



PAMBULA
village

PAMBULA Strategic Plan

Draft 1 - December 2021

Draft 2 - January 2022

Draft 3 - March 2022

Final - April 2022



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PLACE PLANNING



STRATEGIC FACILITATION



COMMUNITY ENGAGEMENT



PLACE ACTIVATION

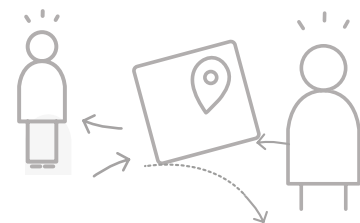


PLACE TRAINING



PLACE MANAGEMENT

We are passionate about connecting people to place and place to people to create long lasting change.



Project: Pambula District Strategic Plan

Client: Pambula Business Chamber

Revision	Status	Date	By	Checked
A	Draft	6 December 2021	SM, SH, JL, JK	JK
B	Draft	23 December 2021	JK, JL	JK
C	Draft	28 January 2022	JK, JL	JK
D	Draft	March 2022	JK, JL, MS	JK
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Acknowledgment of Country

We wish to acknowledge the Traditional Custodians of the land and waters of the Shire of Bega, the people of the Yuin-Monaro Nations; the Tadjera-Munji-Djiringanj, Thava, Bidawahal, Nulliker, and Manaroo, and show our respect to elders past, present and emerging.

CREATING A STRATEGIC PLAN

Engaging the local community

On behalf of a dedicated local community, and in response to current and future local challenges, a strategic plan has been created to consolidate the key directions for the Pambula Business Chamber and wider community for the future vision, centring on the Pambula District, to promote positive and transformative strategic change.

Pambula has a long and effective collaborative culture. Successful, well-liked places are built on collaboration. Walking through Pambula, giant red love hearts are posted along the main street; here is a community that has persevered through the hardships of bushfires in 2019 and 2020, COVID, and border closures, and channelled its energy into the production of this blueprint for the future.

Equally this blueprint is about building partners for the delivery of opportunities and future engagement, be they business, industry, cultural, event, tourism or community development partners.

This strategic plan is not a plan to sit on a dusty shelf. It is a dynamic plan with achievable short, medium and long term actions.

Some actions will be for community members, some actions for businesses, for industry and strategic partners, for Council and others where Pambula Bussines Chamber partners with other levels of government. Creating a resilient and sustainable Pambula is going to be a job for the entire community and this blueprint is a way to begin this process.

Pambula Business Chamber (PBC), as the sponsor of this strategic plan, is seeking the community's support, commitment, and partnership in order to deliver this ambitious plan and succeed in long-term resilience.

Disaster recovery

Funding arrangements

This is a Bushfire Community Recovery and Resilience Fund project through the joint Commonwealth/State Disaster Recovery Funding Arrangements.

The project needs to be completed by 30 September 2022.

Although funding for this project has been provided by both the Australian and NSW Governments, the material contained herein does not necessarily represent the views of either government agency.



Engagement opportunities

To promote involvement and engagement in the development of this strategic plan the following approaches were used:

Engage

- Promote the project
- Access to project information
- Invite community participation

Consult

- Business walks
- Town summit
- Online survey
- Phone calls

Informed communication

- Dedicated project website
- Promotion on PBC social media
- Email communication
- Informal conversations
- Notice boards
- Posters in shopfronts

About Pambula District

Pambula is a historic village on the Sapphire Coast of New South Wales, located between Merimbula and Eden. Sitting between Pambula Lake and the Pambula River, its name derives from its relationship with the surrounding water, from the Yuin People name Panboola, meaning twin waters.

180 years ago, the town benefited from a short-lived gold rush and had a hospital, school, churches, hotels and a bank. These facilities, as well as many of the original buildings from those days still remain today. The unspoilt charm of the town stretches across the Pambula River Valley, and its rural setting and unique cafes and shops make the centre a convenient stopping point for those driving along the Princes Highway.

The key economic driver of Pambula is tourism. The workforce in Pambula is largely self-employed or working in small business enterprises, with the two highest employment sectors being healthcare and tourism-related small businesses - such as accommodation, food services and retail trade. This economic dynamic translates into a range of beautiful, unique businesses, from art galleries to boutique shops, vibrant cafes and fine dining establishments, making Pambula a quirky, unique historic village with a lot to offer. The surrounding nature adds to the range of things to do in Pambula District, with freshwater billabongs, beaches and rivers, salty marshlands and mangroves, where one can explore the walking and cycling trails, or just relax and take in the views.



Panboola

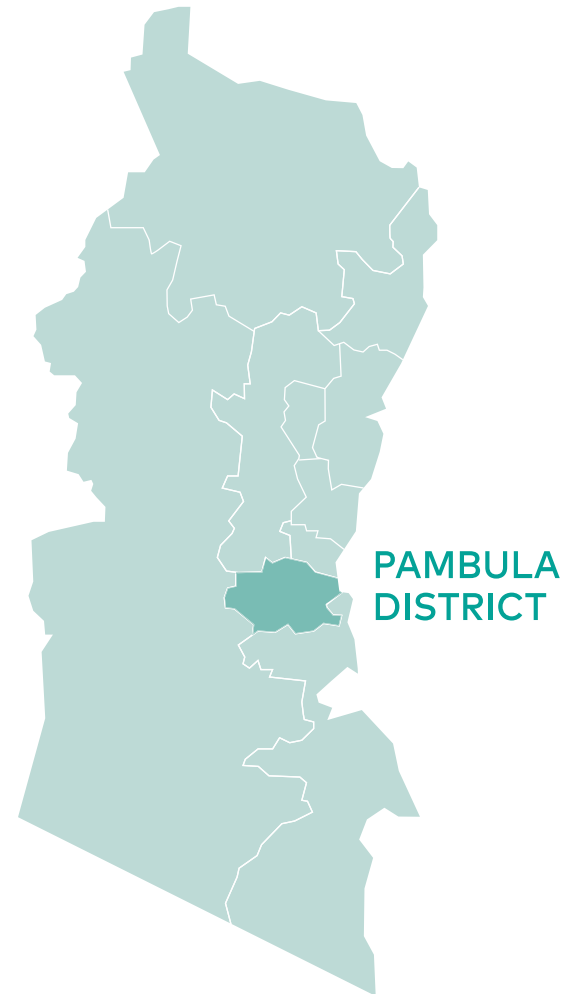


Pambula Beach

Wild Rye's baking co

PAMBULA DISTRICT Strategic Context

Pambula District encompasses the localities of Bald Hills, Broadwater, Greigs Flat, Lochiel, Pambula, Pambula Beach and South Pambula.



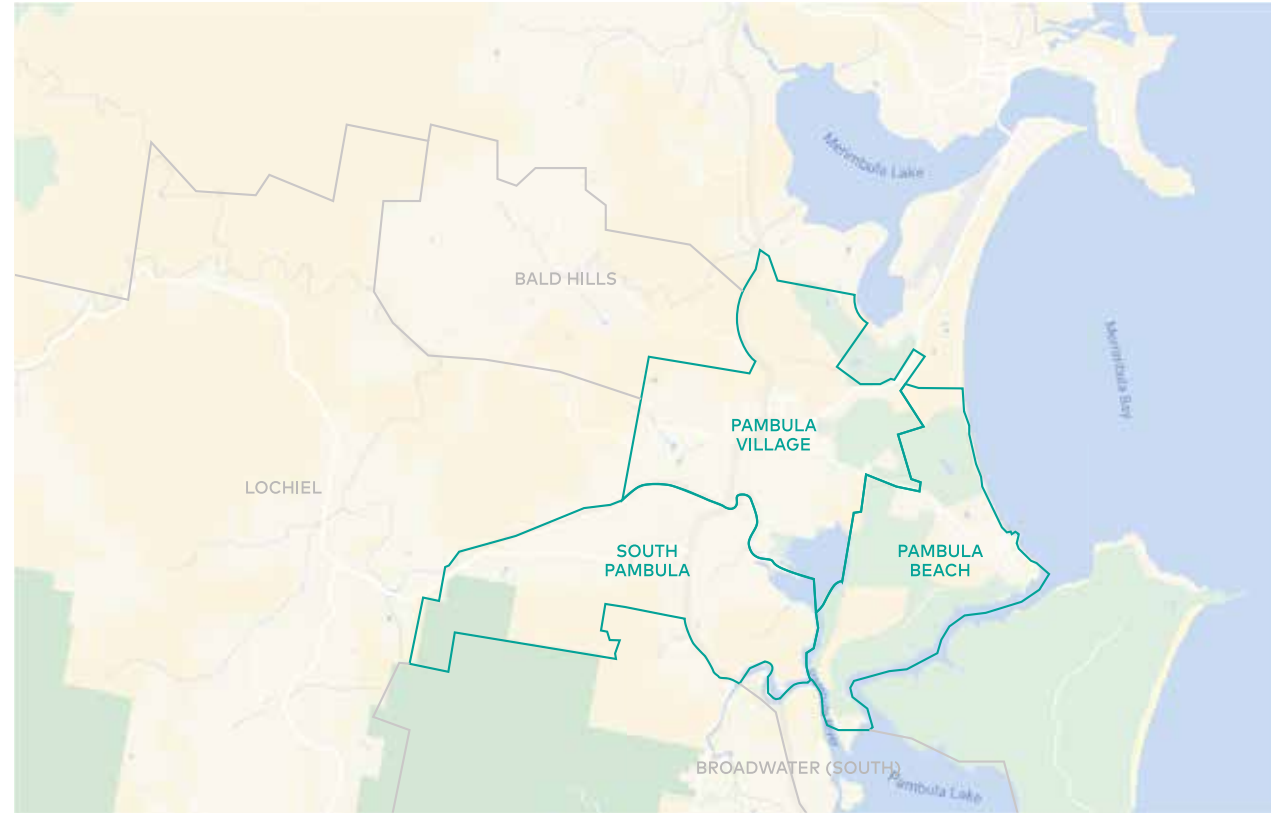
SOUTH PAMBULA



PAMBULA BEACH



PAMBULA VILLAGE



PAMBULA DISTRICT Highlights

Rich Indigenous and colonial history

Historic streetscape with old fashion charm

Bespoke and unique shops

A connection of 3 places
Pambula Village, Pambula South and Pambula Beach

Unique and unspoilt environment and landscapes

High value on sustainability

A town for families (aquatic centre, nippers, schools, local hospital)

