



COALITION OF
COASTAL
COMMUNITIES



STRATEGIC PLAN 2022



COALITION OF COASTAL COMMUNITIES Inc

STRATEGIC PLAN

OVERVIEW

The Coalition of Coastal Communities Inc (CCC) is an association, formed on 26 February 2020, comprising nine Adelaide Plains community representatives with input from several other interested parties. The charter of the CCC is to develop the tourism and economic development potential of a 47 km stretch of the eastern Gulf St Vincent seaboard. This area falls entirely within the bounds of the Adelaide Plains Council (APC).

The CCC comprises people with local knowledge and passion from the four coastal communities of Port Parham in the north, through Webb Beach and Thompson Beach, to Middle Beach in the south. The CCC also has interests in promoting Port Gawler closer to Adelaide, and the hinterland towns of Dublin, Two Wells and Mallala.



The unique and pristine coast, combined with the added attraction of the Adelaide International Bird Sanctuary (AIBS) — both located so close to Adelaide — will ensure that the area becomes a destination for those seeking a new experience. The AIBS actually incorporates much of the coast.

To promote the area, CCC believes that it is essential that a brand for the area be developed. To this end the terminology “**Shorebird Coast**” or “**Samphire Coast**”^{*} has been suggested and CCC believes that this is a very

marketable brand.

(* Note: text will be changed when final decision is taken on naming)

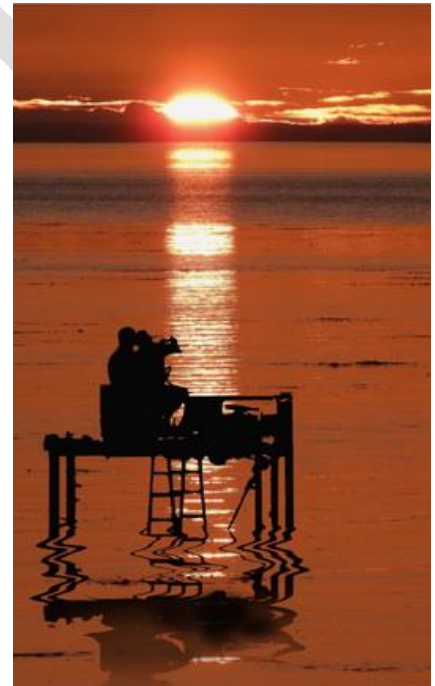
The initiative to form the CCC was deemed necessary because of the unprecedented residential development taking place on the Adelaide Plains, and the need for tourism and recreational infrastructure to be upgraded to cater for the increased demand from local residents and tourism’s focus on intrastate activities.

The lack of caravan and camping facilities, coupled with tourism information and infrastructure shortfalls, is resulting in some of our unique attractions not being appreciated by the wider community and, indeed, our own residents.

The CCC believes that a strategy of working together with key stakeholders to unlock the potential for a unique coastal experience along the Shorebird/Samphire Coast^{*} has potential to underpin our future prosperity.

GUIDING PRINCIPLES

The CCC provides a forum for discussion, and a singular voice for all four communities to put forward suggestions that may eventually be promoted to the Adelaide Plains Council, and possibly towards State and Federal grant providers. One principle that will be followed by the CCC is to reduce competition for Council attention or funding from the individual communities, and instead encourage partnerships, with each community supporting the others towards common goals. The CCC will examine and prioritise all suggestions, then direct them through the most appropriate channels, including the APC. This should lessen the number of submissions or requests put to Council by individuals promoting their own local projects.



Representatives from each of the communities have been asked to put forward their knowledge of existing local tourist attractions, or ideas that could be developed into projects that would attract more visitors to the Shorebird/Samphire Coast* Coast. Several key projects were voiced above all others. These are described below, followed by a brief overview of the individual submissions from each community.

ISSUES FOR CONSIDERATION

There are a number of contributory factors that influence the development of the area. These include

- A lack of funding for the Adelaide International Bird Sanctuary
- There is no interpretative centre to guide local and international visitors to bird watching areas
- Lack of access to appropriate viewing areas
- A lack of an appropriate and recognisable brand for the area
- Lack of suitable accommodation for local and international visitors
- A lack of welcoming environments

The strategy of the CCC is to address these issues by promoting suitable projects. This is promoted by suggesting overall projects and community based projects which support the objectives.

