

# LOCKHART SHIRE COUNCIL TOURISM AND ECONOMIC DEVELOPMENT STRATEGY

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# INTRODUCTION

The Lockhart Shire Tourism and Economic Development Strategy has been developed to support the long term growth and viability of the community, local economy and the tourism sector within the Shire of Lockhart.

The Shire has many strengths and opportunities. This strategy recognises these whilst also focuses on developing new and exciting directions.

The Shire is blessed with a number of characteristics and assets that create a wonderful place to live and visit. A rich and diverse environment offers a range of opportunities for business, agriculture, and tourism. The location of the Shire enhances these opportunities, and the community is friendly and welcoming.

This strategy has been developed by the Lockhart Shire Tourism and Economic Development Steering Committee on behalf of Lockhart Shire Council. Its implementation requires commitment from a number of partners and priorities are spread across the Shire.

It is with pleasure that this strategy is presented. Council and the Tourism and Economic Development Steering Committee look forward to working together and with the community to achieve long lasting and positive outcomes for the Shire.



# OUR COMMUNITY

The following table shows the characteristics of the Lockhart Shire community throughout the last decade. The information has been gathered from the Australian Census data collected from 2001, 2006 and 2011.

	2001	2006	2011
Population Number	3397	3107	2985
Median Age	38	42	44
Median Household Income (per week)	\$655	\$766	\$868
Median Mortgage repayment (monthly)	\$645	\$867	\$997
Median Rent (weekly)	\$55	\$80	\$100
Average Household size	2.7	2.6	2.5

Lockhart Shire has faced a decline in population over the last decade, decreasing from 3,397 people in 2001 to 2,985 people in 2011 – a decline of 9.3%.

**Statistics released by the ABS in 2014 show a reversal in this declining trend, with population numbers estimated to be 3080 people in 2013.**

The population is also ageing and has been over the last 10 years, with the median age increasing from 38 to 44. The following table shows the ageing trend throughout the Shire.

The following information is important to consider when exploring opportunities and priorities for the future of the community and the local economy.

Age	2001	% of pop	2006	% of pop	2011	% of pop	Change in % of pop 2001-2011
0 – 4	236	6.9	218	7.0	190	6.3	↓0.6
5 – 14	572	16.8	480	15.4	441	14.7	↓2.1
15 – 19	237	7.0	194	6.2	193	6.4	↓0.6
20 – 24	140	4.1	109	3.5	90	3.0	↓ 1.1
25 – 34	354	10.4	268	8.6	223	7.4	↓ 3.0
35 – 44	497	14.6	442	14.2	377	12.6	↓ 2.0
45 – 54	465	13.7	466	15.0	449	15.0	↑1.3
55 – 64	388	11.4	416	13.4	429	14.3	↑2.9
65 – 74	280	8.2	257	8.3	314	10.5	↑2.3
75 – 84	170	5.0	185	6.0	202	6.7	↑1.7
85 +	58	1.7	72	2.3	90	3.0	↑1.3



# OUR ECONOMY AND TOURISM

The following table shows the breakdown of employment within the Shire by industries:

Industry	Number	% of workforce
Agriculture, forestry and fishing	393	30.6
Mining	3	0.2
Manufacturing	36	2.8
Electricity, gas, water and waste services	17	1.3
Construction	57	4.4
Wholesale trade	26	2.0
Retail trade	98	7.6
Accommodation and food services	50	1.6
Transport, postal and warehousing	112	8.7
Information, media and telecommunications	13	1.0
Financial and insurance services	13	1.0
Rental, hiring and real estate services	4	0.3
Professional, scientific and technical services	28	2.2
Administrative and support services	22	1.7
Public administration and safety	84	6.5
Education and training	90	7.0
Health care and social assistance	158	12.3
Arts and recreation services	6	0.4
Other services	47	3.7
Not stated	26	2.0
<b>Total</b>	<b>1,283</b>	<b>100.0</b>