Curated eating and drinking destinations



Historic Streetscape



Unique shops



Eating and drinking destination

PAMBULA DISTRICT Attractions

Pambula River Mouth

Pambula Beach

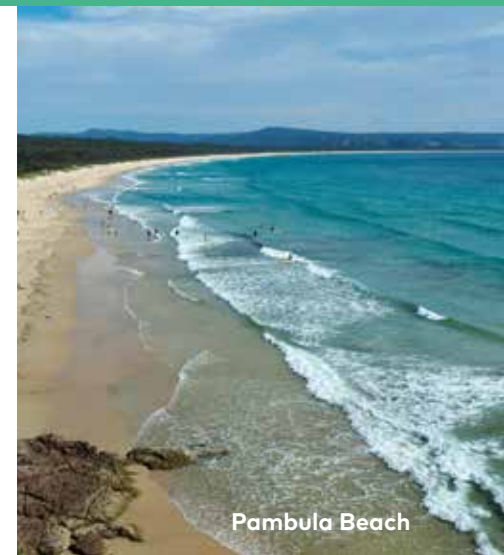
Panboola Wetlands

Pambula River

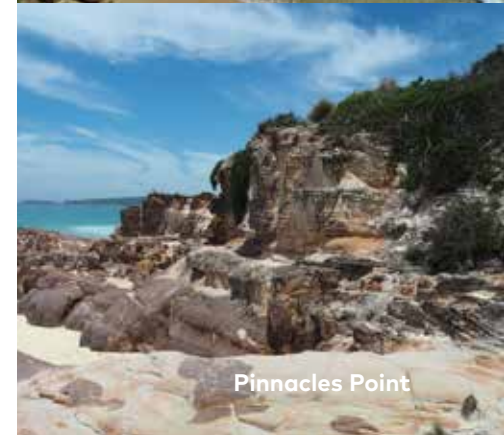
Ben Boyd National Park

Pinnacles and Quondolo Point

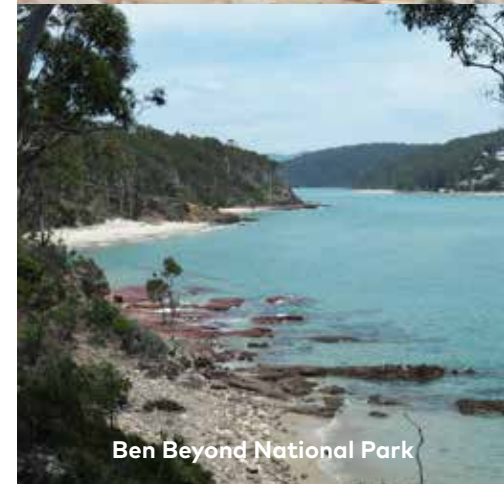
Historic Pambula Village



Pambula Beach



Pinnacles Point



Ben Beyond National Park

PAMBULA DISTRICT Strategic context

Understanding the strategic plan context

This document has been informed through an analysis of strategic documentation and demographic data relevant to the area.

The South East and Tablelands Regional Strategy 2036

The South East and Tablelands Regional Strategy 2036 (the Strategy) was adopted in July 2017. Bega Valley Shire Council is one of 9 local government areas identified in this regional strategy and Pambula is located within the far south-eastern corner of the region. In terms of centre hierarchy, within the Bega Valley Shire, the Strategy describes Bega as a strategic centre, whilst Merimbula and Eden are classified as centres. The smaller centres, including Pambula, are not identified in the centres hierarchy within the Strategy.



The strategy makes the following comments in relation to population growth and the growth of tourism in the Bega Valley Shire:

- Bega Valley is predicted to grow by 2,650 people by 2036, requiring an additional 2,350 dwellings.
- Bega is the Shire's strategic centre and serves as an administrative, education and business hub.

The major coastal towns of Merimbula, Pambula, Bermagui, Tathra and Eden satisfy residential and tourism needs. These towns experience a three-fold boost in size during the summer peak. On average, Bega Valley Shire receives over 820,000 visitors annually, spending around \$350 million each year.

Bega Valley Community Strategic Plan 2040 (CSP)

BVSC's broad reaching vision outlined in the Community Strategic Plan 2040 reflects a commitment to strengthening the community now and into the future, while increasing its resilience in the face of challenges. These aspirations have been integrated into the approach to place-based change included within this document.

Bega Valley Local Strategic Planning Statement (LSPS) – 2040

The LSPS builds on and consolidates an array of strategies and policies that identify desirable land use outcomes for the Bega Valley Shire. It includes planning priorities, strategic directions and actions that will guide decisions about how land will be used.

Importantly for Pambula the following key land use vision Statements are notable for this strategic plan and will assist to guide thinking:

Tourism

The natural and cultural assets of the Shire have been enhanced to create a flourishing year round tourism industry supporting local employment in a wide range of associated businesses.

Character

The distinctive character of the landscapes, towns and villages that make the Shire unique are thriving and continue to provide a sense of place and wellbeing to residents and attract visitors.

Town Centres

The vibrant and progressive town centres are attractive, green and clean and provide places for living, entertainment and socialising as well as access to a wide variety of shops and services.

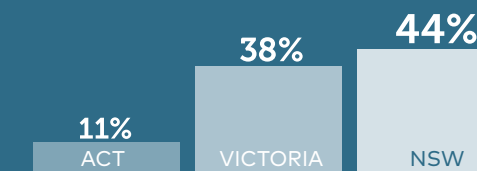
Source: Bega Valley LSPS 2040

Tourism context and visitor economy

The visitor economy is the foundation of the Bega Valley Shire. In the year ending December 2019 the Sapphire Coast region recorded over 1.1 million visitors spending over \$483 million. Currently, tourism in the Bega Valley contributes to over 4,000 jobs.



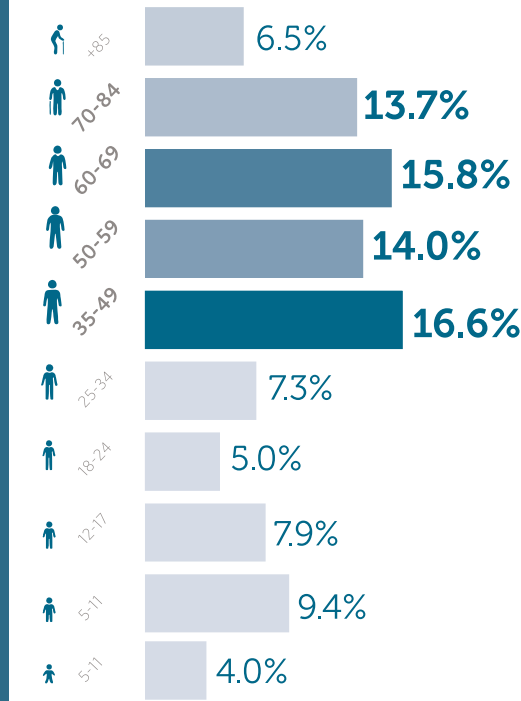
Visitors: place of origin



SOURCE for above data: The National Visitor Survey June 2020. The Bega Valley Economic Development Strategy 2016-2021.

PAMBULA DISTRICT Demographic Profile

Age structure

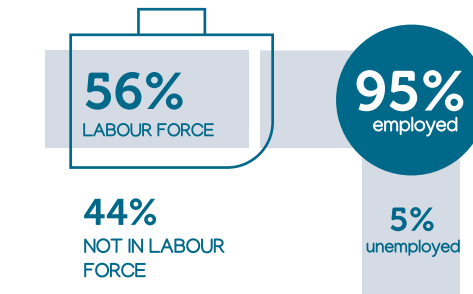


The highest demographic of Pambula District is residents of 35-49 years of age. Secondary to this is people aged 60-69 and 50-59, highlighting that Pambula District has a higher proportion of people in the older age groups (50+ years).

SOURCE: Australian Bureau of Statistics, Census of Population and Housing 2016. Compiled and presented in profile.id

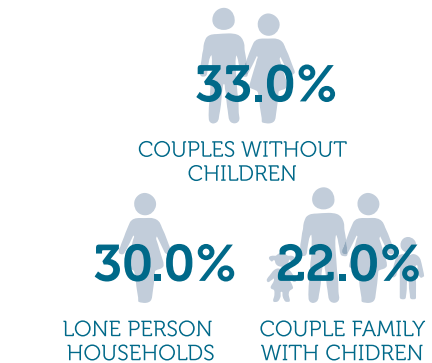
Employment status

Only 56% living in Pambula District are in the labour force and 95% of the labour force are employed.



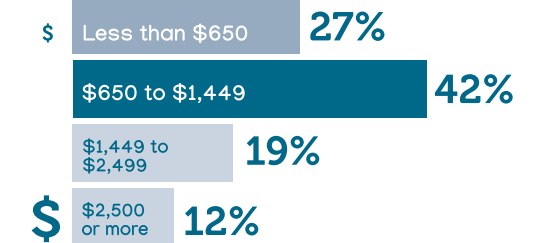
Household structure

There is a higher proportion of lone person households (30%) and a higher proportion of couples without children (33%).



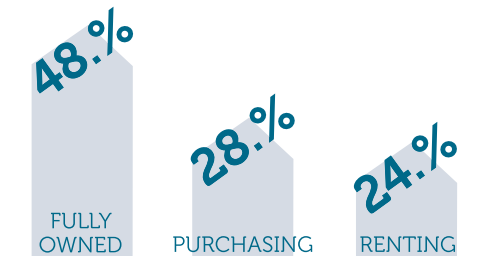
Household income

There is a smaller proportion of high income households (those earning \$2,500 per week or more) and a higher proportion of low income households (those earning less than \$650 per week).



Housing tenure

48% of the households are fully owned in Pambula District, while 28% are purchasing the properties and 24 percent are rental properties.



PAMBULA DISTRICT Local business

Business are located predominantly in Pambula Village centre located along either side of Quondolo Street from Bullara Street in the south to the Pambula Town Hall in the north extending along both sides of Toallo Street which traverses in a west-east direction.

The centre currently provides a mix of retail stores and non-retail premises, generally aimed at providing for the day-to-day needs of the local population. There are limited vacancies within the centre.

Retail and business premises in Pambula include a Foodworks, specialist food retailers, several cafes, gift shops, personal service providers, newsagency, health services and a pharmacy.

Non-retail services include banks, post office, accountants, real estates, and other professional offices.

There are several homemaker/bulky goods retailers located along Bullara Street, to the south of the centre and along Toallo Street to the east of the centre.

There are a number of heritage listed buildings within the Pambula Village centre which contribute significantly to its appeal.

The topography of the centre is varied with the southern portion being relatively flat but rising steeply up Quondolo Street to the north.



On the following pages a list of the diversity of these businesses is provided which demonstrates a bustling and thriving business district located centred around Pambula Village and within the precincts of Arthur Kaine Drive and Toallo Street as well as Sir William McKell Drive.

PAMBULA BUSINESS Highlights

Pambula consists of a diverse, eclectic and specialised group of businesses with wide ranging products and services.

