

# Community Strategic Plan (2030) Creating Our Ideal Community



Wyong  
Shire  
Council  
CENTRAL COAST

Updated 2011

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Photograph by: David Gosling

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# Creating a better quality of life

This Vision for Wyong Shire addresses the question of: “Do we, as a community, want to continue to do the same things in the future for similar results?”

As a community, we can approach the future by waiting until opportunities and problems arise and then react or we can seek ways to best plot our course for the future. This requires setting our priorities to get what will really improve and really matter to our quality of life. At the same time we need to be prepared to respond proactively to changes and challenges as they unfold.

We have grown in numbers over the last 20 years with an average of 2,300 additional people per year moving here. In 1989 there were 98,600 people, now there are 150,000. That strong and relatively consistent growth has seen both benefits and issues for the area. We assume that growth will continue for the next 20 years with a predicted population of 192,600 by 2029.

The Shire’s Vision must build on what is important to us now, to ensure it meets social, economic, environmental and civic leadership needs of our community both now and in the future.

The Shire Strategic Vision is realistic in that it does not achieve “utopia” over the next 20 years. The Vision requires that we set priorities to concentrate on objectives and strategies that make the biggest improvements overall. Conversely we recognise some objectives are not priority and this report outlines some of the results of them not being actively pursued.

A Vision also needs to respond to major shifts in our community over time. For example, during the five year period June 2004 to June 2009 there were approvals for 1361 aged care occupancies in the Warnervale, Kanwal and Wadalba area. This represents 70% of new occupancies approved during this time. If this continues there will be an impact on a broad range of regional facilities and services that will be needed to achieve the Vision. This 2011 update therefore includes:

- Increased emphasis on the vision principle of sustainability,
- Clarification of Council’s role in helping to deliver the SSV as well as essential community services and infrastructure,
- Additional strategies arising out of Council’s Service Delivery Review 2010 and
- Adoption of clear project evaluation criteria to ensure that future Council projects and capital works deliver the community’s and Council’s priority objectives.

As outlined above, in 2010 Council undertook an in-depth review that explored how the services delivered to the community could be improved. A number of recommendations arising from this Service Delivery Review enable improved delivery of the community’s vision.

The Shire Strategic Vision provides a direction for the future of the community. Its focus is on long term benefits. Many of these will take time and considerable effort to achieve. On this basis the Vision objectives will be reviewed at least every four years, with checks and balances of strategies annually. As change is inevitable, the Vision will need to respond over time.

## Our 1st Inhabitants

The coastline, creeks and Hawkesbury Sandstone hills especially retain clear proof of Aboriginal occupation over thousands of years, long before European arrival.

Our Vision acknowledges with respect the original inhabitants and recognizes the living culture of local Aboriginal people as well as the unique contribution that they and their elders have made and continue to make to the life of Wyong Shire.





# How the Shire Strategic Vision works

“I am living in a beautiful area in every sense -- good people, lots of flora and fauna and sporting facilities, medical and education of a high standard with Sydney and Newcastle close by.”

- SSV survey respondent -  
2008

The purpose of this document is to report to the community on:

- What the Shire Strategic Vision is
- How the Vision was created through the community
- The importance of the community, Council, state and federal government working together to achieve the Shire's Vision.
- How the Shire Strategic Vision integrates with Council's Asset Management Strategy and Long-Term Financial Strategy.

If the community, Council, state and federal government all want a better quality of life in Wyong that is sustainable we need to know:

- What is our community's ideal vision?
- What do we need to do over the next 20 years to head towards the ideal vision?
- What broad actions, programs or services should we be providing now to start achieving the Vision?

Answering these questions is not an easy task since the 150,000 residents that make up our community, numerous organisations and thousands of businesses all appreciate the great lifestyle in Wyong Shire. Each has their own priorities and changes they would like to see to improve the quality of life and ensure the long term sustainability of what is important to our community.



Our Vision for Wyong addresses the issues and concerns of our community, as expressed in a number of in-depth community consultations during 2007 and 2008. More than 3500 individuals participated. A wide variety of consultation techniques were used including individual conversations, children's art projects, telephone surveys, feedback following public meetings and an early morning survey of commuters. These took place across all ages and social groups.

Three Liaison Groups were formed to help guide the Shire Strategic Vision process - one each for the community, Council and state government. Participants in the liaison groups contributed generously of their energy to help formulate this Vision.

The process followed to create the Vision is shown in a diagram on page 6.

The Liaison Groups identified more than 100 strategic issues. Through a series of workshops these groups formulated a picture of the best future outcomes that reflected what life could be like if the main issues were actively addressed. These were compiled in the form of fictional stories about an average life in Wyong sometime in the future. These stories show the impact of focusing future efforts on achieving the Shire's Vision while also describing the negative effects of not focusing elsewhere.

The three Liaison Groups rigorously explored how the community's issues

were inter-related and analysed these relationships to identify better outcomes for the future. These were expressed as 22 objectives for the future. Strategies were also developed that would start to achieve each of the objectives.

**"The local community at Canton Beach has helped develop a wonderful regional all access playground, focusing on the visually impaired."**

- Rod Wallis Project Manager - 2009

## SSV PROCESS

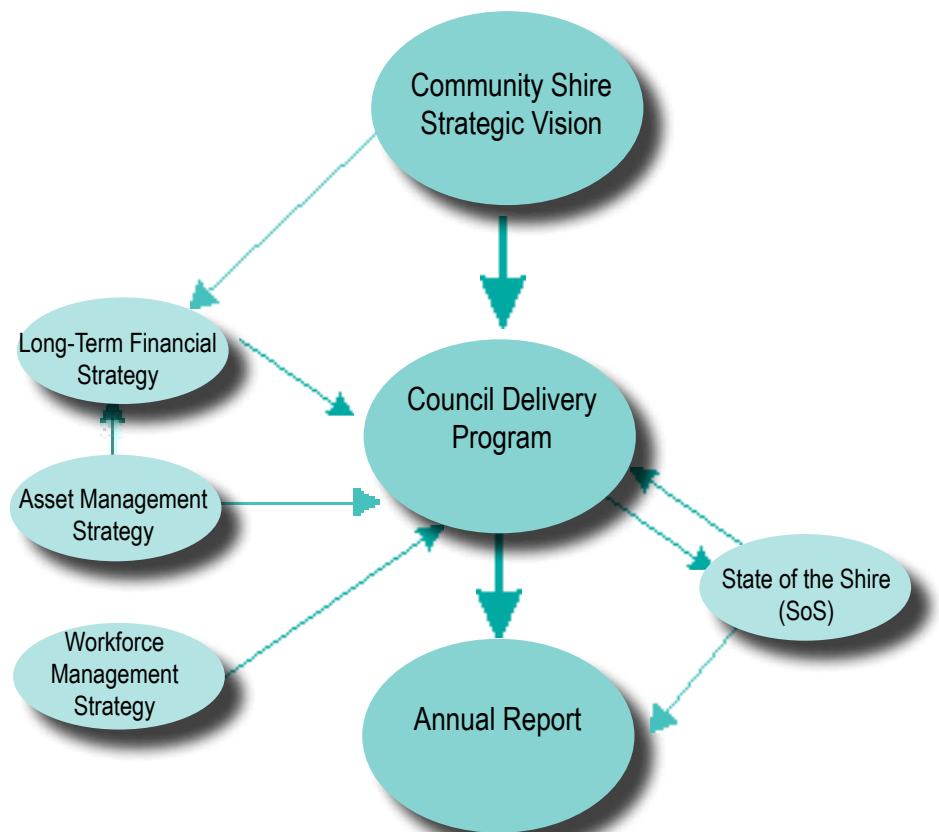


Remembering that our vision is a long term (20 year) vision it is understandable that our community cannot achieve everything at once. We simply don't have the resources and we know we cannot give equal priority to all 22 identified objectives. The three Liaison Groups and Councillors therefore selected eight priorities to provide the biggest improvements to our lives when we focus and work hard and consistently towards achieving them. Responsibility for achieving these objectives involves both community and government. The remaining 14 objectives (Appendix 1) are not priority.

This Vision document was the subject of an extensive community engagement during June and July 2009. More than 1,000 residents received detailed information about the Vision. Following extensive support and amendment in response to feedback received, this document was formally adopted by resolution at a Council meeting on 9 September 2009.

Council itself provides a large number of essential community services and programs that will continue to evolve over time in keeping with best practice (e.g. garbage collection, road maintenance, sewage services, governance, water supply etc). These activities are not listed as separate strategies as they will continue in some form at a level of service determined with consideration for objectives in this Vision.

