

TATHRA DISTRICT BUSINESS CHAMBER

Towards 2032 - Tathra 10 Year Plan

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Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands and waters of the Bega Valley Shire, the people of the Yuin nation, and show our respect to elders past, present and emerging.

Acknowledgement of Funding

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

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.

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Australian Government



NSW GOVERNMENT

TABLE OF CONTENTS

A word from the President	4
Executive summary	5
Background	5
Our priorities	5
Tathra Town Character Statement	5
The Action Plan	6
How it will be delivered	6
Purpose	7
Geographical Scope	7
How we will use this Plan	7
The case for change - our challenges and opportunities	8
Survey findings	8
SWOT analysis	8
Our Priorities	10
Our Vision for Tathra – what does the future look like?	10
Strategic Alignment	11
How we can achieve our vision	12
Our Action Plan	14
Evaluation and updating the plan	17
Figures	
Figure 31 Our priorities for Tathra	11
Tables	
Table 41 Tathra and surrounds SWOT analysis summary	8
Table 2 Action Plan	14

A WORD FROM THE PRESIDENT

Tathra is a strong community and a naturally beautiful place to work, live and holiday. Forward planning is vital to be able to deliver the much-needed community facilities, improve existing infrastructure and protect our valuable natural assets.

The Tathra District Business Chamber are very grateful to have partnered with the Bega Valley Business Forum, who were successful in receiving grant funding that made our combined chambers town planning sessions and in particular our Tathra Town Vision planning process possible.

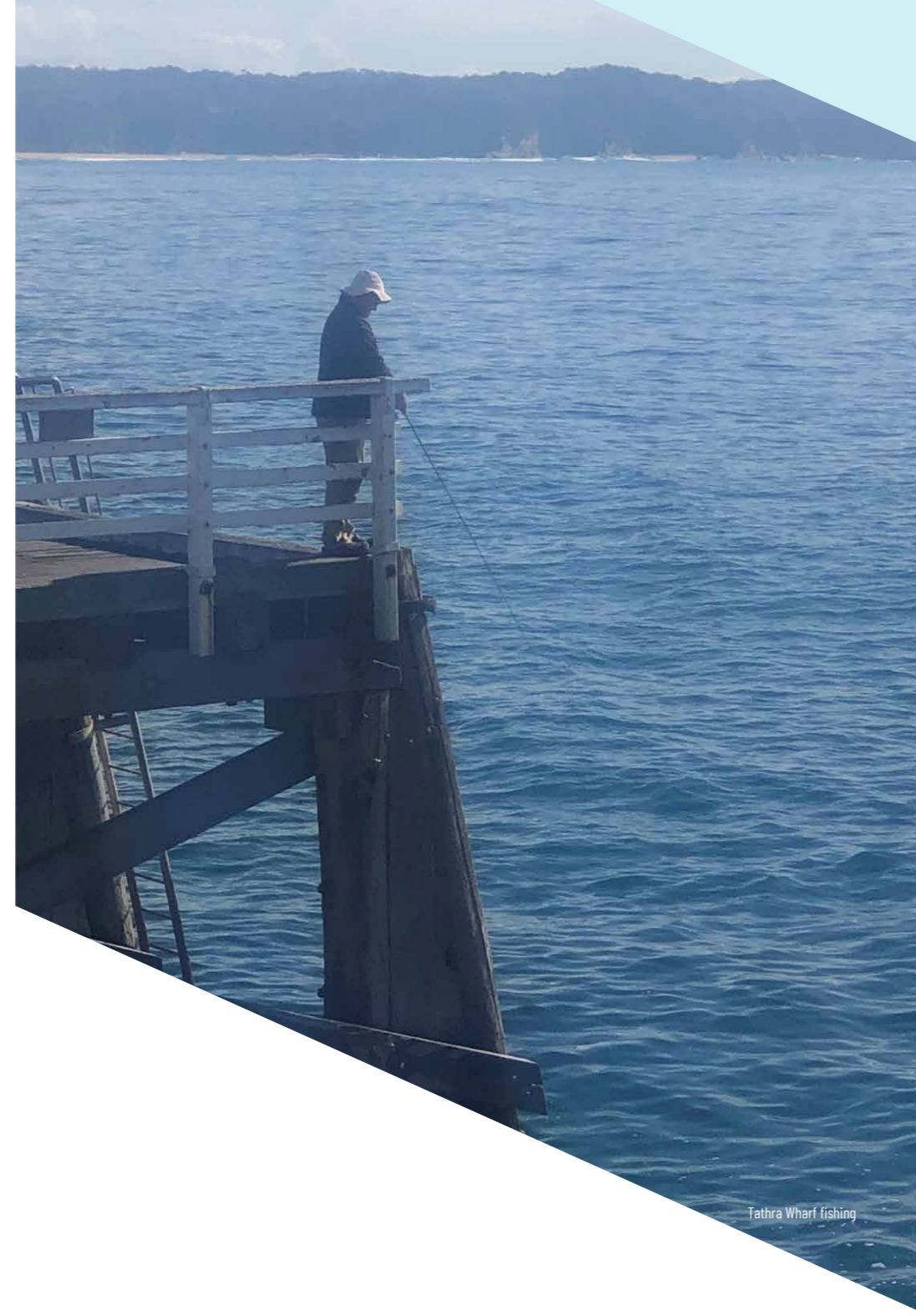
This process of coming together to collaborate, communicate and work together as community groups, individuals, and businesses to deliver our Tathra Town Vision Plan is something we should all be very proud of.