Collection of retailers

Collection of industries

Service providers

Vibrant community of creators & artisans

Collection of educators

Unique, independent & local businesses

Cooperative of businesses working together



PAMBULA DISTRICT Business listings

Retail

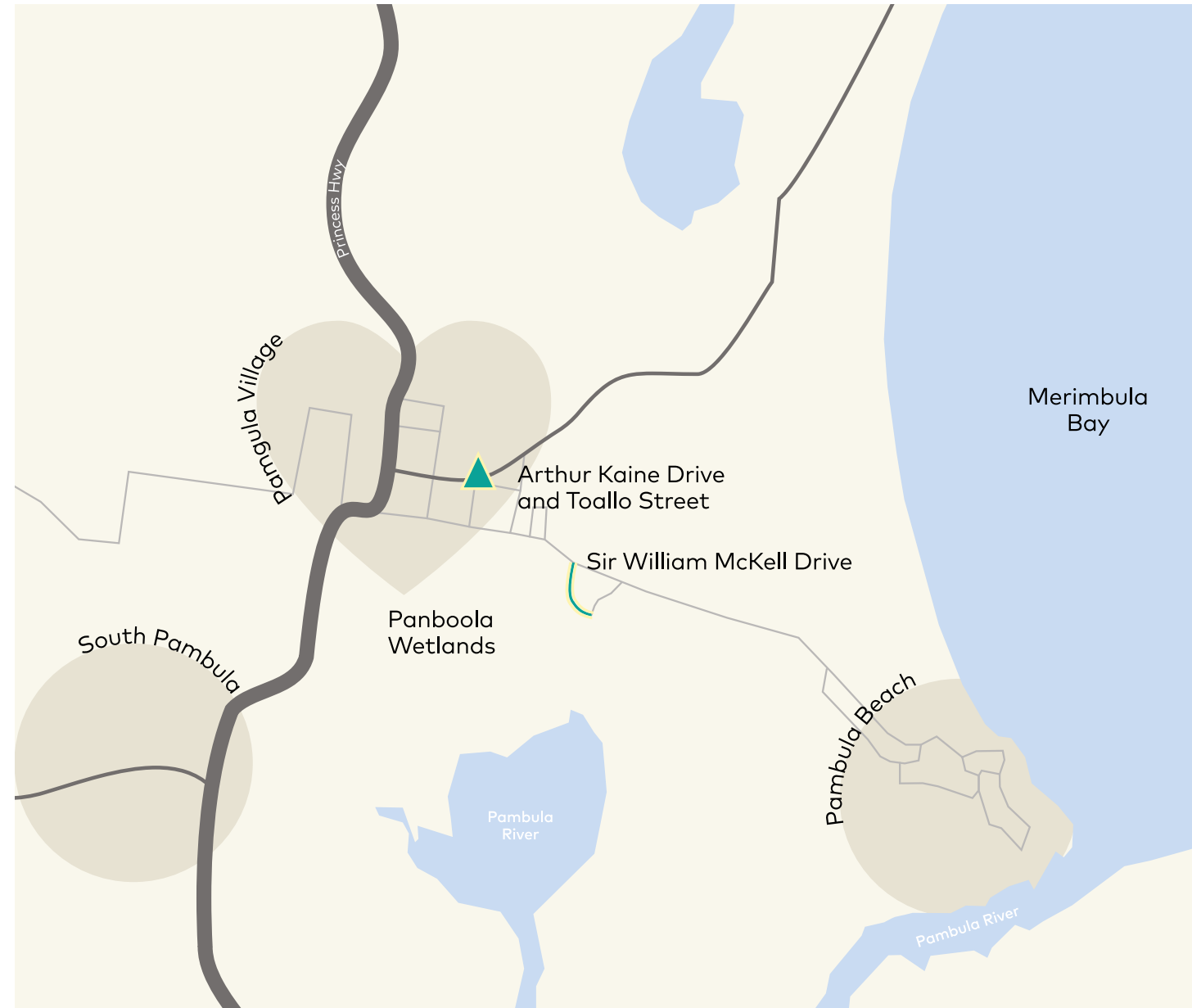
- Pambula Village News-agency
- Pambula Op Shop
- Prumm's Family Chemist
- Switchfoot Boardstore
- Aloha Eve
- Black Daisy Trading
- Goldfinch
- Pambula Collective
- CC Bridal
- Art Essence Gallery
- Platypus Pet Shop

Food & Grocery

- Pambula Foodworks
- JDs Quality Meats
- Pambula Wholefoods
- Foodworks Liquor
- Pambula Fruit Market
- Super Cellars Pambula
- Broadwater Oysters

Tourism and Business

- Captain Sponges Magical Oyster Tours
- Ocean Reach
- East Coast Express
- The Destination Agency



Food and Beverage

- Pambula Deli Bar
- Pambula Pizza
- The Roastery
- Toast Cafe
- Top Pub Commercial Hotel
- Banksia Restaurant
- Wild Rye's Baking Co
- Covingtons Thai Cuisine
- Bianchini Gelati
- Pambula Village Milk Bar
- One Stop Candy Shop
- Stella's Vintage Tea Room
- Coffee 22
- Longstocking Brewery
- Oakland's Café
- Tea Tree Roadhouse
- The Broken Oar
- Wheelers Restaurant
- Sapphire Coast Eats

Community Services

- Pambula Town Hall
- Pambula Village Preschool
- Pambula Cemetery
- Pambula Preschool
- Pambula Public School
- Sapphire Coast Community Aged Care
- Sapphire FM
- Lumen Christi Catholic College
- Shorebreakers Kindergarten
- Pambula Rural Fire Service

Services

- Pambula Post Office
- Bendigo Bank
- United Petrol
- Sapphire Dry Cleaning and Laundry
- Kim Posso Realty
- Bega Valley Computers
- Wilson's Signs
- Carbon Copy Print Shop
- Excell Printing
- Tanner Salt Accountants
- L & H Electrical
- A H Automotive Specialist
- Bondy's Tyres Plus
- Nolan Auto One
- Ardy's Automotive Services
- Hennessy Field Services
- Pete Scott Automotive
- Pambula Smash Repairs
- Pete Scott Automotive
- Mermimbula Auto Electrics & Air Conditioning
- Coastaire
- Smiff Auto Electrics
- Dirk's Signs
- Sapphire Coast Body Works
- Platinum Traffic Services
- Country Mobility Trends
- Cool Freight Pambula
- Sapphire Coast Buslines
- Bobbins Transport
- Hammond Conversions
- Squizzly's Tyres & More

- L&D Saw Sharpening Service
- Bidfoods
- Sapphire Coast Hospitality Shop
- McCoys Packaging
- L&D Saw Sharpening Service
- Merimbula Pambula Self Storage Centre
- Civil Task
- Merimbula Engineering
- Sheetmetal and Ventilation
- SJ Welding & Fabrication

Health and Wellbeing

- Pambula District Hospital
- Pambula Health Service
- Pambula Village Dental Practice
- Health Within
- Pambula Denture Clinic
- Hair Rock Scissors
- Pure Body and Co
- 2 Blonde Hair and Body
- The Hair Cafe
- Body, Skin & Spa
- Body Dynamics South Coast
- Integrated Massage
- Epic Fitness Studio
- The Iron Stronghold
- Splash Swim Soar Swim School
- Sapphire Coast Funerals
- Pambula Vet Clinic

Accommodation

- Colonial Motor Inn
- Idlewilde Town & Country Motor Inn
- Reflections Holiday Park Pambula
- Discovery Parks Pambula Beach
- Fairway Motor Inn

Home and Building Services

- Mitre 10
- Oaklands Barn & Garden Centre
- Bristol Decorator Centre
- Trubuilt Kitchens
- 18. Sapphire Coast Kitchens
- Ecotec
- David Reid Homes
- Pyramid Power Group
- Rankin Builders
- Steeline Pambula
- Tasman Windows
- Pambula Tiles and Slate
- Robert Smith Home Furnishings
- Pambula Glass and Glazing
- Colour Craft Kitchens
- The Gas Connection
- Pambula Power Tools
- Lakeside Electrical
- G.J. Gardner Homes

- Pambula Carpet Court
- David Reid Homes
- Coastal Builders
- J & K Badewitz Cabinet Works

Home based businesses - online / creative

- A pinch of yum
- Chalk Talk
- Flying Parrot
- Guyedy Hydrosols
- Nissine Diete

**This list represents a first attempt at a desktop collation of the businesses from Pambula District, it is the ambition of the PBC that any businesses or local organisations are not referenced on this list are added and that his list is annually updated.*

PAMBULA DISTRICT Community organisations

Pambula has many community groups that come together to create the enormous town pride. The many organisations, associations, services and clubs come together to celebrate, collaborate and facilitate outcomes for the wider community. The resilience and connectedness has been demonstrated by their coming together during the devastating bushfires, COVID, border closures, staff shortages, housing crisis, supply chain disruptions and economic impacts to small business.

The goal of this strategic plan is to mobilise the community to join together and collaborate whenever appropriate in order to achieve collective and inclusive outcomes for the Pambula District and the wider community.



Local Clubs and Community Groups

- Rotary Club of Pambula
- Lions Club of Pambula
- Country Women's Association
- Pambula Beach Surf Life Saving Club
- Social Justice Advocate Group (SJAG)
- S.W.A.M.P.
- The Men's Shed
- Pambula Wetlands & Heritage Project
- Car Club
- Art Clubs
- Music Groups
- Genealogy Society
- Historic Society

Churches / Places of Worship

- Pambula Baptist Church
- Christ the King Anglican Church
- Saint Peter's Catholic Church
- Kingdom Hall of Jehovah's Witnesses
- Pearls Place

Sporting Clubs

- Sapphire Aquatic Centre
- Skate Park
- Community Gardens
- Gymnastics Centre
- Pony Club
- Surfing Club
- Fishing Club
- Swimming Club
- Rowers Club
- Cricket Club
- Hockey Club
- Rugby League Club
- Softball Clubs
- Tennis Club
- Bike riders Club
- AFL Club
- Soccer Club
- Table tennis Club
- Golf Club
- Combat House - Martial Arts Training

**This list represents a first attempt at a desktop collation of the businesses from Pambula District, it is the ambition of the PBC that any businesses or local organisations are not referenced on this list are added and that his list is annually updated.*

Community feedback

"A blend of history and charm with a proud, united local community full of can do."

"Great passionate caring people"



"A friendly, supportive community that welcomes all."

"It has a wonderful local community feel. You feel happy to be there."

"It is a village with soul and pride. A close knit community who treat tourists like friends!"

"A wonderful community that is united in working towards improving Pambula and its village atmosphere."

"The whole community is positive, charming and inclusive."

It's the people, the produce and the proximity to nature that makes Pambula so special!

"It's very special in every way. A great community. It's picturesque. Fabulous shopping centre. And of course Panboola Wetlands"



"Pambula encapsulates all that we love about a small towns - it has evolved with its resident and visiting communities to provide a vibrant small business offering set within a warm, welcoming and safe place. This little town is about belonging."

