

WOLLOMOMBI COMMUNITY DEVELOPMENT PROGRAM



COMMUNITY STRATEGIC PLAN 2011

March 2011



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Wollomombi picnic area and shop

(photo front page: beautiful country - northern view at village entry)



Wollomombi Community Development Program Strategic Plan 2011 prepared by
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1. WOLLOMOMBI'S ECONOMIC DEVELOPMENT PROGRAM

Industry and Investment NSW assists rural communities through their Regional Economic Capacity Building Program (RECBP) by providing them with assistance, guidance and planning for community economic development.

The process establishes a framework to pull community stakeholders together under one strategic umbrella. The planning process uses a 'bottom up' approach to plan projects that will enhance the community's sustainability and lifestyle. Benefits include cohesive strategic planning on issues affecting the whole community, socialising and networking opportunities and added value to community groups and Council. The resultant community program builds social capital by establishing communication channels, trust, relationships and more formalised networks.

Economic development is entwined with social development in rural communities, so it is necessary for the planning process to take a holistic approach to all the issues affecting a community.

A community program is achieved by harnessing local skills and resources and planning together to implement practical, achievable community and business projects. The program includes an action plan, an organisational structure of community volunteers to implement the projects and methods to run the program. These methods include the establishment of communication and reporting lines to ensure the ongoing success and sustainability of the program.

The strategic plan and community program for the Wollomombi Community Development Program was funded by Armidale Dumaresq Council, Industry & Investment NSW's RECBP and the Wollomombi Local Area Committee. The following key result areas were identified for the program:

- Business, Tourism and Marketing
- Physical Development
- Events and Social Development

Community stakeholders attended the planning workshop where they developed a long term vision for Wollomombi, a list of current issues affecting the community and project actions to address those issues, including priority projects to initiate the program. Project Leaders were identified for the initial projects and for other projects, where possible.

Group Leaders were chosen to oversee the implementation of projects in each key result area group. The Group Leaders can meet as a program committee to discuss projects or issues that arise in the community on a 'needs only' basis. Group Leaders and/or Project Leaders will report regularly and directly to the Wollomombi Local Area Committee on the progress of their projects.



Beautiful countryside – views from the village

2. THE ROLE OF THE STRATEGIC PLAN

The role of this document is to:

- Act as a framework to direct the development of the community program
- Facilitate cooperative working relationships between the community, businesses, Council and other external partners
- Formalise the goals and objectives of the community in relation to its economic and social future

The plan is divided into the following three categories:

1. Where are we now?
 - Values Statement
 - Situation Analysis
 - SWOT (Strengths, Weaknesses, Opportunities, Threats)
2. Where do we want to go?
 - Vision and Mission Statements
3. How are we going to get there?
 - Key Result Areas
 - Aims
 - Issues
 - Projects
 - Organisational structure and reporting channels of communication
 - Methods to run the program for the implementation of projects

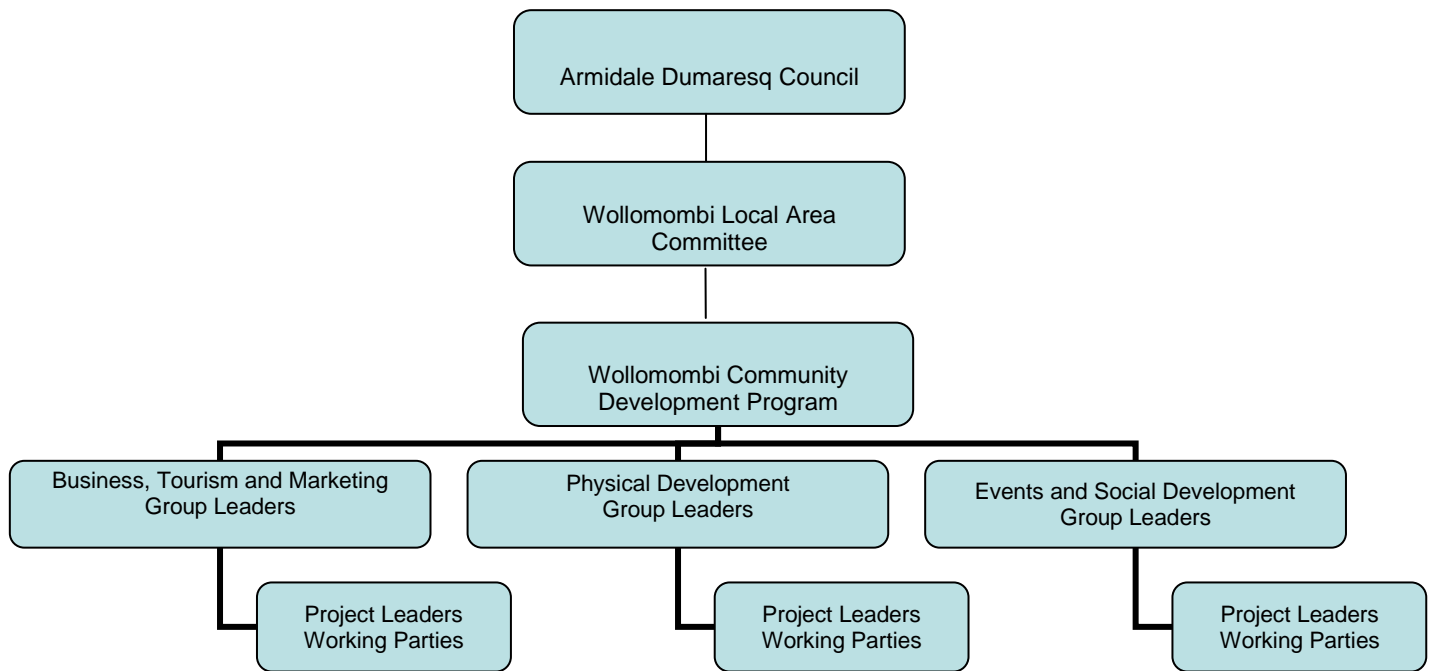
The Plan contains vision and mission statements and a set of strategic priorities and aims that have been developed to guide the community program over the next 2-3 years.