This plan and its clear vision and priorities will help the Chamber advocate for improvements, seek funding, and continue to strive for a future that is filled with opportunities for all.

I would like to thank all that contributed most importantly to those who gave up their time and actively participate in our planning day, in the workshop groups or by completing the engagement survey.

Let's continue to work together to follow our plans, achieve our goals and protect the natural attributes that make us such a special place to live, rest and play.

Carmen Risby
President
Tathra District Business Chamber



Tathra Wharf fishing

1. EXECUTIVE SUMMARY

1.1 Background

This Plan was developed through engagement with the members of Tathra District Chamber of Commerce, the community and key stakeholders through a summit held in Tathra in early August-2022.

It shares a collective vision for Tathra and a set of short, medium- and long-term actions and opportunities to achieve this. It is specifically focused on Tathra and Kalaru, Bournda and Wallagoot, and it seeks alignment with other strategic plans developed for the Bega Valley Shire (the Shire).

1.2 Our priorities

The analysis and engagement completed to develop this plan identified a set of future priorities to guide the future development of our places.



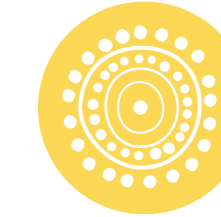
It's in our nature
 A naturally beautiful place to live, work and play.



Connected
 From top to bottom, between attractions and to natural assets.



Collaborative
 A smart, integrated and united community that works together to adapt to new challenges and opportunities



Honour our Ancestors
 We celebrate and embed our Indigenous heritage and practices.



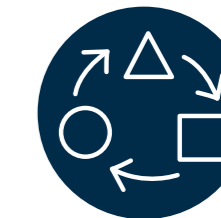
Diverse
 A thriving, attractive & welcoming town that supports great year round experiences (for locals and tourist).



Affordable
 Adequate affordable housing to support a growing community.



Sustainable
 Strategic growth without compromising our environment, clean energy driven, retains village character.



Adaptable
 Highly innovative community that is inherently resilient, makes the most of future trends & opportunities

1.3 Tathra Town Character Statement

Tathra is on the traditional lands of the Djiringanj people. Tathra has a deep and rich cultural history and is situated within an ancient landscape, surrounded by three mountains - Biamanga, Gulaga and Balawan. These mountains and surrounds have spiritual significance for Indigenous peoples.

Tathra is an iconic coastal village offering strong tourism draw cards including excellent vantage points for whale watching, perfect fishing locations, and access to local food and produce. It attracts active people through its well-established surfing and cycling culture and events such as the Wharf to Waves swim and tracks like the Wharf to Wharf Walk.