"Pambula is an amazing town, is looked after by many volunteers. From the gardens in the roundabout to the murals in the main street. It is always kept clean and that to me is pride."

"Pambula is thriving all due to the local community spirit that drives us all to keep on keeping on. Locals helping locals through some of the toughest seasons. There is a real sense of happiness in Pambula. Good quality local produce and products."

"There's a warmth that emanates from this funky, coastal town. The locals are the icing on the cake - from the range of shops and restaurants, to its proximity to spectacular beachside and inland destinations."

"This town is a gem. Small in size but big in heart! A wonderful community!"

PAMBULA DISTRICT What we heard

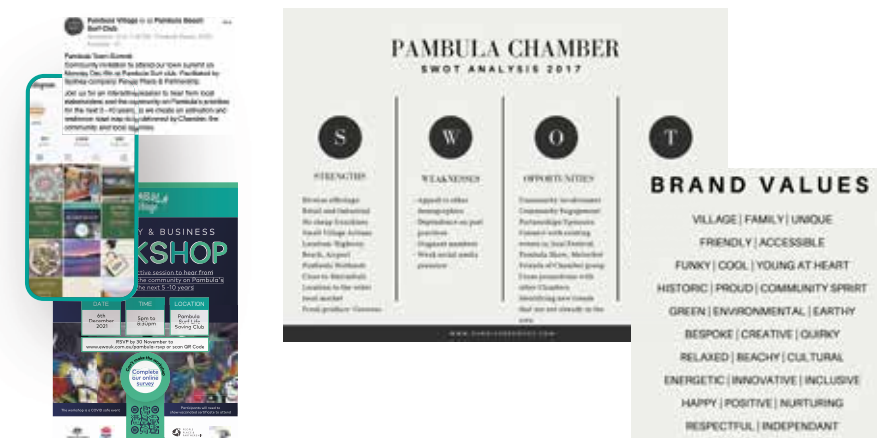
The engagement methodology combines a range of tools to ensure a broad sample of the community was engaged, as well as key local stakeholders:

- An online survey was completed by a total of 65 participants
- A town summit was attended by 45 people
- Key stakeholders were engaged through detailed, one-on-one interviews

The community answers to the 2021 NSW Tourism Industry Council Pambula received 527 online entries, which were examined and insights gathered to inform the findings of this engagement.

SWOT analysis

A SWOT Analysis was conducted to inform the strategic planning process, as well as the engagement methodology, considering the Pambula Business Chamber's knowledge since it was formed in 2017. The understanding of key strengths, weaknesses, opportunities and threats informed the Chamber's brand values and the engagement objectives and format.



Online survey results

What are the THREE things you VALUE MOST about Pambula?

Sense of community

Small friendly and caring community

Local small businesses

Unique range of small businesses

Natural environment

The natural beauty of the area

Village feel

Relaxed cool vibe

Heritage character

Heritage and conservation

What is UNIQUE?

FRIENDLY PAMBULA beautiful little town PEOPLE
UNIQUE SHOP
great community
small town charm GREAT BEACH
VIBRANT big heart
great vibe
lovely people
BEACHES great food
TOWN village vibe
variety of shop AMAZING SHOP
Pambula River Mouth
mix of shop WILD RYE
COMMUNITY SPIRIT
WONDERFUL COMMUNITY chamber of commerce
friendly staff
BEST BAKERY beautiful beach MAIN STREET FRIENDLY COMMUNITY VIBE PRISTINE BEACH

What are the 2 BIGGEST PRIORITIES for Pambula in the next 5 years?



Traffic & Parking

- Improved parking within the village
- Facilitate the heavy load of traffic through adequate road infrastructure



Village atmosphere

- Protect small scale and heritage buildings
- Prioritise small local businesses
- Maintain natural environment



Housing

- Sustainable development
- Focus on solving current housing shortage

What are the 2 BIGGEST PRIORITIES for Pambula in the next 10 years?



Support local business

- Partnerships with Council
- Long term collaborative projects with small businesses
- Seek government funding and support to keep local businesses in the village



Local employment

- Retain local talent
- Job opportunities for the youth



Thoughtful development

- Ensuring future development considers affordable housing
- Infrastructure development that grows at the same rate as the town
- Ongoing development

What is your one big idea?

ENTERTAINMENT AND EVENTS



- Beach youth event during the school holidays
- Pambula Village Festival that celebrates anything and everything that is great about Pambula: a weekend that incorporates Pambula's Ephemeral festival, Flourish market, heritage trail, open studios, live music, Indigenous celebrations and street parties all over the village
- Eco tours with exquisite food experiences
- Picnic days at Covingtons

SUPPORT LOCAL



- Dedicated Council business concierge

PARKING



- Improved parking around the village that takes into particular consideration the village's look and feel
- Increasing parking space by reverting to reverse parking in some areas (for example, from the Newsagents to Merimbola Street)

Beautiful waterways! Awesome fishing, amazing nature parks. Just an amazing place all round. When I go to Pambula I feel so relaxed and happy.

People in this town have such an amazing and connecting spirit and it shows in everything they do. Staff in all the businesses in Pambula as well as customers that live local and support the town. They will continue to make it grow, we love that!

Quaint, friendly little town with right mix of shops and businesses boasting wonderful store-front displays inviting customers inside. The feel of the town beams with pride. Super helpful staff. Best bakery around - Wild Ryes never disappoints.

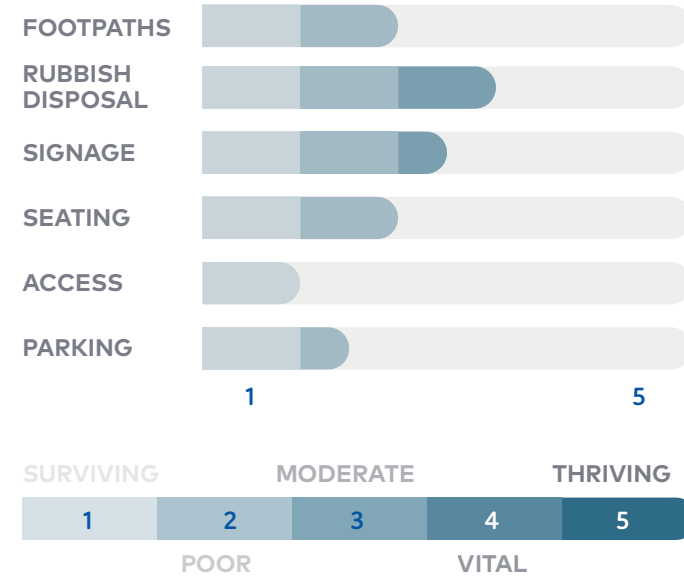
The gorgeous 'coastal village' vibe of Pambula, with its eclectic and diverse range of local traders and locally grown or manufactured produce, cafes and amazing eateries. Pambula is a unique and vibrant coastal community, with SO much to offer.

PAMBULA DISTRICT Pambula Village

Key context and spatial elements of the centre have been assessed by the community in order to understand how each is performing and current relationships between aspects of Pambula Village. Assessing these aspects of the centre helps to provide an understanding of how people benefit from, use and interact with it. The assessment includes a 'Vitality Ranking' which rates how well each area is performing.

Forward budgeting and spending directly impacts most aspects of the place assessments, which are Council's responsibility. However, community and local businesses have been making efforts over the village's streetscape maintenance, namely public seating, rubbish disposal, signage and landscaping.

Spatial assessment



Footpaths

- Merimbola Street should be prioritised in this matter due to structural issues with tree roots constituting hazards
- Uneven pavements are common to the whole village centre

Rubbish disposal

- Need for increased public bins
- No recycling bins along the main street
- No FOGO - Food Organics Garden Organics - in the village

Signage

- Improve welcome signage upon travellers arrival to the village across the three existent entry points
- Need for improved parking signage
- Improve cohesion and specificity of existing signage

Seating

- Increased seating provision behind Royal Willows and in the main commercial precinct

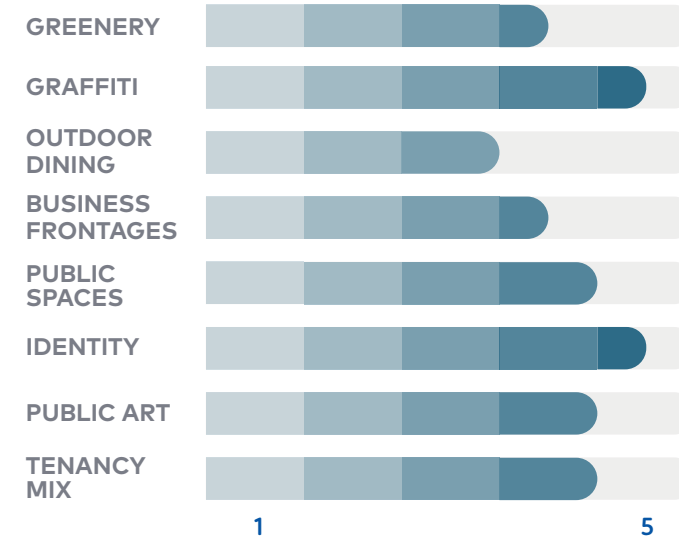
Access

- Promote community consultation for access improvements in Toallo Street
- Review accessibility strategy in the whole village centre

Parking

- Improved parking signage
- Address parking issues, which are a particular high concern during peak season
- Discuss provision of trailer parking

Experience assessment



Greenery

- Beautiful landscaping overall
- Ensure protected trees are prioritised
- Improve greenery around village centre

Outdoor dining

- Consider future opportunities for outdoor dining expansion
- Build on the village's best practices: Milk Bar, Toast, Wild Rye's and Switchfoot

Tenancy mix

- Excellent quality of current tenancy mix, which serves the local community as well as the tourist economy
- Improve consistency regarding trading hours
- Foster night time and weekend activation

Graffiti

- No noticeable graffiti in the centre due to immense pride in Pambula

Identity

- Continuously evolving identity
- Need for a stronger statement on Pambula's identity
- Consultation with community and stakeholders to further establish identity
- Build identity around existing elements such as the village's charm, history, natural setting and coasts surroundings

Business frontages

- Collaboration between businesses to ensure consistency and alignment with the village's identity
- Some buildings show visible signs of maintenance issues and need general upkeep
- Some frontages need improvement

Public art

- Lots of potential mosaic sculptures could be installed
- Thriving public art setting with beautiful public displays from local talented artist could continue

PAMBULA BUSINESS CHAMBER

An overview

Pambula Business Chamber (PBC) was established in July 2017 and has over 85 members and growing. The membership represents all types of local business from retail to industry to services, organisations and schools. The Pambula Business Chamber is a pro-active group of business owners who work together for the benefit of Pambula.