A second document titled 'Summary of Outcomes' details all the information gathered at the workshop. This is an internal working document that can be used as a resource to refer to as projects are finalised and new actions are sought to address the key issues nominated by the community in this plan.

An organisational structure follows outlining reporting lines of communication for the program:

- Project Team members report to their Project Leader
- Project Leaders report the progress of their projects to their Group Leaders
- Group Leaders and/or Project Leaders report their progress to the Wollomombi Local Area Committee
- The Wollomombi Local Area Committee reports to the Armidale Dumaresq Council – they will report progress to the community via a local newsletter, yet to be established

The Chair of the Wollomombi Local Area Committee will be the contact point and spokesperson for the program.



Wollomombi Community Development Program Organisational Structure



Village entry



Village scenery

3. WOLLOMOMBI SITUATION ANALYSIS

Wollomombi is a small community on the Waterfall Way in the Northern Tablelands of the New England region, situated between Armidale (38km west) and Ebor (38km east). In the 2006 census there were 148 people in the Wollomombi area. In 2011 there are 28 residents living in the village precincts with the remainder in the surrounding rural area.

The Wollomombi village is centred between the Wollomombi and Chandler Rivers. These rivers fall into the Wollomombi Gorge about 4 km away at the Wollomombi and Chandler Falls, which are in Oxley Wild Rivers National Park. The name Wollomombi means 'great waterfall' and 'meeting of the waters'.

John Oxley was the first European to visit the New England region, passing through the area in 1818. The first white people to penetrate the remote and inaccessible gorges and valleys in the region were the cedar-getters, with logs hauled from the hillsides and floated downriver to Kempsey for loading onto ships bound for Sydney. Armidale was established in 1835 and acted as a focal point for the surrounding district and became increasingly important as the region developed. The discovery of tin, gold and antimony deposits in the area stimulated further development in the 1860's and 1870's.

The Robertson's Land Act in 1861 made closer settlement possible in the lesser inhabited areas of NSW. This prompted a procession of Scottish families to move from their small blocks in NSW to accept the challenge of a new life in the Wollomombi district in the 1870's as pioneer cattle graziers. Many of the families were related and jokingly called the place Scots' Corner. Most of the Scots' Corner selection was originally part of the old Wollomombi Station which joined Rockvale, Hillgrove, Jeogla and Kangaroo Hill. Scots Corner families were resourceful and fiercely independent, yet they were part of a close-knit family network. This social structure meant that they could depend on each other for support when needed, such as peak work periods, child birth, illness, times of sadness and the many occasions on the land when a helping hand was needed.

When Grafton was established as a port it was the nearest one to the New England Tablelands and routes were found across the mountains and down the long ridges to the coast. One of these routes ran from Armidale to Grafton and another branched off to Kempsey, thus bringing teamsters and travellers to and from Grafton and Kempsey on the route through the village.

With increased settlers, travellers and mining operations in the area, the first inns were built in 1881 and the first store was established on the western side of Kilcoy Road, as well as a blacksmith's shop. The first postal service was a receiving office with Mr William Warne appointed in charge in March 1879, but it was upgraded to a post office in August 1879 at premises owned by Mr H Purkiss.