The Shire has a number of significant attractions, events and businesses that support the ever growing tourism sector. These include:

- The Spirit of the Land Festival, Lockhart
- Lockhart Picnic Races
- Lockhart Vintage Verandah Fest
- Greens Gunyah Museum and the Doris Golder Wool Art Gallery



# BROAD VISION

The following aspirational attributes were identified to determine success for Lockhart Shire 2035:

- Population of between 4,500 to 5,000 people;
- Autonomy as a stand-alone Council;
- A sustainable light industrial business base predominately value adding to the Agricultural sector;
- Low unemployment;
- A dynamic community with a balanced demographic spread of ages;
- Rail infrastructure that linked food production regions with Melbourne, Sydney and Brisbane ports;
- Exceptional community and social infrastructure including but not limited to:
  - Excellent sporting facilities;
  - Vibrant and attractive CBD precincts particularly in Lockhart and The Rock;
  - Street furniture and infrastructure which supported enhanced mobility for elderly residents;
- Appropriate levels of child care and education facilities; and
- Access to local health services including allied health.



# OUR STRATEGY

The strategy has been developed based on the extensive consultation that was conducted throughout Lockhart Shire during 2011 and 2012 as part of the development of Council's Integrated Planning and Reporting requirements. Over 700 people participated in the consultation which included workshops, surveys and focus groups.

Businesses were also consulted and provided valuable feedback on the challenges and opportunities that surround management and sustainability of business operation within the Shire.

Key challenges and priorities identified for the community from the consultations included:

- Responding to a declining population
- Maintaining and developing our infrastructure
- Keeping young people in our communities
- Attracting new business and industry to the Shire
- Developing appropriate telecommunications infrastructure throughout the Shire
- Maintaining local services
- Supporting growth in tourism
- Beautifying our townships
- Protecting and enhancing our environment
- Limited sources of non-grant related funding
- An ageing population demographic
- Limited employment opportunities
- Tourism infrastructure and supporting services
- Asset maintenance including pools and community halls and buildings.

These priority areas have been addressed throughout Council's Community Strategic Plan and the response to meeting community needs includes the development of this strategy as a key action.

The development of the strategy has been driven by the Lockhart Shire Tourism and Economic Development Steering Committee. The committee, in partnership with Council has identified a number of key areas that respond to the needs of the local community, the tourism sector and local businesses.

These priority areas are:

1. A strong and resilient economic community
2. Attracting and retaining businesses and residents
3. Planning for the future
4. A great place to live, work and visit
5. Infrastructure and resources that support our economy and community.

## REVIEW

This strategy will be reviewed annually to ensure that the actions and objectives remain reflective of the needs and priorities of the community.

A complete review and update will be conducted in five years.



# 1. A STRONG AND RESILIENT ECONOMIC COMMUNITY

## 1.1 INNOVATIVE NETWORKS

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Develop partnerships throughout our business sector that allow innovative professional development and connection.			A strong sense of connectedness amongst the local business community with Council.  Businesses are engaged and represented with decisions that affect them.  Businesses are aware of, and connected to government agencies and departments that can offer them support.
Action 1	Actively encourage and participate in existing local business networks, training opportunities and programs.	Business owners	Ongoing	
Action 2	Routinely communicate with business and industry on changes that would potentially impact the local economy using a variety of methods.	Council	Ongoing	
Action 3	Participate in local, regional and state economic development networks to ensure Lockhart Shire's interests are advanced.	Council TED Steering Committee	Ongoing	

