

# Greater Hume Shire Council

## Woomargama Bypass Business Plan 2010 - 2012

July 2010

The Regional Development Company Pty Ltd

Facilitation | Engagement | Strategy | Results





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## Introduction

Woomargama village is located in the south east part of the Riverina, in the foothills of the Great Dividing Range. It is situated by road approximately 14 kilometres south-west of Holbrook and approximately 45 kilometres north of Albury.

The village provides easy access to the Woomargama National Park and the upper sections of the Murray River. The park has the largest protected area west of the Great Dividing Range in south-eastern NSW and contains the greatest remnant community of box woodlands on the South-West Slopes. The park is a haven for a large number of threatened and endangered species such as the regent honeyeater, superb parrot, powerful owl, Booroolong frog and carpet python. The very rare wattle - *Acacia Phasmoides* can be found in the park. The park also provides views over the Murray River, Riverina and South West Slopes.

*Woomargama National Park - North's Lookout*



Source: [www.environment.nsw.gov.au/NationalParks](http://www.environment.nsw.gov.au/NationalParks)

This Woomargama Bypass Business Plan has been developed to help the village reinvigorate itself, post the highway bypass. The plan articulates the direction required over the next three years to mitigate the negative impact the bypass will have on Woomargama. The plan has been developed from the identification of ideas and priorities of local business operators/owners, community representatives of Woomargama and members of the Woomargama Bypass Committee. This plan will build on the *Woomargama Vision 2018*.

Incorporated into this Business Plan are a number of key business areas for focusing on as well as supporting actions that will assist to mitigate the negative impacts whilst taking advantage of the positive impacts of the bypass on Woomargama. The key business areas are:

- Parks, Facilities and Signage
- Tourism and Marketing
- Business Development and Promotion
- Land Development
- Appearance.

Successful implementation of this plan over the next three years will require regular monitoring on progress of implementing of actions by Greater Hume Shire Council and the Woomargama Bypass Committee. An annual review will help to determine what actions need to continue, what actions need changing and what actions need removing. This process is outlined at the conclusion of this business plan.



## Background

### Bypass

The Roads and Traffic Authority (RTA) have scheduled for the completion of a dual carriage bypass of Woomargama by the end of 2011. The Hume Highway Woomargama Alliance has been created to design and construct the bypass around Woomargama. Members of the alliance include RTA, Abigroup and Sinclair Knight Merz.

The Woomargama bypass will start eight kilometres south of Holbrook where it will deviate from the existing dual carriageways. It will then cross Sandy Creek and pass the west of Mount McKenzie after which it will cross Mountain Creek before connecting with duplicated highway south of Fairburn Road. The bypass will be approximately nine kilometres in length. It is anticipated that landscape and urban design treatments will be completed to minimise the visual impact of the four land carriageway. A number of environmental controls will be put in place to minimise impact on creeks and natural areas.

The key benefits of undertaking the bypass, according to the RTA, for Woomargama will be:

- The removal of a lot of heavy vehicle movement in the village
- Improvement to pedestrian safety in the village
- Improved road safety for local traffic.

### Link to Council Plans

This business plan will closely align with a number of key council plans including:

- GHSC Economic Development and Social Plan
- Greater Hume Shire Urban Design Project - Holbrook
- GHSC Tourism Strategy (currently being developed).

### Development of Plan

The development of the business plan has involved a number of key tasks including:

- Formation of the Woomargama Bypass Committee to oversee planning and implementation and to work cooperatively with the Woomargama community
- Impacts of bypass research and literature review of relevant documentation
- Community consultation through one on one - face to face and telephone interviews
- Review of feedback from Woomargama community
- Consultation with internal stakeholders (members of the Woomargama Bypass Committee) through participation in a meeting in May 2010, a workshop during June 2010 and further informal gatherings in July 2010. The output generated in these consultation activities has been included in this plan.



## Supporting the Planning

### Key Partners

A number of key partners will support the delivery of this business plan including:

- Hume Highway Woomargama Alliance
- Roads and Traffic Authority (RTA).