Tathra is a friendly and welcoming village made up of ocean lovers who are attuned with nature and attracted to the idea of being in a beautifully wild landscape.

1.4 The Action Plan

To address common challenges and achieve the future priorities, an Action Plan was developed using the ideas and initiatives presented at the summit and the results of the stakeholder engagement survey. (see Table 2 Action Plan)



Tathra Headland

1.5 How it will be delivered

The Chamber will support the delivery of the actions in partnership with the primary owner of the initiative. The Chamber's support will be provided through facilitating discussions to activate opportunities, participating in lobbying efforts, contributing to plans, gathering inputs from our members and seconding funding requests.

The Chamber has limited resources, but we can provide considerable value through mobilising our network and connecting people and opportunities in Tathra and surrounds. Members of the Chamber executive will be allocated parts of the plan to support based on their areas of expertise.

The existing Bega Valley Business Forum comprises six Chambers of Commerce across the Shire and has regular meetings. This forum will be used to promote and advocate for some of the projects outlined in this Plan.

There is approximately \$20,000 to help support some of the actions identified within this plan.

This Plan can be refined using inputs from our members and partners. used to guide the Chamber's future efforts and engagements. It will adapt to the challenges and opportunities that emerge, in addition to applying our learnings along the way.

2. PURPOSE

In August 2022, we invited our members and wider community across Tathra, Kalaru, Bournda and Wallagoot to attend a Town Vision Day with the aim of developing a 10 Year Action Plan that will guide our decision making and actions over the next 10 years.

The intent is that this Plan articulates shared priorities, targeted initiatives and the key short-, medium- and longer-term steps to achieve these.

2.1 Geographical Scope

This plan is focused on the Tathra village and the surrounding suburbs of Kalaru, Bournda and Wallagoot. It also recognises the importance of Tathra as key community and tourism asset for the Shire, and the benefits the proposed actions may bring to the region.

Therefore, the Tathra township is noted as the area of focus and the Bega Valley Shire Council Local Government Area (the Shire) is the area of influence for the Plan and its delivery.

