PENOLA COMMUNITY PLAN

PENOLA
The perfect place to pause

Wattle Range
COUNCIL

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Executive Summary

The intent of this plan is for the community of Penola to get together and develop a road map that will influence the future of the region for the next 20 years.

The Penola Community Plan enables Our Community in partnership with the Council, to place an importance on future development, creating business and tourism opportunities, strengthening communities and valuing lifestyle throughout the region. From this strong foundation, The Penola Region will continue to be a thriving region of opportunity where our communities enjoy a vibrant lifestyle in 2030 and beyond.

The community outcomes and projects listed in this plan will drive council's future strategic direction and approach to future development and the delivery of services. Council's comprehensive Community Plan and other strategic documents will be directly influenced by this plan. This will help ensure all council activities are responsive to the views and aspirations of local residents and businesses.

The Penola Community Plan has been developed to provide a vision and framework for the future development of Penola. A progressive Community working towards a sustainable environmental, social and economic future for all. This Plan has been developed in consultation with business, residents and the wider community who have an interest in Penola and how it will look, feel and operate into the future.

The History of Penola

In 1836, the first new settlers arrived at Holdfast Bay now part of Adelaide, with the intent to form the new State of South Australia.

In the south east of the state, the historic town of Penola, the oldest town located in the Limestone Coast, was first settled by Alexander Cameron in 1844 and greatly influenced by John Riddoch who planted the first vines and built the magnificent homestead Yallum Park in 1880.

By 1848, the original Royal Oak Hotel was built followed by the first Catholic Church, Telegraph Station, the original Prince of Wales Hotel, Woods MacKillop Schoolhouse, original Post Office and local shops, servicing the needs of the growing population both in the town and surrounding district as well as travelers moving to the Victorian goldfields.

Penola's early association in the mid to late 19th century with the lives of three colonial poets; Adam Lindsay Gordon, John Shaw Neilson and Will Ogilvie has led to a strong literary and arts focus in Our Community.

Over many years, Penola has evolved into a vibrant township and now boasts a reputation as a "must go to" destination for locals, people within the Limestone Coast and much further afield.

The creation of the first fruit colony in Coonawarra in the 1890's, which later became the Coonawarra wine region, within 10kms of Penola, has also impacted on the town and district, bringing with it employment opportunities in the wine sector, as well as the many wine related events throughout the year.

Penola Today

Penola today is a district recognized as unique, authentic and vibrant due to our distinctive natural features, historical buildings, literary past, arts culture, local wine region, mix of community, sporting culture, small businesses and primary industry.

We are a historical tourist town, whose tourism is based on history, food, wine, art galleries, unique shopping and festivals supported by a diverse range of accommodation options.

Weekends in Penola and Coonawarra are busy with the many shops, restaurants, cafés, galleries and wineries, open for business.

Our town boasts many sporting clubs, catering for both young and old, Service Clubs, two Primary Schools, a Secondary School, a Childcare Centre and Early Learning Centre.

We have a well-utilised Community Library and an active National Trust who care for the many local historical buildings and artifacts, have a comprehensive local history collection and a National Trust Herb Garden.

Penola is a unique blend of history and progressive ideas, young and old and all work together as a community, for the common good of its residents.

The unemployment rate is low in Penola, with many of the local jobs in the Agricultural, viticulture, horticulture and retail sectors, as well as the food services sector.

Why the need for Town Plan?

As a town and district, Penola has much to offer and it has been decided by the Penola and District Business Association, (PDBATA), that the creation of a Town Plan with input from the many organizations within our district, will give a blueprint to move forward and work together to create an even better environment and facilities for our residents. The plan will ensure a coordinated approach to the future development of Penola and ensure the community have an active voice in what the region looks like, going into the future.

Town planning is important for any region. By consolidating the community's opinions it is possible to make best use of financial and community resources to ensure a cohesive approach to future development.

Vision Statement

A thriving region of opportunity where our communities enjoy a vibrant and fulfilled lifestyle in a clean and pristine environment;

- A region of opportunity for all.

- A region with safe, strong, happy and connected communities.

- A region where Our Community supports local businesses and is open to new ideas.