Life was fairly rugged and isolated. People seldom went 'to town' (Armidale) and many items were purchased from a rural travelling hawker, such as drapery, clothing, lollies and household goods. There were very few schools or qualified teachers, with 'half time' schools providing a basic education. Farmers and graziers were scattered throughout the Wollomombi district, so when the residents of Wollomombi applied for assistance to establish a provisional school, the Department of Education chose a more central location 1.5kms east of the village on the Chandler River. The parents provided the building and furniture, the Department provided the teacher and the Chandler School opened in May 1881.

Church services were held in the Hall, until St John's Church was built in 1926. The post office moved several times and is currently housed in the store built in the 1930's which has seen many storekeepers over the years.

The village population fluctuated over time, depending on the projects underway in the area. For example, the dam for the Oakey Hydro Electric Scheme 11km from Wollomombi on the Kempsey Road took four years to construct. Other projects included the high voltage power lines to Kempsey, the rural electricity extensions in the district connecting homesteads and woolsheds and the reconstruction of the Armidale-Grafton Road.

A butchery was run at The Chandler by the Brownings for many years before the licence was transferred to Mr Frizell who opened a shop in the Wollomombi Village. The ownership was transferred to Bruce Browning and he supplied meat for the local area and for people working on the Oakey Dam until it finally closed in 1959. A baker's shop was built in the village and became quite famous throughout the district for its oven-baked bread until it burned down in 1967.

Life in the 1960's and 1970's revolved around the school, the store with its local telephone exchange and social events at the hall. There were around 84 children at the school at the time and many parents were involved in supporting the school and children's activities. By 2009 there were 20 children at the school, but now in 2011 there are only 7 children, threatening the sustainability and existence of the school.

The community established a playgroup in 1973 one morning a week at the school - later in the hall - with a roster of two parents each week and small children were allowed to travel to it on the school bus. The Gubi Guban Children's Mobile Playgroup commenced as a weekly playgroup for isolated toddlers and operated out of the hall for many years.

In the 1960's and 1970's the general store was a booming business and catered to many of the community's needs, including groceries, basic clothing and work clothes, rural supplies, horse shoe supplies, fuel etc. The store had two trucks that delivered super phosphate and other supplies to the surrounding properties. In 1977 John Johns owned the store and established a liquor licence and beer garden. Over the years store owners ran a variety of social nights for the village, such as 'pot luck' dinners.

In the 1980's the Chandler Bridge needed upgrading and a decision was made to build new bridges over both rivers to by-pass the village and speed up the traffic flow. This diverted the traffic and isolated the village. With road improvements, more people travelled to Armidale for their supplies, but the shop was still a thriving business into the early 2000's. However, due to the rural downturn and a change of ownership, the shop business has decreased rapidly in recent years, with unleaded petrol supplies ceasing in early 2010 and diesel supplies in 2011.

The shop owners work hard at running the post office, beer garden, mail run, school bus run and school maintenance, but unfortunately the shop business diminished to a point where it was closed in 2011, much to the dismay of the community. It has been re-opened but its tenuous existence has prompted the community to investigate the possibility of establishing a community cooperative and running a local shop themselves. Saving the shop and the school is vital to most of the projects identified in this action plan as it will be impossible to attract new residents without these services.

In the past the village was populated by people who worked on local farms and regional projects and they participated in village activities, such as tennis at the school courts or dances at the local hall. In recent years the nature and character of the village and community has changed. Many of the younger women in the area work in Armidale and have formed friends and networks outside the community. Many people have moved to the village for cheaper housing and are on disability pensions or other forms of government support. There are very few organised social activities and the village residents rarely socialise with the rural community.

Issues impacting on Wollomombi today can be demonstrated through Census information. The following table shows percentage figures from the 2006 Census, with a breakdown of the community by age compared with the NSW and Australian averages. It is difficult to compare

these figures with such small community numbers, but they show that Wollomombi has comparable age structure figures to the rest of Australia. However, youth in the 15-24 age bracket leave the area for employment opportunities and the 65 years and over bracket leave for aged care services that are not available in the district, although many farmers in this age bracket are still working.

Age structure	Wollomombi % (pop. 148)	New South Wales %	Australia %
0-4 years	6.1	6.4	6.3
5-14 years	16.2	13.0	13.5
15-24 years	10.1	13.3	13.6
25-54 years	45.3	42.0	42.2
55-62 years	12.8	11.0	11.0
65 years and over	9.5	13.8	13.3

The following table shows a percentage breakdown of the family/household type compared with the NSW and Australian averages. The household types in the Wollomombi area show higher than average couples with children than the state and national averages and no single parent families. Other Census statistics reveal that there are 40 households with families and 20 households with a single person.

