



Kurri Kurri's Mineworker Mural



Parkes Elvis Festival



Kidman's Camp from Outback Beds Inc's advertising campaign

Your community – your future

The NSW Government partners with local government and business organisations to help enterprising communities in regional areas meet the challenges presented by economic forces and population shifts.

Administered by the NSW Department of State and Regional Development (DSRD), the **Community Economic Development (CED) Program** is designed to increase business and economic activity and to foster commitment from local government to economic development. The program benefits the broader community; particularly the business community.

Applications are invited from sponsoring organisations such as chambers of commerce or local councils on behalf of their community.

Help for communities

1. Funding is available to support communities in the strategic planning process. The process usually consists of strategic planning workshops facilitated by one of the Department's community economic development managers or by a consultant chosen by the community. These workshops help the community identify projects that will increase local economic activity.
2. Funding is also available under this program to go towards:
 - the economic development officer or co-ordinator's salary (where the community's population is over 2,000 only)
 - skills training for co-ordinators or economic development officers and committee members
 - business retention and expansion surveys
 - business marketing workshops
 - reviewing and updating an existing community strategic plan
 - business development projects

- developing and strengthening business networks
 - community events which have broad community support
 - tourism plans and projects
 - town marketing plans
 - marketing and promotion.
3. Networking and skills development support is available through the Statewide Community Economic Development Conference, regional forums and regional tours of communities organised by DSRD. The Department's regional network of community economic development managers also provides ongoing advice and information. A series of self help modules and kits to assist practitioners are available at the www.regionalcommunities.nsw.gov.au website.

'I believe the program provides rural communities with a conduit to effectively undertake a wide range of community projects and activities to help them realise their potential and generate substantial economic dividends.' Michael Greenwood, Economic Development Manager, Parkes Shire Council

'This program is highly valuable in that it provides not only the necessary financial assistance, but also a structure for developing, managing and evaluating community-based projects and initiatives. Skills (social capital) are discovered and enhanced through this type of project.' Wendy Jennings, Chairperson, Coolamon Commercial Development Committee

What communities have achieved

Each year more than 70 regional communities access the CED Program to increase business activity, and lift resident morale and the profile of their towns.

Program participants leverage funds through partnerships with different levels of government, local organisations and businesses. Projects typically create employment, generate additional income and attract visitors to these communities.

The **Tea Gardens/Hawks Nest** Welcome Kit developed by Myall Waterways Chamber of Commerce contains statistical information about the towns from their business retention and expansion survey and from Great Lakes Council, Great Lakes Tourism, Tea Gardens Community Technology Centre, the Council's economic development manager and the Census. The aim is to showcase the area and inform potential new businesses and residents of opportunities.

Tumbarumba Shire Council's business retention and expansion survey sought detailed information on the issues facing businesses, including skilled labour needs. The results indicated a range of businesses were experiencing skills shortages. These were followed up by TAFE with a survey on training needs.

Brunswick Heads Chamber of Commerce continues to build on its successful 'Simple Pleasures' marketing campaign with a focus on building capacity and sustainability of their combined visitor information centre and project office by leveraging innovative partnerships.



Gulargambone's Two Eight Two Eight Centre

Forbes' Specialty and Boutique Shopping Guide aims to promote Forbes as a "boutique town" and capitalise on the growing number of unique and specialty stores. The guide identifies these stores to newcomers, as well as visitors and locals.

Wollombi and Bingara 2020 have developed community websites to promote their localities and businesses to locals and potential visitors. These websites provide a low-cost means for local businesses to gain and maintain an internet presence.

Volunteers in **Gulargambone** transformed their Old Picture Theatre into the vibrant Two Eight Two Eight Centre. It boasts an accredited visitor information centre, arts and produce outlet, cinema, award-winning café, library and function centre. Ideas for a range of



Mungindi Music Festival

souvenirs were brainstormed in local workshops. These workshops also initiated the production of the corrugated iron galah sculptures now scattered throughout the village and along all roads into Gulargambone. The galah sculptures and some souvenirs now produced locally are for sale through local outlets including the 2828 Centre. Gulargambone 2828 has won numerous State and national community, tourism and business awards and recently employed its first staff member and an indigenous student trainee.

Outback Beds Inc, a network of accommodation providers has developed a business and marketing plan and undertaken promotional activities. **Canowindra Art Network Inc** conducted drought exhibitions in Canberra, Cowra and Sydney to market Canowindra and increase exposure and sales for local artists.

