



Tilba District Strategic Plan




Presented by
The Tilba District
Chamber of
Commerce

Developed by the
community for the
community



Australian Government





We acknowledge the Traditional
Custodians of the lands where we work
and live, the Djiringanj people of the Yuin
nation. We pay respect to Ancestors and
Elders, past, present and future.

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Australian Government



Introduction

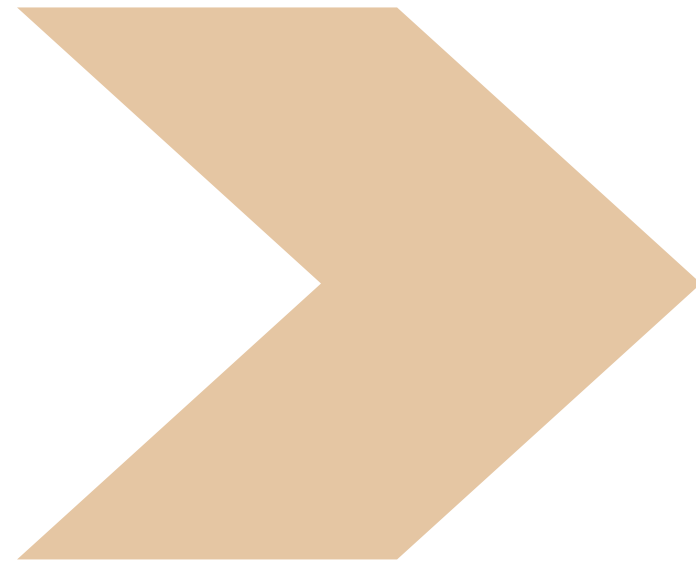
We have identified a need for a Strategic Plan for the Tilba District which ensures that our villages are attractive to live in, work in and to visit for many years to come.

This Strategic Plan has been facilitated by the Tilba District Chamber of Commerce (TDCC) in consultation with People, Place and Partnership, and seeks to address social and economic recovery and resilience of the beautiful villages of the Tilba District in the Eurobodalla Shire on the NSW Far South Coast, where Tilba Tilba, Central Tilba and Mystery Bay occupy an idyllic spot nestled between the majestic mother mountain Gulaga and the Tasman Sea.

In summary

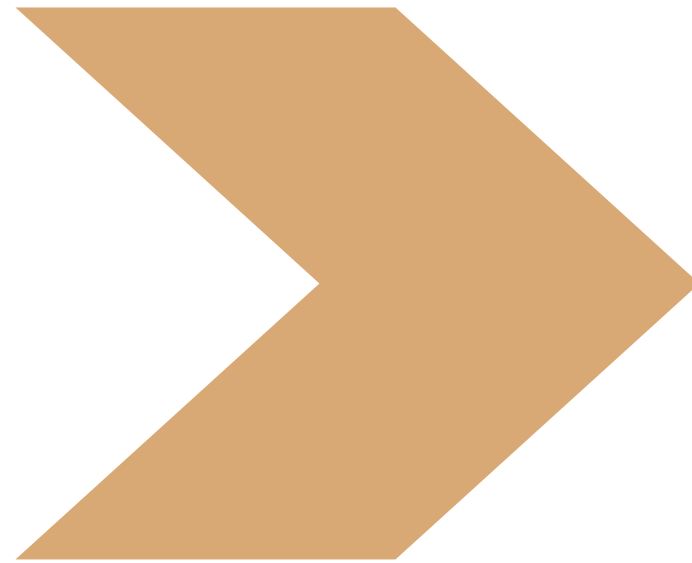
This document details key findings that the community has joined together to identify for the Tilba District. This process and its outcomes will provide the support and assistance needed when implementing our key actions collaboratively with government agencies, community, local organisations and other key stakeholders.

The Process



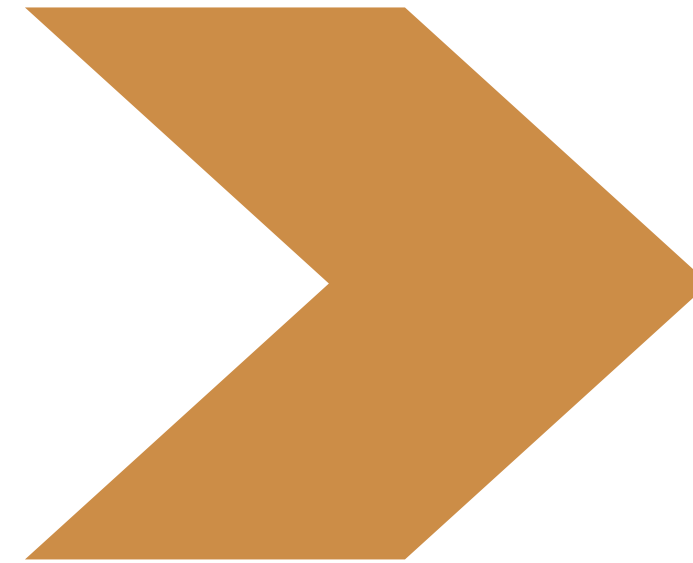
Phase 1

- Background Review
- Place Assessment
- Community and Stakeholder Engagement



Phase 2

- Engagement Report
- Recovery Action Plan
- Action Plan Framework and Draft Strategic Plan