The Shire Strategic Vision process has been carried out to comply with the Department of Local Government's approach to "Integrated Planning". As a result, in conjunction with the Vision, Council has formulated a Wyong Shire Strategic Plan to clearly demonstrate the integration of the Vision with other services Council provides to the community. This document includes:



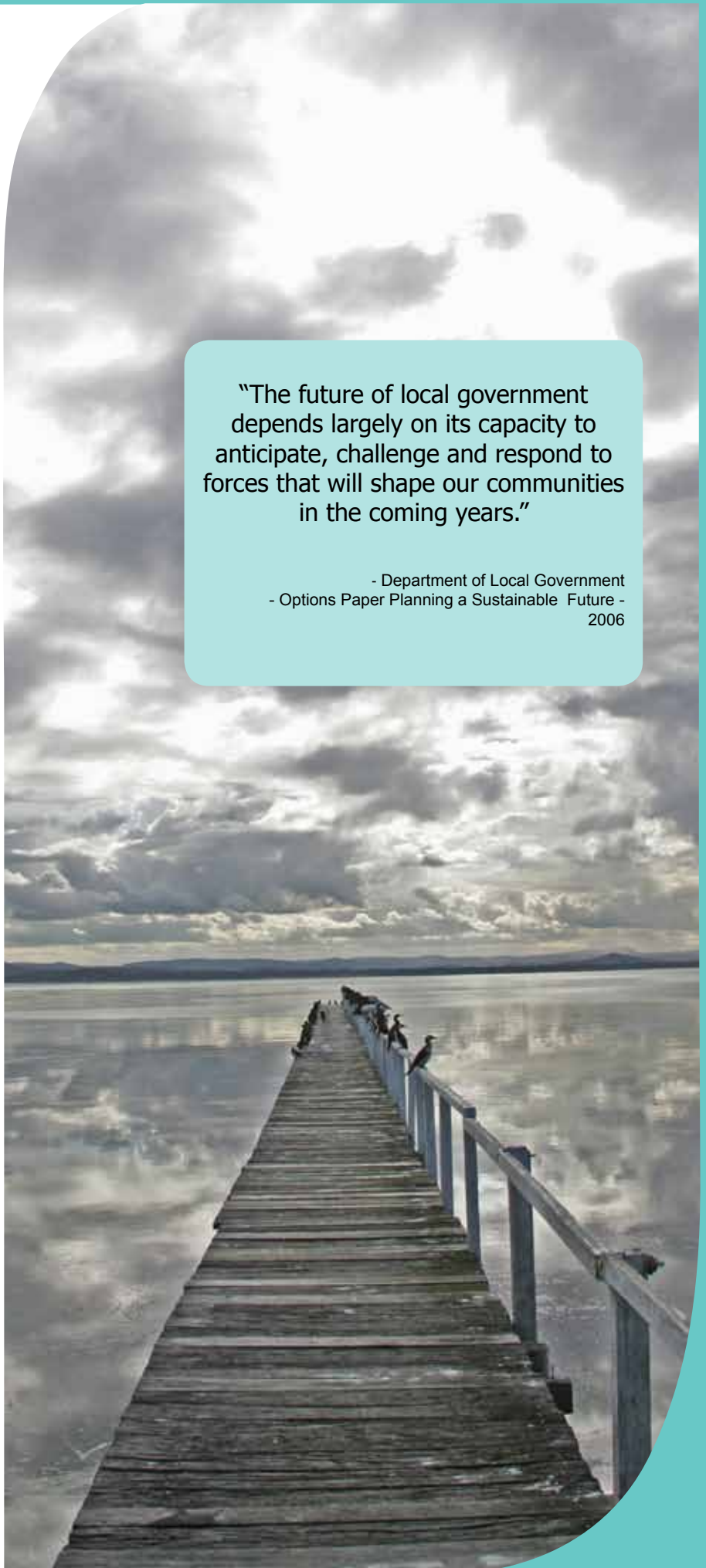
- **4 Year Delivery Plan and Annual Plan:** These will identify Council's priorities, programs and budgets for the next four years with an emphasis on the first financial year. This document replaces the past 'Management Plan'.
- **A Long Term Financial Strategy** includes ten year financial projections to ensure that there are sufficient funds to meet both Council's ongoing commitments and undertake new projects, programs and initiatives from the Shire Strategic Vision and Asset Management Strategy. The Long-Term Financial Strategy is described in more detail later in the document.
- **Asset Management Strategy** identifies the desired level of service across the variety of assets and programs managed by Council and the funding and resources required to ensure Council assets are maintained at a reasonable level. This includes, but is not limited to roads, community buildings, community facilities, water, sewer, parks and, in the long run, our natural assets. The Asset Management Strategy is described in more detail later in this document.
- **Workforce Management Strategy** identifies the staff and skills required to implement both the Delivery Program and the Shire Strategic Vision.

The diagram on page 6 shows how these all interact to direct Council's activities in achieving the community's Strategic Vision.

Within nine months of a new Council being elected a check will take place with the community to ensure the Vision is being achieved and is leading to tangible improvements to the quality of life.

"The future of local government depends largely on its capacity to anticipate, challenge and respond to forces that will shape our communities in the coming years."

- Department of Local Government  
- Options Paper Planning a Sustainable Future -  
2006



The Community Vision Statement

# Creating Our Ideal Community caring... prosperous... sustainable





# Principles... above all else

The community, State government and Council all have a part to play in achieving the objectives of this Vision. In moving forward they can be guided by basic Principles.

The three Liaison Groups found that basic Principles arose repeatedly as ways to address a variety of community issues. Rather than listing them as separate objectives, it was resolved to include them in the Vision as overriding Principles.

The Liaison Groups found that Principles express important underlying assumptions and described fundamental ways in which the Vision can be achieved no matter what future objectives and strategies are pursued. In particular, Vision Principles outline how governance can be effectively applied and show the energy and vigour generated by sharing a common Vision and working together to achieve its objectives.

The basic Vision Principles are:

**Government is conducted with openness and transparency involving the community in the decisions that affect it.**

**All three levels of government work closely together.**

**There is environmental, social and economic sustainability.**

**There is fiscal responsibility.**

## Open Government

The roles of government include:

- timely, equitable and appropriate services and facilities for the community ensuring those services and facilities are managed and maintained efficiently.
- keeping the local community and other government levels informed about its activities.
- ensuring that, in the exercise of its day to day functions, it acts consistently

and without bias considering the social, environmental and economic implications of our decisions and actions.

Throughout the Vision program, the desire of the community for greater involvement in decision-making that impacts them has been strongly expressed. It is recognised that there are many challenges in community engagement to ensure true community involvement.

## Governments Working Together

The three Liaison Groups identified the need for all three levels of government to work closely together to improve the decision making process and ultimately the outcomes that can be achieved. This includes collaboration of departments within each level of government. Changes in government, changes in representatives and changes in policy all impact on this over time.

As the level of government closest to the community, Council has a significant role to play in ensuring good outcomes for our area by acting as a conduit and advocate between the upper levels of government and the community.

## Sustainability

Around the world people are striving to better integrate how we manage our environment, lifestyle and economy. Here in Wyong Shire it is no different. Sustainability is the responsibility of the entire community and constitutes one of the essential principles of our Vision.

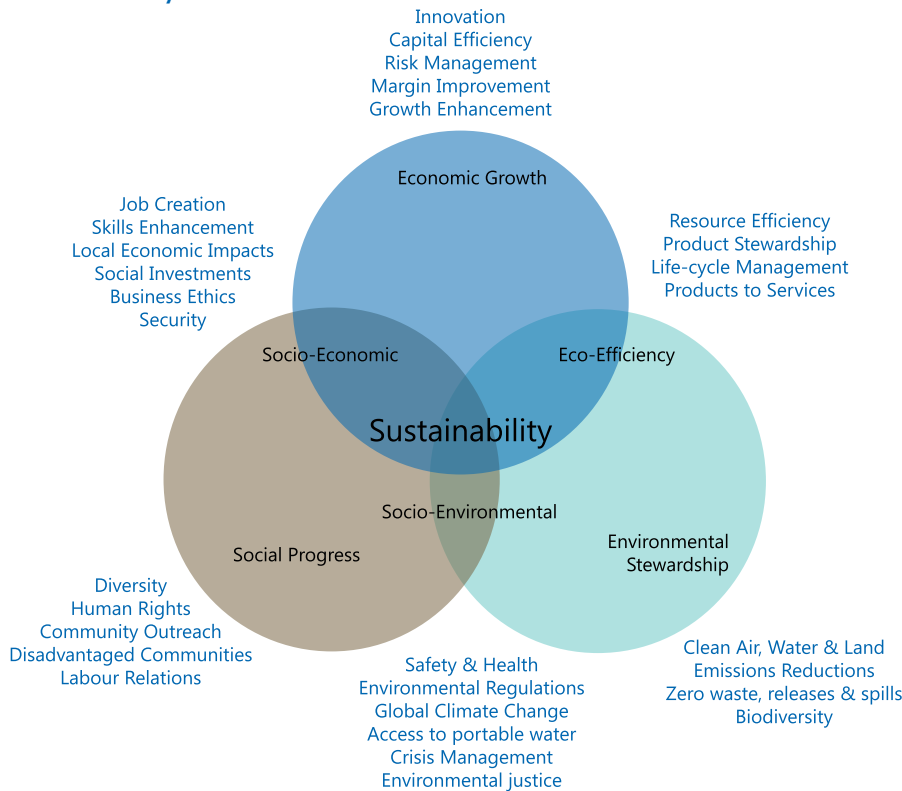
Our Vision will assist Council, State and federal government as well as the community to work towards Wyong Shire growing as a caring community, a prosperous economy and a thriving environment. This can be displayed in the following diagram.