- A region that celebrates our agricultural, viticulture, fine foods, history, arts and festivals.

- A region actively involved in promoting itself and the attractions it has to increase much needed visitors to the region.

What Makes Penola unique?

Penola is a historic town – A town where history meets arts, craft, festivals, culture, business and primary industry.

Renowned for its open space, large red gums, gourmet food and world class wine, Penola is charming town that has a friendly vibe, sporting culture and a real community spirit.

The town boasts a link to sainthood as the place that encouraged and inspired by Father Julian Tenison Woods, Saint Mary of the Cross Mackillop then known as Mary Helen MacKillop opened the first Saint Joseph's School in a disused stable and co-founded With Father Julian The Sisters of St Joseph of The Sacred Heart and is a destination for pilgrims and those interested in its historical and literary past. With a proud history, the town is well placed to grow into the future, maintaining the current charm and characteristics and building on the infrastructure, services and ensuring a vibrant economy with low unemployment.

Some of the words used to describe Penola include:

Location

Penola is a town 388 km southeast of Adelaide in the heart of one of South Australia's most productive wine growing areas. The Coonawarra region lies just to the north and is renowned for the quality of its red wines, made famous by the Terra Rosa strip. Penola has a population of 1,317 people.

Products and Services

Penola is world renowned for Saint Mary of The Cross MacKillop; The Mary MacKillop Interpretive Centre is located in Penola. It is within close proximity to the two State Heritage sites of Petticoat Lane and the original stone schoolhouse developed by Mary MacKillop in conjunction with Father Julian Tenison Woods in the 1800s. This along with an array of local produce, fine food and Penola / Coonawarra wine, positions Penola as a unique township with low unemployment and a multitude of activities and products to attract tourists, day trippers and visitors from surrounding towns.

The town is serviced by a supermarket, has bank branches, bakeries, cafes, retail outlets and cellar doors on the Coonawarra straight.

From an accommodation perspective, the town has motels, a caravan park, hotels and an array of diverse bed and breakfasts. There is also accommodation for backpackers and self-contained caravans and motor homes are catered for with a dump point adjacent to Rymill Hall and a designated overnight parking location at Greenrise.

The township is blessed with open space. With both formal spaces including Memorial Park and the soon to be Penola Town Square, through to designated open space and the arboretum at Greenrise.

The town is serviced by a Visitor Information Centre, which also acts as a local Council Office for Penola.

Penola has a community hospital, medical centre, pharmacy, two part time dental clinics and part time physiotherapist. Whilst it is acknowledged the town is fortunate to have the services, demographics show that Penola has an ageing demographic, so these services will be critical into the future and will need further resources to cater for not only current residents, but future community expansion.

Agriculture pursuits are the staple of employment opportunities in Penola and the surrounding areas. The famous Terra Rosa soils of the Coonawarra border Penola,

producing some of the most famous red wines in the world. Beef, lamb, dairy, timber, potatoes and vegetables are also produced in the region. The addition of Midfield Group Coonawarra to the Town and their development to process powdered milk, will see a boost to employment opportunities and create new business opportunities.

The main street of Penola comes alive on weekends. The cafes, shops, galleries and tourist attractions prove to be a hive of activity. Drawing tourists, day trippers and the local community out in force. Compared to many other towns in the Limestone Coast, Penola is a hub of activity on weekends; with the majority of businesses open on the weekend to encourage a steady stream of visitors.

Who do we need to attract to Penola?

For Penola to prosper into the future a broad cross section of people and services need to be encouraged to live, visit and be based within Penola.

This includes but is not limited to:

- Residents (Intergenerational)

- Tourists

- New Businesses

- New medical and health services (Penola could become a hub with its location)

- Additional accommodation options; especially conference and 5 star facilities

- Artisans to live, work and sell their wares in Penola.

- Maintaining the arts and Cultural focus and encouraging more events and artists

- Build on the variety of unique retail options in Penola and the ability the town has to come alive on weekends

- More services and supports for the local community

- Maintain our youth and ensure suitable job opportunities are available in the future.

The success of any town is built on having a sustainable population. Sustainable populations are supported by employment, an active community spirit and a town with appropriate services to sustain a broad cross section of the community.