Phase 3

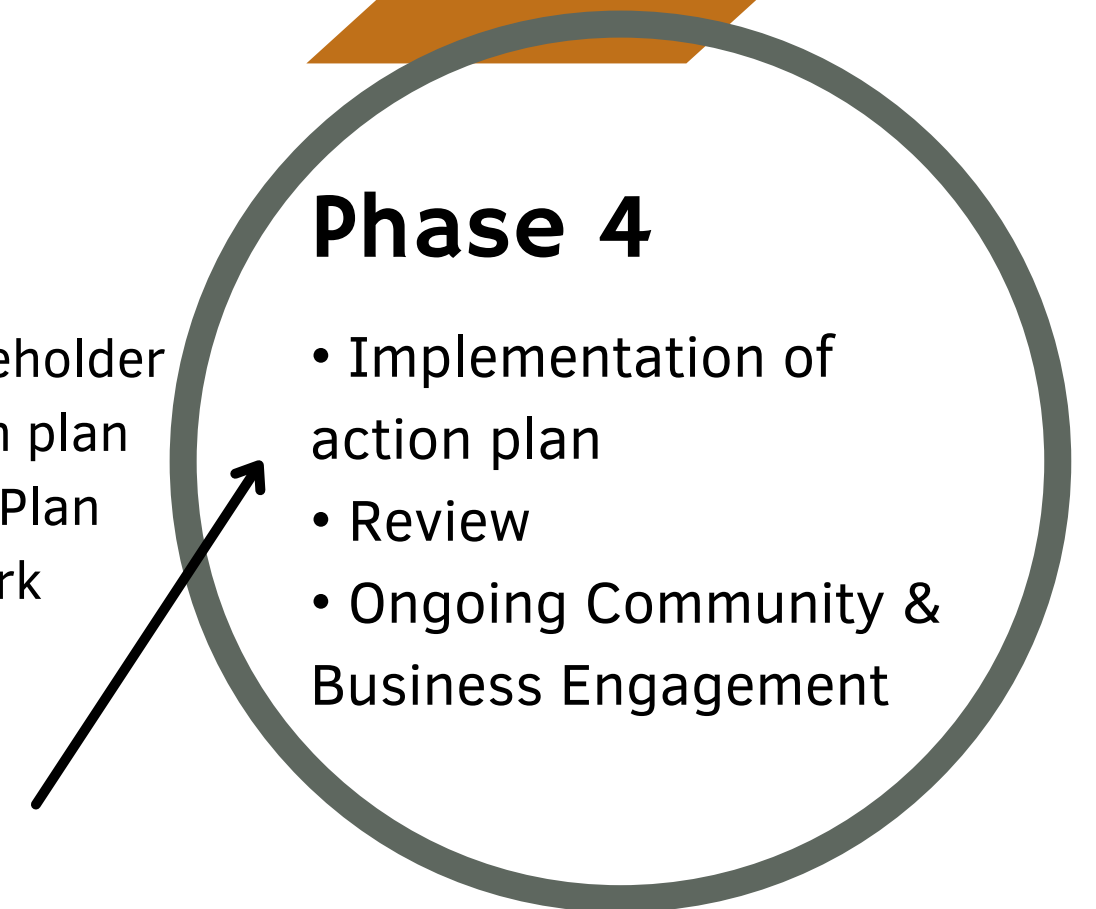
- Community & Stakeholder review of draft action plan
- Finalised Strategic Plan and Action Framework established

We are here



Phase 4

- Implementation of action plan
- Review
- Ongoing Community & Business Engagement



Community Engagement

We have *engaged and consulted* with our identified stakeholders through various channels.

A key factor in our engagement strategy has focused on building strong collaborative relationships that will continue to evolve and deepen well beyond the consultation process.

WHO WAS ENGAGED

- Traditional Owners and the local Indigenous community
- 200+ Local residents and landowners
- 35 Local businesses
- 16 Local community groups & organisations
- 30 Government agency representatives

Background document review



21 documents

ESC
NSW Govt
Community

Online workshops



40+ in attendance

1 x Key stakeholder workshop
1 x Community workshop

Building Relationships

Business Interviews



16 in total

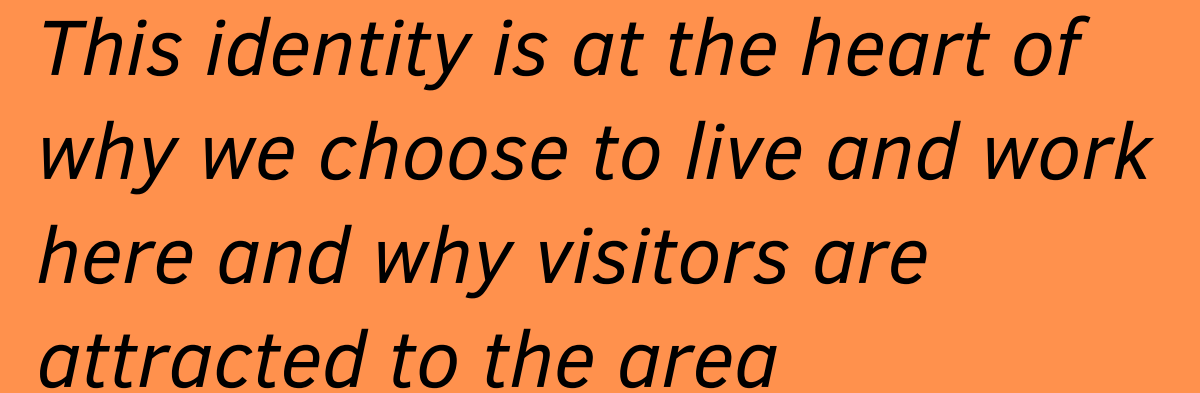
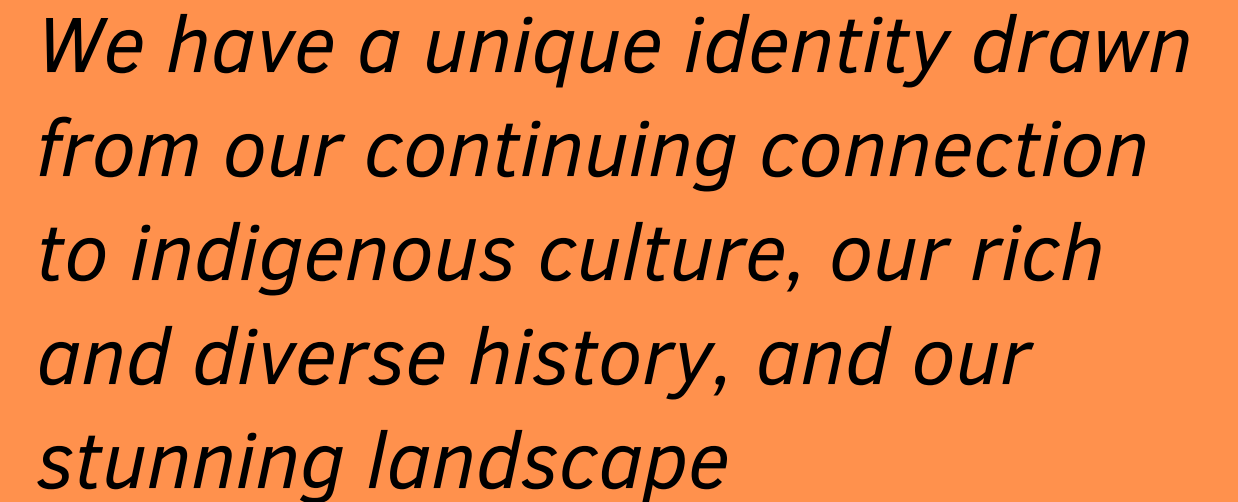
·Primary producers: 4
·Retailers: 2
·Accommodation: 7
·Food and drink: 3