# 1. A STRONG AND RESILIENT ECONOMIC COMMUNITY

## 1.2 ACCESS TO INFORMATION

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Continue to ensure Lockhart Shire Council provides relevant, timely, and concise access to community, tourism and economic development information.			<p>Investors and business can access a range of business planning information.</p> <p>Information is co-ordinated and tailored to investor and business needs.</p> <p>Senior management always have a clear understanding of the Shire's economic profile and key economic trends.</p>
Action 1	Conduct regular website reviews to ensure all information is up to date and accurate.	Council	Ongoing	
Action 2	Provide access to current, relevant and timely information on local demographics, economic profiles and economic trends.	Council	Ongoing	
Action 3	Maintain a reliable electronic database of local businesses.	Council	Ongoing	
Action 4	Utilise accurate local economic information to support the establishment of businesses that respond to identified retail, commercial and service gaps.	Council	Medium	
Action 5	Develop promotional materials (fact sheets, prospectus, incentives) focused on proximity to major markets, quality transport infrastructure, low cost land and lifestyle opportunities.	Council	Ongoing	

# 1. A STRONG AND RESILIENT ECONOMIC COMMUNITY

## 1.3 BUSINESS SUPPORT

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> Facilitate and provide a comprehensive program of training and assistance that develops and maintains the economic culture of Lockhart Shire.			Enhanced business skills.  A comprehensive range of formal and informal training opportunities are offered and facilitated.  Economic development unit is viewed as proactive, supportive, and hands-on.  Businesses are more resilient to macro and environmental factors.
<b>Action 1</b> Continue to build relationships with key landowners, large businesses and service providers to monitor and respond to their needs.	Council	Ongoing	
<b>Action 2</b> Facilitate and disseminate information on training opportunities.	Council, TED, RDA, Dept. Industry & Investment	Ongoing	
<b>Action 3</b> Partner with government agencies and local education institutions in the delivery of business development programs and activities.	Council	Ongoing	
<b>Action 4</b> Continue to support the community's preparedness for socially and economically challenging times (such as drought, fire and floods).	NSW Dept of Health, NSW Farmers Federation, Council	Ongoing	
<b>Action 5</b> Monitor the impact of legislation and regulations on local business.	Council	Ongoing	
<b>Action 6</b> Work with businesses to build and maintain an online business directory.	Council	Ongoing	

# 1. A STRONG AND RESILIENT ECONOMIC COMMUNITY

## 1.4 FARMING EXCELLENCE

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> Support and encourage a strong and resilient farming and agriculture sector that is diverse, productive and value adds to the economic and social character of the Lockhart Shire and wider district.			Enhanced business skills across the farming sector. Increased promotion local farming excellence.
<b>Action 1</b> Improve and support the skills of in-home farm management.	Council	Medium	Increased number of farm tour and farm stay initiatives across the Shire. Increased environmentally responsible practices
<b>Action 2</b> Celebrate, recognise and promote the diversity and innovation of the local farming sector throughout Shire.	Council ,TED, Dept. Industry & Investment	Ongoing	
<b>Action 3</b> Support the development of farm tour and farm stay initiatives throughout the Shire.	Council, TED	Ongoing	
<b>Action 4</b> Promote and celebrate environmentally responsible practices across all agricultural areas.	NSW Farmers Federation, Council	Ongoing	
<b>Action 5</b> Encourage development of local produce and cottage goods market showcasing local production.	Council, TEDSC	Ongoing	

## 2. ATTRACTING AND RETAINING BUSINESSES AND RESIDENTS

### 2.1 A DYNAMIC COMMUNITY

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> Ensure that Lockhart Shire provides a vibrant and diverse range of facilities, amenities, services and activities.			Improved quantity and quality of festival and events in the Shire.
<b>Action 1</b> Develop and promote a vibrant, sustainable and diverse calendar of events focused on showcasing the social, environmental and economic attractions of the Shire.	Council / Community	Medium	Promotion of Council and community material at events held within the Shire. A desirable place to spend time that is clean, safe and easy to access.
<b>Action 2</b> Actively work to develop a network of high quality trails that promote visitation and movement throughout the Shire including a series of bike and walking trails.	Council	Ongoing	Improved viability of town centre businesses. Improved local path network.
<b>Action 3</b> Support National Parks and Wildlife Services in indigenous education and employment opportunities at The Rock Nature Reserve.	Council	Long	Increased celebration of local public art.
<b>Action 4</b> Develop and support long term beautification plans of towns and villages throughout the Shire.	Council	Long	
<b>Action 5</b> Develop a public art strategy that is meaningful to the community and integrates with neighbouring shires.	Council	Long	
<b>Action 6</b> Provide for the recreational needs and interests of the community by partnering in the development a range of Recreation, Fitness, Sports & Therapeutic Facilities.	Council	Long	