Mission

Pambula Business Chamber will strive to:

- Advocate for our local business community
- Engage all strands and levels of local business
- Listen fairly to all informed points of view
- Harness the energy of our community to help serve them best
- Communicate and collaborate with other organisations

Vision

Pambula Business Chamber aspires to:

Foster a dynamic, organic body of local businesses and business people who dedicate their energy and passion to the wellbeing and development of our businesses, our community, our town and its surrounds.

PBC is involved in a number of governance initiatives including:

- PBC is represented in the Bega Valley Shire Business Forum which represents the seven chambers in the Bega Valley at the monthly meetings.
- A representative of the PBC attends the BVSC monthly meetings with Bega Valley Shire Council.

Initiatives of the Pambula Business Chamber in 2021/2022

Local residents, business owners and tourists regularly comment on the vibrancy and bustling 'boutique' character of Pambula. The devastating fires that threatened community motivated the PBC to build a campaign to celebrate the shared passion for Pambula and to invite others to 'Share the Love'. The following are key initiatives that have been undertaken by the PBC that have resulted in increased local and tourist visitation to the village.

SHARE THE LOVE CAMPAIGN

The proliferation of member's red love hearts around Pambula highlights the strength in the initiative and is tangible evidence of a village that is thriving against the odds. 'Share the Love' has now become a Pambula catch-cry.



COMMUNITY INFORMATION BOARD

Sponsored by Bendigo Bank and Pambula Rotary, and strong local business support, PBC succeeded in removing the existing civic information board in Quondola St and replacing it with a locally designed and built information board, incorporating a bench seat and garden box, promoting local businesses, destinations and activities.



NEW CHAMBER WEBSITE

A new website has been funded by PBC established to connect locals and visitors with Pambula and chamber related information. Features include payment of chamber fees, the purchase of local hessian bags, and update's of what's on in Pambula village. The maintenance for the website is ongoing.



SELF GUIDED HISTORY WALK

Research and development is continuing for the planned self-guided history walk featuring 22 historic locations in Pambula. This initiative has been generously funded by Bendigo Bank and will also feature local indigenous history with the collaboration of the Twofold Aboriginal Corporation.

LOCAL EVENTS

- PBC has strengthened collaborative relationship with Australia Cancer Council with 'Biggest Champagne Breakfast' event at Wheelers Seafood Restaurant raising close to \$8K to be spent on local Cancer Council initiatives.
- The Melanoma Awareness Day in honour of Tracey Beasley was launched by PBC this year with the support of Bendigo Bank, major sponsors and hosted at the Discovery Park at Pambula Beach. Over 1,000 people attended the event which is intended to become bi-annual initiative.

FLOURISH MARKETS

'Flourish' quarterly markets were also launched in 2021 in the grounds of Covington's. This is a make-it, bake-it, sew-it, grow-it market focusing on the organic, local offerings from around the Bega Valley.



PLASTIC FREE PAMBULA

PBC's relationship with Social Justice Advocates to make Pambula SUP Free has allowed businesses to access free advice on ways to reduce plastic in day-to-day operations. Further strengthening this collaboration has been the SJA's installation of a re-fill water station in Pambula.

BRANDED HESSIAN BAGS

Pambula's own branded hessian shopping bags have been a huge success and not only help reduce plastic but help promote Pambula both at home and through visitor uptake.



MURAL PROJECTS

PBC has been successful in both \$25K grant submissions to the Foundation for Regional and Rural Renewal for the large-art mural initiative first suggested in 2019. The aim of this project is to promote local artists and beautify the village, increase tourism and engender local pride.

BUSINESS EVENTS

PBC has collaborated with Pambula Rotary on the first Business Breakfast linking business people and community to achieve goals.

ADVERTISING PROMOTIONS

PBC has utilised print, radio, and television to publicise local businesses and the area. Maintaining the areas profile through live interviews, an on-going magazine campaign, location banners, website exposure, a comprehensive TV campaign rotating three tv ads and a saturated campaign at the local cinema screens.



TOURISM NOMINATION

PBC nominated Pambula in the 2021 Top Tourism Town Awards - a NSW Tourism Industry Council initiative. The submission was highly commended and Pambula was named as a finalist with hundreds of glowing testimonials arriving from all over Australia - a great result considering the size and sophistication of the competition.

AWARENESS CAMPAIGNS

Other promotional initiatives this year have included distributing our 'Share the Love' adhesive heart member's logo, replacing street flags in collaboration with Pambula Bendigo Bank, funding Street Christmas wreaths to be hung December 1st, and introducing large truck and bus 'Share the Love' Pambula stickers.

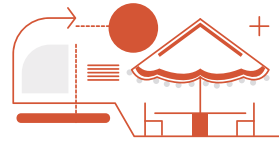


PAMBULA BUSINESS CHAMBER Visitation drivers

The visitation drivers are the major attractors that drive tourism, business, social well-being, and everyday life in Pambula's key centres.

When addressed holistically, the strengths of these offerings provide opportunities, inspire community collaboration, and contribute to the local economy and vibrancy.

Each of these key drivers will contribute to Pambula's continuous development of a resilient and prosperous local community provided they are given continuing strategic attention and are able to anticipate future needs.



Everyday community activities

Providing everyday community activities and activation to ensure that Pambula is known as a place where people can see and do things.



Revitalised tourist gateway

Creating a gateway to the Sapphire Coast capitalises on through traffic and builds on local attractions.



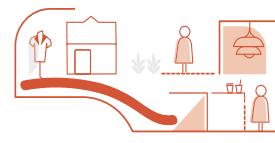
Historical charm

Drawing on the natural and historical stories of the village for connections and symbolism.



Tourist destination

Building on the unique local events, attractions and experiences associated with Pambula.



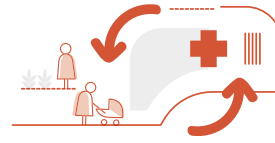
Thriving & creative business community

Boosting the existing business community to ensure that it is strengthened and thriving.



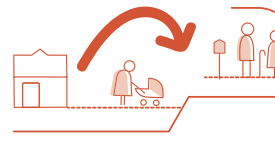
Charming public amenity

Providing comfortable spaces which offer beauty, amenity, interest and charm.



Connected village

A cohesive, connected village which provides services and amenities for everyone.



Building on our collaborative spirit

Supporting our resilient community now and into the future.

PAMBULA BUSINESS CHAMBER Turning to action

Addressing projects holistically

Actions proposed within this document seek to build on the actions already delivered by the Pambula Business Chamber an analysis of strategic projects in the LGA, as aligned by Bega Valley Shire Council, as well as the findings of the Business and Community Engagement, Place Assessment and key identified gaps and opportunities. Turning ideas into action involves looking at projects holistically and understanding how they intersect and complement a future committed blueprint for Pambula District.

Timeframe for delivery of projects	TIME
Ability to vary projects	RESOURCES
How are the projects interconnected?	COLLABORATION

Working towards community collaboration

Strategic initiatives outlined consider the amount of community collaboration needed to ensure a sustainable and successful outcome. The role of Pambula Business Chamber is to facilitate these relationships and establish strong community foundations.

Each initiative outlined in this document is guided by an insight into the cost required to achieve it, and the time needed to plan and deliver it.

What do we want to achieve?

In further building on core directions, current strategic projects have been aligned to the fundamental principles below:



6 Point action plan

A 6-point Action Plan has been developed, informed by strategic background and the regional context as well as the engagement and place assessment undertaken. The Action Plan aligns both existing opportunities to leverage in Pambula and future needs for locals and visitors.

- Empowering and supporting diverse local businesses**
- Beautifying and maintaining local character**
- Delivering local events**
- Promoting a sustainable & resilient District**
- Experiencing Pambula District**
- Advocating and delivering a governance framework**

ACTION 1

Empowering and supporting diverse local businesses

Engaged businesses are a core component of a thriving environment.

In providing opportunities for businesses to actively participate in the continuing prosperity of their centre, businesses can be involved in events, participate in local programs and benefit from promotional campaigns. Regardless of the goal, local businesses need to be empowered and enthusiastic members of the business community.

Why?

A coordinated response is needed, that considers the bigger picture and involvement of all businesses within the Pambula District, to ensure that everyone is involved in creating an enhanced and resilient area.

What is the purpose?

To gain support for businesses to be involved as a local network, participate in available training opportunities and coordinate events.

What is this solving?

Courage to try something different and be involved in capitalising on the Pambula assets: local loyalty, promotion and tourism.

Key actions to work with others

		Resource	Time	Collaboration
1	Create a Business Charter to align to the values that represent Pambula district and businesses	\$	⌚	👥
2	Develop a quarterly business networking breakfast series	\$	⌚	👥
3	Create a comprehensive business directory that demonstrates the diverse businesses within all areas of Pambula	\$	⌚	👥
4	Ensure that the activities of the PBC explore initiatives beyond the village centre	\$\$	⌚	👥
5	Explore training and apprenticeships that can be matched to local skills gaps	\$	⌚	👥
6	Listen to and act on proactive suggestions and requests from the community and other community organisations	\$\$	⌚	👥

ACTION 2

Beautifying and maintaining local character

Pambula's unique identity as an attractive, bold and distinctive historic town needs to be embraced and celebrated as well as its diverse precincts: Pambula Village, Pambula Beach, South Pambula and Broadwater.

Why?

To interrogate the public domain understanding what works well and what needs to be improved, updated, upgraded and replaced overtime.

To review access and parking behaviours during peak and off-peak times to seek to determine opportunities for improvements overtime.

What is the purpose?

To create an immersive, cohesive experience across the whole village, where the look and feel as well as quality of public amenity restate Pambula's character and visual identity, while improving liveability of residents, workers and visitors.

What is this solving?

The key in ensuring streetscape beautification is, not only to drive visitation and tourism, but to ensure the wellbeing, accessibility and comfort of those who live, work and visit Pambula. During the whole engagement process and through the place assessment, concerns have been raised regarding access, adequate signage, parking and road issues. In a longer term vision, infrastructural issues should also be address to further improve streetscape performance and quality.

Key actions to work with others

		Resource	Time	Collaboration
1	Continue to deliver the successful mural art project in collaboration with the local creative community	\$\$	⌚	👥
2	Nominate a small committee of volunteers to continue to provide local landscape maintenance to the established long-term legacy program in Pambula Village	\$	⌚	👥
3	Undertake a comprehensive annual streetscape audit with Bega Valley Shire Council and seek to prioritise maintenance issues annually into short, medium and long term items	\$\$\$	⌚	👥
4	Explore opportunities to undertake a comprehensive signage review of wayfinding, directional, tourism and heritage information	\$\$\$	⌚	👥
5	Seek to partner with key community organisations and Council to upgrade play spaces within Pambula Village to better accommodate play for all age groups	\$\$	⌚	👥
6	Advocate to Council to create a streamlined process for the activation of events in public spaces or on private land that is easily accessible by the public in order to cut red tape	\$\$	⌚	👥

ACTION 3

Delivering local events

Local events are a pillar of activated places, creating opportunities for community togetherness, fun and creativity for locals and visitors alike.