Surveys



50 responses

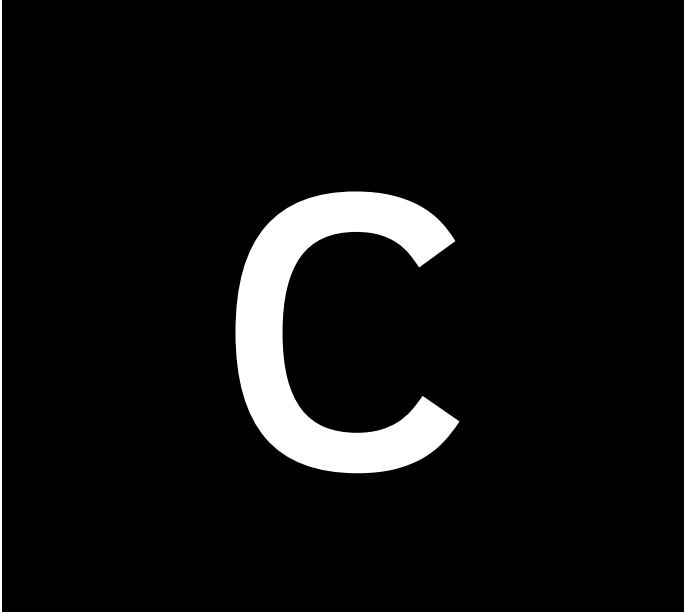
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S


Strengths

- Unique and unspoilt environment and landscapes
- Indigenous history, culture and connection to the area
- Strong community and respect for the district
- Rich and diverse history
- Many unique businesses and a thriving primary producer sector
- Tilba District whilst small in size is one of the top destinations for people visiting Eurobodalla
- National Trust listed villages

C

Challenges

- Vulnerability to bushfire/natural disaster impacts
- Ensuring that our area is sensitively and sustainably used and developed
- Technology, internet and mobile reception
- Limited visitor car parking in Central Tilba and Tilba Tilba
- Limited wayfinding and storytelling signage across the district
- Upgrades needed to pathways and streetscape of Central Tilba and Tilba Tilba to improve pedestrian access, including disabled access
- Attracting and retaining employees for local businesses
- Economy is mostly dependent on tourism at peak times of the year
- Businesses not always aligned with opening hours/days
- Central Tilba and Tilba Tilba are currently disconnected for locals and visitors
- Local transport options

O

Opportunities

- Continue to build strong collaborative relationships with government agencies, community groups, business and primary producers
- Work with all stakeholders to establish a framework to ensure the long-term protection and enhancement of our district
- Improve infrastructure – parking, streetscape, water supply, telecommunications, signage, amenities
- Better celebrate both indigenous and settler history and culture, for locals and visitors alike
- Encourage visitors to the district with a focus on off-peak periods
- Connecting the three villages
- Landcare and natural assets management
- Natural disaster preparedness and protection

Our vision statement

We want to protect and enhance the character and landscape of the Tilba District to ensure it remains a special place to live, work and visit, to provide even greater opportunities for local businesses and to ensure the community is better prepared to face future challenges.

Four Key Drivers



Prepare, protect and preserve
our natural assets and villages

Enhance our *history and culture*



Build on our strong sense of
community and connectedness

Establish *sustainable economic growth*
without compromising the ability of
future generations to enjoy the area



Current initiatives and proposed new ideas

Key Drivers



Current projects & initiatives



Proposed new ideas



Prepare, Protect & Preserve

- NSW RFS CPP - Central Tilba & Mystery Bay
- Central Tilba Heritage Village Bushfire Resilience Project
- C2C Business resilience toolkit
- Microgrid feasibility study
- ESC climate resilience plan - working group involvement

- Telecommunications upgrade
- Water supply study
- Sustainable waste management opportunities
- Community-led protection plan, (building on current projects)
- Emergency management training
- Ensuring sympathetic residential and commercial development
- Biosphere Reserve concept
- Sustainability pledge

