

Best St Park
Apex Park
Green Lake and Holiday cabins
Sea Lake Caravan and Camping Park
Sea Lake Cemetery
Football, Netball, Tennis and Cricket facilities
Sea Lake Bowls Club
Sea Lake Golf Club
Sea Lake Squash Club

Economic Development

3 bank agencies
2 hotels
Industrial Estate
Thisdome Motel
Market Days
No Till Farming Practices
AWB Grain Storage Facility
Business Network
Cheetham Salt
Wimmera Mallee Pipeline
Sea Lake Op Shop
Sea Lake Community Bookshop
Sea Lake Shared Shop
Broad range of retail businesses

Tourism

Calder Highway
Lake Tyrrell Viewing Platform
Public Transport
Indigenous Flora and Fauna
Good Climate
Green Lake
Night Sky
Lake Tyrrell Salt Lake
Walking Track
RV Dump Point
Sea Lake website
Drinking Water

Sea Lake Events

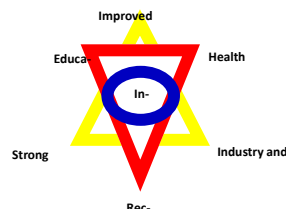
Sea Lake Mallee Rally
Sea Lake Deb Ball
Best St Christmas Party
Star Party
Quilt Show
Australia Day
ANZAC Service

Sea Lake Community Groups

CFA
Advance Sea Lake Inc
Sea Lake Lions Club
Sea Lake Quilters and Craft Group
Sea Lake RSL
Sea Lake Off Road Club
Sea Lake Senior Citizens
Sea Lake Mens Shed
Sea Lake sports clubs (various)

Services in Sea Lake

Tyrrell College (P12 School)
St Mary's Primary School
Ambulance
Doctor
Agronomic Advice for farmers



Community Planning in Sea Lake

The community of Sea Lake is used to determining its future and turning ideas into action.

As an isolated farming community, it has changed and developed sometimes reactively, but often in a more pro-active and thoughtful fashion.

As an example, in 2008, the Sea Lake community faced the prospect of losing its bush nursing hospital. The community launched a campaign to save the hospital and within days had rallied the support of over 800 people on social media, and thousands of others through family and business networks. At the last minute, the Government changed its mind and the hospital was saved. It was later amalgamated into the Mallee Track Health Service, and funding was sourced to develop its aged care facility.

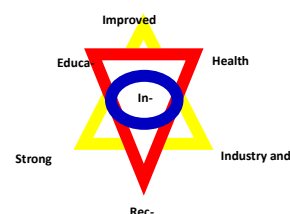
In 2010, after a Community Planning session, several projects were identified as having valuable economic, environmental and social benefits to Sea Lake. With support from local, state and federal Governments, the community completed a number of these projects such as:

- Sea Lake Travellers Rest
- Sea Lake Caravan and camping site upgrade
- New Sea Lake Swimming Pool change rooms and pool liner
- A new commercial grade kitchen in the Sea Lake Community Complex
- New carpet and kitchen in the Senior Citizens rooms
- The development of a master plan for the Community Complex and Green Lake
- Secured funding for building at the Sea Lake Hospital
- Establishment of a Men's Shed
- Establishment of a range of children's services including childcare, playgroup and toy library
- Market days in Sea Lake