In responding to the existing local events program and building on key calendar highlights, avenues for collaboration are presented which strengthen the appeal of the village and wider district. Community events provide place-wide potential for businesses, residents and groups to participate in memorable experiences, while boosting trade and local identity.

Why?

Programmed events are an effective way to build on existing networks and improve spending and activation locally. Spreading the event calendar across the year further helps to assist in seasonal tourism visitation to the area.

What is the purpose?

To create a framework for how events, groups and networks may be leveraged to support the district and its profile.

What is this solving?

Providing activation opportunities for locals to encourage engagement in Pambula village and the wider district and giving opportunities for businesses to benefit from events.

Key actions to work with others

		Resource	Time	Collaboration
1	Review annual event program with local community groups, key partners and funding collaborators	\$	⌚	👥
2	Deliver Pambula Business Chamber Annual Calendar of Events	\$\$\$	⌚⌚⌚	👥👥👥
3	Seek opportunities to partner with local stakeholders for one off events	\$	⌚	👥
4	Seek funding opportunities to support event initiatives	\$	⌚	👥



EVENTS AND ACTIVATIONS

EVENTS			
Name	Time	Details	Region & Location
Village Vibes Christmas	December	The Christmas event known as Village Vibes offers fun entertainment provided by the Sapphire Coast Concert Band, street buskers, a jumping castle, face painting and roaming street characters. Shops are open until late with special deals and offers. There are also pop-up street stalls and lots of family street food.	Pambula Village
Pambula Show	January	Pambula Show is a traditional country show with a carnival atmosphere held annually in the delightful village of Pambula on the fabulous far south coast. Known as “the friendly show”, Pambula Show provides a great day out for all the family.	Pambula Showground
Share the Love	February	A three-day party all based around Valentine’s Day designed to showcase our amazing coastal location, our diverse boutique businesses and our talented and resilient locals. This is a family-friendly weekend with specials, deals and prizes and great opportunities are available to everyone all weekend.	Pambula Village
Flourish Market Quarterly	Jan, April, July, Oct	‘Flourish’ is a quarterly seasonal market held on the picturesque grounds of Covington’s Thai Restaurant in Pambula providing an opportunity for local makers, craftspeople, artists and growers to sell their produce and products to their community and its visitors.	Covington’s Thai Restaurant
Ephemeral Festival	April	A one day festival – to celebrate the landscape of Panboola and the creativity it inspires. Various installations of art, music, workshops, craft demonstrations and stalls. Space for picnic and different offerings of food and beverage carts.	Panboola Wetlands



EVENTS			
Name	Time	Details	Region & Location
Melanoma Awareness Day	May	A free fun filled family community day with activities for young and old, including live music, performing art displays, give aways, free raffles and great prizes. We offer a ‘Health Hub’ for information on melanoma education and prevention where local health professionals provide free mini health checks.	Discovery Park Pambula Beach
Champagne Breakfast	June	Fundraiser to raise funds for local cancer awareness initiatives. Pambula Business Chamber organises the event because of the important assistance it gives to local families dealing with the stresses that come with a cancer diagnosis so far from the larger metropolitan centres.	Wheeler’s Seafood Restaurant
Motor Festival	September	Pambula Motorfest and Swap Meet is a show and shine event held annually to raise money for the local community. Includes a dazzling array of vehicles to check out, plus market stalls, demonstrations, trade displays and a swap meet. Food & drinks are available onsite in the Food Zone with lots of entertainment for the kids in the dedicated kid’s zone.	Pambula Sporting Complex
Giiyong Festival	November	The Giiyong Festival is the biggest multi-arts Aboriginal festival in the Yuin Nation, run by Twofold Aboriginal Corporation and South East Arts.	Jigumy Farm



Weekly Events

Rotary Markets

Markets held on the 2nd Sunday of each month. Funds raised used on community projects.



Longstocking Brewery

Sunday Live music and entertainment venue, as well as the almost famous Longstocking Trivia that happens every Thursday night.



Surf Events

Held seasonally at Pambula Beach Surf Club



ACTION 4

Promoting a sustainable & resilient District

Showcasing Pambula through its biggest strengths, identified in the activation drivers, and branding the village as a sustainable & resilient district, that has faced numerous difficulties and is still a charming town, where businesses collaborate together and artists are inspired to create.

The priority within this action point is to first pull out the identity values and visual elements the Chamber, key stakeholders and community as a whole see Pambula as, and develop a Communications Strategy & Plan that is born from that character statement and aligns all communication collateral moving forward.



Why?

To provide a clear and consistent communications approach that will support the development of a strong identity for Pambula in the regional and state context, particularly for tourism and community engagement purposes. To further the reach of Pambula's reputation as a charming, historical, quirky & unique town, that is resilient and sustainable with an ever-growing identity and dynamic.

What is the purpose?

To promote Pambula as a diversified experience for visitors and an everyday location for locals and workers, where everyone feels relaxed, but inspired. To have a robust online presence that is completely aligned with the physical experience Pambula provides.

What is this solving?

The need to have a strong, distinctive identity from other towns in the region, as well as further secure funding opportunities.

Key actions to work with others

		Resource	Time	Collaboration
1	Develop an authentic, robust character statement comprised of Pambula's core values, branding principles and visual identity, to clarify and strategically align all consequent promotional initiatives	\$	⌚	👥
2	Continue to manage, maintain and promote the Pambula Village website	\$\$	⌚	👥
3	Continue to manage, maintain and promote the Pambula Village social media profiles both facebook and instagram	\$	⌚	👥👥
4	Continue to produce and make available local products that are sustainable to encourage plastic free initiatives such as the hessian bag distribution	\$\$	⌚	👥
5	Continue to participate in the plastic-free Pambula initiatives with SJA	\$\$	⌚	👥
6	Continue to explore print, radio, and television to publicise local businesses and the area. Maintaining the areas profile through live interviews, an on-going magazine campaign, location banners, website exposure, a comprehensive TV campaign	\$\$\$	⌚	👥
7	Continue to support and promote sustainability initiatives within the District. Seek to explore the funding opportunities for e-bikes and e-charge stations for the village centre	\$\$\$	⌚	👥

ACTION 5

Experiencing Pambula District

To improve the visitor experience, it is necessary to connect and communicate the important local attractions within the Pambula District. Pambula Business Chamber has been working to elevate local businesses through a variety of advertising initiatives across all media types, in collaboration with others.

Aligning this program to district-wide businesses and strengthening these experiences to the natural key assets, as well as ensuring that they are interconnected through a strong brand and on-the-ground experience, are critical to increasing the overall awareness of all Pambula has to offer.

Why?

To attract more visitation, visitors staying longer, more wallets past windows and increasing the connectedness of local business and local attractions.

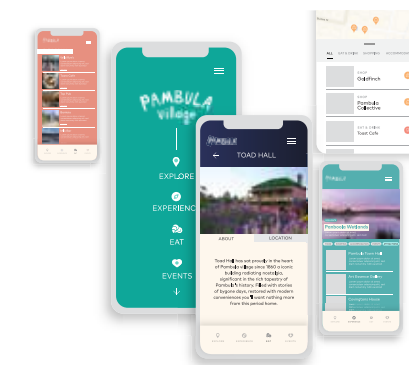
What is the purpose?

To ensure that a strong local visitor brand is established to further strengthen the visitor experience and dwelling time within the Pambula Village and surrounding district areas.

To ensure that the brand identity of the charm and heritage of Pambula is clearly articulated to visitors to the village.

What is this solving?

Lack of clarity on the visitor experience, connection to local attractions and enhancing the links from the Pambula Village and surrounding areas. Further aligning beyond the single focus identity of "the historical village of Pambula", broadening the appeal, experiences and highlighting the pristine natural assets of the wider district.



Key actions to work with others

		Resource	Time	Collaboration
1	\$50K Mural Art Project: A team of professional artists local to the Bega Valley will be commissioned to create original artworks to be displayed at approximately 17 designated sites around Pambula Village	\$\$\$	⌚	👥
2	Further develop the self-guided history walk and ensure that there is a physical and digital experience	\$\$	⌚	👥
3	Seek support and funding opportunities for the formal connection of South Pambula – Pambula bike trails Pambula – Oaklands Barn – Sth Pambula	\$\$\$	⌚	👥
4	Seek support for a detailed consideration in Council's long term planning of the formalising links and the future opportunities of creating links between the local places of Pambula District	\$\$\$	⌚	👥
5	Explore ways to raise the profile of visitation to Pambula Village when the crab apple trees are in blossom	\$\$	⌚	👥
6	Web-app based digital experience that showcases the best of Pambula, what events are on and reinforces the identity of the village through digital activation experiences, through interactive games and maps	\$\$	⌚	👥

EXPERIENCING PAMBULA
Transformation Project

Estimated Cost to deliver project

\$3 million

Objectives

Translate the unique history of Pambula into a user friendly platform.

Inform the local community and visitors about Pambula and what to see and do.

Discover the unique experiences Pambula has to offer.

Enhance Pambula's local identity.

Pambula River Walking Path

Visitors and locals being able to walk along a path following the Pambula River from Pambula Beach to Panboola whilst enjoying the incredible vistas along the route and learning about the lengthy history of the local indigenous communities and how they lived and worked along the river.

The Path

There is an existing 400mt path that begins at the Pambula Beach river mouth. The intention is to continue that path up the Pambula river to join existing paths that run North South emanating from near the Panboola Wetlands. It is expected that the path will eventually be in excess of 10k in length. See Map.



What the path will offer

The path will offer a unique visitor experience, with potential to walk from either the Oaklands complex or Pambula Village, via Panboola Wetlands, to Pambula Beach - or reverse.

This path ranges across a very special and iconic piece of the Sapphire Coast landscape, with much for visitors and locals to discover and appreciate which includes:

- traversing through several endangered ecological communities with abundant bird life and kangaroos, and around the freshwater wetlands (of potential international Ramsar Treaty status) and the heritage Pambula race-track and historic racecourse buildings;
- a managed encounter with indigenous heritage sites, following a safe and respectful path through an area of potentially World Heritage cultural significance;
- spectacular scenic views and environmental values along 2 – 3 km of the Pambula River Gorge;
- linking with the 400m National Parks walking track through forest and along the river foreshore to the Pambula River mouth and on to Pambula Beach;
- a walk beside coastal lake foreshore under high conservation-value old-growth forest along the historic Sapphire Track; and
- the option of a side-track diversion to Honeysuckle Point, with views over the Pambula River catchment and the upper reaches of the Pambula River estuary, including the chance to take a dip in the lake, lie on a quiet sandy beach, have a picnic, or fish in a pristine natural setting.