History & Culture

- Tilba Tilba Oval upgrade
- Tilba Halls upgrade
- Tilba Cemetery improvements

- New story-telling signage across the district, including stories of indigenous history and culture
- Establishing Aboriginal cultural awareness programs for our community
- Cultural Centre to showcase Indigenous culture and the rich and diverse history of the area
- Enhance cultural-based tourism through workshops, tours and walks

Community & Connectedness

- Bate St playground upgrade
- Tilba markets and food swap
- Tilba street library
- The ongoing dedication of our Community Groups
- ESC Disability and Inclusion - working group involvement

- Connecting Tilba Tilba & Central Tilba through walking/cycling track
- Dedicated bike trail connecting Mystery Bay to the other two villages
- Centralised activity framework to connect community, businesses and govt stakeholders ongoing
- Co-working space

Economic Growth

- The Gourmet Coast Trail
- Bellbrook Farm walking track upgrades
- Annual Tilba Festival
- Launch of new Eurobodalla & DNSW tourism campaign
- Narooma mountain bike project

- Two year off-peak focused events and marketing program
- Expand business support network
- Establish agriculture support network
- Wayfinding signage
- Car Parking in Central Tilba & Tilba Tilba
- Streetscape and access in the Tilba villages
- Shuttle bus for peak times
- Improvements to nature trails, walking and signage



Part 2



Action Plan

Derived from opportunities identified, current initiatives, and proposed new ideas garnered through our consultation

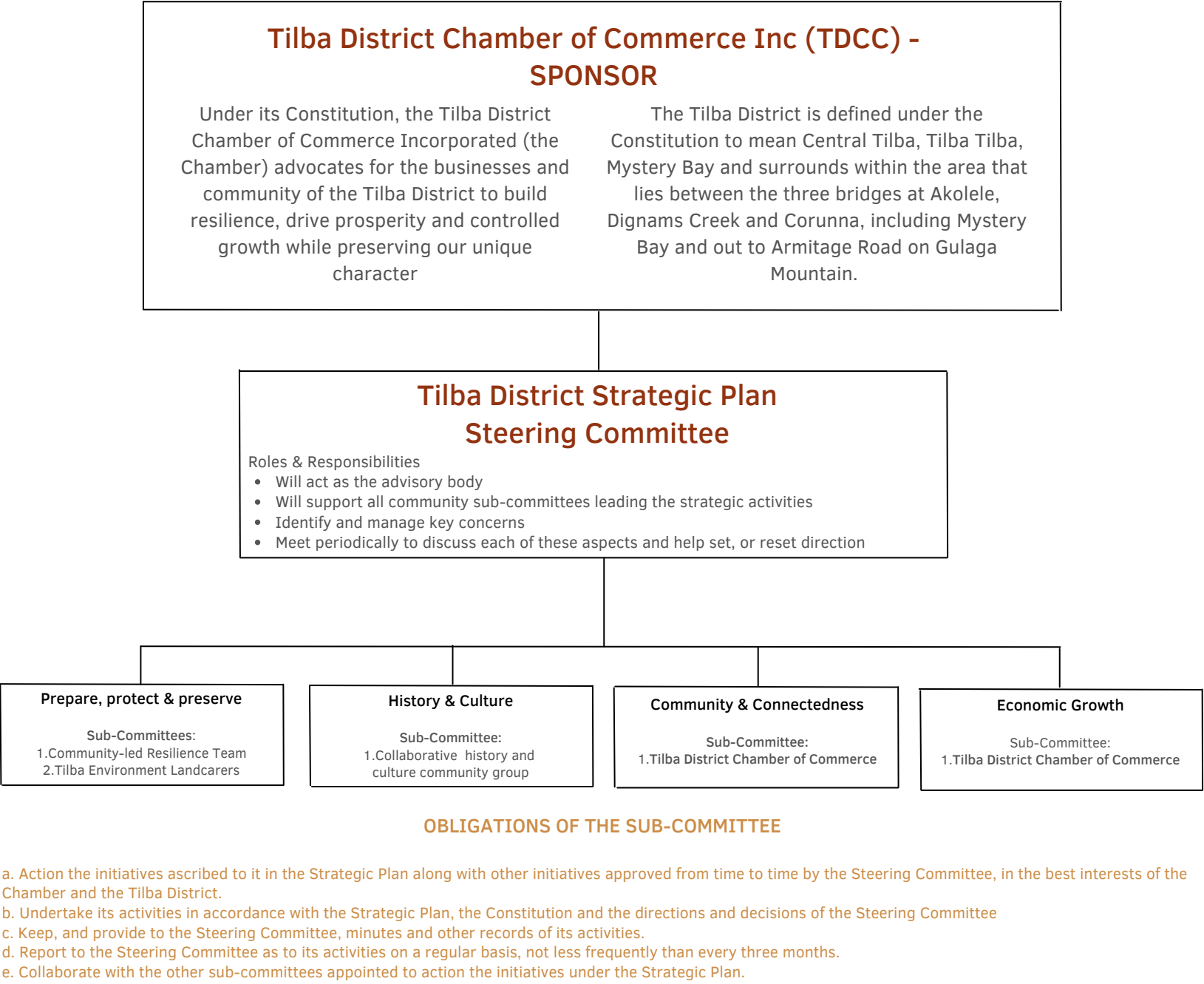
The Structure

The action plan structure, with its interdependent activities ensures we are continuing to build on our resilience as a community