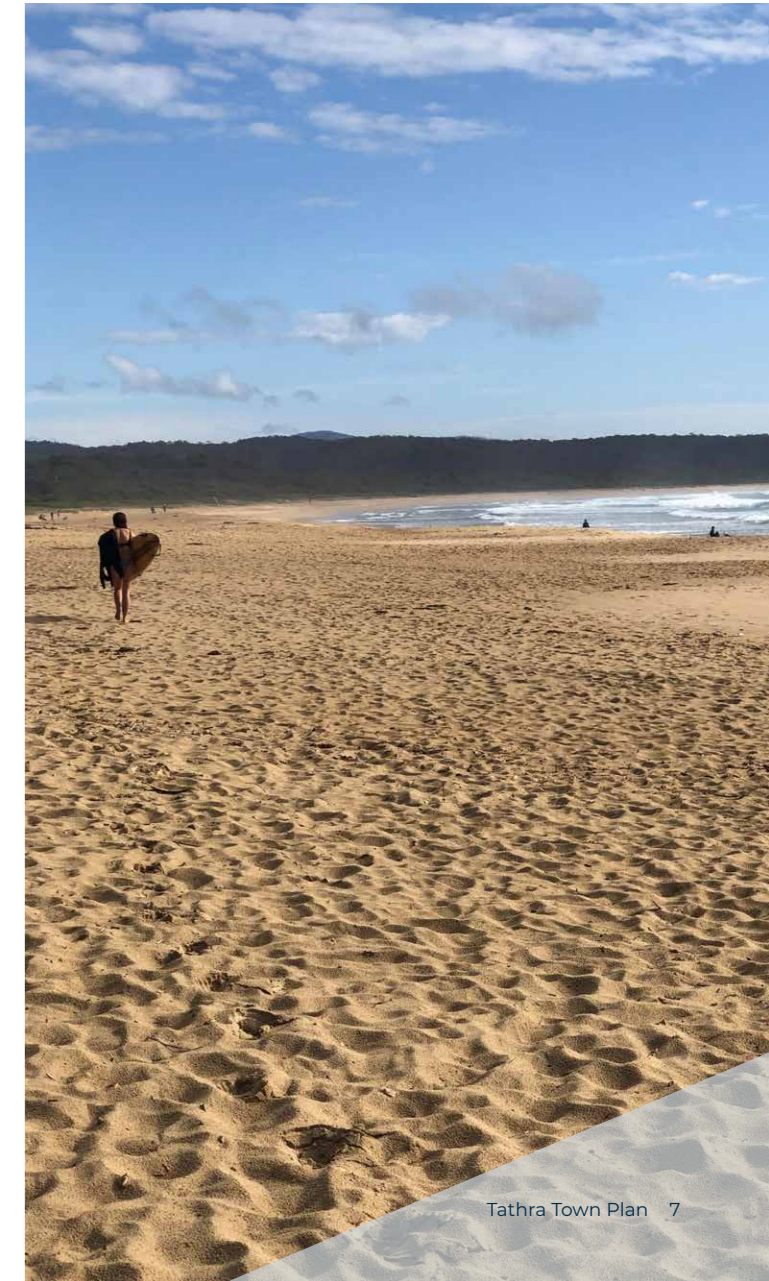
2.2 How we will use this Plan

We will use this Plan to share our vision for Tathra, to support the efforts of our members in progressing initiatives, highlight related opportunities and to support funding applications.

We want this Plan to complement the plans and strategies delivered by our partners at Bega Valley Shire Council (BVSC), local businesses, as well as our local elected and our industry representatives.

This Plan balances aspiration with achievable actions that everyone can contribute and will continue to inform community decision making so Tathra can continue to do great things, leverage funding opportunities, and maintain momentum.

Tathra Beach



3. THE CASE FOR CHANGE - OUR CHALLENGES AND OPPORTUNITIES

This Plan aims to discuss and draw a direct connection between our challenges and the opportunities we have to address them. Our consideration of challenges and opportunities has been informed by a stakeholder engagement survey, desktop needs analysis and discussions during our Town Vision workshop of the Strengths, Weaknesses, Opportunities and Threats facing the Tathra district (see Table 41).

3.1 Survey findings

32 people completed the survey which asked respondents to identify what they love about Tathra and are what are the towns perceived strengths and weaknesses these have been added to the SWOT analysis (see Table 4.1) Importantly the survey identified the respondents top strategic priorities that are important to them.

Q: WHEN CONSIDERING YOUR VISION FOR TATHRA, WHAT STRATEGIC PRIORITIES ARE MOST IMPORTANT TO YOU? SELECT YOUR TOP 3 OPTIONS BELOW.