Genuine sustainability is about the things we value and need for everyday life including,

“Encourage community participation and reward those who do, to ensure positive connotation.”

- Youth Advisory Council  
- Survey-  
2008

## Sustainability Definition



but not limited to, food and shelter, natural environment, education and employment, health and welfare services, cultural and recreational activities, transport, as well as water and energy supplies. Sustainability is about considering the social, environmental and economic implications of our decision-making and actions and reducing our “environmental footprint”. Pursuing sustainability in the things we value builds in resilience to withstand future upheavals such as the current economic downturn, climate change and population growth. For example, it is essential that climate change forecasts are monitored and appropriate steps taken to proactively adapt to change and ensure our social, environmental and economic sustainability.

Sustainability guiding principles should be applied to all decisions and programs impacting the Shire. These help to clearly define this Vision’s commitment to sustainability.

Our guiding principles were developed by Council staff and the Wyong Shire community. They are based on what we value and have been benchmarked against national and international principles. The guiding principles are to be used

to guide everything from planning and development decisions to every-day on-ground actions.

The guiding principles for a sustainable Wyong Shire are:

### Think holistically.

### Act responsibly.

- We recognise that people, nature and the economy are affected by our actions. We plan for the long-term and recognise shorter term needs.
- We integrate these considerations into our decision making, working with the forms and functions of the natural environment and with our social and economic attributes as the basis of our planning and development.

### Smart, local, adaptable.

- We respond to future challenges by embracing innovation and acting timely and effectively.
- We base our actions locally, mindful of our place in the world, building on our strengths and special qualities of place and community.

### Care for nature.

- We recognise the intrinsic value of biodiversity and natural ecosystems, protecting the environment for the

benefit of all life forms.

- We commit to the sustainable use of natural resources to maintain healthy ecological systems for the benefit of present and future generations.

### Good processes. Improved outcomes.

- We demonstrate leadership, accountability, transparency and financial responsibility in all decision making.
- We measure our prosperity by the health and wellbeing of our people, environment and economy and strive for continuous improvement.

### Work together.

- We build partnerships by engaging with and listening to all facets of society, working together for the benefit of the whole.
- We have a culture of collaboration and participation that encourages innovation, sharing of resources, engagement in decision making and shared accountability for all results.

### Lead by example.

- We lead by example with actions for positive change and support visionary policies and practices within the community.
- We involve people with the relevant skills and knowledge in our projects and recognise there are many ways to achieve our goals. We embrace the opportunity to learn from our actions and the actions of others.

### Fiscal Responsibility

Directing our funds in a planned way will help to deliver our community’s objectives and provide, in a sustainable way, the things we want and need in the future.

Whilst external funding will be sought for some projects and initiatives, for the most part it is our community that will ultimately bear the costs of significant changes in direction or new strategies and their maintenance.



# Objectives and Strategies... where we are going

There are eight priority objectives. These are focus areas which will provide the biggest improvements to our lives when we concentrate on them over the next 20 years and work hard and consistently towards achieving them. In short, these say that in the future Wyong Shire will be a place where:

- **Communities will be vibrant, caring and connected;**
- **There will be ease of travel;**
- **Communities will have a range of facilities and services;**



- **Areas of natural value will be enhanced and maintained;**
- **There will be a sense of community ownership of the natural environment;**
- **There will be a strong sustainable business sector;**
- **Information and communication technology will be world's best;**
- **The community will be educated, innovative and creative.**

A number of strategies are identified that support how our community can start to achieve significant outcomes. While strategies will often require the development of programs, identification of specific funding and co-ordination of actions; they give us the initial roadmap for our future. The numbering used to identify each of the eight objective and their respective strategies does not indicate priority.

Strategies include those that have already been set for the Central Coast in the State Plan (a new direction for NSW), Chapter 8 (Central Coast Region) 2006. Such regional strategies are identified under the initials "RS". The NSW State Plan: Investing In A Better Future (2010) was published after the initial Vision document. The State Plan 2010 contains eight focus areas. Seven of the eight State focus areas correspond to at least one of this Vision's Priority Objectives. The relevant State focus area(s) is therefore listed under each Priority Objectives in a box labelled "State Focus 2010". The eighth State Plan 2010 focus area "Better Government" is one of the main themes of the Principles on pages 10-11 of this document. Note that a new State government elected in 2011 has stated that they intend to update the State Plan.

The stories and priorities for our Shire follow.



“People are friendly and welcoming, we love it here and are very happy.”

- Community Plan Summary Report -  
2008

## I love my community

Tom Bradley has a very busy day ahead. That's why he's up early, despite getting only a few hours sleep after the annual street party.

Tom is happy he lives in such a vibrant and well connected community. His street and local parks are clean because everyone

has a real sense of community pride and belonging. This pride and overall cleanliness may have reduced the level of graffiti although it is hard to say.

He has built up some very solid relationships in the community owing to the fact he volunteers his spare time as president of the local football club,

where one of his children plays. In his own small way, Tom feels this helps him make a difference, or a contribution, to his community.

He has helped, with other community members, turn the local footy clubhouse into a second home for the area's youth. He is proud that these same youth, including



his own 14-year-old son Fletcher, have even formed their own group where they raise ideas at regular fortnightly meetings trying to entice new members to the club, and talking about the good things they can do in the community to give the club an even better name. Tom, as club president, often sits in on these meetings with other committee members just to listen. The

children respect this and Tom knows it's a great example of interacting between different generations for the one common cause ... promoting a healthy lifestyle in the community and giving the local children a sense of direction, pride and a say in their own activities. This is happening right across the Shire.

Tom really likes his neighbours, who keep a watch on his dog, Digger, and his house when he goes away on holiday. He especially likes the way people look out for each other in his street, without any major programs to provide security in neighbourhoods like the removal of shrubs and flood-lighting in parks, major increase in police presence, roller doors on shop fronts or security cameras.

He also knows that people can obtain help within communities when they need advice and support as problems arise such as in-home help for his aging father Roy.

In Tom and Gabby's community, they know you don't have to look too far for people of all ages to put up their hands to volunteer in school reading programs, toddler learning programs and the local P&C Committee. They sometimes feel, however, that the Council and state government operate at a different level. "I just wish they would give us a part of the money they spend and let us decide how to spend it. We would have a major footy complex and clubhouse," Tom declared at his last AGM. His dad Roy would also like a footpath outside his home in San Remo. After 40 years in the family home there is still a footpath on only one side of the road.

As Roy becomes older he is finding that maintaining the family home is a burden especially since his wife Helen passed away. He would like to find a smaller unit, but there are none available in San Remo or nearer to Tom and Gabby to buy or rent. Maybe he will shift into The Entrance.

The other thing Tom loves is the fact that his children can travel to major centres

in the Shire should he or wife Gabby be tied up at any stage. Council has worked hard with governments at all levels, but particularly the state government, to create safe and reliable local transport links. While it may require purchasing several tickets, bus services to all major centres including Tuggerah, Toukley, The Entrance and Wyong are regular and frequent. There are also links to all local train stations, schools, major business centres and workplaces.

Tom still wishes that more could be spent in improving roads. While roads in his relatively new residential area are good, overall the Shire's road surface remains fair. He realises that there is only so much money for roads, but he wishes that the quality of road surfaces in the Shire could be improved. How the road maintenance funding is allocated changed many years ago and has led to some improvements in roads, but it remains a worry in the community.

Commuting, while still a burden for some families is also a lot easier than the past, with trains at all hours including a very fast train during peak hours that has decreased travel time to Central by 30 percent. There are fewer cars on the freeway, owing to more people opting to car pool and larger commuter carparks at train stations. For everyday transport, the Shire's shared pathway system links up right around the Lakes' system giving locals the chance to ride to and from school, shops or work.



***In the future Wyong Shire will be a place where:***

**1. Communities will be vibrant, caring and connected with a sense of belonging and pride in their local neighbourhood.**

This will help residents to interact in a positive manner, build relationships and participate locally.