The current lack of funding for infrastructure projects requires that CCC and APC need to lobby key politicians and private enterprise to unlock such funding.

MAJOR PROJECT PROPOSALS

Develop a brand



Port Wakefield Entry statement

As suggested above, CCC recommends that the area be promoted as the **Shorebird/Samphire Coast***. To support this brand entry signage to each community would take standard format. This has been very successful in Wakefield Regional Council, and the standard signage should be compatible across the entire Adelaide Plains Council area including such communities as Two Wells, Mallala, Redbanks, Long Plains, Lower Light and Wild Horse Plains. In the coastal areas the signage would emphasise the Shorebird/Samphire Coast*

theme.



Signage Images to be changed when naming and focus is finalised

Suggested Shorebird/Samphire Co

Develop Dublin as a gateway to the Shorebird/Samphire Coast*

Dublin, being located on the Port Wakefield Highway, is the prime point of access of the travelling public to the Adelaide Plains Council area and in particular the Coast and the Adelaide International Bird Sanctuary. It is thus the logical location for development as an attractive hub for the area. There are a number of opportunities here.

- Improve the streetscape and parks to make them more attractive, including encouraging property owners to provide attractive landscaping
- Provide appropriate signage and branding
- Provide static interpretative centre
- Develop an information centre
- Provide accommodation options eg camp ground, motel development, bed and breakfast



Shorebird/Samphire Coast* Trail

Ecotourism is a rapidly expanding industry, and the APC with its Shorebird/Samphire Coast* is in a prime position to develop tourism opportunities and attract attention from around the World. The one common theme put forward by all CCC communities is the desirability of establishing a walking and cycling trail along the full 47 km length of the Shorebird/Samphire Coast* to provide a coastal experience unlike anywhere else in Australia.

The Shorebird/Samphire Coast* Trail would also be a means of encouraging a healthier lifestyle from the wider Adelaide Plains community, and would open up countless opportunities for local producers and providers to service the visitors with food, beverages and accommodation.

Another benefit of the trail is that it would open up areas of the coast not currently accessible, but without the problems associated with building a coastal esplanade linking the communities. The trail would be for the exclusive use of foot and bicycle traffic, eliminating much of the potential for indiscriminate hooliganism and vandalism associated with motor vehicle access.

Another possibility would be to eventually complete the trail to the southern margin of the 2500 ha AIBS at St Kilda, adding another 12 km to the walking and cycling experience. The State Government has already distributed visitor information linked to the AIBS showing that bird watchers are coming from around the world to view and photograph dozens of avian species, many of which travel seasonally from the northern

hemisphere. Providing a 59 km trail would dramatically increase the currently limited areas available to these tourists. One suggestion would be to construct viewing platforms and rest areas at strategic locations along the trail to enhance the ecotourism experience.



Adelaide Plains Council should be encouraged to contact relevant bodies (EPA, National Parks, Department of Environment and Water) with a view to establish such trails

APC is already investigating extending board walks into the mangroves at Middle Beach. This will become a prime attraction in this area.

Roads and Infrastructure

Esplanades and access roads need to be sealed to meet the demands of the modern tourist. The sealing of Middle Beach Road in the next 12 months will make that area more attractive to local residents and beyond, and should result in developing business in the Caravan Park and other opportunities

Relocation of the “Highway 1 Protest Statues”



Since 1998, travellers on Port Wakefield Highway (National Highway 1) have been distracted by seven large “Protest Statues” just north of Lower Light. The statues were manufactured locally to draw attention, rightly or wrongly, to the impending development of a nearby waste dump. The waste dump was eventually built, but the statues remain.

The landowner on which they reside now wants them removed, and unless a suitable location is found they may be reduced to scrap metal. Building on their iconic status, the statues could be moved to a secure location that will not only ensure their survival, but will attract tourists to their construction and stop and admire purpose.