### Potential Funding Sources

Source	Grant/Program
<a href="http://www.ausindustry.gov.au">www.ausindustry.gov.au</a>	Small Business Online (SBO Program)
	Small Business Advisory Service
<a href="http://www.business.gov.au">www.business.gov.au</a>	Business Review
	Community Strategic Products and Services (Heritage)
	Enterprise Connect
	Rural People and Learning Systems Program
<b>NSW Department of Industry and Investment</b> <a href="http://www.business.nsw.gov.au">www.business.nsw.gov.au</a>	NSW Local Infrastructure Support Fund
	Small Chambers of Commerce Fund
	Small Communities Awareness Fund
	Leg Up Grants for Volunteer Run Museums
	Entreprising Regions Program
	Small Business Tool Kit
<b>Department of State and Regional Development</b>	Community Economic Development (CED) Program



## Woomargama Environment

### Population

The population of Woomargama village as at 2006 was 251<sup>1</sup> and incorporated the following characteristics:

Table 1 - Woomargama Characteristics as at 2006

Age Groups	Males	Females	Total
0-14 years	33	31	64
15-24 years	11	12	23
25-44 years	24	32	56
45-64 years	45	40	85
65 + years	16	7	23
<b>Total</b>	<b>129</b>	<b>122</b>	<b>251</b>

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing – Woomargama (SSC) (B01)

The median age of persons in Woomargama as at 2006 was 41 years. The Greater Hume Shire Local Government Area (LGA) population as at 2006 was 9,731.<sup>2</sup>

### Population Growth

Estimated residential population for Greater Hume Shire LGA as at 2008 was 10,273<sup>3</sup>. Based on this estimate the population for the Greater Hume Shire LGA has increased by 542 persons which represents a 5.3% increase from 2006 census count.

### Employment and Housing

The total number of persons in the labour force in Woomargama as at 2006 was 121 with 0% of this total unemployed or looking for work.<sup>4</sup> Of Woomargama's total population 48.2% participated in the labour force as at 2006, 67.6% of the shire's population aged 15 years and older participated in the labour force whilst the New South Wales country rate was 59.8%.

<sup>1</sup> Australian Bureau of Statistics, 2006 Census of Population and Housing – Woomargama (SSC)

<sup>2</sup> Australian Bureau of Statistics, 2006 Census of Population and Housing – Greater Hume LGA

<sup>3</sup> Australian Bureau of Statistics, 2008 NSW State and Regional Indicators – Estimated Resident Population

<sup>4</sup> Australian Bureau of Statistics, 2006 Census of Population and Housing – Woomargama (SSC)



Table 2 - Key Industry Sectors for Employment for Woomargama as at 2006

Industry Sector	% of persons employed in Sector
<b>Retail and trade</b>	3.3%
<b>Manufacturing</b>	3.3%
<b>Accommodation and food services</b>	5.8%
<b>Public administration and safety</b>	2.5%
<b>Agriculture, forestry and fishing</b>	35.3%
<b>Health care and social assistance</b>	12.6%
<b>Transport, postal and warehousing</b>	5.8%
<b>Construction</b>	10.0%
<b>Wholesale trade</b>	2.5%
<b>Professional, scientific, technical services</b>	2.5%
<b>Administrative and support services</b>	2.5%
<b>Education and training</b>	10.9%
<b>Other</b>	3.0%

Source: Australian Bureau of Statistics, 2006 Census of Population and Housing – Woomargama (SSC) (B01)

In 2006 the median individual weekly income in Woomargama was \$452, \$14 per week less than Australian equivalent. The median household income within the village was \$1,007<sup>5</sup> which was 2% less than the Australian equivalent.

Of the total renting households within the Greater Hume Shire approximately 17.8% in 2006 were experiencing ‘financial stress’ and 9.9% of mortgage households in the shire were experiencing “mortgage stress”, thus spending greater than 30% of their total income on mortgage repayments.

Greater Hume Shire as at 2006 had a Relative Socio-Economic Disadvantage Index (SEIFA) of 1002, with ratings over 1000 or greater having relative advantage. In comparison country New South Wales average SEIFA index was 973.

<sup>5</sup> Australian Bureau of Statistics – 2006 Census of Population and Housing – Woomargama (SSC)



## Impacts of Bypass

### Research Findings

Leong et. al. (2000) found that communities with a population of 2000 or less have greater potential to be adversely impacted by a bypass. However there have been examples where over the longer term post bypass smaller towns are able to grow their economic activity. This is further evidenced in earlier research undertaken by Parolin and Garner (1996) for the RTA on a number of New South Wales towns including Johns River and Kew. Their findings indicated that short term impacts were mainly on gross annual turnover and that in the medium to longer term there was minimal impact on employment especially when niche markets were developed. Communities impacted by a bypass have viewed the change as beneficial overall but have acknowledged that the change must be addressed proactively. The key benefits of bypasses identified by impacted communities have been improved traffic flow, reduced congestion, reduction in truck traffic, accessibility improvements and opportunities for new developments. Experience has shown that efforts must be launched early to minimise negative impacts with priority being given to advertising and signage.