Family/household type	Wollomombi % (pop. 148)	New South Wales %	Australia %
Couples without children	47.5	46.2	45.3
Couples with children	52.5	36.0	37.2
One parent families	0.0	16.1	15.8
Other families/households	0.0	1.7	1.7

The following table shows the labour force population aged over 15 years and their employment status. These figures show that 25 people are not in the labour force, yet the unemployment figure is nil, so it must be assumed that these people are either retirees or people on some type of benefits. Of the 85 employed people, three quarters of them are fully employed and the remaining quarter of the working population is part time workers.

Labour force	Wollomombi % (pop. 148)	New South Wales %	Australia %
Employed full time	76.5	60.8	60.7
Employed part time	23.5	27.2	27.9
Employed away from work	0.0	3.3	3.5
Employed hours not stated	0.0	2.7	2.6
Unemployed	0.0	5.9	5.2
Total labour force	85		
Not in labour force	25		

The following table shows the types of occupations of people in the labour force compared with the NSW and Australian averages. These figures reflect the agricultural nature of employment in the area with large number of managers - mainly farm managers - and less professionals, trades people and community or service workers than the rest of Australia.

Occupation	Wollomombi % (pop. 148)	New South Wales %	Australia %
Managers	52.9	13.6	13.2
Labourers	17.6	9.5	10.5
Professionals	14.1	21.2	19.8
Technicians and Trades	5.9	13.6	14.4
Community and Personal Service Service Workers	4.7	8.6	8.8

The following table shows that the weekly incomes earned in the Wollomombi area are lower than the state averages, though not much lower than the national averages. These figures are better than many other rural areas in NSW as Wollomombi is situated on the eastern side of the mountain range which catches more coastal rain than the tablelands or western side of the ranges. The district has not suffered as much from the 10 year drought as other areas in NSW.

Labour force	Wollomombi (pop. 148)	New South Wales	Australia
Median individual income \$/weekly	440	702	466
Median household income \$/weekly	837	1,805	1,027
Median family income \$/weekly	1,037	1,952	1,171

Today the dominant industry in the area is livestock grazing. The village has a general store with a beer garden, a community hall, St John's Presbyterian Church and a picnic area with picnic tables and chairs and a bus shelter. The picnic area opposite the hall is sometimes used by free campers who utilise the hall's toilet facilities. Church services are held twice a month and the hall is used for local meetings and functions. There are 18 houses in the village, with eight of those houses having one person living in them and two are vacant. Several houses and the shop on the northern side of the village are connected to a private water supply pumped from the Chandler River and the school and school residence and one other house use water from the Wollomombi River.

The Wollomombi Falls are located south of the village, approximately 2.5km by road. The access turnoff is 1.5km from Wollomombi on the Waterfall Way towards Armidale, however signage at the turnoff is very poor and needs upgrading to attract more passing traffic to view the magnificent gorge and the falls when they are flowing. This is a superb local attraction with walking trails, camping area and excellent National Park facilities.

The Wollomombi Falls are one of the highest falls in Australia. The spectacular single fall from the undulating plateau country around Wollomombi to the floor of the Wollomombi Gorge often gives visitors a superb view. Associated with the Wollomombi Falls is the lesser known Chandler Falls (on the Chandler River) which lie to the east of the Wollomombi Falls. Whilst not as spectacular, the two rivers meet at the base of the two falls and add to the overall effect of the gorge. The views, though sometimes shrouded in mist, are most spectacular after heavy rain. Tourist parking and facilities at the falls in the Oxley Wild Rivers National Park are excellent and include a beautiful wild bush camping area with a 'self pay' system. The national park was formed in 1986 to protect the wilderness gorge country east of Armidale, Uralla and Walcha. The park is now widely accepted as a valuable asset for the region, making a major contribution to nature conservation, cultural heritage and tourism on the Northern Tablelands.

Passing and touring traffic is the main tourism market for Wollomombi, followed by visiting friends and relatives. Potential markets for Wollomombi include attracting tourists that visit the Wollomombi Falls, Armidale or other parts of the district and special interest groups, such as bird watchers, bush walkers, nature lovers and eco tourism groups. Tourism markets include:

- Passing traffic
- Caravans and motorhomes
- Visiting friends and relatives
- Regional tourists
- Special interest nature markets

The campervan and motor home market is a growing market throughout Australia. The Campervan and Motorhome Club of Australia has over 50,000 members. Its magazine, the 'Wanderer' has a circulation of over 25,000 and there are a number of similar associations, such as the Winabago Owners Association.

Many travellers in caravans or motor homes don't have 'set' itineraries, so they are more likely to stop in Wollomombi for a snack or supplies if there is good signage and easy parking. Some may stay overnight if there are the right facilities and things to do. They enjoy free or low cost camping areas and like to stay in towns or villages that are friendly, safe and free of crime. Many travel together to rallies, meetings or events held by the caravan and motor home clubs and associations and often make their way slowly to and from these activities in groups, free camping where they can along the way. The camping area at the Wollomombi Falls is set in beautiful bushland and caters to a certain type of traveller, but it is relatively isolated in the bush, so there may be opportunities for a small camping area in the village precincts, especially if there was easy access to the river with fishing opportunities.