Business Strengthening

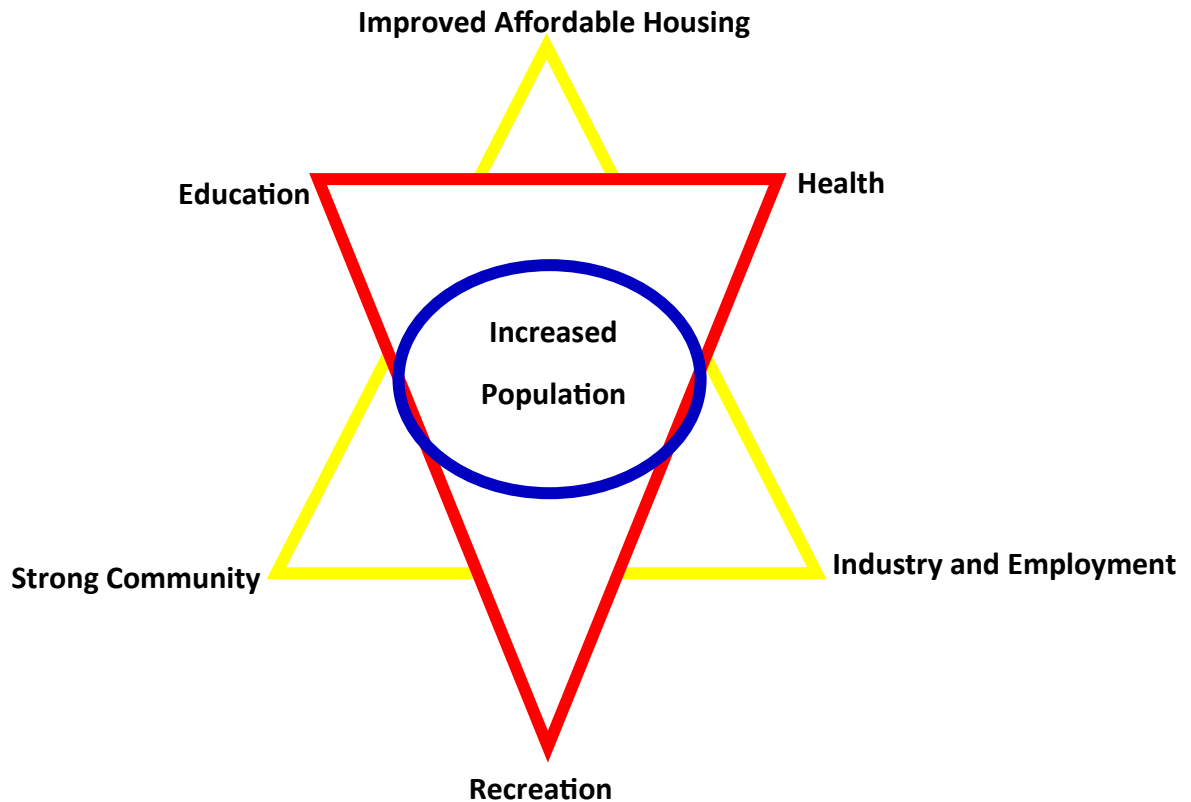
With agriculture as the main profession in the area, local farmers have adopted new farming practices to manage risks posed by drought, flood and pests, as well as reducing fuel consumption and building their soil profile. This has required investment by local farming businesses which supports the local agricultural related businesses such as machinery dealers and mechanics.

Many businesses have also participated in seminars and workshops about growing and developing their business, including financial management, marketing, planning and customer service.



Strategic Objectives

At the community planning session in 2014, the main concern of the community was about the population, specifically increasing the population and attracting young families to live and work in Sea Lake. The community felt that in order to do this, there were three important elements:



This discussion helped to shape the development of the strategic objectives for the community.

Strategic Priority 1: Diversify the Local Economy

Strategic Priority 2: Strengthen and Develop the Community

Strategic Priority 3: A Vibrant Tourism Industry

Each priority has a number of objectives which will provide a pathway for the local community to advocate for and develop projects that will help them to achieve their goals.