***We will achieve this by:***

- a. Expanding and supporting programs that increase participation among all ages.** This could be in the community, business, sports and recreation, education and creative sectors. It could also encourage training or leadership programs which foster lifelong community involvement.
- b. Expanding and supporting programs and activities that encourage and enhance neighbourhood connections.** This could include street parties and a "Get to know your Neighbours" Program. It will help improve interaction between different generations and cultures and encourage more neighbourly support of each other.
- c. Encouraging and valuing genuine youth and seniors participation in the community.** This will help ensure involvement of young people and seniors, respect for their ideas and active involvement in the life of their community.
- d. Expanding and resourcing children and family service programs.** This will help and monitor child development, provide parenting advice, support positive family relationships and encourage community involvement from an early age.
- e. Developing and implementing the Wyong Shire-wide Settlement Strategy.** This should clearly lay out the areas for residential, business and commercial development while retaining the natural environment. It should clarify how the balance can be reached between constructed development and the natural environment.
- f. Improve the effectiveness of the system of connections that tie towns/suburbs and facilities of the Shire together as well as connecting to the wider region.** This includes improved connections between residents and between residents and facilities at both the local and regional level as well as the use of new technologies.
- g. RS --Implementing the Regional Strategy for the Central Coast that will guide appropriate development, maintain the lifestyle and environment and include Government intervention to provide more than 35,000 jobs in the next 25 years.**
- h. RS -- Planning and delivering a new Town Centre at Warnervale including a new railway station and transport interchange.**

Council Contribution: Council has a major role to play in the delivery of this Objective. In particular it has the primary responsibility for action on strategies

1a, 1b, 1c, 1d, 1f and 1h above in close partnership with the community. These need to be carried out in close partnership with the community and in most cases benefit from State government support and funding.

State Focus 2010 -- Stronger Communities, Healthy Communities and Keeping People Safe





***In the future Wyong Shire will be a place where:***

**2. There will be ease of travel within the Shire, and to other regional centres and cities. Travel will be available at all hours and will be safe, clean and affordable.**

This will improve access within, around and out of Wyong Shire and allow travel options.

***We will achieve this by:***

- a. **Ensuring public and private bus services are timely, clean, safe and affordable.** They should service schools, workplaces and commercial centres and major community events along with entertainment venues during off-peak times such as large clubs, hotels, tourist centres and festivals.
- b. **Upgrading train and public transport services between Williamstown and Sydney Central ensuring the service is safe, timely and reliable.** This should include a very fast train during peak hours that will decrease travel time to Central by 30%. Local shuttle trains should run every 20 minutes.
- c. **Improving and linking the bicycle/shared pathway network and related facilities to encourage more cycling opportunities.** This includes improved road crossings, signage and installing lockers and showers at key centres. Businesses should also provide financial incentives for the purchase of bicycles.
- d. **Improving commuter parking at railway stations.** This should focus on being safe, accessible and appealing. Landscaping and bicycle facilities should also be provided.
- e. **Improving commuter hubs along the freeway.** These should be planned and designed to encourage carpooling and should provide safe, easy parking for vehicles, bicycles and buses. Some hubs should have kiosks selling coffee and newspapers.
- f. **RS - Creating a better public transport system including new outer suburban train carriages, upgrades of the Tuggerah station, rail maintenance upgrades and better local bus services.**
- g. **RS - Ongoing upgrading of roads in the region including The Entrance Road and Pacific Highway.**
- h. **RS - Improving the F3 links to Sydney to three lanes in each direction in partnership with the Federal Government.**

Council Contribution: With the community, Council has an advocacy and monitoring task for most of the above strategies. It has primary responsibility for action on strategy 2c above and for strategy 2g for local roads.

State Focus 2010 -- Better Transport & Live-able Cities, Healthy Communities and Stronger Communities



# Diverse facilities at your doorstep

Thursday is a big night in the Bradley household, so it's lucky that both Tom and Gabby are able to work from home these days to fit in around the children's busy education and social schedules. Straight after school, Tom is off to footy training while Fletcher and Gabby head off to netball with Nicky on their bikes.

Both of these training facilities have been built in the last 10 years and offer good floodlighting and playing surface resulting in fewer problems with injuries or abrupt end to training just because the sun has gone down.

The family then meets every Thursday for a quick bite to eat, often at one of several local restaurants, before Gabby takes both of the kids to the nearby community centre where all three do Tae Kwon Do training and Tom heads home for some time out on the lounge with a cyber-book or in front of the computer. He claims he can't do martial arts due to an old footy injury, but what he really appreciates is the little bit of peace and quiet.

The community, state government and Council have worked hard to ensure people know what facilities are available in their area, and how to make use of them and participate in the programs offered such as parenting courses, continuing education, social activities, counselling and family support as well as many sporting and recreational activities for all ages such as the local Tae Kwon Do classes attended by Fletcher, Nicky and Gabby.

In addition, Warnervale has an Aquatic Centre and Wyong has a new Cultural Centre, other areas have new cinemas, and most major suburbs have active community centres focusing on family and community development. Surf clubs, local sporting facilities and community buildings are well maintained and offer a range of activities that are reasonably priced or free.

Council has maintained a number of existing centres over the years, rather than building new ones. These centres remain the hub of many communities and are available to be hired out for functions to help raise funds for their maintenance. Transport connects all centres via the ever expanding pathways and bus timetables, while seniors in the area have access to a shuttle bus that connects a number of local senior citizens centres.

Funding generally ensures the ongoing operation of these centres, which are largely run by volunteers who report directly to their communities. There are problems, however integrating service funding between the three levels of government so that professional staff at community centers often operate on short-term and part-time contracts due to lack of agreement as to who should pay for ongoing operations.

"I'm really excited that the Shire is taking cycling facilities seriously, as evident with the new bike path between Wyong and Tuggerah."

- SSV blog site comment -  
2009



*In the future Wyong Shire will be a place where*

**3. Communities will have access to a diverse range of affordable and coordinated facilities, programs and services.**

This will encourage connected and sustainable communities.

***We will achieve this by:***

- a. Providing and maintaining local and regional community facilities for recreation, culture, health and education.** This will include major new regional centres in the Shire such as The Art House, cinema complex and Aquatic & Healthy Lifestyle Centre as well as maintaining and supporting existing facilities such as surf clubs and the Bateau Bay sports fields.
- b. Providing and maintaining a range of community programs focused on community development, recreation, culture, environment, education and other issues.** This will support a wide range of community activities.
- c. Providing recurrent funding for community support and development services.** This should target all ages and abilities and include business support programs, cultural and recreational programs as well as educational and health services.
- d. Promoting community facilities to help maximise their benefits and use.** This should ensure people know what facilities are available, how to make use of them, how to participate in the programs offered and how they can help maintain and manage them.
- e. Balance the varying provision of facilities and amenities between towns/suburbs to enhance the quality of life in the Shire.** This includes review and enhancement of current use of facilities.
- f. Maximise the access to, and potential for, new and existing facilities/infrastructure to support growth.** This includes expanding use of facilities and innovative ways of providing facilities and infrastructure.

Council Contribution: Council has a major role to play in the delivery of this Objective. It has primary responsibility for action on all of the above strategies in close partnership with the community. In most cases State government support and funding will be needed to carry out the strategy to a high standard.

"I love the new community centre. It is abuzz with activity and people, there is so much going on."

- Community Plan Summary Report -2008

State Focus 2010 -- Stronger Communities, Healthy Communities and Keeping People Safe



# Preserving our natural wonders

Nicky Bradley has always been a nature lover. She enjoys living and going to school in an area with lots of trees around her. On weekends, Nicky and father Tom, and sometimes Tom's father Roy, take in the area's abundant beauty on a leisurely walk or ride around the lakes and beyond. The trail system along the ocean and around the lakes connects to the Great North Walk which takes you all the way to Circular Quay in Sydney.



Ever since she can remember, Nicky's school has been involved in environmental programs which has given her a feeling of being part of the natural environment. Nicky and some friends joined a local Landcare group and regularly get involved in raising money and planting new vegetation along the vast dunes of the Shire's coastline and controlling weeds. In fact, Nicky and her friends have decided to take their commitment to the environment a step further by adopting a nature trail in the area to look after, ensuring it is well maintained and able to be enjoyed by people of all ages. She thinks having young people involved will stop some of the graffiti that still occurs.

Nicky is also excited about the establishment of the annual Celebration of the Environment which is based around our lakes and beaches. Increasingly more people are sharing her passion, for protection of endangered species such as the Regent Honeyeater or Swift Parrot.

Tom and Gabby know not to raise the topic of sustainable homes since Nicky gets stuck into them about their 15 year-old house that is very comfortable and spacious. Like most homes in the neighbourhood, however, even with rebates it is going to take a number of years to retrofit all of the things that Nicky believes it should have (such as a 10,000 L rainwater tank with pump, eaves, double glazed windows, roof ventilator, solar water heating and solar electrical panels). After all, Tom and Nicky already have put in a veggie garden.

The \$40 million plus spent on implementation of the Tuggerah Lakes

Estuary Management Plan over the years has significantly reduced sources of water pollution and therefore avoided the degradation in water quality that would've occurred if these sources had not been eliminated. There are still calls to build a breakwall despite the fact that studies for more than 50 years shows it simply will not improve water quality nor improve access for boats to the shallow estuary. The Lakes remain the heart of the Shire and priority is given to their protection.

The "Green Wyong" Program has ensured native trees now form a key feature of all developed areas and along all major roads in the Shire. New residents like this.

The Bradley's regularly attend markets, which focus on local produce creating a sustainable lifestyle hosted by a number of community gardens in the area and supporting local market gardens.