IRIS Research<sup>6</sup> found that a number of factors can contribute towards mitigating the impact of a bypass on a town. According to Black and Kenyon (2001) a key to mitigating the negative effects of a bypass is to create enthusiastic local leadership. They found through examination of a number of bypassed townships that lack of capacity to implement initiatives and make changes in a timely manner contributed to the inability to mitigate the effects of bypass on a town. Johnson (2003) found that a key mitigation strategy is to improve signage on main road/highway to promote a bypassed town. Essential Economics (2004) highlighted that new retail businesses should integrate well into existing retail facilities and link with shared parking and pedestrian access. This type of strategy needs to be support by reorienting the economic focus of the town to a new type of business i.e. tourism or strengthening existing niche type businesses. Welfare (2004) suggests holding an annual festival to generate additional income by attracting visitors. Black and Kenyon (2001) indicate that local businesses can be further enhanced where training and workshops are provided to the local business community to improve their business skills.

### Consultation Findings

Business Plan Workshop Pty Ltd found in 2008<sup>7</sup> from those surveyed that:

*Liked most about Woomargama*

- Location
- Lifestyle

*Liked least about Woomargama*

- Services and amenities
- Roads and traffic

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<sup>6</sup> Iris Research, 2008 'Greater Hume Shire Economic Development and Social Plan'

<sup>7</sup> Business Plan Workshop Pty Ltd, 2008 'Woomargama Vision 2018'



### *Things that needed to be improved in Woomargama*

- Services and amenities
- Close availability of services
- Lack of community cohesion
- Businesses service
- Sense of community.

Consultation with Woomargama community members during May and June 2010 highlighted a number of strategies worth considering further to (a) help mitigate the negative impact of the bypass on the village and (b) to strive for vision. These strategies included:

- Focusing on the visual appeal of Woomargama by:
  - Improving appearance
  - Updating facilities
  - Beautifying parks and recreational areas
  - Upgrading parking areas
- Taking advantage of development opportunities by:
  - Improving walking tracks
  - Creating better stop over facilities
  - Further develop a multipurpose area for community to utilise
  - Increase awareness and utilisation of Woomargama National Park
- Increasing range of community events/activities by:
  - Exploring ideas from what is already identified and what else might be worth investigating
- Providing support and assistance for:
  - Developing promotional ideas to encourage visitors to stop and revive
  - Local businesses through business and marketing training
  - Developing promotional material
- Continuing to build upon development opportunities post bypass by:
  - Investigating whether more mobile or permanent food outlets/produce market could be established in village
  - Rezoning land, improving sewerage facilities in order to improve liveability
  - Promoting liveability aspects of village
  - Improving town facilities such as community hall, roads and walking tracks



## Vision

**Woomargama is a safe, rural village providing a quiet lifestyle for families**

***Our vision for Woomargama means that by 2018<sup>8</sup>:***

- The village offers an attractive rural lifestyle choice
- Our population has grown with new families joining our community
- Our village has a widespread sense of community pride supported by great facilities and infrastructure
- Passing traffic is attracted to stop and revive in Woomargama
- A cohesive community means residents have access to a range of services, events and activities
- Our natural attractions continue to attract visitors to the region.

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<sup>8</sup> Greater Hume Shire Council, Woomargama Vision 2018, 2008



## Priorities

A number of high and low impact priorities to progress both before the bypass and after the bypass occurs for Woomargama are:

	Before Bypass	After Bypass
High Impact	<ul style="list-style-type: none"> <li>• Maintain and improve existing facilities e.g. toilets, parks</li> <li>• Update signage within village and develop new information boards which incorporate town map and a display of area</li> <li>• Resolve appropriate branding for Woomargama e.g. native cherry</li> <li>• Ensure Hume Alliance is aware of bypass committee role</li> <li>• Lobby for installation of highway signage both promotional and informational</li> <li>• Conduct promotion via website(s)/ brochures with focus on: <ul style="list-style-type: none"> <li>○ Flora</li> <li>○ Fauna</li> <li>○ Natural areas</li> <li>○ Tracks</li> <li>○ National park</li> </ul> </li> <li>• Complete streetscape works after gaining commitment to existing design changes. Especially: <ul style="list-style-type: none"> <li>○ Parking</li> <li>○ Expansion near park</li> <li>○ Town access off freeway</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Lobby for ongoing petrol supplies/service station in town</li> <li>• Continue to improve village safety and environment</li> <li>• Promote rural lifestyle/liveability of Woomargama</li> <li>• Maintain effective and prominent highway signage</li> <li>• Upgrade tennis courts – develop as a multiuse/ multipurpose facility</li> <li>• Identify surplus RTA land to develop as a multipurpose recreational area</li> <li>• Maintain directional signage in town</li> <li>• Develop appropriately formed parking for range of vehicles</li> <li>• Address drainage problems <ul style="list-style-type: none"> <li>- Sewerage</li> <li>- Storm water</li> </ul> </li> <li>• Continue to build and provide support for local businesses</li> </ul>
Low Impact	<ul style="list-style-type: none"> <li>• Develop and distribute a town newsletter/ information pamphlet to keep residents informed</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and publish historic information about Woomargama</li> <li>• Improve street lighting</li> <li>• Increase capacity to conduct regular events</li> <li>• Lobby for updating of street numbering</li> <li>• GHSC, Hume Highway Woomargama Alliance and the Woomargama Bypass Committee to investigate feasibility of a walking track to the summit of Mount McKenzie</li> </ul>



## Key Business Planning Areas

The following key business planning areas have been developed to mitigate identified impacts of Bypass and to take advantage of opportunities.

Facilities and Signage	Tourism and Marketing	Business Development and Promotion	Land Development	Appearance
<p><b>Aim:</b> To update Woomargama's infrastructure for residents and visitors use</p>	<p><b>Aim:</b> To increase awareness of the natural and built attractions of Woomargama</p>	<p><b>Aim:</b> To increase capacity to further develop and promote business and lifestyle opportunities in Woomargama</p>	<p><b>Aim:</b> To improve capacity of land to be attractive for further development</p>	<p><b>Aim:</b> To address appearance of Woomargama</p>
<p><b>Key Achievements:</b> By end of 2010:</p> <ul style="list-style-type: none"> <li>100% completion of public toilet upgrade planning</li> <li>100% completion of community consultation re park</li> <li>100% completion of signage requirements planning</li> <li>100% completion of parking planning</li> </ul> <p>By end of 2011:</p> <ul style="list-style-type: none"> <li>100% completion of public toilet upgrades</li> <li>100% completion of park and tennis court revamps</li> <li>100% completion of signage installation</li> <li>100% completion of parking upgrades</li> </ul>	<p><b>Key Achievements:</b> By end of 2010:</p> <ul style="list-style-type: none"> <li>100% completion of village survey re branding</li> <li>100% resolution of village icon</li> <li>100% completion of list of collateral requirements</li> <li>Completion of 1 promotional activity for Woomargama National Park</li> <li>100% completion of community survey re events and calendar</li> </ul> <p>By end of 2011:</p> <ul style="list-style-type: none"> <li>100% completion and distribution of new collateral material</li> <li>Completion of 1 promotional activity for Woomargama National Park</li> <li>1 new annual event/activity conducted</li> </ul>	<p><b>Key Achievements:</b> By end of 2010:</p> <ul style="list-style-type: none"> <li>100% completion of Yackandandah cooperative model review</li> <li>1 promotional activity conducted to highlight lifestyle opportunities in Woomargama</li> <li>100% completion of website development</li> </ul> <p>By end of 2011:</p> <ul style="list-style-type: none"> <li>20% increase in awareness activities for business development in Woomargama</li> <li>1 promotional activity conducted to highlight lifestyle opportunities in Woomargama</li> </ul>	<p><b>Key Achievements:</b> By end of 2010:</p> <ul style="list-style-type: none"> <li>100% finalisation of streetscape planning</li> <li>100% completion of review on drainage and sewer options</li> <li>100% resolution of land bequest(s)</li> <li>100% completion of planning for multipurpose recreational area</li> </ul> <p>By end of 2011:</p> <ul style="list-style-type: none"> <li>100% completion of essential services master planning</li> <li>100% completion of road review</li> <li>1 real estate promotional activity conducted</li> </ul>	<p><b>Key Achievements:</b> By end of 2010:</p> <ul style="list-style-type: none"> <li>100% of creek beautification and clearing completed</li> <li>100% of streetscape review completed</li> <li>20% of streetscape works completed</li> </ul> <p>By end of 2011:</p> <ul style="list-style-type: none"> <li>Remaining 80% of streetscape works completed</li> </ul>