Strategic Priority 1

Diversify the Local Economy

Aim

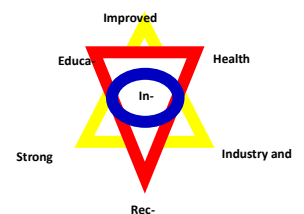
Build on the strengths of the local economy and diversify income streams to grow the population

Objectives

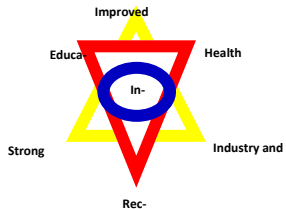
1. Actively seek opportunities to develop new businesses and strengthen existing partnerships with local businesses and community groups. By building and creating networks, the social cohesion of a community is strengthened. The networks allow relationships to develop, and provides an opportunity for sharing ideas and supporting each other.
2. Provide opportunities for local businesses to develop their skills and knowledge. Businesses in small towns cannot easily access skills development training, and are often unsure of what training they or their staff may need, apart from compliance training. Providing opportunities for a wider range of training at appropriate times and using innovative methods of delivery will support businesses to grow and develop.
3. Develop and implement a media campaign to promote Sea Lake to communities in other parts of the region. In order to bring people to the area, people need to know about the town and the community. By developing and implementing a strategic media campaign, Sea Lake can reach out to the local, regional and international communities to think about Sea Lake as a destination point. It will also stimulate interest in the businesses and opportunities in the area.
4. Investigate opportunities to grow the housing stock available in Sea Lake. This is a major issue for the local community, and requires the development of a plan to determine the feasibility, the needs and the availability of locations to be identified in the first instance.
5. Maintain and improve the streetscapes in Sea Lake especially Best St and the Calder Highway. This will make the town an attractive place to stop and rest for travellers and for people who are thinking about relocating.

Action Plan

An action plan for these objectives is outlined on Table 1



Objective	Action	Responsibility of	Timeline
Actively seek opportunities to develop new and strengthen existing partnerships with local businesses and community groups	Advance Sea Lake to host a Sea Lake community group summit annually. This can be used for reviewing the community plan, gathering ideas for adding to the plan and to share successes of each group with others in the area	Advance Sea Lake	At the Advance Sea Lake Annual General Meeting
	Advance Sea Lake to host a Sea Lake businesses summit biannually. This can also be used to review the community plan, and to develop an action plan for the business network for the following year. Appropriate Local, State and Federal Government Departments to be invited as speakers/listeners.	Advance Sea Lake and the Business Network	August/ September biannually
	Provide weekly updates on the Sea Lake website and on community noticeboards of opportunities to develop and establish businesses in Sea Lake	Advance Sea Lake and Business Network	Weekly on an ongoing basis
	Conduct feasibility and seek funding opportunities to develop a Sea Lake Community Solar Project	Advance Sea Lake	2015
	Investigate and initiate the feasibility of recycling, biomass energy and biodiesel projects	Advance Sea Lake Loddon Mallee Waste and Resource Recovery Group (LMWRRG) Buloke Shire Council	2016
Provide opportunities for local businesses to develop their skills and knowledge	Develop a skills development action plan with local businesses.	Advance Sea Lake and Business Network	Biannually
	Seek expertise to deliver training in an innovative and appropriate way (eg use of webinars, outside normal business hours, short courses etc) using local providers where possible	Advance Sea Lake and Business network in partnership with Local and State Government ACFE Regional Council	In line with annual plan
Develop and implement a media campaign to promote Sea Lake to communities in other parts of the region	Seek funding opportunity to develop and implement a marketing plan for Sea Lake	Advance Sea Lake	March 2015
	Access digital literacy training for community groups and businesses. This will allow the responsibility of the promotional campaign tasks to be shared	Advance Sea Lake Sea Lake Neighbourhood House	Throughout 2015
	Access creative writing workshop for community groups and businesses to develop skills in promoting their activities and events locally and in the wider region. Use of a local provider where possible	Advance Sea Lake Sea Lake Neighbourhood House Local and State Government	Throughout 2015
Investigate opportunities to grow the housing stock available in Sea Lake	Develop a feasibility study for the establishment of housing stock in Sea Lake. The study should include: Locations available Type of housing required Affordability	Advance Sea Lake Local and State Government	2015/16
	Create a property database to assist potential buyers and sellers to connect	Advance Sea Lake	2015
Maintain and improve the streetscapes in Sea Lake especially Best St and the Calder Highway	Identify improvements required in Best St. Work with appropriate council staff and councillors to ensure the improvements are made either through works requests or funded projects.	Advance Sea Lake	Ongoing
	Develop projects with schools and other community organisations or businesses to improve the streetscapes through projects and/or the development of a social enterprise for the community	Advance Sea Lake Tyrrell College St Mary's Primary School	Ongoing