A sustainably growing town will support new housing development, increased infrastructure and allow the community to have increased services locally rather than having to travel to other towns.

Marketing & Promotion

One of the key areas identified in the community planning process is the need for Penola to promote itself and the attractions that it has.

Penola has a lot to offer, however marketing and promotion will play a pivotal role in attracting future residents, tourists and businesses to the region.

Whilst Penola is ideally located as a central hub, 50km's from Mount Gambier, 50 Km's from Millicent and 50km's from Naracoorte, there is a real risk when the bypass is completed that Penola becomes a drive around town, rather than a destination that people come to explore and stay in.

Increased promotion should aim to create Penola as a base for people exploring the Limestone Coast. This will enhance the current weekend activity into more weekday trade for business and as a result, increased services for locals as well as the tourist trade.

Working in conjunction with Wattle Range Council, The South Australian Tourism Commission and PIRSA, there needs to be a coordinated approach to marketing and selling the region. This must be inclusive of a tourist campaign, as well as business attraction to the region.

Appendix

Penola Projects

Time Line: A = 1-2 years   B= 3-4 years C=5-8 years   D= 9-12 years E=13-17   F= 17-20 years

Look and Feel of Penola

Time Line	Project	Cost	Working Groups	Funded By	External Funding
A	Town Entrance Welcome Signs 4 Entry Points		PBA WRC		
A	Cohesive Tourism Signage encompassing the Whole Town. Street Signage- origin of Street Names		PBA Community Groups WRC Penola Branch NTSA		
A	National Trust Interpretive Signage Three Signs per Year. Insert for History Walk Brochure giving local anecdotes		National Trust SA Penola Branch Local History Centre		
A	Penola Town Square – Stage 1; Road Closure, power & lights		PBA WRC Penola Cultural Trust Community Groups		
A/B	Cameron Homestead		Mary MacKillop Penola Centre		
Time	Project		Working	Funded By	External Funding

Line			Groups		
B/C	Penola Town Square – Stage 2		PBA WRC Penola Cultural Trust Community Groups		
ongoing	Penola Township Footpaths – new and renewal		WRC		
ongoing	Town Lighting		WRC		
ongoing	Drainage Infrastructure		WRC		
C	Investigate and scope out the site for a Penola Community Garden.				

Time Line: A = 1-2 years   B= 3-4 years C=5-8 years   D= 9-12 years E=13-17   F= 17-20 years

Social Media and Penola Promotion

Time Line	Project	Cost	Working Groups	Funded By	External Funding
A	Penola television promotional campaign		PBA		
A	Penola television promotional campaign - Yearly		PBA WRC		
A	Penola.org.au Website		PBA		
A	Penola Facebook and social media sites -Link to relevant Community Sites		PBA		
A	NTSA Website – Penola Branch Update		Penola Branch NTSA		
A/B	Adelaide City Explorer – Penola History Walk		Penola Branch NTSA Penola Local History Centre		
B	A business and Community Billboard for Penola.		WRC PBA Community Group		

Time Line: A = 1-2 years   B= 3-4 years C=5-8 years   D= 9-12 years E=13-17   F= 17-20 years

Celebrations and Events

Time	Project	Cost	Working	Funded By	External Funding

Line			Groups		
A	150th celebrations in Penola of the Sisters of St Joseph by Mary MacKilliop and Father JT Woods		Mary Mackillop Centre National Trust SA Penola Branch		
A	Old Post Office Self - Guided Interpretative Museum		National Trust SA Penola Branch		
B	Guided tours of Petticoat Lane Cemetery Tours		Penola Branch NTSA Local History Centre		
Ongoing	Penola Coonawarra Arts Festival – 25th Year Anniversary (2016)		Arts Festival Committee		
Ongoing	Penola Race Meetings		Penola Racing Club		
Ongoing	After Dark		CGWI Wineries		
Ongoing	Late Night Shopping		PBA Local Businesses		
Ongoing	Secret Santa – Shop Local Campaign		Bendigo Bank PBA Border Watch Local Businesses		
Time Line	**Project**		**Working Groups**		
Ongoing	Christmas In The Park		PBA Lions Club Community		

Ongoing '	Stuffed Santa		PBA Balnaves Wines		
B	Development of more Pop up events		CGWI Wineries Local Food Eateries		
Ongoing	ANZAC Day Celebrations		RSL WRC School Groups Lions Club		
	Remembrance Day				
C	Develop a Rose Festival in Penola and promote the area as Rose capital of the Limestone Coast.				