## Woomargama Business Action Plan

The following pages detail the actions required to mitigate the negative impacts of the bypass on Woomargama and indicates responsibilities, funding source and timelines for each action.

### Key Business Area One – Facilities and Signage

**Aim:** To update Woomargama’s infrastructure for residents and visitors use

**Benefits:** The key benefits from upgrading facilities and signage will be:

- Improvement in community pride and utilisation of village facilities
- Greater likelihood to attract visitors to stopover or stop and revive
- Potential economic benefit from increase in visitor spending.

Facilities and Signage			
Actions	Responsibility	Funding Source	Timeframe
<b>Revamp public toilets:</b> <ul style="list-style-type: none"> <li>• Place on Council agenda/source funding</li> <li>• Evaluate cost effectiveness to upgrade existing facilities versus developing new facilities</li> <li>• Improve physical aspects including lighting</li> <li>• Explore possibility of location for RV dump</li> </ul>	Woomargama Bypass Committee GHSC Economic Development Officer	GHSC	December 2010
<b>Upgrade park:</b> <ul style="list-style-type: none"> <li>• Develop set of recommendations based on community consultation for park upgrade</li> <li>• Place on Council agenda/source other funding</li> <li>• Fix drainage to park carpark</li> <li>• Expand carpark and grassed area for tents</li> </ul>	Woomargama Bypass Committee GHSC Economic Development Officer	GHSC RTA	December 2011
<b>Upgrade other facilities:</b> <ul style="list-style-type: none"> <li>• Upgrade tennis courts in line with development of site as a multipurpose recreational area</li> </ul>	Woomargama Bypass Committee GHSC Economic Development Officer		December 2011



Facilities and Signage			
Actions	Responsibility	Funding Source	Timeframe
<p><b>Improve promotional and directional signage:</b></p> <ul style="list-style-type: none"> <li>Identify key promotional signage requirements</li> <li>Design promotional content – link with icon and other promotional activities</li> <li>Identify appropriate directional signage requirements</li> <li>Liaise with RTA re guidelines/permission</li> <li>Create a timetable for implementation with RTA</li> </ul>	<p>Woomargama Bypass Committee GHSC Engineer GHSC Economic Development Officer RTA</p>	<p>RTA</p>	<p>October 2010 (promotional) Ongoing (directional)</p>
<p><b>Parking</b></p> <ul style="list-style-type: none"> <li>Finalise detailed parking plan for the Village area</li> <li>Seek support for parking upgrades to be completed</li> </ul>	<p>GHSC</p>	<p>GHSC (streetscape budget/other)</p>	<p>November 2010</p>
<p><b>Bypass</b></p> <ul style="list-style-type: none"> <li>Pursue safety access issues to and from bypass with RTA. Communicate with RTA and incorporate letters of support from the school and community.</li> <li>Meet with RTA and Hume Alliance to discuss areas of concern including cattle yards and toilets. Confirm level of commitment by RTA and Hume Alliance to Woomargama</li> </ul>	<p>Woomargama Bypass Committee GHSC Economic Development Officer</p>	<p>N/A</p>	<p>August 2010</p>
<p><b>Key Achievements by end of 2010:</b></p> <ul style="list-style-type: none"> <li>100% completion of public toilet upgrade planning</li> <li>100% completion of community consultation re park</li> <li>100% completion of signage requirements planning</li> <li>100% completion of parking planning</li> </ul> <p><b>Key Achievements by end of 2011:</b></p> <ul style="list-style-type: none"> <li>100% completion of public toilet upgrades</li> <li>100% completion of park and tennis court revamps</li> <li>100% completion of signage installation</li> <li>100% completion of parking upgrades</li> </ul>			



## Key Business Area Two – Tourism and Marketing

**Aim:** To increase awareness of the natural and built attractions of Woomargama

**Benefits:** The key benefits from focusing on tourism and marketing will be:

- Increased ability to promote what Woomargama has to offer for those choosing to visit or relocate
- Greater connection to Woomargama’s natural attractions
- Stronger capacity to improve community engagement and participation.