The skills of start-up and home-based businesses in the **Shellharbour, Kiama and Wollongong** local government areas and the **Southern Highlands** are being enhanced through monthly networking meetings.

Kyogle, Mayfield, Hamilton, Charlestown, Karuah, Bowraville and Merriwa prepared town marketing plans. Several of these communities and **Corowa** have developed their own branding and complementary marketing kits for use by local organisations and businesses.

The opening of the Karuah Highway Bypass and the subsequent closure of a service station presented the **Karuah** Working Together Committee with an ideal opportunity to convert the site into the 'Karuah Centre'. This facility is run by community volunteers and incorporates a tourism information centre, a community 'drop-in' centre, a local food bank and professional offices. The centre is also used by a scrabble club and for exercise and art classes.

Tourism strategies for **Narrabri, Inverell and Parkes** shires have been developed by their local councils. In the Australian Capital Region, **Nimmitabel** Advancement Group Inc and the **Bermagui** Area Chamber of Commerce and Tourism have developed tourism plans for their villages. **Warrumbungle** Shire Council has prepared an economic development and tourism plan for their local government area.

Ballina Council and Chamber of Commerce developed an industry sector plan for their retail sector. A creative industry development plan has been developed by **Clarence Valley** Council.

Your community – your future



Nundle Go for Gold Chinese Easter Festival



'Kiddies pool always open' from Brunswick Heads Simple Pleasures promotional campaign

The history and aspects of life in **Kurri Kurri** and the surrounding villages are depicted in over 50 murals covering the buildings in the town centre and in the villages. Each month an average of 14 buses bring visitors to view the murals in these communities, generating income for local businesses.

Walking trail studies have been undertaken by **Nimbin** and **Uki**. **Paterson** in the Hunter region is promoting their heritage walking trail by the river near their village centre. A 'Back Roads Tourism Trail' project is under development in the **Womboota**, **Bunnaloo** and **Caldwell** communities. This project aims to establish a viable tourism trail along the less used roads of the Murray Shire with the aim of extending the tourism experiences available to visitors to Echuca-Moama.

Numerous local councils such as **Richmond Valley**, **Young**, **Shellharbour**, **Cabonne**, **Dungog**, **Great Lakes**, **Nambucca**, **Murray** and **Coolamon** have continued to employ their economic development officers on a permanent basis after the conclusion of DSRD funding assistance for the positions.

Shellharbour and **Cowra** councils are implementing 'economic gardening' initiatives to assist their local businesses to grow and respond to opportunities. The Cowra Entrepreneur Program aims to create a stronger local economy by generating new and higher paying jobs in existing businesses. Professional assistance is provided in legal, financial and business planning areas. Group and individual mentoring is also provided as a means of nurturing/developing those business people who have a strong desire and aptitude to grow their business.

Parkes Shire Council has employed an events officer to extend the economic benefits from conferences, sporting events and tourism events. The Parkes Elvis Festival alone injects approximately \$4 million annually into the local economy.

Numerous new festivals identified in community strategic plans have been funded over a number of years to build local capacity and enhance event viability. Funded events include the **Uralla** Get Off Your Arts Festival, **Yamba** Coldstream Festival, Mulga Bill Festival at **Yeoval**, Two Fires Festival at **Braidwood**, **Candelo** Village Festival, **Lockhart** Spirit of the Land Festival, **Morundah** Bush Opera, **Broken Hill's** Red Desert Live Festival, **Gundagai** Turning Wave Festival and **Kangaroo Valley** Arts Festival. Local councils

in **Lismore**, **Kyogle** and **Armidale** have held expos showcasing sustainable lifestyles as an extension of their traditional agricultural shows. Such events are helping rejuvenate showgrounds by bringing new audiences and are encouraging long term behavioural change towards carbon neutral local economies.

Established community events such as Tumbafest at **Tumbarumba** and the **Deniliquin** Ute Muster have benefited from event sustainability plans. Deniliquin Play on the Plains Festival Inc also undertook an economic analysis to determine the economic impact of the Ute Muster.