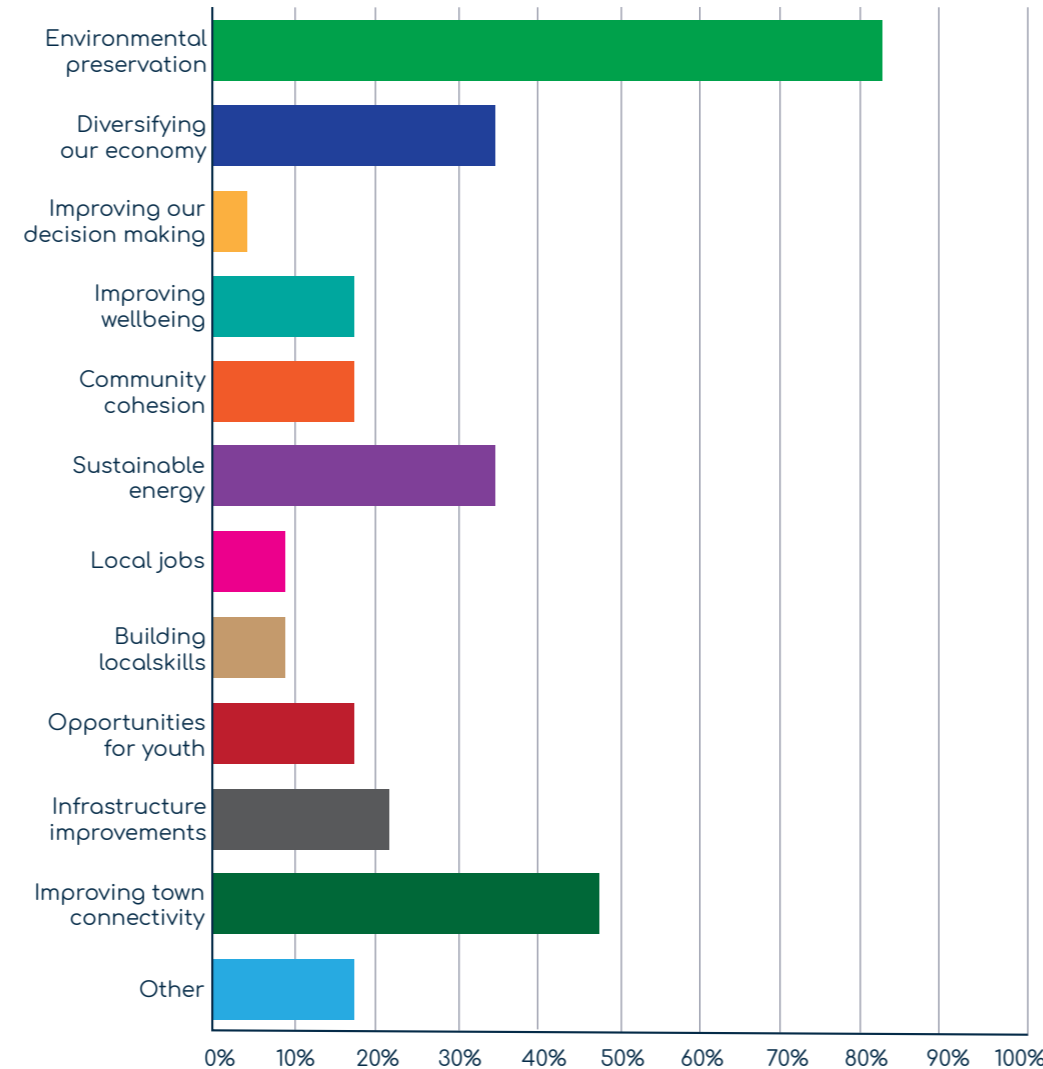


Table 41 Tathra and surrounds SWOT analysis summary

3.2 SWOT analysis

The SWOT analysis below is made up of responses from the survey and the workshop activity. It reveals that Tathra's strengths lie in its natural beauty, proximity to nature and strong sense of community. It also reveals some weaknesses including a lack of connectivity between the top and bottom of town, funding shortages for infrastructure improvement and its small-scale population limiting economic opportunities.

Table 41 Tathra and surrounds SWOT analysis summary

Tathra Town Vision SWOT summary	
<p>Strengths</p> <ul style="list-style-type: none"> • Unspoilt natural beauty • Small village atmosphere without over development • Friendly and collaborative community • Diverse recreational activities • A high levels of volunteering • Access to a broad range of natural assets • High quality tourism offerings • A confined area that can be managed and measured clearly to inform planning and analysis 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Natural environment limits development • Small scale population and economy • Lack of connectivity of the town • An over reliance on older volunteers • Poor availability and affordability of accommodation • Shortfall of funding for infrastructure and improvements – keen to work with partners on this • Seasonality of tourism offerings • Lack of connectivity of the town
<p>Opportunities</p> <ul style="list-style-type: none"> • Formalise and connect tracks and trails for biking & walking • Build capacity to attract funding and form partnerships • Help Tathra to become a year-round destination • Accommodate electric vehicles and electric bikes. • Create ways to attract & retain talent (hubs, accommodation, entertainment, culture, arts & festivals) • Leverage (and protect) natural resources 	<p>Threats</p> <ul style="list-style-type: none"> • Competition from other towns for recreational experiences eg mountain biking • Lack of funding for community asset renewal and maintenance • Not getting the balance right between development and protection of natural assets • Lack of awareness of local business offerings, plans and capabilities • Undersupply and cost of housing/accommodation • Vulnerability to climate change impacts and natural disasters

Tathra Ideas Summit SWOT analysis summary

4. OUR PRIORITIES

"A naturally beautiful place to work, rest and play"

TATHRA VISION STATEMENT

4.1. Our Vision for Tathra – what does the future look like?

Our Tathra Town Vision Day sought to bring together our big ideas for Tathra and surrounds across the next 10 years.