Areas important to past local indigenous inhabitants remain untouched by development. While information is available about the location of threatened vegetation, there is always a higher level of information that would be desirable to better understand and manage these ecological communities especially due to the changing climate.

Council continues to attract funding from both governments to ensure the lakes' quality doesn't diminish and there are ongoing streambank stabilisation and rehabilitation programs, along with educational campaigns, ensuring people pick up their dog faeces for example, so it doesn't run off into our lakes.

**"Wyong Shire has great natural amenities, the beach, the lake and bush all close by."**

- Community Plan Summary Report --  
2008



***In the future Wyong Shire will be a place where:***

**4. Areas of natural value in public and private ownership will be enhanced and retained to a high level in the context of ongoing development.**

This will protect natural resources and ecosystems and retain a high quality of natural amenity.

***We will achieve this by:***

- a. Preserving threatened and endangered species as well as ecological communities and biodiversity.** This involves a balance in the use of local endemic species in both landscaping and bush regeneration and the identification of habitats which are so sensitive that no development or recreational access should be permitted near them so as to achieve sustainability.
- b. Expanding and continuing programs focused on restoring degraded natural areas in our community.** This should be done, where possible, in partnership with the local community and all levels of Government. The program could include, but not be limited to, lakes improvements, streambank stabilisation/rehabilitation, bushland regeneration and noxious weed and feral animal control.
- c. Ensuring all development areas create or maintain tree-covered ridgelines and waterways.** This should form an attractive backdrop to development and also add to the environmental value and appeal of the area.
- d. Developing and implementing strategies to reduce the Shire's Environmental Footprint.** This will reduce the impact of the human population in the Shire on the range of current and future environmental issues and serve as an example of more sustainable communities and economies.
- e. Developing and implementing a Natural Resources Sustainability Strategy for Wyong Shire.** This will be based on comprehensive environmental and resource information and outline how the balance between natural and built environments will be achieved over the next 100-200 years.

Council Contribution: Council has a major role to play in the delivery of this Objective where it has primary responsibility for strategies 4b, 4c, 4d and 4e. In addition, its decisions and programs can have a major impact on achieving strategy 4a even though overall responsibility rests with a State government agency.

State Focus 2010 -- Green State, Better Transport & Liveable Cities



*In the future Wyong Shire will be a place where:*

**5. There will be a sense of community ownership of the natural environment through direct public involvement with environmental programs.**

This will lead to community appreciation of the natural environment and create personal involvement and alliances that will maintain and improve the amenity and sustainability of our natural ecosystems.

**We will achieve this by:**

- a. Improving and promoting public access to environmental areas.** This will help increase community awareness and involvement, encourage greater use among all ages and abilities, and improve community ownership.
- b. Establishing and maintaining projects and programs to encourage more active participation in community based environmental activities.** This should include an “Adopt a Park/Nature Trail Program”, and other activities which can break down barriers and help people become actively involved in improving and maintaining their local environment.
- c. Creating and promoting a network of renowned natural trails. These could include:**
  - o A world-class “Beach and Cliff Walk” along the coastline.
  - o A “Mountains to the Sea Trail”
  - o Improved promotion and facilities for the Great North Walk
  - o Shared pathways around the entire Tuggerah Lakes system that connects to Lake Macquarie to enhance a lakes focus for Wyong Shire.
- d. Establishing an annual community ‘Celebration of the Environment’ event based around our lakes and beaches.** This could partner other major events with artistic or cultural theme.
- e. Developing and implementing a ‘Greening Wyong Shire Program’.** This can help to ensure native trees form key features of all developed areas and other areas as well as improving the visual amenity of the Shire.
- f. Creating, maintaining and promoting a series of community gardens.** These can help to provide meeting places, local food stalls and a focus on sustainable lifestyles, as well as being an attractive natural amenity and asset for the Shire.
- g. Actively supporting and encouraging volunteer environmental champions.** These could be individuals, groups, schools, businesses, Council or other organisations. These people/ organisations can help to engage and motivate the community through their actions.

Council Contribution: Council has primary responsibility for achievement of most of the above strategies with the exception of 5d and 5f. All of these will require a close partnership with the community and depend on support and resources from State Government

**State Focus 2010 -- Green State, Healthy Communities and Stronger Communities**



## Working hard from home...

Tom Bradley finishes up an email and races into the conference room for a big screen, video conference hook up with the company head honchos in the Munich office.

It's the regular monthly catch-up, for Tom who is a senior manager at a leading international logistics company. The company has rapidly expanded over the past decade, and has set up an operation in the Tuggerah Business Park along with other national, international and local Central Coast businesses. Their success has created some problems as it is difficult to source people with qualifications in their specific areas of need. Tom wishes that there was a closer connection between the local educational system and local employment.

There have been a number of releases of industrial land encouraging the growth of local employment. From a goat paddock 20 years ago, there are now about 6000 people employed in the Wyong Employment Zone.

Tom loves it. He remembers more than a decade of travelling two hours each way to Sydney every day where he worked for an Australian telecommunications company. When the opportunity to get a job locally came up in this growth industry, for the same money he could get in Sydney, he applied.

It's not easy. The Munich based company haven't got to where they are without demanding a lot from their experienced employees like Tom, but Tom thinks it's a





## ..thanks to IT advances

hell of a lot easier than jumping on a train at 6am every morning and not getting home until at least 7.30pm each night. Watching his children grow into adults and spending quality time with Gabby is certainly an added bonus.

Wyong Shire now has a strong and sustainable business sector, which has provided sustainable growth in local jobs and is strong enough to withstand financial downturns. Council's challenge is to ensure there is enough land available to support increasing business investors.

One of the major success stories in the Shire has been the introduction, across the board, of a free wireless broadband. In partnership with network providers, industry and governments, all businesses

and residents are now electronically connected at least on a basic level.

Such a system has allowed Gabby to start up a home marketing business, where she is a contractor helping to promote new film releases on the Central Coast through major film companies. Like Tom, Gabby also travelled to Sydney before the birth of her children (Fletcher and Nicky). If she wanted to continue working in her industry in the past, it meant a return to the trains which is something she wasn't keen to do.

The "world's best" telecommunications network has enabled our businesses, and educational centres, to compete on an equal footing with the rest of the world. This network, and business base, has

built up a wonderful reputation both in Australia and abroad. As a result, a major Conference Centre in the Shire with the capacity to host 1000 people opened last year and has been a big success.

The Bluetongue Brewery has showed over the past 15 years how successful a business can be, and is now a major tourist attraction in the Shire contributing significantly to local employment and economic development. Experts from throughout Australia and overseas come to inspect its water reuse system that also provides renewable energy for the plant.



*In the future Wyong Shire will be a place where:*

**6. There will be a strong sustainable business sector and increased local employment built on the Central Coast's business strengths.**

This will provide sustained growth in local jobs and ensure a strong business sector able to withstand financial downturns.

*We will achieve this by:*

- a. Providing a coordinated approach to business generation, employment and development for the region.** This should be done through partnerships across industries, businesses and government departments. Representatives from each sector should take a leadership role and "think outside the square" to continually generate new business opportunities. The group should also clarify responsibilities and avoid repetition.
- b. Identifying and leveraging the competitive advantages of Wyong Shire.** This will help to differentiate the Shire from other regions, ensure a coordinated approach to business development and provide greater focus for business investors and job seekers.
- c. Support the growth of the Shire as a competitive major business sector while reducing the alienation of towns/suburbs that can result from regional pressures.** This will generate employment while sustaining the quality of life.
- d. Actively promoting the business benefits of Wyong Shire. Creating a single executive level voice to attract employment generating development to the Central Coast and negotiating in liaison with all relevant agencies.** This will reduce duplication and help target businesses that can take full advantage of the benefits on offer.
- e. Establishing and maintaining a strategic database on business and economic trends on the Central Coast.** This should also include information on best practices for employment generation and other regional centres. It will provide useful information to governments, industries and business networks and act as a valuable monitoring tool.
- f. Establishing and maintaining key industry networking roundtables.** Each roundtable should focus on different industries. They will share information, encourage local business expansion and encourage the local sourcing of business materials.
- g. Regularly identifying Central Coast businesses that are innovative and creative with high growth potential ("gazelles").** These should be supported in maintaining their growth and encouraged to expand in the region.
- h. Supporting the development of a major Conference Centre in the Shire.** This should be capable of hosting conferences of 600-1000 participants and promoted throughout Australia.

State Focus 2010 --  
Supporting Business and  
Jobs, Better Transport  
& Liveable Cities and  
Clever State

- i. **Ensuring adequate and appropriate employment land in the Shire.** This will help to ensure timely land availability and also support business investors.
- j. **Sourcing tourist attractions across the Shire.** This will build the tourist industry and contribute significantly to local employment and economic development.

Council Contribution: Council has important functions as a partner, advocate and for monitoring achievement of this objective. It has primary responsibility for strategies 6b, 6c, 6f, 6g, 6h and 6i in close partnership with the business community and State government.

***In the future Wyong Shire will be a place where:***

**7. Information communication technology will be consistent with world's best practice and adaptive to technological advances across all sectors.**

This will allow local businesses to compete on an equal footing with the rest of the world.