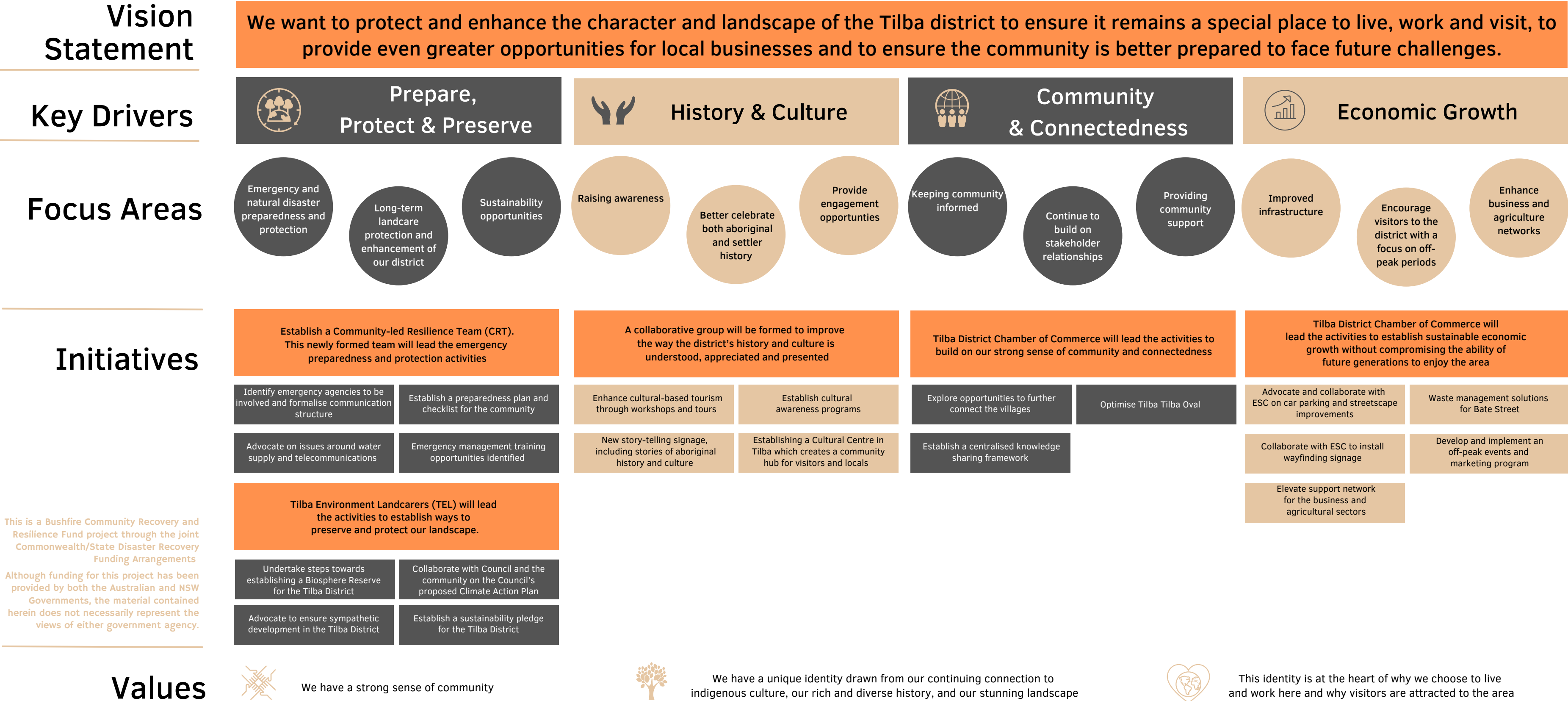


The Governance

Embedding a governance framework for the implementation of the strategic plan will ensure continuity, accountability, and ongoing support on achieving objectives



Tilba District Strategic Plan - on a page





Prepare, protect and preserve

Focus Areas

Emergency and natural disaster preparedness and protection

Current Projects

NSW RFS Community protection plan - Mystery Bay & Central Tilba

Central Tilba Heritage Village Bushfire Resilience Project

Microgrid feasibility study - Eurobodalla

Action Plan I



Establish a community-led resilience team (CRT)

This formalised team's key objectives are to ensure our district and its people can function effectively before, in and after an emergency.

WHAT

A CRT is led by the community for the community with a focus on providing emergency preparedness information. A CRT network links to emergency services agencies and can support joint preparedness, raise awareness of local disaster risks, and combine resources to improve the resilience of individuals, families and the community as whole. A CRT provides a way to make best use of everyone's knowledge, resources and relationships.

The CRT will collaborate with emergency services agencies to create a formalised communication structure. This structure will ensure in times of crisis the Tilba District will stay informed in two-way communication between emergency services and the community-led resilient team.

HOW

Red Cross and NSW Resilience will assist the Tilba district community in the creation of this team and will be able to provide ongoing support where needed