The process consisted of a stakeholder engagement survey, desktop analysis and an interactive workshop which was broken down into the following sessions.

Session 1 (1 hr)

- Introduction to people and the process.
- Icebreaker - what do you love about Tathra and what do you think has made the biggest difference to this place in the last 10 years?
- Understanding where we are now**
- Break into 4 groups to discuss Strengths, Weaknesses, Opportunities and Threats – then discuss as a group.

Session 2 (1 hr)

What does the future look like?

- What we want to achieve in 10 years (break into economic, social, environmental objectives)?
- From this – identify the themes that will underpin everything we do
- Confirm who we are doing this for and what benefits it will deliver for them
- Identify places and success stories.

Session 3 (1.5 hr)

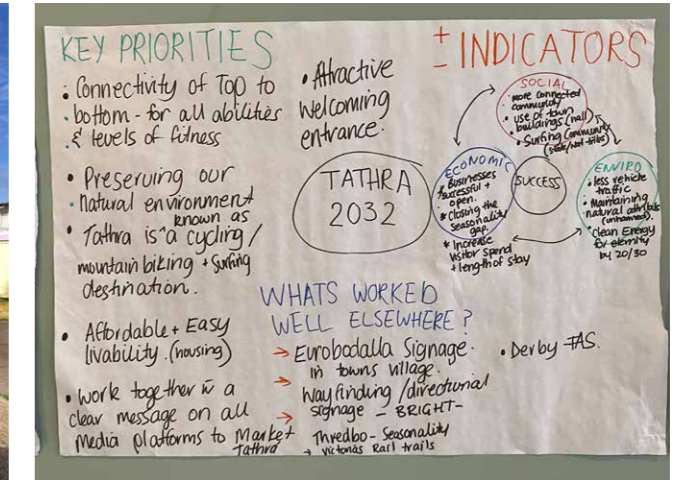
Building the Action Plan

- Break into groups and create a 10-point plan to share with everyone.
- Build the plan so we can understand
- What you intend to do (projects)
- Who drives them
- How they are funded
- What outcomes it delivers
- How it aligns with our values/themes
- Timeframe (S/M/L)

Session 4 (0.5 hr)

- Confirm the top 10 actions as a draft plan
- Everyone has 10 sticky notes to place on the actions they like
- Confirm the achievability of the Plan (delivery, funding, responsibility, etc.)
- Outline next steps
- Thank participants and close the session

Through discussing the issues and opportunities we established a set of priorities that can guide the development of our key initiatives and actions (Figure 31). Collectively these priorities form a vision for Tathra.



Town Summit Session



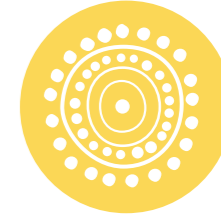
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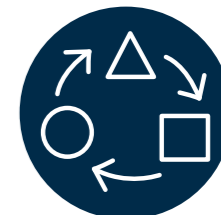
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Figure 31 Our priorities for Tathra

4.2 Strategic Alignment

These priorities help to support the delivery of the following Local, State and Federal strategies:

- ✓ 20-Year Economic Vision for Regional NSW
- ✓ Regional Development Framework
- ✓ South East and Tablelands Regional Plan
- ✓ NSW State Infrastructure Strategy
- ✓ Far South Coast Regional Economic Development Strategy and Bushfire Addendum
- ✓ Regional Development Australia Far South Coast Transport Landscape and Connections Analysis
- ✓ NSW Long Term Transport Master Plan
- ✓ NSW Southern Regional Transport Plan
- ✓ Cultural Infrastructure Plan
- ✓ South East and Tablelands Sport and Active Recreation Plan
- ✓ Canberra Region Joint Organisation Strategic Plan
- ✓ South Coast NSW Destination Management Plan
- ✓ NSW Waste Avoidance and Resource Recovery Strategy
- ✓ Bega Valley Shire Community Strategic Plan

5. HOW WE CAN ACHIEVE OUR VISION

The Tathra Town Vision Day aimed to provide an opportunity for the community to identify priorities for the town and surrounds to focus on for the next 10 years.