Many travellers plan their trips using the internet. Wollomombi has established a basic community website and would need to update this website with camping and tourism information to attract more visitors. They could also list any activities on free directories and other appropriate websites.

In the village there is easy access to the river through the Common, however the land on either side is privately owned. The gates have to be locked as the public tend to leave them open and allow stock to stray onto the main road, so fishermen often park near the Wollomombi Bridge and jump the fence to access the river. Access to the river is an issue that needs to be resolved to help attract more visitors to the village. Tourism would also be enhanced with a walking trail from the village to the Wollomombi Falls.

The community has had many achievements with community projects over the years, dating back to establishing their own school premises. In recent years the Wollomombi Local Area Committee has been involved in several projects to upgrade the Sauer Memorial Hall, including replacing the roof and windows, refurbishing the kitchen, establishing floor coverings in the meeting room, kitchen and storage rooms and painting the toilet block. The main hall floor was sanded and polished and the kitchen rainwater tank was replaced and connected to a pressure pump.

The community also established a bus shelter at the picnic area for the daily school bus to Armidale. They replaced the paling fence at the Wollomombi Sports ground near the school with a new metal fence and will paint the kiosk when the roof has been replaced.

The loss of petrol supplies in the village and threat of losing the shop and school has galvanised the community to take control of their future direction. The Wollomombi Local Area Committee worked with the Armidale Dumaresq Council to approach the state government for funding to develop a local community action plan. The population has halved in the last 40 years, from 299

in the 1960's to 148 in 2006. This trend is similar to many other small, rural villages in NSW reflecting the downturn in the agricultural industry, falling commodity prices, rising cost of living and reduction of employment opportunities.

However, opportunities can be created. Wollomombi is situated in a beautiful area with growing tourism potential that is within a half hour's drive of Armidale. There are many empty houses on surrounding properties that used to accommodate farm workers. These could be used for a Rent A Farmhouse project to attract 'tree change' residents with young families that will bring new skills, trades and businesses to the area. They will also utilise the school and shop to help ensure their sustainability. It is possible to work in the city of Armidale and live in a small, friendly and close-knit community, a lifestyle that many people want. By increasing the village precincts, it could also be possible to establish small blocks within the village that link to the river, providing small lifestyle blocks to create more housing opportunities and attract new residents. With the use of the internet, it is possible to attract residents with small businesses that could operate from home.

Establishing a viable shop in the village with groceries and supplies is crucial to the program, but over time this shop could be expanded to supply a range of agricultural products for the surrounding farmers and local arts and crafts for the tourism trade. The community has planned a range of social events to encourage interaction and cohesion and increase social pride. They would like to beautify the village, plant more trees and develop better signage. They would like to increase tourism and marketing opportunities and update local amenities.

The Wollomombi community has developed their strategic plan, established an organisational structure to oversee the implementation of their projects in the plan and a line of communication between all stakeholders to update progress. Throughout their history they have been a strong and cohesive community with many achievements and they want to work together to develop a sustainable and successful future.



Chandler Valley (courtesy of Wollomombi community website)

4. SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Peaceful and quiet • Beautiful countryside • Friendship • Space • National Parks • Good climate (except winter!) • Easy to get a parking spot! • Good distance from Armidale – close, but far enough away (1/2 hour drive) • Only 2 hours to the coast • Good rivers • Safe country – no natural hazards • Great school • Good church • Good roads • Good rainfall area • Safety – don't need to lock up generally • Post office • Generous and supportive community • Good local area committee • Good supportive Council 	<ul style="list-style-type: none"> • No store (closed the previous week) • No fuel • By-passed by the main road • Lack of building blocks • No B&Bs • Difficult to get tradesmen • No camping facilities • Long distance from medical assistance • Lack of entertainment • Divisions within the community • No easy tourist access to the river • Wild dogs in the area • Lack of communication – phone/internet • Poor TV reception • Poor mobile reception other than Telstra • Lack of playground for kids • No water supply for the village • Difficult garbage services – tip only open 8am-12noon on Saturdays, difficult to get to in time
THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> • Carbon tax • Apathy • Rate increases • Electricity prices • Droughts • Wild dogs 	<ul style="list-style-type: none"> • Change of government • Eco tourism • Entry statement to the village at main road • More use of the sports ground • More socialising • Develop a shop and fuel • Develop a camping ground/facilities • Better signage • Make more use of the hall • Rent-a-farmhouse scheme • Amount of traffic on the main road – entice them into the village • Attract more residents – especially families for the school • Make the village boundaries larger so we can have more blocks/houses in the village precincts

5. VALUES, VISION AND MISSION STATEMENTS

5.1 Community Values Statement

A Community Values Statement defines the basic core values and beliefs that are honoured by the community. It identifies past and present values that need to be retained in a future vision.