***We will achieve this by:***

- a. **Providing free wireless broadband throughout Wyong Shire.** This should be in partnership with network providers, industry and governments and enable all businesses and residents to be electronically connected.
- b. **Developing and implementing guidelines to ensure all residences and businesses as well as commercial and educational centres can be quickly linked to fibre-optic telecommunications networks.** Hi-speed networks should be connected as soon as buildings are completed and before businesses start operating.

Council Contribution: Council has primary responsibility for the delivery of strategy 7b and will need to work in close association with service providers and Federal government if strategy 7a is to be achieved.

CORPORATE CENTRE

State Focus 2010 --  
Supporting Business & Jobs  
and Clever State



# A place where you are always learning

“What’s up,” Tom says, pushing the button so he can talk to his brother Matt’s face staring at him from his video phone. “I’ve been thinking lately,” Matt says. “I wouldn’t mind doing some study to broaden my skill set and see if I can change jobs.”

Matt has been a policeman for many years, getting a trade out of school before entering the NSW Police Force. But he is tired of the shift work and has seen and done it all over the last decade. He wants a change. “I’ve been looking at all the job advertisements on the “Wyongwork” website. I just want to move my family back to the Shire and see if I can get a job on the Central Coast, but I need to do some extra training to broaden my skill set,” Matt says from his western Sydney home.



Luckily, Tom is part of a key industry networking roundtable where he has learned that a number of businesses are looking to expand. This expansion involves hiring new people and training them part time locally while learning the rest on the job. "I think I can help," Tom says and passes details onto his brother.

Despite Matt being older than your average person seeking further training and employment opportunities, Wyong Shire has become a place where people are able to gain knowledge at all stages of life and generate income. In turn, this has attracted businesses, keen to build and train their workforce almost from scratch. The Wyong Shire workforce of today is skilled compared to decades ago.

The Ourimbah University Campus, while still part of Newcastle University has built a solid reputation as an innovative centre in specific subjects such as nursing, marine science, teaching and food technology, most tied to local businesses. In addition, there are any number of courses conducted through other organisations. Training and studying is made a lot easier thanks to the high speed broadband.

A couple of days a week, Gabby also provides her time at the local school for volunteer reading programs. She finds it very rewarding after ensuring that her own children were read to from when they were first born. She believes this reading contributed significantly to their good school reports. Nicky, in particular,

had achieved recognition both within her school and the Council's "Scholastic Achievers" awards. Tom has been asked to be a mentor for his industry in the local area, and help train new staff.

Wyong Shire has slowly and steadily transformed itself into an educational centre of excellence.

The stereotype of sitting in a classroom and looking at an overhead projector or whiteboard has long been replaced by learning on the job. Even Roy is learning through the University of the Third Age and regularly giving talks on local history.

***In the future Wyong Shire will be a place where:***

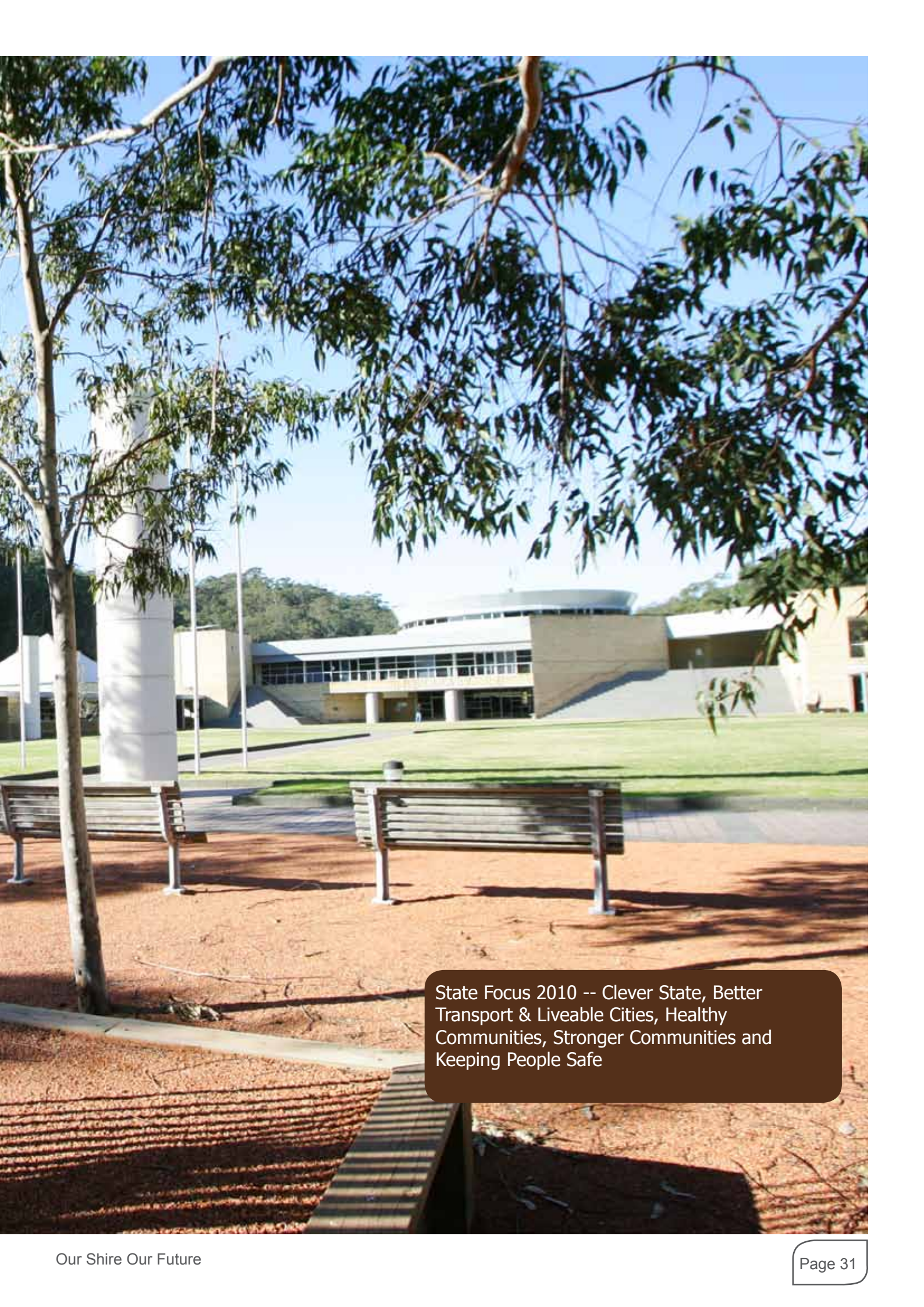
**8. The community will be well educated, innovative and creative. People will attain full knowledge potential at all stages of life.**

This will lead to residents valuing lifelong learning, strengthening community and participation and lead to a skilled local workforce. For many this will generate income and attract businesses.

***We will achieve this by:***

- a. Generating community awareness and behavioural change about the value of ongoing education.** This should seek to change local views that higher education levels do not provide advantages for job seekers or income levels.
- b. Creating programs that encourage lifelong learning for everyone.** This will reduce the stereotypes of traditional learning environments, create opportunities for individuals to expand and explore interests and careers and help to ensure mental activity through all stages of life and all sectors of the community.
- c. Creating and maintaining programs to actively encourage community involvement in educational institutions.** This could include volunteer reading programs, leadership and mentor projects, artists or business in residence programs and others. Regulatory restrictions to community involvement should be removed.
- d. Establishing and maintaining a committed network of education, community, business and government representatives.** These sectors should work together to transform Wyong Shire into a centre of educational excellence and convey an understanding of the positive impacts of education on values such as community, health, the local economy, employment and the natural environment.
- e. Providing programs and services which respond to changes in the field of education in Wyong Shire.** This should encourage continual education of community leaders through programs including mentoring, personal development and cultural pursuits and improve long-term community participation and engagement.

Council Contribution: Council's role in achieving the above strategies is largely as advocate and monitoring achievements. It does not have primary responsibility, but through its programs and public information it can have a significant impact on outcomes for this objective.



State Focus 2010 -- Clever State, Better Transport & Liveable Cities, Healthy Communities, Stronger Communities and Keeping People Safe

# Council's Principal Activities for Essential Services

Council has a major role in delivery of the community's vision as shown under each of the eight preceding priority objectives. In addition, it has a very significant responsibility for supplying the community with diverse essential services that are basic community needs (e.g. sewerage services, waste collection, information, regulatory services etc.).

Council has provided these services over many years. The community did not view these activities as current priorities, but if the level of service, for whatever reason, declines than they would undoubtedly quickly become community priorities (e.g. community concerns over the past few years regarding water restrictions).

Council's roles in providing these essential services can be described in terms of 12 Principal Activities as follows:

## 1. Community & Education

Community & Education establishes relationships with people in the community and promotes connectedness and participation in order to maintain a high quality of life on the Central Coast.