## 2. ATTRACTING AND RETAINING BUSINESSES AND RESIDENTS

### 2.2 UNDERSTANDING AND CELEBRATING OUR BUSINESS COMMUNITY

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Maintain a broad understanding of the Shire's economic profile and work to recognise and reward business excellence.			Local businesses are aware of Council services.
Action 1	Commission and undertake market research and consultation as needed to inform decision making.	Council	Medium	There is a high level of satisfaction with Council planning and services.
Action 2	Continue to recognise and reward business excellence by communicating local success in marketing materials.	Council	Ongoing	The broader community is proud of the achievements of its local people and workers.
Action 3	Encourage and support businesses to apply for available grants and awards.	Council	Ongoing	Businesses are recognised for their commercial, innovation and sustainability initiatives.

## 2. ATTRACTING AND RETAINING BUSINESSES AND RESIDENTS.

### 2.3 INVESTMENT AND GROWTH

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> Support the growth of the business and industry sector within the Shire.			There is ample, competitive industrial land within the Shire.
<b>Action 1</b> Monitor and ensure that available serviced industrial land meets market demands.	Council	Ongoing	Increased levels of employment in industrial and employment zones.
<b>Action 2</b> Provide appropriate information to owners, tenants, developers and investors to facilitate the establishment of businesses within the Shire.	Council , Real Estate Agents	Ongoing	
<b>Action 3</b> Actively work to attract and encourage development of industries that add to our agricultural sector	Council	Long	
<b>Action 4</b> Provide support to home based businesses wishing to invest locally in business growth.	Council	Ongoing	
<b>Action 5</b> Support and promote the business community in projects that aim to attract locals and visitors to shop within town centres	Council	Medium	
<b>Action 6</b> Continue to regularly promote the Shire as a positive place to live and work through the implementation of Council's Marketing Strategy and regular promotion of positive images.	Council	Ongoing	
<b>Action 7</b> Promote the Shire as a low cost logistics and warehousing location for business located in nearby regional centres	Council	Ongoing	

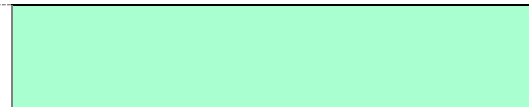
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Action 8    Seek to attract light industry activities from nearby larger regional centres including business relocation incentives

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Council

Ongoing





## 2. ATTRACTING AND RETAINING BUSINESSES, RESIDENTS AND VISITORS

### 2.4 SKILL DEVELOPMENT

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> Create partnerships and implement projects that seek to attract, retain and develop Lockhart Shire's workforce.			Increase in the available labour force. More residents are participating in employment. Young people are staying in the Shire for education and employment. Unemployed residents are assisted in finding work in the Shire.
<b>Action 1</b> Work with local industry and government agencies to identify and address skill shortages and workforce and to implement actions identified in the Workforce Management Plan.	Council	Short	
<b>Action 2</b> Provide access to and improve pathways to aid employment for young and long-term unemployed residents.	DEEWR, Council, Businesses	Medium	
<b>Action 3</b> Encourage young people to return to the region after completing further education.	Council, Employers	Medium	
<b>Action 4</b> Actively promote the Shire and available skilled and professional positions throughout the region.	DEEWR ,Council	Medium	
<b>Action 5</b> Work with key employers to develop strategies to maintain and increase workforces.	DEEWR, Council	Medium	
<b>Action 6</b> Support and encourage the provision of diverse and innovative education options.	TED, Schools	Ongoing	