“Wollomombi values their community friendships, peaceful and quiet lifestyle, sense of space and beautiful countryside with National Parks”

5.2 Community Vision Statement

A Community Vision Statement is a statement from the heart of how a community wishes their situation will become as an ‘ideal’ situation for the future. It is a simple statement that is easy to remember and is written in the present tense to encourage positive affirmation and motivation to make the vision a reality.

“Wollomombi is a pretty village in beautiful gorge country in the heart of the Waterfall Way. It has thriving businesses and a friendly, social community with a peaceful lifestyle that attracts and welcomes new residents and tourists”

5.3 Community Mission Statement

A Community Mission Statement states the community program’s purpose or role. It is an action statement of what needs to be done to reach the vision. The following statement was drafted from the aims of each group in the program:

- To establish a sustainable shop and develop tourism and marketing opportunities**
- To update local amenities, develop signage and beautify the village**
- To attract new residents and school students**
- To develop more social activities and communication for the community**

6. KEY RESULT AREAS AND PRIORITISED ISSUES

The following key result area group headings were chosen:

- Business, Tourism and Marketing
- Physical Development
- Events and Social Development

The following issues were identified, in prioritised order of importance:

- Shop and fuel
- Develop tourism and marketing
- Update/utilise amenities
- Signage
- Beautification
- Social events
- Increase the population
- Better television/communications coverage
- Community communication
- Town water supply

Aims for each group were formulated from the issues. Achievable short, medium and long term community projects were planned to address each issue. Timeframes for projects to commence are approximately identified by the following:

- short = first year
- medium = second year
- long = third year or later



Fassifern Road junction with Wollomombi Village Road in village

7. PROJECT PLANNING

7.1 BUSINESS, TOURISM AND MARKETING

Aims:

To establish a sustainable shop and develop business, tourism and marketing opportunities

Issues:

- Shop and fuel
- Develop tourism and marketing
- Better television and communications coverage

Priority Projects:

- Establish a cooperative and a sustainable shop
- Develop a logo for Wollomombi
- Lobby to improve television and mobile coverage

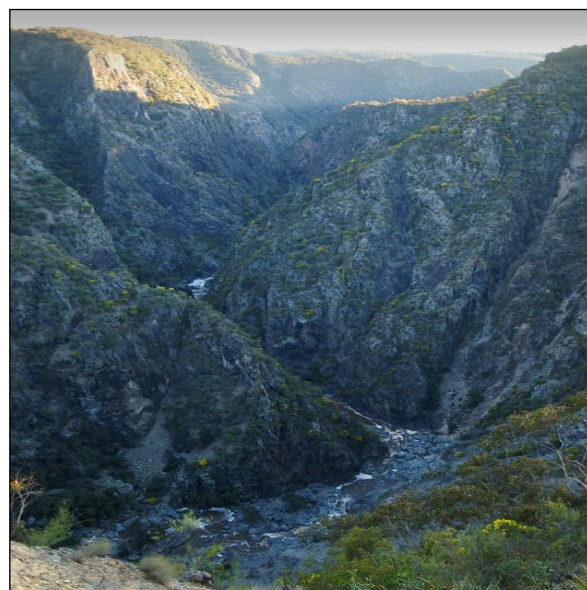
Projects:

Issue	Projects	Key Tasks	Timeframe
Shop and fuel	Establish a shop in Wollomombi	Establish a community cooperative and a viable and sustainable cooperative shop in Wollomombi	Immediate-Short
	Establish fuel in Wollomombi	Investigate options to establish a fuel outlet in Wollomombi for diesel and unleaded fuel	Medium-Long
Develop tourism	Upgrade the picnic area	Establish playground equipment at the picnic area	Short
		Establish a BBQ and more picnic tables at the picnic area	Short
	Wollomombi hill parking bay	Establish a parking bay and roadside lookout at the top of Wollomombi hill	Medium
	Walking trail	Establish a walking trail from the village to the Wollomombi Falls	Long
	Accommodation	Establish B&B's and farmstays, especially on properties on the river or along the escarpment of gorges	Long
	Camping ground	Establish a suitable and sustainable camping area for rigs to 'free camp' – use 'green' energy/facilities where possible. Ensure facilities in the camping areas are regularly cleaned and well maintained.	Long
	Black water dump	Establish a black water dump in the camping area to attract mobile homes and grey nomads	Long
	RVF accreditation	Seek accreditation from the CMCA as a Recreational Vehicle Friendly (RVF) area when facilities are ready	Long
	Local Touring Routes	Explore opportunities to work with other RVF-friendly areas in the region to develop and promote touring routes including Wollomombi	Long