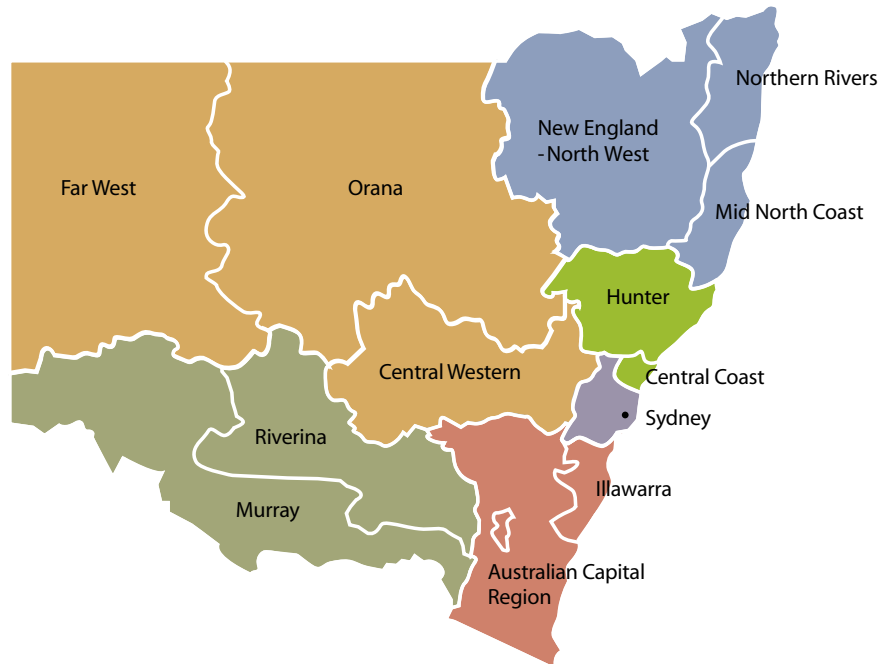
'The program gives a tremendous boost to a small community, helping the economy and employment. The additional funds provided by DSRD added to the professionalism of the event.'
Peter Hamshere, President, Wollombi Valley Chamber of Commerce Inc

'With the assistance of the DSRD community planning workshops we undertook a participatory process to develop the Comboyne Community Plan (2003 – 2006). Over the past four years, many of the projects outlined in this plan have been completed. This has resulted in significant social, cultural and economic improvements and is a good example of community capacity-building and self help.'
Anne Heinrich, President, Comboyne Community Association Inc

'DSRD's CED Program has been the catalyst for almost every community and economic project or campaign conducted in Brunswick Heads since 1999. Various seed funding grants have enabled small amounts of money to be leveraged into much more significant amounts and expanded our program. After nine years of working with DSRD, we are now in a position where we can engage a paid part time co-ordinator to manage and drive various projects to enhance, promote and protect our town and its lifestyle. By the end of 2010, the co-ordinator will develop a long term plan to ensure the sustainability of our project office/visitor centre – our engine room.'
Matthew Denehy, President, Brunswick Heads Chamber of Commerce Inc

How to help your community

For application forms and further information about the Community Economic Development Program visit www.regionalcommunities.nsw.gov.au or contact the DSRD community economic development manager for your region.



Northern Region

Community Economic Development Manager
Pieter Verasdonck
PO Box 1385
LISMORE NSW 2460
Tel: 02 6622 4011
Fax: 02 6621 4609
Mob: 0427 719 703
Email: pieter.verasdonck@business.nsw.gov.au

Western Region

Community Economic Development Manager
Alvaro Marques
PO Box 1620
ORANGE NSW 2800
Tel: 02 6360 8419
Fax: 02 6360 8484
Mob: 0428 856 891
Email: alvaro.marques@business.nsw.gov.au

Hunter/Central Coast Region

Community Economic Development Manager
Susan Rowe
Level 3
251 Wharf Street
NEWCASTLE NSW 2300
Tel: 02 4908 7333
Fax: 02 4929 7096
Mob: 0438 728 315
Email: susan.rowe@business.nsw.gov.au

Australian Capital/Illawarra Region

Community Economic Development Manager
Bart Yeo
PO Box 930
GOULBURN NSW 2580
Tel: 02 4821 8000
Fax: 02 4821 8650
Mob: 0428 456 455
Email: bart.yeo@business.nsw.gov.au

Riverina/Murray Region

Community Economic Development Manager
Louise Conibear
PO Box 1156
WAGGA WAGGA NSW 2650
Tel: 02 6921 6422
Fax: 02 6921 0780
Mob: 0427 414 807
Email: louise.conibear@business.nsw.gov.au

Sydney

Regional Development Division
Manager, Community Economic Development
Programs
Anne Pitchers
GPO Box 5477
SYDNEY NSW 2001
Tel: 02 9338 6712
Fax: 02 9338 6726
Email: anne.pitchers@business.nsw.gov.au