Activities



Establish a preparedness plan and checklist for the community

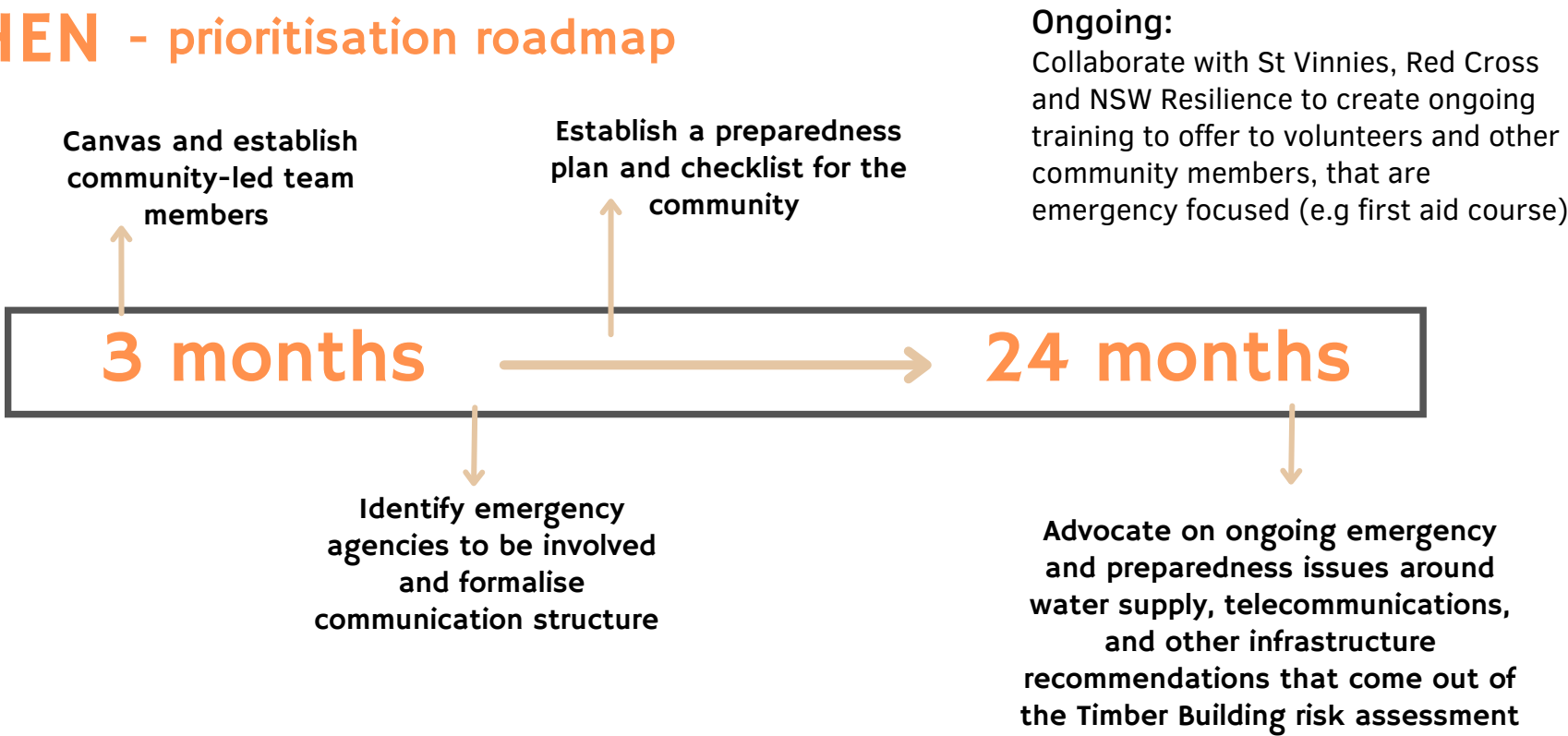


Advocate on ongoing emergency and preparedness issues around water supply, telecommunications, and other infrastructure recommendations that come out of the Timber Building risk assessment



Training opportunities to offer to volunteers and other community members, that are emergency focused

WHEN - prioritisation roadmap



WHO

- Community
- Red Cross
- Resilience NSW
- NSW & Local RFS
- Police
- SES
- St Vincent de Paul Society
- Eurobodalla Shire Council

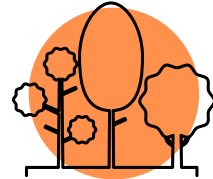
Prepare, protect and preserve

Focus Areas

Long-term landcare protection and enhancement of our district

Sustainability opportunities

Action Plan 2



As part of its wider, independent activities, Tilba Environment Landcarers (TEL) will lead the activities to explore and implement ways to preserve and protect our landscape.

TEL's Purpose

As a representative body, our mission is to improve and protect the unique natural landscape, waters and ecology of our area for the benefit of all.

TEL's Story

Tilba Environment Landcarers was established in 2015 by landowners concerned about the local environment. Originally called the Tilba Tilba and South Narooma Land Care Group, we changed our name in 2021 to reflect a broader focus on creating a sustainable district landscape. We partner with like-minded stakeholders to achieve long-term sustainable outcomes, including maintaining and building healthier soils and waterways, controlling invasive species and sustaining a viable climate-resilient ecology.

Activities



Undertake steps towards Biosphere Reserve



Collaborate with Council and the community on the Council's proposed Climate Action Plan.



Advocate to ensure sympathetic development in the Tilba District



Establish a sustainability pledge

Current Projects

WHEN - prioritisation roadmap

Immediate action:

Finalise sub-committee members and roles.
Consult with stakeholders and lodge submission with Council regarding Council's proposed Community Strategic Plan.
Consult with stakeholders and lodge submission with Council regarding Council's proposed Climate Action Plan.
Establish web page for TEL and the sub-committee on the Chamber website.

3 months

Short-Term Actions (3 months)

Meet with all stakeholders to discuss each action item.
Undertake research to identify what is happening elsewhere and its relevance.
Develop awareness information packs for each action item and place on website.
Collect visuals eg photographs of our district to highlight key qualities.
Raise public awareness of each action item through relevant media.
Hold a one-day forum on relevant action items with keynote presentations by leading experts.
Create a list of indicators of success for each action item, which the sub-committee will work towards achieving

Mid-Term Actions (12 months)

Prioritise the action items.
Continue to engage with all stakeholders to develop each action item.
Prepare and implement Action Plans for each action item.
Review activities, identify gains and challenges (against each relevant indicator of success) and review each Action Plan

24 months

Long-Term Actions (24 months)

Continue with outstanding Action Plans from first twelve months.
Review the work of the sub-committee and report to the Chamber Steering Committee on outcomes

WHO

- Tilba Environment Landcarers committee and members
- Tilba District Chamber of Commerce Steering Committee and members
- Local climate change and sustainability organisations
- Businesses and residents within the Tilba District

- Primary producers within the Tilba District
- Representative Indigenous organisations within the Tilba District
- Eurobodalla Shire Council
- State and Federal MPs and Authorities

History and Culture

Focus Areas

Raising awareness

Better celebrate both aboriginal and settler history

Provide engagement opportunities

Current Projects

Tilba Cemetery Improvements

Tilba Halls upgrade

Action Plan 3



A collaborative group will be formed to improve the way the district's history and culture is understood, appreciated and presented

WHAT

This group will focus on the activities highlighted through the community consultation

HOW

By forming a collaborative group, focused only on these actions falling within the history and culture driver, allows realistic resourcing and capacity to then prioritise actions to implement.