The CCC believes that a close to the highway would encourage tourists to the town. There are two thoughts behind this. The more tourist dollars to Dublin, which boasts a baker, general store/café, laundromat and service other utilities. The second is to draw attention to a built, interpretive area highlighting the attractions Shorebird/Samphire Coast*.



location in Dublin slow down and visit first is to encourage hotel, butcher, station amongst adjacent, yet to be along the

Proposal for a Dublin camp ground

The CCC proposes that a camp ground be established on a suitable council reserve close to the highway in Dublin. There are currently no places for overnight stays between Bolivar to the south and Port Wakefield to the north, a distance of 80 km. A relatively basic campground providing water, power and ablution facilities would be attractive to tourists looking for areas to rest and explore. An interpretive area close to the Highway 1 Protest Statues, providing information on the four Shorebird/Samphire Coast* townships, would entice the travellers to stay longer and put more money back into the local economy.

Enhanced kayaking facilities

Kayaking is another rapidly expanding leisure pastime, and the numerous mangrove-lined inlets on the Shorebird/Samphire Coast* provide many exciting locations to explore. Viewing platforms along the Shorebird/Samphire Coast* Trail could incorporate rest areas or refuges for kayakers who are a little too optimistic with their own abilities, or who are caught out in unpredicted weather conditions.

INDIVIDUAL COMMUNITY PROJECTS

The projects listed below come from inputs from each representative group. The groups were asked to identify their top 3 priorities for development.

Middle Beach



1. Remediation of Salt Creek and the Middle Beach boat ramp

Storm surges over the past several decades have eroded a large section of the Middle Beach foredune and deposited large quantities of shellgrit in the adjacent Salt Creek. Detailed studies have indicated around 4000 m³ of recent sediment accumulation could be removed to return the creek to its former depth and utility as the prime northern Adelaide Plains community swimming, fishing, boating and kayaking attraction. A secondary benefit would be the re-purposing of the extracted sediment to rehabilitate and revegetate the long-disused and unsightly shellgrit mine at the north end of the beach.

The boat ramp suffers from large daily accumulations of dead seagrass, rendering it only partly useable. Studies have indicated options to reduce this problem by modifying the rock abutments on either side of the concrete ramp.

The CCC, along with at least three other community-based associations, is working with APC to determine an option that will provide the best solution to the two problems.

2. Sealing of Middle Beach Road

Middle Beach Road is the only remaining unsealed access to the Shorebird/Samphire Coast* communities. Engineering studies are underway to determine the parameters for sealing of the road within the next 12 months. The current unsealed state deters many potential visitors and tourists, a situation that will dramatically change with the laying of a quality bituminised surface. Increased visitations will yield benefits to the Middle Beach Caravan Park, as well as providing greater safety for all road users, and much better access to the Sunset Coast.

3. Samphire Trail

The 400 m Samphire Trail was established by the State Government in 2000 to allow elevated pedestrian access across the samphire marsh at the northern end of Middle Beach. The trail ends at a well-constructed viewing platform on the bank of one of the many mangrove-lined inlets on the Sunset Coast. The trail complements the St Kilda Mangrove Trail 20 km to the south. Proposals have been suggested to extend the Samphire Trail to the outer edge of the mangroves, which would provide a superb, uninterrupted view of Gulf St Vincent and, of course, the magnificent sunsets.

4. Coastal walking and cycling trail

This is discussed above in more detail under “Major projects”.

Parham (Known as Port Parham)

Projects were identified from the “Port Parham and Webb Beach Community Plan”, developed from a community meeting in April 2019 and formally presented to the Adelaide Plains Council in January 2021. Input to this strategic plan was provided by the Parham and District Action Group, Port Parham representatives.



1. *Camp Ground*

The Port Parham Camp Ground was established about 30 years ago by the then Port Parham and Webb Beach Progress Association together with the then Mallala District Council. Whilst it was an appropriate facility at the time it has degraded over this period, and facilities are no longer appropriate.

Following an approach from the Adelaide Plains Council, the Parham and District Action Group has commenced activity with the Mallala and District Lions Club to develop the facility and take over its management.