Strategic Priority 2

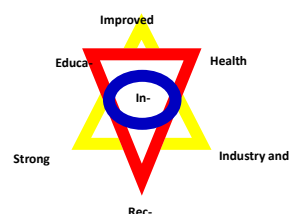
Strengthen and Develop the Community

Aim

A socially cohesive, well connected and healthy community

Objectives

1. Provide a range of sport and recreational activities in the Sea Lake area for all age groups in the community. This will contribute to the social connectedness of people within the community and with other communities. It will also be an attraction for some of the people who visit or move to the area. The health and well being of communities is improved if they exercise regularly, and have opportunities for social activities.
2. Advocate for improved health and well being of the local community
3. Provide information about Sea Lake and wide ranging support for visitors and locals from a vibrant community hub. By providing a place in the community that residents and visitors can visit to obtain information, training, and access to a variety of services, the community and business sector will be strengthened and will provide a focal point for the community.
4. Support the provision of a range of services and programs to residents and newcomers that encourage people to choose Sea Lake as a community of choice



Objective	Action	Responsibility of	Timeline
Provide a range of sport and recreational activities in the Sea Lake area for all age groups in the community	Implement the priorities in the Sea Lake Community Complex Master Plan. In 2015, the priority is the Redevelopment of the netball and tennis courts	Sea Lake Community Centre Buloke Shire Council	2015 and annually
	Strengthen the Sea Lake Swimming Pool committee and develop a program of events for each swimming season	Advance Sea Lake Buloke Shire Council	Annually
	Develop an action plan to address the following swimming pool issues: <ul style="list-style-type: none"> • Morning swimming sessions • Automatic pool blankets and Solar pool heating • Programmed maintenance (shade sails, filtration pump) • Landscaping and lawn area • Perimeter fencing, car parking and entry/exit 	Advance Sea Lake Swimming Pool committee Buloke Shire Council	2015 and 2016
	Develop a calendar of recreational events for the local and wider community to participate in eg football fixture, exercise classes (all ages), scenic drives	Advance Sea Lake Sea Lake NHH Community groups Sporting bodies	Quarterly/ annually
	Develop a master plan for other sport and recreational venues in Sea Lake eg Golf/bowls club, walking/bike track to Green Lake	Advance Sea Lake Buloke Shire Council	2015
	Provide a lit walkway /biketrack linking the Community Centre and Tyrrell College to Best St	Advance Sea Lake Buloke Shire Council	2016
Advocate for improved health and well being of the local community	Work in partnership with Mallee Track to develop a strategy for remaining hospital buildings in Kaleesa and Carinya post redevelopment and the construction of a new residence for a GP	Advance Sea Lake Mallee Track	2015/6
	Work in partnership with Mallee Track to training volunteers to take up volunteering roles within the Health Service such as driving to appointments, visiting, meals on wheels etc)	Advance Sea lake Mallee Track	2015/6
	Initiate and facilitate a range fo healthy lifestyle programs such as QUIT Smoking and Weight Loss Challenge	Advance Sea lake Mallee Track	2015/6
Provide information about Sea Lake and wide ranging support for visitors and locals from a vibrant community hub.	Negotiate with the Buloke Shire Council to use the Council offices as a community hub	Advance Sea Lake Buloke Shire Council	2014
	Provide training for volunteers to provide a range of services from the community hub Provide training for volunteers to take up various roles in the community eg lifeguards, community committees, groups etc	Advance Sea Lake Sea Lake NHH Volunteering Victoria	2015
	Provide governance training for committee members from community, sport and recreational groups	Advance Sea Lake Vol Victoria CLLM	2015
Support the provision of a range of services and programs to residents and newcomers that encourage people to choose Sea Lake as a community of choice	Develop opportunities to suggest and support the development of a range of health and allied health service provision in Sea Lake Meet annually with the Executive of the local health service provider	Mallee Track Health and Community Services Advance Sea Lake	Annually and more often as required
	Support innovative ways to deliver a range of children's services including Maternal and Child Health, Kindergarten, Childcare, Playgroups and Toy Library	Mallee Track Advance Sea Lake	Ongoing
	Develop stronger links between schools, businesses and community to promote and develop joint programs and activities that benefit the wider community	Tyrrell College St Marys School Business Network Advance Sea lake	Ongoing
Support the provision of a range of services and programs to residents and newcomers that encourage people to choose Sea Lake as a community of choice	Explore opportunities to develop links with Learn Local and other Training organisations to deliver learning opportunities across a range of topics to the local community (arts, industry specific, hobby, exercise etc)	Advance Sea Lake Sea Lake NHH Schools	Annually