### 3. PLANNING FOR THE FUTURE

#### 3.1 RESPONSIBLE LAND USE AND DEVELOPMENT

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Lockhart Shire's economic viability and sustainability is protected and advanced through responsible land-use and development.			<p>A place making approach is taken to all community and open space developments.</p> <p>Investment opportunities are clearly identified.</p> <p>A sufficient amount of industrial land is available throughout the Shire.</p> <p>Long term construction and improvement program developed for open space and public conveniences throughout the Shire.</p> <p>Accurate administration and timely review of the Lockhart Shire Local Environmental Plan.</p>
Action 1	Develop and implement Open Space Master Plans that improve sociability, access, multi-dimensional uses and activities, comfort and image of places.	Council	Long	
Action 2	Develop and co-ordinate strategic land use, economic and issue-specific strategic plans to guide the Shire's physical and economic development.	Council	Ongoing	
Action 3	Monitor the demand and availability of appropriately zoned land in Lockhart Shire, including sufficient commercial, industrial, residential and rural living development.	Council	Ongoing	
Action 4	Protect high quality agricultural land from development that may be prejudicial to their ongoing operations.	Council, Land owners, Developers, State Government	Ongoing	
Action 5	Continue to remain updated on potential mining and quarry developments within the Shire.	Council	Ongoing	
Action 6	Actively promote Council owned Industrial and Residential land in conjunction with appointed agents	Council	Ongoing	

Action 7	Develop a policy for the attraction of purchasers of Council owned Industrial Land including incentives and lending policies (deferred settlement, rate holidays).	Council	Ongoing	
Action 8	Consider development of strata title sheds for lease or sale on council owned industrial land.	Council	Ongoing	
Action 9	Develop strategies to promote development of industrial zoned land at The Rock.	Council	Ongoing	
Action 10	Consider ongoing housing requirements and investigate the possibility of Council acting as a developer of residential land to promote subdivisions	Council	Ongoing	
Action 11	Review Councils built assets to cater for shortcomings in rental and affordable accommodation and to determine those surplus to requirements	Council	Ongoing	

### 3. PLANNING FOR THE FUTURE

#### 3.2 DECISION MAKING AND REGULATIONS

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Reduced compliance costs and confusion associated with all regulation approvals processes.			Proactive approach to facilitating investment and business needs.
Action 1	Develop a single point of reference on the Lockhart Shire Council website for all economic related regulatory approvals.	Council	Short	Consistent and accurate information provided.
Action 2	Ensure that strategic planning relative to economic development embraces the principles of the Lockhart Tourism and Economic Development Strategy.	Council	Medium	Consistent approach to decision making and enforcement.
Action 3	Provide support, advise and assist applicants to ensure development applications are compliant with current regulations.	Council	Medium	

### 3. PLANNING FOR THE FUTURE

#### 3.3 ENCOURAGE AND RETAIN VOLUNTEERING IN THE COMMUNITY

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Support the development and sustainability of a strong and active volunteer base throughout the shire			Increased recognition of volunteer contributions throughout the community.
Action 1	Continue to support existing volunteer organisations	Council	Ongoing	Increased numbers of volunteers within the community
Action 2	Promote and celebrate the contributions that volunteers make within the community	Council	Ongoing	Increased knowledge throughout the community of volunteering opportunities and needs
Action 3	Encourage and support existing volunteers to continue to make their valuable contribution to the community	Council	Ongoing	
Action 4	Promote local volunteering opportunities and needs with an emphasis on marketing the benefits of volunteering for both individuals and the community	Council	Ongoing	