A prime feature of the development will be a viewing platform which will give exposure to the unique long tidal movement in the area, and the fabulous sunsets which can be observed in the area.

The development is supported by an ablutions block upgrade already completed by the APC, and funding of \$200,000 provided by a Federal grant and Adelaide Plains Council



2. *Foreshore Precinct*

The entrance into Port Parham is quite unattractive, and picnic facilities are limited. The vision is to improve the entry statement at the corner of First Street and the Esplanade and provide picnic and activity facilities between the current car park and the boat ramp. Facilities suggested are lawned picnic areas with appropriate shelters, a half court basketball court, a pump track, exercise facilities, disabled access to the beach, and a toilet upgrade.



< This could become like this >

3. *Seal the Esplanade*

The Esplanade provides access to the Boat Ramp and Camp Ground as well as residences in the township. Relatively high traffic levels, particularly in the season from October to April, causes the current rubble finish to deteriorate giving rise to potholes, corrugations and high dust levels, which are exacerbated by high westerly winds.

The condition of the Esplanade contributes to a non welcoming vision of the environment and the visiting public are discouraged by this. A visit to any of the communities on York Peninsular shows how attractive a community can be made by the provision of appropriate road infrastructure.

The sealing of the Esplanade, together with the development of the camp ground and the foreshore precinct, is seen as a major contributor to making Port Parham an attractive place to visit and reside in

Webb Beach



Projects were identified from the “Port Parham and Webb Beach Community Plan”, developed from a community meeting in April 2019 and formally presented to the Adelaide Plains Council in January 2021. Input to this strategic plan was provided by the Parham and District Action Group, Webb Beach representatives.

1. Coastal walk way/bike path

This is discussed above in more detail under “Major projects”.

2. Boat Ramp Precinct

The area adjacent to the boat ramp has a lot of potential for development into a visitor friendly picnic area. An appropriate shelter, seating and BBQ area could be established to enhance the current rotunda constructed several years ago by the Mallala Greening Committee. Recent construction of a levee and the raising of George Street to minimise erosion and flooding has created an area suitable for development. It is desirable that additional parking space be created and the toilets upgraded as part of this precinct. To achieve this access to land managed by the Adelaide International Bird Sanctuary will be required, and it will be necessary to work closely with the management of AIBS

3. Seal Webb Beach Road/George Street

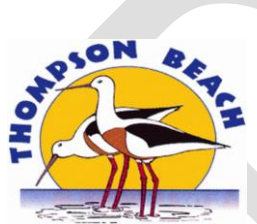
The sealing of these access roads would greatly enhance the visitor experience. The current surface is unstable when wet and like most roads of this nature deteriorates under increased traffic loads.

Dublin

The options for Dublin are discussed extensively under the paragraph previously “Develop Dublin as a gateway to the Sunshine Coast”. The main priorities are:

- 1. Camp ground/Caravan Park**
- 2. Tourist Information Centre**
- 3. Main Street Upgrade**

Thompson Beach



1. Seal Esplanade

Thompson Beach is the prime destination on the Sunset Coast for access to the Adelaide International Bird Sanctuary and thus is visited by and will be increasingly visited by local and international visitors. Their experience will be greatly enhanced by having quality roads and parking spaces. It is an anomaly that the only unpaved road in Thompson Beach is The Esplanade.

2. Coastal walk way/bike path

This is discussed above in more detail under “Major projects”.

3. Community Facilities

Increasing visitation from both holiday house occupancy and the attraction of the Adelaide International Bird Sanctuary is creating the need for improved community facilities.

The primary concern is the provision of additional and appropriate toilet facilities, but other facilities include:

- Provision of a playground and other activities for young people and families
- Increased and improved car parking facilities including toilets, shade and seating

- Viewing platforms

Variations to Drafts

2/12/21 to D2;

- Various: Change Sunset Coast to Shorebird/Sapphire Coast pending final decision on naming
- Page 5 vary wording re manufacture of statues
- Page 5 provide introduction under title “individual community projects”
- Page 6 introduction to Port Parham changed to include reference to community plan
- Page 7 introduction to Webb Beach changed to include reference to community plan
- Page 8 wording under “community facilities”