Time Line: A = 1-2 years   B= 3-4 years C=5-8 years   D= 9-12 years E=13-17   F= 17-20 years

Assets & Infrastructure

Time Line	Project	Cost	Working Groups	Funded By	External Funding
A	Upgrade surface of McCorquidale Park for Cricket Championships		Penola Cricket Club		

Ongoing	Penola Pool maintenance to keep pool open for Swim Club & the Community		WRC Swim Club & Community	WRC	
A	Complete Painting of Pool Surface & Install Lane Rope Anchors		WRC	WRC Grants	
A	Install Shade Awning on Southern Wall of Penola Pool		WRC Swim Club Community	WRC Swim Club Community	
A	New Toilet and changerooms for McCorquindale Park		WRC McCorquindale Park Committee	WRC Sporting/Community Grants McCorquindale Park Committee	
A	Repair and upgrade loading ramp at MacCorquindale Park		WRC McCorquindale Park Committee	WRC Sporting/Community Grants McCorquindale Park Committee	
A	Greenrise – surfacing of walking tracks and vehicle access.		Greenrise Advisory Committee WRC	WRC	
A	Greenrise – Signage for Arboretum Entrance		Greenrise Advisory Committee WRC	WRC Grant/Sponsorship	
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	**External Funding**
A	National Trust Collection – Mosaic Data Base Training		Penola Branch NTSA	Penola Branch NTSA	

Time Line	Project	Cost	Working Groups	Funded By	External Funding
Ongoing	New Books and scanning infrastructure (RFID Project) Penola Community Library		Penola Community Library Board WRC	WRC Penola Community Library Board	
B	Complete Stage two of Penola Bypass				
B	New Public Entrance Penola Community Library (OHS Issues)		Penola Community Library Board WRC	WRC Community Grants Sponsorship	
B	Public/Disabled Toilets Penola Community Library (Security Issues)		Penola Community Library Board WRC	WRC Community Grants Sponsorship	
B	Heat Penola Pool – Increased water temperature (3-4 degrees) that will contribute to an increased useage during the early spring and mid- Autumn months.		WRC Swim Club Community	WRC Grants Swim Club & Community Fund Raising	
B	Paint Swimming Pool Change Rooms		WRC Swim Club	WRC – materials Swim Club & Community – Labour	
B	Disabled/ Elderly Access to Pool Lift		WRC Swim Club Community	WRC Grants	
B	Shade/Shelter – Tennis Club McCorquindale Park		WRC McCorquindale Park Committee Tennis Club	WRC McCorquindale Park Committee Tennis Club	
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	**External Funding**
B	Replace Entrance Gates and Driveway into MacCorquindale Park.		WRC McCorquindale Park Committee	WRC Sporting/Community Grants McCorquindale Park Committee	

				Football Club	
B	Development of Murrell Block in Petticoat Lane		Penola Branch NTSA	Penola Branch NTSA	
B	Oval upgrade; including lighting		WRC McCorquindale Park Committee Football Club	WRC Sporting/Community Grants McCorquindale Park Committee Football Club	
B	Mower for Tennis Club		McCorquindale Park Committee Tennis Club	WRC McCorquindale Park Committee Tennis Club	
B	Bond Store- static Display		Penola Branch NTSA WRC		
B	Upgrade old style mushrooms At McCorquindale Park		WRC McCorquindale Park Committee Football Club	WRC McCorquindale Park Committee Football Club	
B	RV signage – including dump point		WRC Community	WRC	
B	Review RV Parking with the possibility of using Portland Street.		WRC Community	WRC	
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	
B	Enhance Internet Speed and connectivity throughout Penola				