Firstly will be establishment of the working group, then identifying stakeholders to be involved across the activities.

Activities



Enhance cultural-based tourism through workshops and tours



Establish cultural awareness programs



New story-telling signage, including stories of aboriginal history and culture



Establishing a Cultural Centre in Tilba which creates a community hub for visitors and locals

WHEN - prioritisation roadmap

Cultural Awareness Workshop - being held in March

Implement activities in priority order

3 months

24 months

EOI's sent to community to create a collaborative group.
Stakeholder identified
Prioritisation of activities

Reassess activities and establish a long term plan beyond two years

WHO

- Community
- Gulaga Board of Management
- Gulaga Reconciliation Group
- Merrimans LALC

- Wagonga LALC
- NPWS
- NATOC
- St Vincent de Paul Society
- Local tourism businesses

Community and Connectedness

Focus Areas

Keeping community informed

Continue to build on stakeholder relationships

Providing community support

Current Projects

Bate St playground upgrade

Tilba Tilba Oval upgrade

Action Plan 4



Tilba District Chamber of Commerce will lead the activities to build on our strong sense of community and connectedness

WHAT

At a practical level, we work hard to represent our unique district. This includes submissions to local, state and federal Government on issues of local significance. We collaborate with a range of stakeholders on tourism campaigns and promote our district through the Visit Tilba website, social media and events including the annual Tilba Festival.

HOW

TDCC has built and will continue to build relationships with businesses, community, residents, local organisations and Govt Agencies.

These relationships have now enabled the Chamber (TDCC) to prioritise and focus on the activities identified through our community-led feedback.

Activities



Explore opportunities to further connect the villages

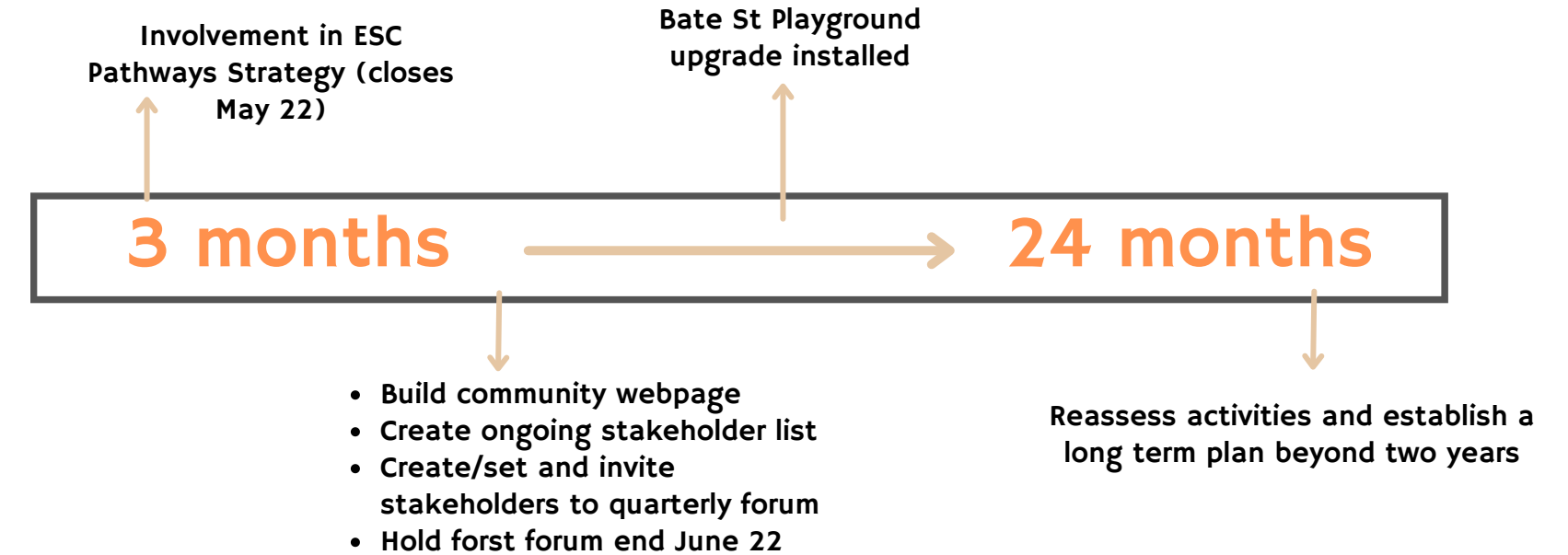


Optimise Tilba Tilba Oval



Establish a centralised knowledge sharing framework

WHEN - prioritisation roadmap



WHO

- Community
- Community Groups
- Govt Agencies
- Eurobodalla Shire Council

- NPWS
- Gulaga Board of Management
- Merrimans LALC
- Wagonga LALC

Economic Growth

Focus Areas

Improved infrastructure

Encourage visitors to the district with a focus on off-peak periods

Enhance business and agriculture networks

Action Plan 5



Tilba District Chamber of Commerce will lead the activities to establish sustainable economic growth without compromising the ability of future generations to enjoy the area

WHAT

At a practical level, we work hard to represent our unique district. This includes submissions to local, state and federal Government on issues of local significance. We collaborate with a range of stakeholders on tourism campaigns and promote our district through the Visit Tilba website, social media and events including the annual Tilba Festival.

HOW

TDCC has built and will continue to build relationships with businesses, community, residents, local organisations and Govt Agencies.