This activity comprises community services, programs and events. Education, culture and lifelong learning are developed and promoted throughout the community including the provision of libraries and childcare. The supply of information for the community is coordinated through customer contact and community engagement.

## 2. Community Recreation

This activity establishes and maintains buildings, facilities and services for public use and enjoyment. It promotes and

operates "fit for purpose" facilities and services to support diverse recreation activities and maximise their benefits and use. It also manages and maintains natural areas and open spaces in order to supply public open space facilities and provide for passive recreation.

## 3. Economic & Property Development

Responsibilities for this activity include strengthening the economic base of the Shire by promoting economic development as well as the creation of employment opportunities. It identifies and develops sustainable income streams for Council. In addition, it provides property-related services for the organisation.

## 4. Council Enterprises

Council Enterprises includes child care and education. It provides information, programs and support for the community to assist in making Wyong Shire a place where individuals are always learning.

It also provides, promotes and operates high quality holiday park facilities and services that are a significant contributor to the local tourism industry, generate income for Council and ensure maximum benefits and use of these facilities.

## 5. Regulatory

This activity ensures compliance with laws across a wide range of responsibilities.

It includes land-use controls and enforcement of building standards as well as environmental protection, domestic animal care, road safety and essential public health functions.

## 6. Environment & Land Use

Responsibilities under this activity include enhancing the natural and built environment on both private and public land. This is done by providing strategic planning and policy as well as controls over land-use in order to maintain a high quality of life and natural environment.

Through this activity Council seeks to promote sustainable use of natural resources on the Central Coast.

## 7. Waste Management

Waste Management includes domestic and commercial waste processing and disposal operations including landfill remediation. Waste management provides a safe, reliable and environmentally responsible waste collection and disposal service and aims to reduce the Shire's environmental footprint.

## 8. Roads

Responsibilities for this activity include the Shire's roads, bridge network and traffic management along with associated infrastructure to help ensure ease of travel and environmental responsibility.

It provides and maintains roads to support a growing population in a cost-effective and sustainable manner.

## 9. Drainage

Drainage provides safe and reliable collection, transmission, treatment and discharge facilities for stormwater in a cost-effective and sustainable manner through an extensive network of engineered and natural drainage.

This activity is needed to protect life and property while retaining natural values and amenity.





### **10. Sewer Services**

This activity provides safe and dependable storage, collection, treatment and disposal facilities for sewage in a cost-effective and sustainable manner.

### **11. Water Supply**

Water Supply provide safe and reliable water services including the collection, storage, transportation, treatment and distribution of water to standards appropriate to its use in a cost-effective and sustainable manner.

### **12. Administration**

The Principal Activity of Administration provides corporate-wide internal services. Administration is accountable for the governance and statutory compliance of the organisation's finance, human resources and corporate information.

It includes asset management, contract and project management as well as plant, fleet and depot services. Administration provides the framework and tools to ensure effective administration of Council on behalf of the community.

# Asset Management Strategy

Infrastructure is built to provide a wide range of services to the residents of the Shire. The replacement value of Wyong Shire's assets is over \$2 billion, as shown in the chart below. They require careful management as they age.

The use and the standard of maintenance has a direct consequence on the cost of managing an asset over its entire life. There will be an ongoing requirement for Council to properly manage all of its asset classes and for new assets to meet the needs of a growing community. The results of the Shire Strategic Vision process indicates that the priorities are:

- Roads & Drainage – priority to maintenance and rebuilding over new, upgraded structures. Concentrate on upgrading only where there are safety considerations.
- Community Facilities (including community, sporting and recreation areas) – concentrate on higher levels of maintenance and rebuilding of existing assets, upgrade bicycle/shared pathway network, develop new facilities for the growing population.
- Other asset classes such as water and sewerage and waste management – continue with current proposals to provide high quality services.

It is important to confirm that this strategic direction will meet the community's wishes for the future and, if not, the community's willingness to pay for higher levels of service.

Asset Management Plans have shown that:

For Roads -

- The current funding and approach to selecting jobs for maintenance and renewal of the 1039km of road managed by Council does not satisfy the community nor improve the overall condition of the network;
- The average road condition is described as "fair";
- The proposal to change the focus to emphasis road maintenance and renewal with less emphasis on road upgrading will result in road network improvement.

For Drainage -

- The drainage assets are relatively young;
- The current expenditure on maintenance and renewal work will not quickly overcome flooding problems nor ensure that older assets are replaced in a timely fashion;
- Increased maintenance funding will be required for wetland complexes being built.

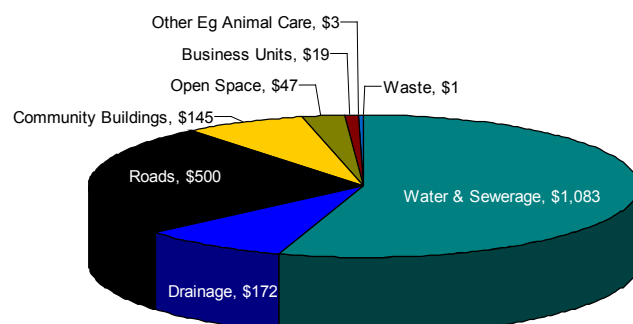
For Community Buildings -

- The current level of expenditure on the 307 existing buildings is not sufficient to satisfy the community nor to overcome known defects in a timely manner;
- Currently proposed new building projects will increase the value of these assets by 30%, resulting in an associated need for increased funding for maintenance.

For Open Space & Recreation -

- The current level of funding to allow for replacement of the 1665 major assets in this group is insufficient to ensure they continue to provide a good level of service.

Further community engagement later in 2012/13 is required to clarify the community's expectations of the level of service provided by assets. If a higher level of service is expected, then the community needs to be consulted on their willingness to pay for this service. The aim of this second round of consultation is to manage any identified gaps between the community expectation and the current level of service.





# Long-Term Financial Strategy

In the same way as individuals need to balance their household budget, Council needs to balance its income and expenditure. Council has undertaken long-term financial modelling since the mid-1990s. The financial model forecasts are based on extrapolating past trends, varying underlying assumptions, modifying programs and incorporating new initiatives.

In conjunction with the development of the Shire Strategic Vision and Asset Management Strategy, the financial model will be expanded into a Long-Term Financial Strategy. The Long-Term Financial Strategy will ensure that there are sufficient resources to meet both ongoing commitments and undertake new projects. It will complement the financial model with a written commentary on financial policies, levels of service, sensitivity analyses, and scenarios.

In the short-medium term the financial model shows that Council's General Fund is in significant deficit (\$30 million in 2010/11). This position deteriorates further in the long term due to the growth in rates not keeping pace with a significant proportion of Council's costs.

The financial model shows that Council has very little discretionary funding for any additional expenditure on new programs or projects arising from the Shire Strategic Vision or enhanced levels of service from Council's Asset Management Strategy. This means that new initiatives or service levels will only be possible by cutting existing services and programs, finding additional sources of funds, or getting others (i.e. community groups, the private sector, other levels of government, etc.) to do it.

In the past it has been very difficult to identify services and programs to cut because this option (i.e. reduced levels of service) has negative impacts on the quality of life of some residents.

Potential additional sources of funds include:

A special rates variation -

- This would provide an ongoing revenue source; it is a sustainable increase to the underlying revenue base (to support more or improved services).

Borrowing for major projects -

- Borrowing provides lump sums to undertake major projects however, on the current projections, this would need to be accompanied by a special rates variation to fund the loan repayments.

Investigating land development opportunities -

- Land sales also provide a lump sum to invest in long-term assets without the need for loan repayments. Opportunities for this are limited.

Considering Joint Ventures -

- Small scale joint ventures, with an appropriate like-minded partner, can result in enhanced community infrastructure.

Just like a household budget, in order to fund any additional expenditure (or Shire Strategic Vision initiatives or enhanced asset management) something has to be foregone or someone has to pay.

Before Council makes any decision about potential funding options, they will be subject to further investigation, community consultation and scenario testing through the long-term financial model.



When Liam (age 5yrs 10 months) was read the Vision story entitled "Preserving our natural wonders," he wanted to draw a picture of "children working in a community garden."





## Beyond the Vision

Achieving the Wyong Shire Vision is a dynamic process involving first and foremost the community, but also Council, state and federal government working as partners to create an optimistic, but achievable future.

The Vision is not business as usual. There is a need for many partners in this process to manage the change required.

The eight priority objectives and their strategies will head our Shire towards "Creating Our Ideal Community - caring... prosperous... sustainable" and improve the quality of life in 20 years time on the Central Coast while retaining the values and natural amenities our community holds close to their hearts.

The community, Council and state government will check the Shire Strategic Vision periodically to ensure that we are progressing towards the objectives and, wherever possible, implementing the strategies to get us there. The check of progress on strategies will be undertaken annually as part of the update of the 4 Year Delivery Program and the future State of the Shire and Council's Annual Reports. Checking of priority objectives will occur at least every four years with the community.