The Summit covered a wide range of ideas, these were then prioritised as key projects for the next 10 years.



Tathra Beach - Surfing Mecca



Cycling Mecca

Category	Projects/initiatives
Better connectivity	<ul style="list-style-type: none"> • Connection from the top to the beach, including skill-specific options • Improved integration with surrounding bike trails to support active transport • Investigate options to improve digital connectivity • Provide public transport options • Provide EV charging options
Improved experiences and infrastructure	<ul style="list-style-type: none"> • Improved town entries • Improved wayfinding around town and between attractions • Improved coordination of food offerings to reduce gaps • Celebrating First Nations culture, heritage, and events • Reducing seasonality through coordinating year-round experiences
Community capacity & coordination	<ul style="list-style-type: none"> • Improved coordination between businesses, community organisations and council • Collaborative marketing • Shared training opportunities • Digital skills development
An attractive liveable town	<ul style="list-style-type: none"> • Town beautification • Cultural events and festivals • Seek joint funding for community infrastructure • Improved accommodation offerings
Future focused town planning and design	<ul style="list-style-type: none"> • Development guidelines and controls • Continued consultation with council and department regional development • Support Housing Affordability Strategy • Climate Change adaptation planning
Cycling and surfing mecca	<ul style="list-style-type: none"> • Formalise cycling tracks and improve connectivity between cycling and beach experiences. • Strengthen destination marketing around the paradise that is Tathra especially for surfing and cycling. • Collaborate with regional and state tourism agencies to position Tathra as the cycling and surfing mecca of the south coast.

6. OUR ACTION PLAN

We have taken on board the ideas shared through the Vision workshop and the engagement survey and created a high-level action plan aimed at focusing our support and partnership efforts to support the vision for Tathra and surrounding suburbs. The Actions are presented by Priority Area with projected timeframes. While the Chamber is not responsible for all these activities, we will provide targeted support and collaborate with other groups to ensure our collective vision for the future can be realised.

Code for relevant timeframes are as follows: ■ S - Short term means 1-2 years ■ M - Medium term means 3-5 years ■ L - Long term means 6-10 years ■ S - M - Short to Medium term ■ M - L - Medium to Long term

Priority Area	Action	Time Frame (S/M/L)	Chamber role
Better Connectivity	Continue to explore top to bottom connection options with BVSC, including investigating options alongside the roadway on Andy Poole Drive and a dirt path for mountain bikers between Dilker Road and Davidson Street.	S	Participate in the co-design of funding applications and business case development
	Contribute to Tathra Wharf and Headland Precinct Plan to support the development of a precinct plan for the Tathra Headland to improve the traffic, cycle and pedestrian circulation, connectivity and wayfinding at wharf and headland.	S	Continue to engage with BVSC to advocate for prioritisation of funding for implementation of the Tathra Wharf and Headland Precinct Plan
	Work with BVSC and state government to identify opportunities for public transport connections to and around the area. Focus specifically on on-demand services or trials for regional bus connections.	M	Identify funding opportunities for on demand and trial services. Liaise with business owners regarding ways they can leverage public transport services for employees and tourists.
	Support the future completion of the Tathra Bega Safe Ride through sustainable funding and activation.	M	Continue to work with Council and local stakeholders to demonstrate the benefit of the Tathra – Kalaru connection and identify the benefits of continuing to Bega.
Improved Experiences	Create improved town entry signs that reflect local materials, our indigenous heritage, and sustainable aspirations.	S	Work with BVSC to apply new signage plan and tailor designs for Tathra and surrounding villages. This action maybe suitable for funding by Resilience NSW.
	Offer locally relevant cultural awareness training for Tathra businesses and community stakeholders to better acknowledge our First Nations and embrace this in our collective stories and practices.	S	Identify local training providers and funding for cultural awareness training