Why this track and why now

There is an existing bicycle / walking track that runs from Pambula's industrial zone along the north side of Pambula Beach Road to Pambula Beach. This links with the Merimbula – Pambula cycle track and provides great value for those seeking physical exercise and a safe off-road cycle route between the settlements. Whilst a great asset for cyclists and community fitness, the cycle path does not offer the scenic, cultural and tourism opportunities of the proposed river mouth path. This proposal seeks to address a set of community values and opportunities that cannot be met by the existing cycle path route from Pambula to Pambula Beach.

Community Benefit

- The community owned and managed Panboola wetlands complex attracts around 50,000 visits per year demonstrating an enormous appetite from community and visitors for walking trails in the natural environment. The new path will enhance the low impact physical exercise, mental health recuperation, nature appreciation, environmental and heritage education and visitor experiences the Panboola wetlands already brings. The river mouth path will greatly extend this experience for many more visitors and local residents.
- Important indigenous cultural sites will be protected and better-appreciated and respected.
- Pamboola volunteers typically contribute around 3,000 hours of physical work p.a. This increased community capacity could potentially inspire more people to provide volunteer labour to help maintain the path and environs.

Environmental benefit

- Formalising the river mouth path and closing/rehabilitating the growing network of informal tracks will help control erosion and prevent further damage to the Pambula Lake (famous for oyster farming), important indigenous midden sites and high-conservation-value native vegetation.
- The high conservation value forest will also benefit from having one formal track and closing the current proliferation of informal tracks.
- Interpretation panels will inform the public about the special environmental values of the locality and will help foster appreciation and interest in caring for these values.

Economics

- Track and boardwalk construction jobs will support local indigenous work crews as well as local contractors and materials suppliers.
- The river mouth path will likely attract many thousands of visits per year keeping visitors in the district for longer, bringing additional visits from holiday-makers into Pambula village and Oaklands shops and businesses.
- The river mouth path will also provide new business opportunities for guided tour operators, outdoor and environmental education providers, local caterers and offer fantastic visual images for regional tourism promotion.
- This additional visitor attraction will help enrich the local tourism profile and extend the length of visitor stays in the region.
- A relatively small investment in track and boardwalk construction will deliver significant benefits to the local and regional tourism industry and make an important contribution to economic recovery from the impacts of recent bush fires and COVID-19.

Local indigenous community enterprise and employment

- Twofold Aboriginal Corporation's Mundabaa Constructions, employing local Aboriginal people, could benefit from engagement in track construction work.

- Eden Local Aboriginal Land Council's Bundian Way initiative could potentially be extended to incorporate this walking track, offering an additional suite of culturally-informed visitor experiences with associated business and employment opportunities for local indigenous tour guides.
- Ongoing employment opportunities (dependent on a viable business plan for the track) could potentially be available for local indigenous people working on track maintenance and enhancement.

Local businesses that will benefit

- Construction / earthmoving contractors
- Materials suppliers
- Interpretation / information board designers, graphic artists and signwriters

Local residents who will benefit

- Community fitness and mental health recovery opportunities will be enhanced by having a formalised round trip walking track between Pambula and Pambula Beach.
- Schools and outdoor education providers will have a seriously good local walking path of world class significance.



Community organisations

- Pambula Wetlands and Heritage Project Inc., a community volunteer organisation responsible for maintaining the floodplain south of Pambula township as a community asset, will both contribute to and benefit from increased visitor numbers passing through the wetlands complex.
- Other local organisations with a potential direct and indirect contributing interest are:
 - Pambula Business Chamber have a direct interest
 - Eden Local Aboriginal Land Council
 - Twofold Aboriginal Corporation
 - Pambula Community Bank
 - Pambula Merimbula Lions
 - Rotary Club of Pambula
 - Pambula Mens Shed
 - Social Justice Advocates of the Sapphire Coast

EXPERIENCING PAMBULA
Transformation Project

Estimated Cost to deliver project

Year 1 - \$20,000
Year 2 - \$10,000

Objectives

Translate the unique history of Pambula into a user friendly platform.

Inform the local community and visitors about Pambula and what to see and do.

Discover the unique experiences Pambula has to offer.

Enhance Pambula's local identity.

Visitor Experience App Self Guided Scenic Tour

Walking Tour

A new web-based Visitor Experience App will allow people to plan a trip and maximise the visit by discovering the best experiences while visiting the Pambula District as well as educate and inform of the rich indigenous and European culture and history of the area.

Explore

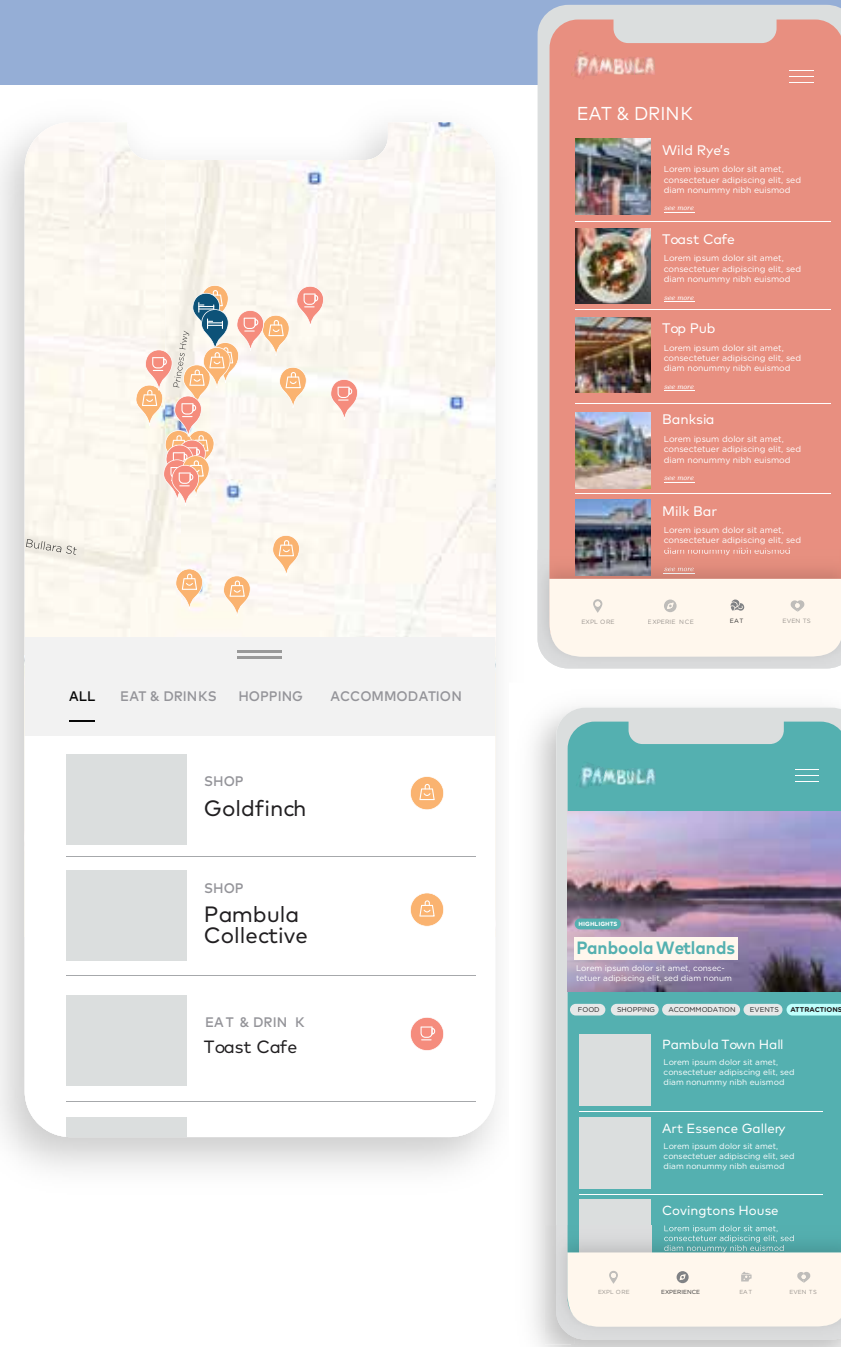
Users can discover the various activities to do in Pambula by navigating through the application's various experiences including exploring the natural environment, Panboola Wetlands, Pambula Beach, Pambula Lake, learning the historic fabric of Pambula Village and surrounds, explore the village shops, cafes, local events, and walks.

Experience

The application provides a comprehensive list of sights and places to visit as well as exclusive experiences available in Pambula across the year. Users can learn about these unique historic sites, local places and experiences using one digital platform to access all information.

Eat

A complete guide of local businesses within Pambula District. Users can learn about each business, including information about the unique history, opening hours and location.



Self Guided Scenic Walking Tour

Celebrating the rich history of place and unique local character of the Pambula District through a self guided walk. This can be created on the Visitor Experience App.

Collectively, the community values the natural environment, the local character, and the diversity of businesses within the district. This action will further increase the exposure of the great destinations whilst also providing further insight into the rich identity of the location.

This activity aims to create a digital tool that will allow both locals and tourists to experience a self-guided walk that will peel back the rich historical layers of the remarkable landscape that was populated by the Yuin Aboriginal people while providing insights to the European connection that began in 1797 with George Bass' voyage of discovery, although the first settlement was not made until the 1830's when the Imlay brothers arrived. The Aboriginal name for the area was originally spelt Panboola or Panbula, which means "twin waters".

The self-guided digital tool will work in tandem with the Pambula Business Chamber's digital profile, allowing for additional partnerships with businesses, the community, and visitors.

The creation of content for this app is an excellent opportunity to capture the stories and history of the Pambula Village area, both indigenous and European settlement, ranging from the cultural history and tales of the local Yuin to the region's rich history.

A local committee will lead the process and curate the content for the app, which would include an audio tour of the key sites and attractions. The app would also capture memories and handed-down knowledge from older residents of the area and local knowledge holders.