Time Line	Project	Cost	Working Groups	Funded By	External Funding
	(especially for Shops with wireless EFTPOS.				
B	Enhanced Mobile Phone Coverage for Penola.				
B	Penola to Coonawarra Rail trail		WRC Community Groups	WRC Sporting & Community Grants	
B	Additional lawn areas and seating at Greenrise to make the place more appealing and comfortable. An area femced off from stock and kangaroos.		Greenrise Advisory Committee WRC Community Groups	WRC Community Grants Sponsorship	
B/C	Greenrise – Review water storage and drainage options so water can be returned to part of Greenrise Lake (a controlled wetland)		Greenrise Advisory Committee WRC	WRC Community Grants	
C	Review usage of commonage land and develop a plan for passive, reserve and recreational spaces		PBA Greenrise Advisory Committee WRC Community Groups		
C	Multi -Purpose Shed to Replace Warner Pavilion McCorquindale Park		WRC McCorquindale Park Committee Sporting Clubs	WRC Sporting/Community Grants McCorquindale Park Committee Sporting Clubs	
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	**External Funding**
C	Removal of'/renovation Lions Shed McCorquindale Park (Aging, Eyesore) –New Shed		WRC McCorquindale Park Committee	WRC McCorquindale Park Committee	

			Sporting Clubs	Sporting Clubs	
C	Review of main street streetscaping – in line with the Bypass, the dynamics of the main street will change allowing for slower speeds and more of a community main street that promotes alfresco dining and visitation of local shops		WRC PBA Community Groups	WRC	
C	RV Area at McCorquindale Park		WRC McCorquindale Park Committee Sporting Clubs	WRC Community Tourism Grants	
C/D	Upgrade of Penola Scout Hall		Penola Scouts WRC	Penola Scouts WRC Community Grants	
C/ D	Penola Pool – upgrade to all year use - Cover		WRC Swim Club Community	WRC Swim Club Sporting & Community Grants	
C/D	Replacement of Water infrastructure at MacCorquindale Park Drainage		WRC McCorquindale Park Committee Sporting Clubs	WRC McCorquindale Park Committee Sporting Clubs Sporting & Community Grants	
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	**External Funding**
D	Penola to Glenroy Bike Track		WRC Community Groups	WRC Sporting & Community Grants	

D	Extension and resealing of the Coonawarra Airstrip to allow larger planes to land and visit Penola.				
D	Secure parking at the Coonawarra Airstrip				
D	Toilets and ammenties to be built at the Coonawarra Airstrip				
E	Mainline Gas supply for the township of Penola.				

Time Line: A = 1-2 years   B= 3-4 years C=5-8 years   D= 9-12 years E=13-17   F= 17-20 years

Community

Time Line	Project	Cost	Working Groups	Funded By	External Funding

B	Work with SA Health to ensure the areas of Mental health, diabetic planning and Allied Health professionals can operate out of Penola.		WRC Community Groups PBA		
B	Review and Develop an appropriate place for backpackers and Itinerant workers to stay whilst they are working in Penola.		WRC Community Groups PBA		
B	Investigate the opportunity for Penola Business Grants to look at promoting business opportunities within Penola.		WRC PBA		
B	Enhanced Public Transport for Penola. Possibility of a Penola Taxi Service. Lions Club Bus		WRC PBA Community Groups		
B	Work collaboratively with the schools and education providers to ensure the curriculum of local schools has a focus on local industry – food, wine, arts and tourism. To encourage locals to stay in the area and work		WRC PBA Local Schools Community Groups		
B/C	Penola Town Square		PBA WRC Community Groups		
Time Line	**Project**	**Cost**	**Working Groups**	**Funded By**	**External Funding**
B/C	Poets Corner		National Trust	WRC	

			Community Groups	Grants	
C	Create a Penola Climate Advocacy Group. To educate on environmental issues and involve Youth		WRC PBA Community Groups	WRC	
C	Interactive signage for self-guided tours of historic sites and places of significance. - App		WRC PBA Community Groups		
C	Sculptures in Greenrise Lake – made by local artists and being a tourist attraction.		Greenrise Advisory Committee WRC Community Groups		
C/D	Scope and build a Community Hub for Penola – to facilitate community activity, events and intergenerational activities.		PBA WRC Community Groups		
C/D	A Memorial to the Pioneers of the district		WRC Penola Cultural Trust		

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