These relationships have now enabled the Chamber (TDCC) to prioritise and focus on the activities identified through our community-led feedback.

Activities



Advocate and collaborate with ESC on car parking and streetscape improvements

Waste management solutions for Bate Street



Collaborate with ESC to install wayfinding signage



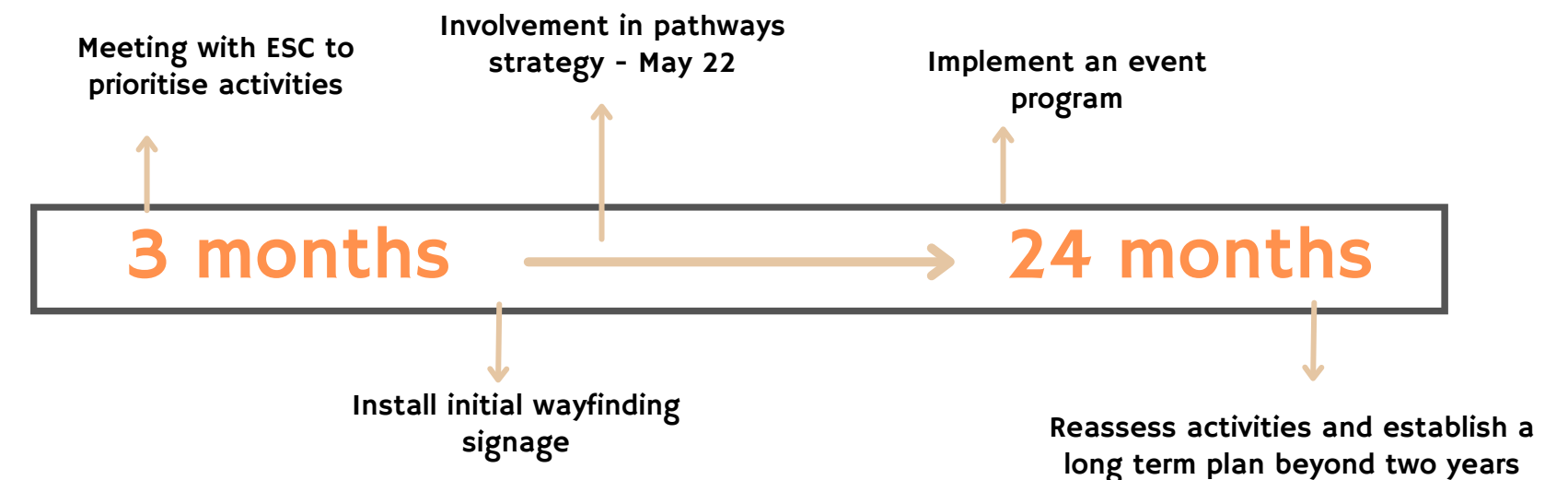
Develop and implement an off-peak events and marketing program



Elevate support network for the business and agricultural sectors

Current Projects

WHEN - prioritisation roadmap



WHO

- Community
- Community Groups
- Govt Agencies

- Eurobodalla Shire Council
- NPWS
- Gulaga Board of Management



Thank you

Contact us

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This is a Bushfire Community Recovery and Resilience Fund project through the joint Commonwealth/State Disaster Recovery Funding Arrangements

Although funding for this project has been provided by both the Australian and NSW Governments, the material contained herein does not necessarily represent the views of either government agency.



Australian Government





Reference Page

Detailed community & key stakeholder list

Local Community

Local residents/landowners
Local businesses
Gulaga Reconciliation Group
Narooma & District Chamber of Commerce & Tourism
Tilba Environment Landcarers
Central Tilba School of Arts Trust Inc
Central Tilba Public School
CWA Tilba
Central Tilba RFS
Tilba District Chamber of Commerce Inc
South Coast Tourism Industry Association
The Gourmet Coast Trail Association
Tilba Market Group
Open Sanctuary Tilba

Government Agencies and Local Organisations

Gulaga National Park Board of Management
Merrimans Local Aboriginal Land Council
Wagonga Local Aboriginal Land Council
NSW Aboriginal Tourism Operators Council
Eurobodalla Council
Local Councillors
National Parks and Wildlife Services
NSW Rural Fire Service
Destination Southern NSW
Department of Regional NSW
Department of Primary Industries
Resilience NSW
Rotary - Narooma
St Vincent de Paul Society – Eurobodalla Region
Agribusiness Regional Development Association (ARDA)
Southcoast Health & Sustainability Alliance (SHASA)



Australian Government



Detailed list of documents reviewed

Eurobodalla Shire Council

Tilba Villages and Conservation Area Development Control Plan 2013
Community Strategic Plan 2017
Destination Action Plan 2018
Wayfinding and Tourism Signage Strategy 2018
Far South Coast Regional Economic Development Strategy 2018
Integrated Economic Growth and Development Strategy 2019
Bushfire Recovery Action Plan 2020
Place Score: Impact Maximiser Central Tilba 2020
5 Year Strategic Plan May 2021
Integrated Planning and Reporting Review 2021
Far South Coast Regional Economic Development Strategy | 2018 – 2022
Local Strategic Planning Statement 2020-2040
Nature Based Tourism Feasibility Study Summary Report

Destination NSW

Nature Based Tourism Feasibility Study Summary Report
NSW Visitor Economy Strategy 2030

NSW Government

A 20-Year Economic Vision for Regional NSW

NPWS/Gulaga Board of Management

Yuin Bangguri Mountain Parks Plan of Management October 2014

NSW RFS

Bushfire Risk Management Plan 2019

Community

NSW Independent Bushfire Inquiry, Tilba District Chamber of Commerce 2020
Narooma Chamber Community Plan 2020
Corporate 2 Community Business Resilience Toolkit 2021