- Key site and attractions**
- Panboola Wetlands
 - Pambula Lake
 - Pambula Beach

- Village Walk 1**
- THE AUSTRALIAN BANK OF COMMERCE BUILDING
 - THE TOWN HALL
 - ART ESSENCE GALLERY, No 47 Toallo Street
 - THE ANCHOR
 - Greg and Robyn Whitby's House
 - THE COMMERCIAL HOTEL
 - TOAD HALL
 - THE SMALL STONE BUILDING
 - ST PETER'S CATHOLIC CHURCH
 - THE CHINESE VEGETABLE GARDENS
 - OLD COURTHOUSE
 - THE SCHOOLMASTERS RESIDENCE
 - HOME OF THE BADDELEY FAMILY
 - CHRIST CHURCH. Anglican Church
 - COVINGTONS
 - ROYAL WILLOWS HOTEL
 - Mrs MAC's EMPORIUM
 - BANKSIA RESTAURANT
 - The PAMBULA WAR MEMORIAL
 - PAMBULA POST OFFICE

- Cycle/Drive Walk 2**
- THE SITE OF THE PAMBULA COTTAGE HOSPITAL
 - THE CEMETERY
 - THE WEATHERBOARD COTTAGE, No. 5 Bullara Street
 - THE TWO STONE COTTAGES
 - THE PAMBULA RACECOURSE
 - THE MAIN ORIGINAL TOWN WATER SUPPLY
 - THE OAKLANDS COMPLEX
 - THE GOVERNOR FITZROY HOTEL
 - THE ORIGINAL CEMETERY
 - ROAN HORSE INN
 - THE GRANGE
 - JIGAMY FARM
 - PAMBULA RIVER MOUTH
 - PAMBULA BUTTER FACTORY AND CREAMERY

EXPERIENCING PAMBULA
Transformation Project

Estimated Cost to deliver project

\$50,000

Objectives

Beautify Pambula Village

Boost Pambula's distinct profile

Re-energise and repair the morale and community spirit

Increase tourism and visitation to the Pambula Village to support local business

Pambula mural art project

Concept

A team of professional artists local to the Bega Valley has been commissioned to create original artworks to be displayed at approximately 12 designated sites around Pambula Village.

The sites will range in size from 2sq m to 30sq m with some artworks painted directly onto the sites by local artists with a proven track record of designing and implementing large-scale street mural art.

Other sites lend themselves to the installation of each artwork via a digital print mounted on composite aluminium panels, and then attached to the walls.

These works of art will not be designed to overpower the existing streetscape but rather to illuminate and amplify Pambula's historic, cultural and environmental identity, including the history and connection to country of the Yuin People - the original custodians of our region.



Aims

There are three main aims of this project. The first aim is to beautify our village in a manner that expresses Pambula and the Bega Valley's renowned and extensive artistic population, and to celebrate our historic identity. By exhibiting our local artists on our streets we give exposure to their talent, we give locals and visitors alike an immersive and unique experience, and we create a lasting community atmosphere both during and long after the works are created.

The economic aim is to boost Pambula's distinct profile, thereby increasing its appeal to a broad domestic and international tourism market, including the regular cruise ship passengers who arrive to the port of Eden - 20 minutes south of Pambula. This project will also encourage increased day visitors and overnight tourist visitation to our town and surrounding area. The Princes Highway runs straight through the centre of Pambula Village and carries a lot of traffic. It is the first logical stop having crossed the Victorian border for a break or to refuel etc. This project will give travellers a good reason to pull up in Pambula, spend time and money, make some memories and tell their friends!

'Arts tourists are high-value tourists — they are likelier to stay longer and spend more when travelling than domestic tourists overall. In 2018, the average length of stay for an arts overnight trip was five nights. In comparison, the average number of nights spent away from home on any overnight trip was 3½

nights. The average amount spent on an overnight arts trip was \$1068, nearly \$400 more than the overall average overnight spend of \$685.' ((Source: Adrian Collette - chief executive of the Australia Council. 13.02.2020)

The third and possibly most important aim is to re-energise and repair the morale and community spirit of our locals which has been devastated by a series of natural and economic disasters. (Please refer to following section.)

'Public art's ability to decrease stress, elicit awe, develop shared identity, reinforce self-efficacy, and promote positive health behaviours are clear public health impacts.' (Source: Maggie Thomas 'Public Art as Public Health', Public Health Post March 3 2017).

Why is this project needed?

Pambula has been faced with immense challenges in recent times, the most serious of these being a series of devastating natural disasters.

Drought

Recently the Bega Valley has suffered one of the worst droughts on record. Bega Valley Shire Council recently supported a declaration of climate emergency owing to the ongoing drought conditions in a region usually famous for its rolling green hills and dairy produce.

Bushfire

The recent bushfire catastrophe in the Bega Valley (burning from November 2019 until mid-February 2020) has affected our population immeasurably. The financial, social and emotional strains have been immense, including loss of life, destruction of homes and businesses, massive infrastructure and livestock losses, not to mention the devastation of our local environment and wildlife - essential to our community's identity and the survival of our tourism industry. The tourist ban imposed by the RFS and the state government in January 2020 and subsequent closure of the Princess Highway from Victoria until mid-February meant that our small business sector suffered massive losses to income of up to 70% with ongoing problems re-engaging the tourism market into the future. Many businesses will not survive this economic disaster unless the sector is revitalised and reenergised.

Covid 19

After the ongoing drought and early 2020 bushfire crisis, Covid 19 has decimated the local economy which is heavily dependent on tourism and entirely made up of small businesses. There have also been severe detrimental impacts on mental health in the region.

Not all of Pambula's problems have been driven by nature, however. Currently Pambula is just another quaint little regional village. Our lack of a distinct identity is reducing our appeal to tourism and eroding the economic viability of

the small businesses in town. In turn this instability and unpredictability of income adversely affects the mental health of our population and their commitment to invest locally. Pambula needs a strong point of difference.

Project Outcomes
Creation of a distinct point of difference for Pambula affording it iconic status.
Increased national and international tourism visitation.
Increased appeal to cruise ship tour operators.
Increased financial viability for local small businesses i.e.: accommodation, food, retail.
Increased cultural assets to the town.
Increased knowledge and appreciation of Pambula's historic significance including indigenous heritage.
Increased local optimism, unity, community strength and civic pride.
Improved mental health outcomes.
Improved profile for Pambula thus encouraging families to move to the area, thereby increasing our viability, longevity and diversity.

Advocating and delivering a governance framework

Confirming a governance framework for the strategic plan will seek to gain collaboration of multiple local stakeholders to work together in the delivery of projects identified within this plan

Why?

The Pambula Business Chamber advocates for the businesses and community of the Pambula District to build resilience, drive prosperity, encourage activation and visitation while preserving our unique character.

What is the purpose?

The Pambula Business Chamber represents the interests of local businesses, community groups, and important stakeholders in the Pambula District. This strategic plan is a coordinated representation of future opportunities that our community would like to work on with a large and diverse group of collaborating partners, including the Bega Valley Shire Council, the Bega Valley Shire Business Forum, government and regional agencies, and key stakeholders.

Our strategic plan aims to promote a holistic and positive image and perception of the Pambula District by driving awareness of our assets, products and services in a targeted way demonstrating what our priorities and desired future actions are to achieve our future success.



What is this solving?

At a practical level, we work hard to represent our unique district. This includes the many activities noted within this plan alongside submissions to local and state government on issues of local significance. We collaborate with a range of stakeholders on tourism campaigns and promote our district through the Pambula Village website, social media, advertising and numerous locally delivered events.

However, we are volunteers running our own businesses and we recognise the need to collaborate and partner with those agencies, groups and stakeholders that can help us to deliver this ambitious strategic plan.

Key actions to work with others

- Continually explore new ways to recruit new members to Pambula Business Chamber, including instigating a twice yearly membership drive
- Ensure an ongoing commitment and membership of the Pambula Business Chamber to the Bega Valley Shire Business Forum
- Formalise Pambula Business Chamber quarterly meetings with Bega Valley Shire Council utilising a priority list generated from the strategic plan as the formal agenda for this meeting
- Accessing advice on the upgrading of administration relating to database, membership communication, social media and finances
- Explore new opportunities for funding grants utilising the priorities identified within this Strategic Plan
- Establishing a succession plan to ensure PBC has ongoing executive strength and direction

	Resource	Time	Collaboration
1	\$	🕒	🤝
2	\$	🕒	🤝
3	\$	🕒	🤝
4	\$	🕒	🤝
5	\$	🕒	🤝
6	\$	🕒	🤝



ACTION Summary

6 Point Action Plan

The successful implementation of the 6 Point Action Plan starts with the pursuit of the Transformation Projects, while short term activation may be tested in line with this framework and evolve into longer term programs, guidelines and infrastructure changes as needed.

Short term

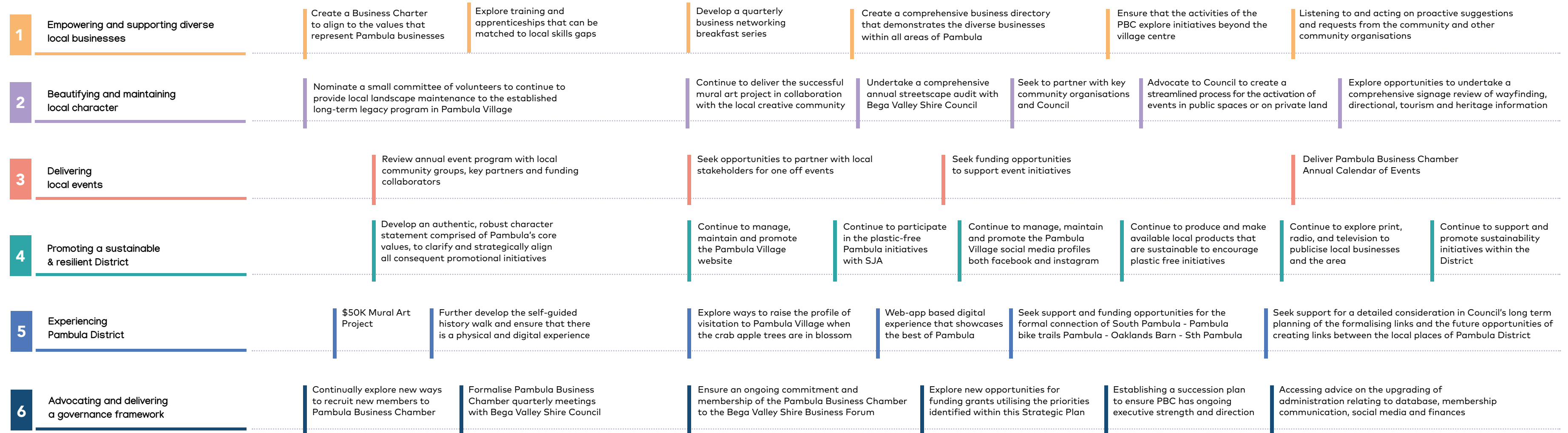
Short term measures are design to test opportunities and evaluate the suitability of new initiatives at a smaller scale using limited resources, for a big payoff.

Medium term

Actions in the medium term are focused on refining and formalising outcomes of activation testing, creating a clearer direction, and building on successes.

Long term

Long term outcomes include changes to programming, infrastructure and processes that are at a larger scale and more resource intensive, in line with the principles established for activation.





PAMBULA village

Prepared November 2021
to April 2022