Issue	Projects	Key Tasks	Timeframe
Develop marketing	Develop branding	Develop a 'brand' and identity with a logo and slogans to be incorporated in all marketing, beautification and signage projects eg waterfall and meeting of the rivers	Short
	Establish an image library	Establish and maintain a library of quality images on Wollomombi and the surrounding area/farms to use for marketing purposes. This could include a bi-annual Photography Competition and Exhibition, inviting amateur photographers and clubs throughout Armidale and the region to participate.	Medium
	Develop a tourism marketing plan	Seek funding from I&I NSW to develop a tourism marketing plan and appropriate marketing materials to promote Wollomombi to visitors	Long
	Develop websites	Upgrade the community website with visitor information and link to Council's website and tourist information office	Long
		Ensure that the Wollomombi camping facilities are listed on other relevant camping websites, with up-to-date, comprehensive information and good images	Long
Better television/communications coverage	Improve television coverage	Lobby appropriate bodies to establish better television coverage in the area	Short
	Improve mobile coverage	Lobby appropriate bodies to establish better mobile coverage in the area, especially for emergency communication due to distance from a large town	Short
	Improve broadband	Lobby appropriate bodies to improve broadband access and speed	Long



Wollomombi Falls merging with Chandler Falls (at the right)



Wollomombi Gorge

7.2 PHYSICAL DEVELOPMENT

Aims:

To update local amenities, develop signage and beautify the village

Issues:

- Update/utilise amenities
- Signage
- Beautification
- Town water supply

Priority Projects:

- Lobby Council re tip opening hours/free wheelie bin allocation
- Establish an entry statement at the main road
- Re-roof and paint the kiosk
- Upgrade the sports ground

Projects:

Issue	Projects	Key Tasks	Timeframe
Update/utilise amenities	Upgrade the sports ground	Re-roof the kiosk and paint it internally and externally	Short
		Paint the toilet block internally and externally	Short
		Upgrade the fence and establish a new gate to stock proof the sports ground	Short
	Upgrade the Sauer Memorial Hall	Lobby Council to replace the iron on the side of the hall	Short
		Establish a shower block at the hall	Medium
	River access	Develop a walkway to the Wollomombi River and resolve current access issues with locked gates	Medium
		Develop a picnic area and fishing access at the river	Long
Wild dogs program	Lobby the appropriate authorities for a wild dog eradication program	Long	
Signage	Develop a signage theme	Develop a theme for signage based on the logo colours and branding	Short
	Doug Browning Memorial Park signage	Re-instate the Doug Browning Memorial Park sign to its original position and relocate the school sign	Short
	Main road entry signage	Establish gateway signage/entry statement at the main road turnoff eg include a statue or large logo sign and landscaping. Remove old signage.	Short
	Village gateway signage	Establish welcoming gateway signage at the village entry at the 50km sign	Short

Issue	Projects	Key Tasks	Timeframe
Signage continued	Establish signage to Wollomombi Gorge and Falls	Establish appropriate large gateway signage and landscaping at the turnoff to Wollomombi Falls, camping and BBQ facilities – work with National Parks	Short
		Establish directional signage to Wollomombi Gorge and Falls from Wollomombi village	Medium
	Establish approach signage	Establish Wollomombi signage within 10km of the approaches either side of the village turnoff eg 3 signs each side every 3km	Medium
	Establish signage in the village	Establish an information and tourism signage board at the picnic area opposite the shop – investigate a partnership with National Parks	Medium
		Establish appropriate directional signage throughout the village eg public toilets, river access etc	Medium
Beautification	Extend tip access hours	Lobby Council to open the tip for longer or more appropriate access hours and allow at least one free wheelie bin per household per week in line with the garbage collection in Armidale.	Short
	Landscape the picnic area	Landscape the picnic area opposite the shop to make it more attractive and useable as a rest stop	Short
	Plant more trees	Plant entry trees from the main road to the village 50km entry sign	Short
		Conduct an audit and develop a tree planting map to identify areas for tree planting in the village – plant trees as appropriate	Medium



Village exit to the Waterfall Way



Turnoff to village from Waterfall Way



Poor turnoff signage to Wollomombi Falls

7.3 EVENTS AND SOCIAL DEVELOPMENT

Aims:

To attract new residents and school students and to develop more social activities and communication for the community

Issues:

- Increase the population
- Social events
- Community communication

Priority Projects:

- Lobby Council to extend the village boundaries
- Two social activities eg Bonfire Night, Christmas Party and Carols
- Community newsletter
- Rent-a-Farmhouse Scheme