Table 2 Action Plan

Priority Area	Action	Time Frame (S/M/L)	Chamber role
	Coordinate availability of local food outlets to ensure tourists can get a meal. This may include requesting council leases include standard opening times.	M	Work with businesses to create an agreed opening schedule.
	Improve wayfinding to better connect key experiences and help people navigate between the attractions in the town. This includes identifying key gaps and work with Council and local business owners to agree sigs required to address these.	M	Facilitate local discussion regarding wayfinding gaps and work with Council to address these.
	Develop and deliver winter activation events that include cultural and historical experiences.	M	Invite community groups to discuss and coordinate regular events.
Community capacity building & coordination	Investigate the opportunity to form a representative group (a Co-op) that traverses all local community groups to better coordinate and leverage each groups efforts, investments, resources, and events.	S	Host quarterly the initial Co-op meeting.
	Undertake a skills and training needs assessment for members and key stakeholders that will help build capacity, attract, and retain new volunteers.	M	Identify shared training needs and pursue funding opportunities
	Identify a sustainable governance and funding model for Tathra Mountain Bike network. This may include tap and go contribution points, opportunities for local organisations to adopt a section of trail and pursuing funding to formalise facilities and develop a management strategy.	M	Work with the MTB Club, Council, and state government to identify the appropriate model, funding opportunities and revenue streams. Support funding applications for planning and facilities.
Future focused Town Planning & Design	Work with BVSC to encourage ongoing strategic land use planning and development that balances growth without comprising environmental outcomes.	S	Direct engagement to facilitate discussions
	Support Council to implement its Affordable Housing Strategy and where appropriate seeking funding to deliver its recommendations.	S-M	The Chamber to advocate and support the Affordable Housing Strategy
	Support investor interest in affordable housing development that is in keeping with Tathra village atmosphere and natural beauty.	M	Promote opportunities within member networks and seek out potential investors.
	Continue to work with NPWS and State Government to manage and coordinate access to local natural assets. This includes preservation of forest and national park approaches.	Ongoing	Continue liaison with NPWS.

7. EVALUATION AND UPDATING THE PLAN

Priority Area	Action	Time Frame (S/M/L)	Chamber role
	Complete a Climate Change Adaptation Plan and risk mitigation workshops	M	Partner with local and state government to develop projects that lower the community's vulnerability to climate change impacts.
Building our reputation as an outdoor activity Mecca	Improve coordination between sporting, cultural and community events to optimise the benefits for Tathra and surrounds.	S	Coordinate this through the Co-op concept highlighted above.
	Formalise cycling tracks and improve connectivity between cycling and beach experiences. Create an activity hub that provides an easy and legible base for outdoor activities. This needs to connect with the improved wayfinding actions.	M-L	Work with Council to leverage connection planning and wayfinding improvements.
	Identify differences between benchmark towns and places in terms of what they are doing in cycling and surfing in comparison to Tathra. This could take the form of a gap analysis to identify and activation strategy. This may include places like Bright, Gold Coast and Derby.	M	Coordinate analysis. This may occur through locals capturing their thoughts on their vacations.
	Investigate funding opportunities to improve cycling and surfing facilities, such as the Stronger Communities Fund.	S	Coordinate with Council and local stakeholders.
	Identify opportunities to host more cycling and surfing based events.	S-M	Coordinate in cooperation with Sapphire Coast Tourism.
	Strengthen destination marketing and collaborate with regional and state tourism agencies to position Tathra as the cycling and surfing mecca of the south coast. This should include the unique ability to support surfing and access to snow sports at the same time.	S-M	Coordinate in cooperation with Sapphire Coast Tourism.
	Work with business owners to create spaces for bike/board racks at cafes, restaurants, hotels, etc. This includes development of bike friendly accommodation including secure storage areas, wash down areas and maintenance facilities.	M	Discuss with local business owners and identify grants to support this.

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Kianinny Bay - Photo courtesy of Sapphire Graphics

8. REFERENCES



Kianinny Bay - Photo courtesy of Sapphire Graphics.