## 4. A GREAT PLACE TO LIVE, WORK AND VISIT

### 4.1 TOURISM PARTNERSHIPS

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Broker and maintain positive partnerships that support our tourism industry.			Consistent representation of Lockhart Shire's needs within regional tourism.
Action 1	Work with Riverina Regional Tourism, RDA Riverina, Destination Riverina Murray, Destination NSW, local tourism associations, operators and other tourism networks to advance tourism in Lockhart Shire.	Council	Short	Strong relationships between Council and local Tourism business operators.
Action 2	Strengthen partnerships with neighbouring Council's to collaborate on projects that result in increased tourism visitor benefit.	Council	Ongoing	
Action 3	Regularly consult with tourism operators to ensure that Council's services and advice are complementary to their needs.	Council	Short	
Action 4	Develop and maintain the Lockhart Shire Tourism website to promote tourism within the shire	Council	Ongoing	
Action 5	Work with volunteer groups and front line operators to ensure visible information resources for visitors throughout the Shire	Council	Ongoing	
Action 6	Encourage improvement of industry knowledge and collaboration through participation in tourism industry workshops	Council	Ongoing	

## 4. A GREAT PLACE TO LIVE, WORK AND VISIT

### 4.2 TOURISM DEVELOPMENT

Objective & Actions	Responsibility	Timeline	Outcome
<b>Objective</b> The Shire’s tourism sector is successfully positioned through the development and expansion of high quality tourism related products and services.			Average spend per night increased. A higher average accommodation rating across the Shire.
<b>Action 1</b> Encourage tourism activity that sustains and enhances the Shire’s environmental and social character.	Council	Ongoing	Increased choice for eating out options. Improvement in tourism product across the Shire.
<b>Action 2</b> Work with tourism operators to encourage innovative and sustainable offering and practices to encourage growth in visitation.	Council	Short	Well-maintained public facilities throughout the shire
<b>Action 3</b> Explore tourism opportunities and developments that are based on our natural assets such as rural and eco-tourism opportunities.	Council	Short	
<b>Action 4</b> Ensure the existence of well-maintained public facilities to encourage return visitors to the area	Council	Ongoing	
<b>Action 5</b> Actively work to increase tourism infrastructure fostering and facilitating additional tourism offerings including events and attractions	Council	Ongoing	

## 4. A GREAT PLACE TO LIVE, WORK AND VISIT

### 4.3 TOURISM MARKETING

Objective & Actions	Responsibility	Timeline	Outcome
<p><b>Objective</b> Promote Lockhart Shire, and the distinct individual townships within the Shire, as the choice of destination for long and short stays.</p>			<p>Lockhart Shire Destination Marketing Strategy developed.</p> <p>The number of visitors to Lockhart Shire, and the length of their stay have increased.</p> <p>Increased overnight and day visitors to the Shire.</p> <p>A greater percentage of visitors are staying for 3-4 nights in the Shire.</p> <p>Residents, business operators, and tourism operators are engaged in a greater number of events.</p>
<p><b>Action 1</b> Promote Lockhart Shire within and outside of the region as an attractive tourist destination.</p>	Council	Ongoing	
<p><b>Action 2</b> Pursue marketing opportunities and encourage businesses to financially support promotional initiatives.</p>	Council	Ongoing	
<p><b>Action 3</b> Develop a signage strategy that ensures all directional and tourism signage is consistent, highly visible and promotes key tourism sites throughout the Shire.</p>	Council	Short	



## 5. INFRASTRUCTURE AND RESOURCES THAT SUPPORT OUR ECONOMY AND COMMUNITY

### 5.1 NATURAL RESOURCES

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Ensure the protection and sustainability of our communities natural assets.			Development is progressed without compromising the natural environment.
Action 1	Implement mechanisms to monitor land supply trends and values and ensure adequate supply for residential and industrial development.	Council	Short	Heritage assets are protected and sufficiently maintained.
Action 2	Protect the natural environment by zoning identified areas for environmental protection.	Council	Short	
Action 3	Ensure the Shire's principal natural assets are protected from land use and development that may be prejudicial to its long term sustainability.	Council	Ongoing	
Action 4	Protect heritage items through local, state and national planning provisions.	Council	Ongoing	