Projects:

Issue	Projects	Key Tasks	Timeframe
Increase the population	Develop new building blocks in the village	Extend village boundaries: Lobby Council to extend the boundaries of the village in the new LEP – put in a submission for re-zoning, discuss with relevant land owner/s on village boundaries. LEP is under development now, so this needs to be done asap	Immediate
		Develop village blocks: Encourage a local land owner to develop small blocks or hobby farms within the new village boundaries, with a possible block donated to the community	Medium-long
		Investigate existing vacant blocks: Establish ownership of the vacant blocks of land in the village and any possibilities to sell to new residents or businesses	Long
	Develop Rent a Farmhouse Scheme	Establish a 'rent a farmhouse' scheme to attract families, tradespeople and businesses to the area and to support the school	Short-Medium
Social events	Develop social events and activities	Bonfire Night	short
		Christmas Party for all ages Christmas Carols	Short
		Community Dance	Short
		Tennis events	Short
		Touch football and regular events	Medium
		Bingo nights	Medium
		Cricket team and regular events	Medium
		Card nights	Medium
		Variety night – local talent	Medium
Annual or bi-annual Photographic Competition and Exhibition	Long		

Issue	Projects	Key Tasks	Timeframe
Community communication	Newsletter	Develop a regular local community newsletter (monthly or bi-monthly) via email where possible (cheaper option) with hard copies either faxed or posted, if possible – research funding for hard copy version eg advertisements	Short
	Annual meeting	Establish an annual community meeting for all community groups and interested residents to review and celebrate the progress of actions in this plan and to identify projects for the following year	Annually



St John's Church



Sauer Memorial Hall

8. SUMMARY OF PROJECTS

Issue	Projects	Timeframe
BUSINESS, TOURISM AND MARKETING		
Shop and fuel	Establish a shop in Wollomombi	Immediate
	Establish fuel in Wollomombi	Medium-Long
Develop tourism	Upgrade the picnic area – playground equipment	Short
	Upgrade the picnic area - BBQ and picnic tables	Short
	Wollomombi hill parking bay	Medium
	Walking trail to Wollomombi Falls	Long
	Accommodation – B&B's and farmstays	Long
	Establish a camping ground	Long
	Black water dump	Long
	Seek RVF accreditation	Long
	Local Touring Routes – work with other RVF towns	Long
Develop marketing	Develop branding for Wollomombi	Short
	Establish an image library	Medium
	Develop a tourism marketing plan	Long
	Upgrade visitor info on community/Council websites	Long
	List camping on other relevant camping websites	Long
Better television/ communications coverage	Improve television coverage	Short
	Improve mobile coverage	Short
	Improve broadband	Long
Issue	Projects	Timeframe
PHYSICAL DEVELOPMENT		
Update/utilise amenities	Sportsground - Re-roof and paint the kiosk	Short
	Sportsground – Paint the toilet block	Short
	Sportsground – Upgrade the fence, establish a new gate	Short
	Upgrade the hall – Lobby Council to replace the iron side	Short
	Upgrade the hall – Establish a shower block	Medium
	River access – Walkway to the river, fix the locked gates issue	Medium
	River access – Picnic area and fishing access	Long
	Wild dogs eradication program	Long
Signage	Develop a signage theme	Short
	Re-install Doug Browning Memorial Park signage, relocate school sign	Short
	Main road entry signage and landscaping	Short
	Village gateway signage at 50km sign	Short
	Establish signage to Wollomombi Gorge and Falls	Short
	Directional signage to Wollombi Gorge and Falls from village	Medium
	Establish village approach signage on Waterfall Way	Medium
	Village signage – tourism/ information board at picnic area	Medium
	Village signage – directional signage throughout village	Medium
Beautification	Extend tip access hours	Short
	Landscape the picnic area	Short
	Plant entry trees	Short
	Develop village tree planting map – plant trees	Medium

Issue	Projects	Timeframe
EVENTS AND SOCIAL DEVELOPMENT		
Increase the population	Develop new building blocks – lobby Council to extend village boundaries	Immediate
	Develop blocks in the village	Medium-long
	Establish ownership of current vacant blocks – lobby to sell blocks to new residents	Long
	Develop Rent a Farmhouse Scheme	Short-Medium
Social events	Bonfire Night	short
	Christmas Party and Carols	Short
	Social events – Community Dance	Short
	Tennis events	Short
	Touch football and regular events	Medium
	Bingo nights	Medium
	Cricket team and regular events	Medium
	Card nights	Medium
	Variety night, local talent	Medium
	Photographic Competition and Exhibition	Long
Community communication	Regular community newsletter	Short
	Annual community meeting to review progress	Annually



Wollomombi and Chandler Falls after the rain