Council needs to ensure that major projects and capital works do not proceed in the future unless they clearly meet criteria that deliver the community's priority objectives while maintaining essential services. This includes the need for criteria that address community need, local and regional identity, availability and access, self-sufficiency, connectivity and linkages, future options as well as unlocking future options.

The community's visions for the future extend beyond the Shire's boundaries. In particular there is great value in identifying the shared visions for the Central Coast in partnership with Gosford City Council. It is for this reason that the two councils are working together with State government to identify shared objectives and priorities. In collaboration with the communities of both councils it is intended to work towards formulation of a single Central Coast Community Plan by 1 July 2013.

Council welcomes ongoing feedback which can be in writing c/o - PO Box 20, Wyong NSW 2259 or through the internet site [www.wyong.nsw.gov.au](http://www.wyong.nsw.gov.au). This feedback will form part of the review process.

# Appendix 1: Responsibility for action

In addition to Councils' primary responsibilities identified under each objective, the following highlights which State government agency, the community etc. carries primary responsibility for action.

Plan Priority Objective	Plan Strategy	Primary Responsibility	Council's Role		
			Partner	Advocate	Observer/ Monitor
1. Communities will be vibrant, caring and connected	1g. Implementing the Regional Strategy for the Central Coast.	State Government Dept	X	X	X
2. There will be ease of travel	2a. Ensuring public and private bus services are timely, clean, safe and affordable.	Bus Companies		X	X
	2b. Upgrading train and public transport services between Williamstown and Sydney Central ensuring the service is safe, timely and reliable.	State Rail		X	
	2d. Improving commuter parking at railway stations.	State Rail		X	X
	2e. Improving commuter hubs along the freeway.	MoT & RTA		X	
	2f. Creating a better public transport system	State Rail & Bus Companies		X	
	2g. Ongoing upgrading of roads in the region	RTA		X	X
	2h. Improving the F3 links to Sydney	RTA & Federal Government		X	X
4. Areas of natural value will be enhanced and maintained.	4a. Preserving threatened and endangered species as well as ecological communities and biodiversity.	DECC & Federal Government	X	X	X
5. There will be a sense of community ownership of the natural environment	5d. Establish an annual community "Celebration of the Environment"	Community	X		
	5f. Creating, maintaining and promoting a series of community gardens.	Community	X	X	X

Plan Priority Objective	Plan Strategy	Primary Responsibility	Council's Role		
			Partner	Advocate	Observer/Monitor
6. There will be a strong sustainable business sector	6a. A coordinated approach to business generation, employment & development	Regional Development Aust	X	X	X
	6d. Actively promoting the business benefits of Wyong Shire.	Regional Development Aust		X	X
	6e. Establishing and maintaining a strategic database on business and economic trends on the Central Coast.	Regional Development Aust	X		X
	6j. Sourcing tourist attractions across the Shire.	Business Interests	X	X	
7. Information communication technology will be world's best	7a. Providing free wireless broadband throughout Wyong Shire.			X	X
8. The community will be well educated, innovative and creative.	8a. Generating community awareness and behavioural change about the value of ongoing education.	DET	X	X	X
	8b. Creating programs that encourage lifelong learning for everyone.	DET, University OF Newcastle & Community Groups	X	X	X
	8c. Creating and maintaining programs to actively encourage community involvement in educational institutions.	DET, University of Newcastle & Community Groups		X	X
	8d. Establishing and maintaining a committed network of education, community, business and government representatives.	DET, University of Newcastle, Partners		X	X
	8e. Providing programs and services which respond to changes in the field of education in Wyong Shire.	DET			X





## Appendix 2: The remaining objectives

The Wyong Shire Vision process identified 22 community objectives where their achievement would, for the most part, lead to significant improvement to the quality of life in the Shire. While eight of these objectives are identified as priority, in the body of this report the remaining 14 are not priority. They will not receive preference for funding and resources. These objectives and their related strategies are as listed:

*In the future Wyong Shire would be a place where:*

- 1. A high level of information about the natural environment and environmental change will be maintained and available.**
- 2. Community knowledge of sustainability and environmental issues impacting Wyong Shire will be comprehensive.**
- 3. Residents will be active participants in setting the direction of their communities.**
- 4. Communities are safe and will have a clear perception of security.**
- 5. Individuals have access to a variety of housing types that enable residents to buy or rent accommodation locally.**
- 6. High quality, sustainable development will be sympathetic to the local setting and reflect community values.**
- 7. There will be a long-term integrated approach to the provision of both new and existing infrastructure.**

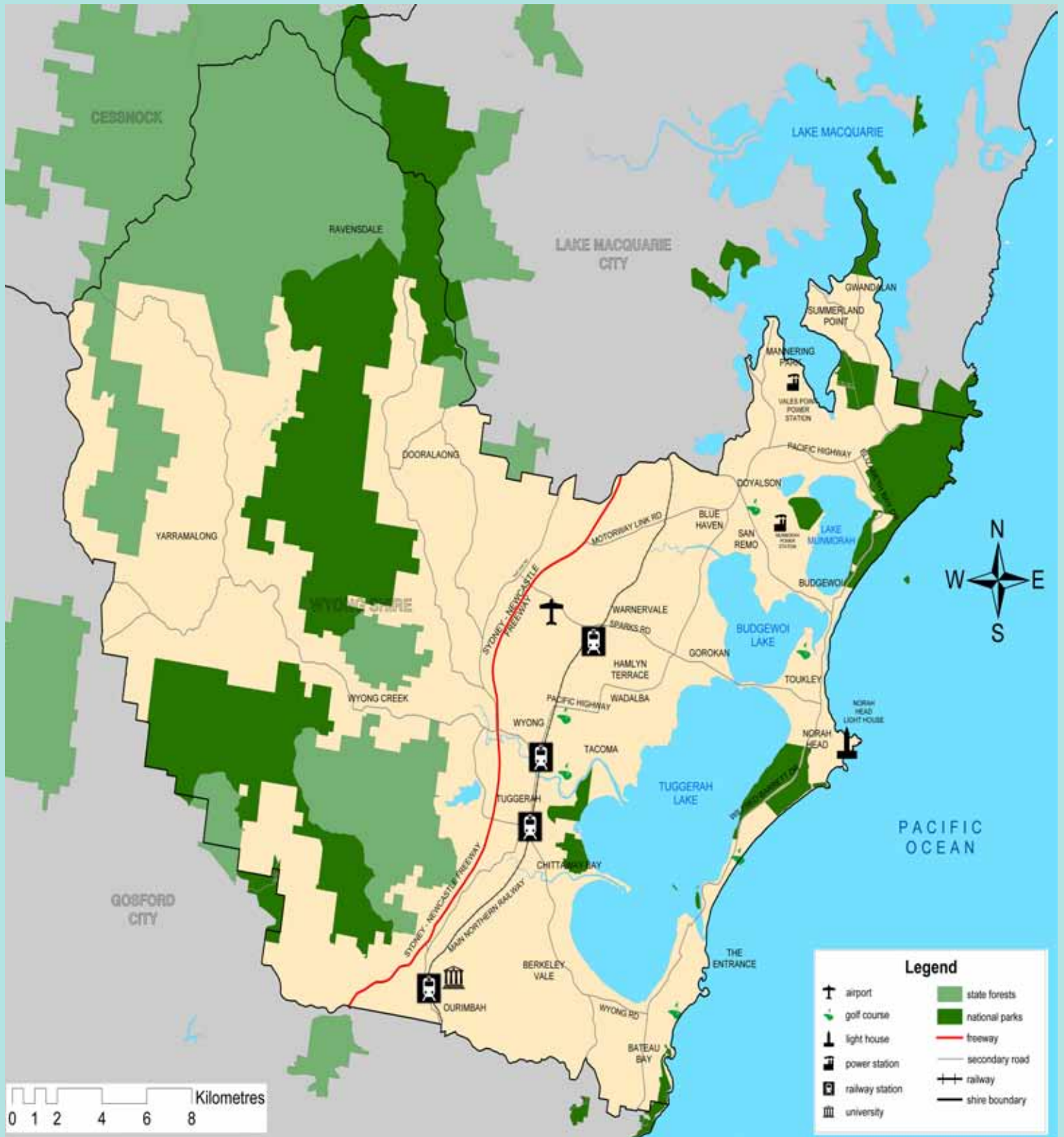


8. **There will be an independent University on the Central Coast that promotes innovation in areas important to the local and regional economy.**
9. **Education, training and skills development in Wyong Shire will reflect the region's specific employment needs.**
10. **All students and educational institutions will have access to high quality services and technological resources.**
11. **There will be an integrated transport system that satisfies users' needs.**
12. **Commuters and their families will be supported.**
13. **People in the community will lead healthy, active lifestyles.**
14. **Access to basic and specialist health care services will be available to all community residents.**

Photograph by: Michelle Weir



# Wyong Shire





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Endorsed by Council June 2011



Our Shire Our Future

WYONG SHIRE COUNCIL (02) 4350 5555 [www.wyong.nsw.gov.au](http://www.wyong.nsw.gov.au)