Tourism and Marketing			
Actions	Responsibility	Funding Source	Timeframe
<p><b>Development of Consistent Branding:</b></p> <ul style="list-style-type: none"> <li>• Conduct a village survey</li> <li>• Work with Council to establish a position regarding an icon/image</li> <li>• Undertake a design process that is compatible with Council branding and imaging strategy</li> <li>• Identify and develop a list of materials/collateral (including brochures, signs, posters, other)</li> <li>• Determine what will appear where</li> </ul>	<p>Woomargama Bypass Committee GHSC Economic Development Officer</p>	<p>GHSC NSW Dept Industry and Investment</p>	<p>August 2010</p>
<p><b>Promote Woomargama’s natural, historical and built features and attractions:</b></p> <ul style="list-style-type: none"> <li>• Identify what community wants to promote for Woomargama</li> <li>• Increase awareness of and utilisation of Woomargama National Park</li> <li>• Involve NSW National Parks through liaison with Parks Ranger -Dave Pearce</li> <li>• Explore feasibility of establishing a walking track to summit of Mount McKenzie</li> <li>• Promote historical buildings of St Marks Anglican Church, Woomargama School and the workers cottages of Woomargama Station</li> <li>• Promote the commemorative Elm Trees in the main street and the “Waiting Tree” in Hay Street</li> </ul>	<p>Woomargama Bypass Committee GHSC Tourism Officer NSW National Parks Friends of Woomargama National Park Hume Highway Woomargama Alliance</p>	<p>GHSC</p>	<p>September 2010</p>



<b>Tourism and Marketing</b>			
<b>Actions</b>	<b>Responsibility</b>	<b>Funding Source</b>	<b>Timeframe</b>
<b>Events</b> <ul style="list-style-type: none"> <li>• Liaise with the Woomargama Progress Association to identify events and to prepare an events calendar</li> <li>• Consolidate Woomargama community ideas for new events/activities ideas</li> </ul>	Woomargama Bypass Committee Woomargama Progress Association	N/A	August 2010
<p><i>Key Achievements by end of 2010:</i></p> <ul style="list-style-type: none"> <li>• 100% completion of village survey re branding</li> <li>• 100% resolution of village icon</li> <li>• 100% completion of list of collateral requirements</li> <li>• Completion of 1 promotional activity for Woomargama National Park</li> <li>• 100% completion of review of community ideas re events/activities and calendar</li> </ul> <p><i>Key Achievements by end of 2011:</i></p> <ul style="list-style-type: none"> <li>• 100% completion and distribution of new collateral material</li> <li>• Completion of 1 promotional activity for Woomargama National Park</li> <li>• 1 new annual event/activity conducted</li> </ul>			



### Key Business Area Three – Business Development and Promotion

**Aim:** To increase capacity to further develop and promote business and lifestyle opportunities in Woomargama

**Benefits:** The key benefits from focusing on business and lifestyle opportunities are:

- Potential to reinvigorate existing businesses, attract new businesses
- Positive lifestyle aspects contribute to an increase in resident population
- Improvement in economic conditions such as more employment and services.

Business Development and Promotion			
Actions	Responsibility	Funding Source	Timeframe
<b>Business Development</b> <ul style="list-style-type: none"> <li>• Examine the Yackandandah Cooperative model for operating a service station</li> </ul>	Woomargama Bypass Committee GHSC Economic Development Officer	N/A	August 2010
<b>Business Development</b> <ul style="list-style-type: none"> <li>• Raise awareness of business opportunities in Woomargama now and post bypass</li> </ul>	Woomargama Bypass Committee GHSC Economic Development Officer	GHSC	August 2010
<b>Promotion</b> <ul style="list-style-type: none"> <li>• Undertake an awareness raising program to highlight lifestyle opportunities in Woomargama Village and surrounds</li> </ul>	Woomargama Bypass Committee GHSC – Economic Development Officer Local Land Agents	GHSC	Ongoing



