Sea Lake Community Plan 2014
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:

Strategic Priority 1: Diversify the Local Economy
Strategic Priority 2: Strengthen and Develop the Community
Strategic Priority 3: A Vibrant Tourism Industry

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
<table>
<thead>
<tr>
<th>Objective</th>
<th>Action</th>
<th>Responsibility of</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Actively seek opportunities to develop new and strengthen existing partnerships with local businesses and community groups</td>
<td>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</td>
<td>Advance Sea Lake</td>
<td>At the Advance Sea Lake Annual General Meeting</td>
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<tr>
<td></td>
<td>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.</td>
<td>Advance Sea Lake and the Business Network</td>
<td>August/September biannually</td>
</tr>
<tr>
<td></td>
<td>Provide weekly updates on the Sea Lake website and on community noticeboards of opportunities to develop and establish businesses in Sea Lake</td>
<td>Advance Sea Lake and Business Network</td>
<td>Weekly on an ongoing basis</td>
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<tr>
<td></td>
<td>Conduct feasibility and seek funding opportunities to develop a Sea Lake Community Solar Project</td>
<td>Advance Sea Lake</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Investigate and initiate the feasibility of recycling, biomass energy and biodiesel projects</td>
<td>Advance Sea Lake and Loddon Mallee Waste and Resource Recovery Group (LMWRGG) Buloke Shire Council</td>
<td>2016</td>
</tr>
<tr>
<td></td>
<td>Provide opportunities for local businesses to develop their skills and knowledge</td>
<td>Develop a skills development action plan with local businesses.</td>
<td>Advance Sea Lake and Business Network</td>
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<tr>
<td></td>
<td>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</td>
<td>Advance Sea Lake and Business network in partnership with Local and State Government ACFE Regional Council</td>
<td>In line with annual plan</td>
</tr>
<tr>
<td></td>
<td>Develop and implement a media campaign to promote Sea Lake to communities in other parts of the region</td>
<td>Seek funding opportunity to develop and implement a marketing plan for Sea Lake</td>
<td>Advance Sea Lake</td>
</tr>
<tr>
<td></td>
<td>Access digital literacy training for community groups and businesses. This will allow the responsibility of the promotional campaign tasks to be shared</td>
<td>Advance Sea Lake and Sea Lake Neighbourhood House</td>
<td>Throughout 2015</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>Advance Sea Lake and Sea Lake Neighbourhood House Local and State Government</td>
<td>Throughout 2015</td>
</tr>
<tr>
<td></td>
<td>Investigate opportunities to grow the housing stock available in Sea Lake</td>
<td>Develop a feasibility study for the establishment of housing stock in Sea Lake. The study should include: Locations available Type of housing required Affordability</td>
<td>Advance Sea Lake and Local and State Government</td>
</tr>
<tr>
<td></td>
<td>Create a property database to assist potential buyers and sellers to connect</td>
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<td></td>
<td>Maintain and improve the streetscapes in Sea Lake especially Best St and the Calder Highway</td>
<td>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.</td>
<td>Advance Sea Lake</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>Advance Sea Lake Tyrrell College St Mary’s Primary School</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Objective</th>
<th>Action</th>
<th>Responsibility of</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a range of sport and recreational activities in the Sea Lake area for all age groups in the community</td>
<td>Implement the priorities in the Sea Lake Community Complex Master Plan. In 2015, the priority is the Redevelopment of the netball and tennis courts</td>
<td>Sea Lake Community Centre Buloke Shire Council</td>
<td>2015 and annually</td>
</tr>
<tr>
<td></td>
<td>Strengthen the Sea Lake Swimming Pool committee and develop a program of events for each swimming season</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>Annually</td>
</tr>
<tr>
<td></td>
<td>Develop an action plan to address the following swimming pool issues: 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</td>
<td>Advance Sea Lake Swimming Pool committee Buloke Shire Council</td>
<td>2015 and 2016</td>
</tr>
<tr>
<td></td>
<td>Develop a calendar of recreational events for the local and wider community to participate in eg football fixture, exercise classes (all ages), scenic drives</td>
<td>Advance Sea Lake Sea Lake NHH Community groups Sporting bodies</td>
<td>Quarterly/annually</td>
</tr>
<tr>
<td></td>