## 5. INFRASTRUCTURE AND RESOURCES THAT SUPPORT OUR ECONOMY AND COMMUNITY

### 5.2 UTILITIES AND SUSTAINABILITY

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Monitor and improve the capacity and sustainability of utility provision to business and industry.			Reduce eco-footprint in the business community.
Action 1	Advocate on behalf of residents for improved television, mobile and internet coverage throughout the Shire, in particular throughout rural areas.	Council	Ongoing	Council and community assets are well watered. There are several examples of private best practice water use within the Shire.
Action 2	Ensure that Council has a secure and sustainable water supply that services community infrastructure, business and residential requirements and allows for future expansion.	Council	Ongoing	Council has strong partnerships with government agencies to ensure that water is an available resource within the Shire.
Action 3	Continue to advocate and pursue the provision of natural gas throughout the Shire.	Council, community	Ongoing	
Action 4	Review and improve waste management services supporting businesses to improve access to and use of waste recycling services, with a focus on rural industry.	Council / Dept. Water Green Energy	Medium	
Action 5	Continue to explore and remain up to date with opportunities for alternative energy sources within the Shire.	TED/Council	Ongoing	
Action 6	Explore opportunities to make solar and green energy options more affordable.	Council	Ongoing	

## 5. INFRASTRUCTURE AND RESOURCES THAT SUPPORT OUR ECONOMY AND COMMUNITY

### 5.3 TRANSPORT

Objective & Actions		Responsibility	Timeline	Outcome
Objective	Transport throughout the Shire is safe, convenient, accessible and easy.			Safe and convenient movement of traffic through the Shire.
Action 1	Design, develop, maintain and manage the road infrastructure throughout the Shire which supports safe and convenient transport movement, and direct access to main roads.	Council	Ongoing	Efficient utilisation of existing car parking infrastructure. Car parking infrastructure supports increased transactions in commercial and activity centres.
Action 2	Maintain regular contact with State and Federal government departments and lobby for the improvement of public transport access and connectivity throughout the Shire and into surrounding regions.	Council	Ongoing	Limit isolation and improve public transport services. Rail is used for agricultural transport.
Action 3	Support long-term, sustainable and responsive use of the rail for agricultural and passenger transport.	Council	Ongoing	
Action 4	Review developer standards and contribution towards traffic infrastructure.	Council	Medium	
Action 5	Use and develop road, rail and airstrip facilities to foster increased tourism and economic development.	Council	Ongoing	

## 5. INFRASTRUCTURE AND RESOURCES THAT SUPPORT OUR ECONOMY AND COMMUNITY

### 5.4 COMMERCIAL AND ACTIVITY CENTRES

Objective & Actions	Responsibility	Timeline	Outcome
<p><b>Objective</b> Lockhart Shire’s key commercial and activity centres are developed in a proactive and coordinated way so as to provide vibrant, safe and clean environments that reflect the unique character of each precinct.</p>			<p>A sense of place where people can meet and connect.</p> <p>Strong partnerships with key stakeholders delivering structure, business and marketing plans.</p> <p>Improved economic viability of commercial and activity centres.</p>
<p><b>Action 1</b> Design, develop, maintain and manage the hard infrastructure supporting commercial and activity centres to best practice standards for footpaths, street lighting, car parking, landscaping and toilet facilities.</p>	Council	Ongoing	
<p><b>Action 2</b> Work collaboratively with business and community groups to inform infrastructure improvement.</p>	Council	Ongoing	
<p><b>Action 3</b> Develop ongoing relationships with commercial property owners and leasing managers to achieve lower vacancy rates, improved business and retail mix and ensure high level presentation.</p>	Real Estate Agents / Council	Medium	
<p><b>Action 4</b> Develop and implement a Branding Strategy that articulates clear identities and precinct branding activities for each respective centre.</p>	Council	Medium	