Strategic Priority 3

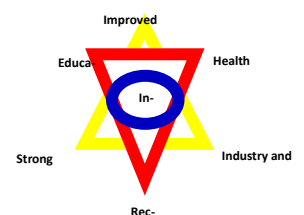
A Vibrant Tourism Industry

Aim:

Develop and Promote a vibrant tourism industry in Sea Lake to attract an increased number of visitors to the area

Objectives

1. Develop and promote the natural assets of Sea Lake and the surrounding district. Promotion of the natural assets will attract an increased number of visitors to the area. Development of the natural assets will improve the amenities available to the tourism sector.
2. Develop and promote tourism infrastructure to the tourism sector
3. Improve the long term environmental and financial sustainability of the area



Objective	Action	Responsibility of	Timeline
Develop and promote the natural assets of Sea Lake and the surrounding district.	Support the Green Lake Committee to implement their action plan for improvements to the Green Lake site, including fixing the water issue at the Lake	Green Lake Committee Advance Sea Lake	2015 ongoing
	Promote the Green Lake site on the Sea Lake website and in Buloke Tourism promotional material	Green Lake Committee Advance Sea lake	2015
	Develop an action plan for Lake Tyrrell to improve the amenities at the lake for visitors	Advance Sea Lake Buloke Shire Council Parks Victoria DEPI Business network	2014/5
	Develop a plan to establish walking tracks around town and from town to Green Lake and Lake Tyrrell	Advance Sea Lake Buloke Shire Council	2015
Develop and promote tourism infrastructure to the tourism sector	Support the Sea Lake Rec Reserve and Caravan Park committee to improve the amenities at the Caravan Park	Advance Sea Lake Rec Reserve Committee	Ongoing
	Maintain and further develop the parks, gardens and playgrounds in Sea Lake. Establish a maintenance routine with the Buloke Shire Council	Advance Sea Lake Buloke Shire Council	2015
	Maintain and develop adequate signage to the Rec Reserve, Caravan Park and Travellers Rest in Sea Lake	Advance Sea Lake Buloke Shire Council	2015
	Include links to tourist attractions (amenities, dining, accommodation, recreational activities) from the Sea Lake website	Advance Sea Lake Sea Lake NHH	2015
	Develop and promote a calendar of events that tourists and visitors to the area may be attracted to	Advance Sea Lake Tourism sub committee	2015
	Participation in the Buloke Shire Tourism Group.	Advance Sea Lake	Ongoing
	Support the development of tourism activities in Sea Lake	Advance Sea Lake Businesses Community Groups	2015
	Investigate opportunities to develop the old Primary School site	Advance Sea Lake	2016