<td>Develop a master plan for other sport and recreational venues in Sea Lake eg Golf/bowls club, walking/bike track to Green Lake</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Provide a lit walkway/biketrack linking the Community Centre and Tyrrell College to Best St</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2016</td>
</tr>
<tr>
<td>Advocate for improved health and well being of the local community</td>
<td>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</td>
<td>Advance Sea Lake Mallee Track</td>
<td>2015/6</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>Advance Sea Lake Mallee Track</td>
<td>2015/6</td>
</tr>
<tr>
<td></td>
<td>Initiate and facilitate a range of healthy lifestyle programs such as QUIT Smoking and Weight Loss Challenge</td>
<td>Advance Sea Lake Mallee Track</td>
<td>2015/6</td>
</tr>
<tr>
<td>Provide information about Sea Lake and wide ranging support for visitors and locals from a vibrant community hub.</td>
<td>Negotiate with the Buloke Shire Council to use the Council offices as a community hub</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2014</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>Advance Sea Lake Sea Lake NHH Volunteering Victoria</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Provide governance training for committee members from community, sport and recreational groups</td>
<td>Advance Sea Lake Vol Victoria CLLM</td>
<td>2015</td>
</tr>
<tr>
<td>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</td>
<td>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</td>
<td>Mallee Track Health and Community Services Advance Sea Lake</td>
<td>Annually and more often as required</td>
</tr>
<tr>
<td></td>
<td>Support innovative ways to deliver a range of children’s services including Maternal and Child Health, Kindergarten, Childcare, Playgroups and Toy Library</td>
<td>Mallee Track Advance Sea Lake</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Develop stronger links between schools, businesses and community to promote and develop joint programs and activities that benefit the wider community</td>
<td>Tyrrell College St Marys School Business Network Advance Sea lake</td>
<td>Ongoing</td>
</tr>
<tr>
<td>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</td>
<td>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)</td>
<td>Advance Sea Lake Sea Lake NHH Schools</td>
<td>Annually</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Objective</th>
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<th>Responsibility of</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and promote the natural assets of Sea Lake and the surrounding district.</td>
<td>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</td>
<td>Green Lake Committee Advance Sea Lake</td>
<td>2015 ongoing</td>
</tr>
<tr>
<td></td>
<td>Promote the Green Lake site on the Sea Lake website and in Buloke Tourism promotional material</td>
<td>Green Lake Committee Advance Sea lake</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Develop an action plan for Lake Tyrrell to improve the amenities at the lake for visitors</td>
<td>Advance Sea Lake Buloke Shire Council Parks Victoria DEPI Business network</td>
<td>2014/5</td>
</tr>
<tr>
<td></td>
<td>Develop a plan to establish walking tracks around town and from town to Green Lake and Lake Tyrrell</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2015</td>
</tr>
<tr>
<td>Develop and promote tourism infrastructure to the tourism sector</td>
<td>Support the Sea Lake Rec Reserve and Caravan Park committee to improve the amenities at the Caravan Park</td>
<td>Advance Sea Lake Rec Reserve Committee</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Maintain and further develop the parks, gardens and playgrounds in Sea Lake. Establish a maintenance routine with the Buloke Shire Council</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Maintain and develop adequate signage to the Rec Reserve, Caravan Park and Travellers Rest in Sea Lake</td>
<td>Advance Sea Lake Buloke Shire Council</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Include links to tourist attractions (amenities, dining, accommodation, recreational activities) from the Sea Lake website</td>
<td>Advance Sea Lake Sea Lake NHH</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Develop and promote a calendar of events that tourists and visitors to the area may be attracted to</td>
<td>Advance Sea Lake Tourism sub committee</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Participation in the Buloke Shire Tourism Group.</td>
<td>Advance Sea Lake</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Support the development of tourism activities in Sea Lake</td>
<td>Advance Sea Lake Businesses Community Groups</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td>Investigate opportunities to develop the old Primary School site</td>
<td>Advance Sea Lake</td>
<td>2016</td>
</tr>
</tbody>
</table>
Improved Affordable Housing

Education

Strong Community

Health

Industry and Employment

Recreation

Increased Population