<b>Business Development and Promotion</b>			
<b>Actions</b>	<b>Responsibility</b>	<b>Funding Source</b>	<b>Timeframe</b>
<b>Promotion</b> <ul style="list-style-type: none"> <li>Investigate website development for specific Woomargama identity site and prominence attached to relevant search engines</li> </ul>	GHSC Economic Development Officer/Tourism Officer	GHSC	August 2010 and Ongoing
<p><b>Key Achievements by end of 2010:</b></p> <ul style="list-style-type: none"> <li>100% completion of Yackandandah cooperative model review</li> <li>1 promotional activity conducted to highlight lifestyle opportunities in Woomargama</li> <li>100% completion of website development</li> </ul> <p><b>Key Achievements by end of 2011:</b></p> <ul style="list-style-type: none"> <li>20% increase in awareness activities for business development in Woomargama</li> <li>1 promotional activity conducted to highlight lifestyle opportunities in Woomargama</li> </ul>			



## Key Business Area Four – Land Development

**Aim:** To improve capacity of land to be attractive for further development

**Benefits:** The key benefits from addressing land development requirements will be:

- Increase capacity for public/council owned land for further development
- Maximise potential to attract private investment.

Land Development			
Actions	Responsibility	Funding Source	Timeframe
<b>Public</b> <ul style="list-style-type: none"> <li>• Develop Report on Drainage/Sewer Options for Woomargama</li> <li>• Review condition of existing roads</li> <li>• Determine Council's capacity to be a land developer</li> <li>• Create masterplan for provision of essential services such as phone, electricity, bottled gas supply</li> <li>• Engage Hume Highway Woomargama Alliance/RTA to determine if any land bequest(s) available for (i) multipurpose recreational area (ii) other use</li> <li>• Complete evaluation of need for a multipurpose recreational area and facility</li> </ul>	GHSC Woomargama Bypass Committee Hume Highway Woomargama Alliance RTA	GHSC Budget	2010 and ongoing
<b>Private</b> <ul style="list-style-type: none"> <li>• Identify possible land developers</li> <li>• Raise awareness of development opportunities for lifestyle blocks within close proximity to Albury/Wodonga</li> </ul>	GHSC Woomargama Bypass Committee	GHSC	2010 and ongoing
<p>Key Achievements by end of 2010:</p> <ul style="list-style-type: none"> <li>• 100% finalisation of streetscape planning</li> <li>• 100% completion of review on drainage and sewer options</li> <li>• 100% resolution of land bequest(s)</li> <li>• 100% completion of planning for multipurpose recreational area</li> </ul> <p>Key Achievements by end of 2011:</p> <ul style="list-style-type: none"> <li>• 100% completion of essential services master planning</li> <li>• 100% completion of road review</li> <li>• 1 real estate promotional activity conducted</li> </ul>			



## Key Business Area Five – Appearance

**Aim:** To address appearance of Woomargama

**Benefits:** Key benefits from improving the appearance of Woomargama will be:

- Increase in the appeal of Woomargama as a place to stop
- Improve the liveability aspects of the village.

Appearance			
Actions	Responsibility	Funding Source	Timeframe
<b>Streetscape</b> <ul style="list-style-type: none"> <li>• Review outcome of streetscape questionnaire undertaken by GHSC</li> <li>• Detail items to be addressed from \$300k RTA streetscape budget</li> <li>• Finalise Streetscape Plan and construction timeline</li> </ul>	GHSC	GHSC  RTA	August 2010
<b>Other</b> <ul style="list-style-type: none"> <li>• Meet with Murray Catchment Management Authority to investigate funding opportunities to complete creek beautification/clearing etc.</li> </ul>	Woomargama Bypass Committee	Murray CMA	September 2010
<p><b>Key Achievements by end of 2010:</b></p> <ul style="list-style-type: none"> <li>• 100% of creek beautification and clearing completed</li> <li>• 100% of streetscape review completed</li> <li>• 20% of streetscape works completed</li> </ul> <p><b>Key Achievements by end of 2011:</b></p> <ul style="list-style-type: none"> <li>• Remaining 80% of streetscape works completed</li> </ul>			

## Review Monitoring Process

The Woomargama Bypass Committee in conjunction with Greater Hume Shire Council will develop a review and monitoring process in order to update and refresh this business action plan. Monitoring will involve tracking on progress of implementation of actions on a quarterly basis. Reviewing will incorporate creating, dropping and retaining actions on an annual basis as detailed in following outline:

