



Millicent COMMUNITY TOWN PLAN

The development of this plan commenced with a public workshop facilitated by the Wattle Range Council (WRC) in August 2016. A working group was then formed from community representatives and the MBCA facilitated the development of this document for presentation to WRC in 2017. This plan will be reviewed annually.



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I. Executive Summary

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

The Millicent Community Plan enables the Wattle Range Council (Council), in partnership with the community, to place an importance on creating opportunities, strengthening local communities and appreciating our lifestyle throughout the region. From this strong foundation, the Millicent and surrounding districts will become a thriving region of opportunity where our communities enjoy vibrant lifestyles in 2030 and beyond.

The community outcomes and projects listed in this plan will drive Council's future strategic direction and approach to the delivery of services. Council's overarching Strategic Plan 2018 - 2021 with the following themes, and other Plans have influenced this Plan:

- Community Vibrancy & Presentation
- Economic Prosperity
- Environmentally Sustainability
- Infrastructure and Assets
- Organisational Excellence

The Millicent Community Plan has been developed to provide a vision and framework for the future development of Millicent and will help ensure all Council activities are responsive to the views and aspirations of local residents and businesses.

This Plan has been developed by the Millicent Business and Community Association in consultation with business, residents and the wider community who have an interest in Millicent and how it will look, feel, and operate into the future, as well as determining future services and business requirements.

This Plan builds on Millicent's geographic, climatic, economic and social strengths to further to be a proud place for:

- A safe and vibrant place for families
- Living needs such as health, ecumenical, sporting and recreational services
- Industrial and commercial development
- Outreaching and contemporary community

- A central service hub for satellite communities including Beachport, Furner Glencoe, Hatherleigh, Mount Burr, Rendelsham, Southend and Tantanoola
- Tourists to 'stay another day' with their road van, cycles or as backpackers

II. The History of Millicent

The prosperity for the South East commenced in the Millicent area when in 1863, the Commissioner W.Milne, the Surveyor General George Woodroffe Goyder, and the Engineer and Architect William Hanson, planned an ambitious drainage system that commenced at nearby Mount Graham station.

Millicent was proclaimed a town in 1870 after the draining of the Mount Muirhead flats led to the land being viable for agricultural purposes. The town of Millicent is named after Millicent Glen (nee Short), the daughter of Bishop Augustus Short, the first Anglican Bishop of Adelaide and wife of George Glen, one of the early pioneers of the district.

Millicent is located on a ridge line due to the former swamps to the east and west of the town. Drainage has transformed the landscape into some of the most productive agricultural land in the country, and has thus contributed to the prosperity of the town.

III. Location

Millicent is located 399 kilometres south-east of Adelaide, and similar distance to Melbourne, 50 kilometres north of Mount Gambier. At the 2011 Census, the population was 5,024.

IV. Millicent Today

MILLICENT and surrounds are promoted as:
“Imagine Millicent: a great place to Visit ...you’ll be surprised”

The town of **Millicent** is a significant central business hub servicing not only local residents, visitors and tourists, but also some of the Limestone Coast’s largest industries, including the agricultural sector. Its excellent shopping, quality dining & accommodation and friendly welcoming people, is an ideal base for touring the Limestone Coast.

As a key service town for the surrounding region, Millicent supports a wide variety of business from farm supplies to engineering to hospitality to education. A broad choice of food outlets within the town including Italian, indian, chinese, three hotels, a community club, takeaway shops, cafes and an award winning bakery.

The town is a shopping hub for groceries boasting three thriving supermarkets, IGA, Fosters Foodland and Woolworths, which contributes to about 5% of the employment in the town. A wide variety of other retail shopping outlets contribute to the local spend from the surrounding regions. These include but not limited to several emporiums, specialty health and wellbeing store, sports store, trophies and work ware, several clothing stores, two chemists, gift stores, hardware, an assortment of hairdressers and beauty stores, plus a surf shop.

Millicent’s local prosperity is reflected in its concentration of allied business services that include accountancy, lawyers and business consultants. The town has a variety of trade services including plumbing, engineering, electrical, pump manufactures and carpentry outlets.

Millicent’s significant health services include a hospital, medical clinic with visiting surgeons and specialists, a dental clinic, chiropractic clinic, together with allied health services including podiatry, optometry, social workers, drug and alcohol counselling and mental health services.

Millicent is the largest town in the Wattle Range Council. The Wattle Range Council region is ranked number one in Australia for Net Primary Production. Millicent’s primary sector is built on a strong agriculture (beef, sheep, grains and horticulture) and timber plantations (pine and blue gum). The fertile soil and relatively high rainfall maintains high yielding broad acre crops. The lush lands sustain dense stocking rates for sheep and cattle production. A sale yard selling complex is available for cattle producers to sell locally.

Millicent is also home to the Kimberly Clark Australia paper mill at nearby Tantanoola which is the largest employer in the area with approximately 400 employees. It has been operating for over 55 years producing high quality and value wood derivative products such as tissues and toilet paper for household names such as Kleenex Cottonelle and Viva. The factory produces Kleenex, Cottonelle and Viva product lines for the Australian and some regional overseas markets.

Blue Lake Dairies, at nearby Tantanoola is currently developing its factory to produce milk powder for export.

The massive wind turbines are spectacular to view offering both a tourism and eco-power income generation for the region. The wind farms are located close to the town and are one of the largest in Australia.



The nearby 40km long **Canunda National Park** stretches from the fishing community of **Southend** in the north to Carpenter Rocks in the South. It features spectacular sand dune systems, open beaches, scenic rugged coastlines and cliff tops, natural environments for wildlife, ideal for walking, four-wheel driving, fishing and camping. This is a popular **4WD Track** with both locals and visitors. Parts of the park are accessible to 2WD vehicles. In the northern end you have **Boozy Gully** where a large Aboriginal midden can be viewed and **Cape Buffon** takes in the stunning rugged coastline. Access is also possible along the Bevilaqua Ford track as far as Kybher Pass where a car park has been provided. From this point the visitor is able to view the magnificent geological feature. West of Millicent there is 2WD access to **Oil Rig Square** where you can walk to a large open beach. There is also access to the **Coola Outstation** ruin via a short bushwalk, which features a lookout tower and boardwalk across a swamp. There are many designated walking tracks throughout the park. Camping is permitted in a number of areas throughout the Park and maps,

A. Assets and Attractions

Civic and Arts Centre



Civic and Arts Centre precinct is a vibrant hub of community activity. The function room frequently hosts a variety of community meetings from morning to night from senior citizens afternoons to community meetings to cinema shows. The auditorium is host to numerous events including weddings, drama productions, school end of year concerts, roadshows and bands plus the annual Rotary art show. The Gallery has a full schedule of exhibits throughout the year encompassing photographic, textile, ceramic, sculpture, oils, water colours, Country Art SA travelling exhibitions and annual highlights is the well supported Wattle Range photographic exhibition.

Millicent Library

The library is one of the busiest in regional South Australia with over 180,000 library book borrowings per year. A multitude of endeavors occurs in the library from author visits to weekly 'baby bounce and rhyme time' to people using the Wi-Fi internet to hiring the rooms for variety of training and meetings.

Each school holidays an activity program is run and over summer a reading club is active. The 'Powers History Room' is home too much of the recorded local history featuring photographic collections, historic books, microfilms of the local papers and old Council records. An **outstanding Millicent Gallery** is found inside the public library. Regular top class exhibitions featuring local, regional and national exhibitors are held in the Gallery



Millicent Visitor Information Centre

Is situated alongside Centennial Park providing stunning views of Mt Muirhead as well as a Road Crash Memorial & Wood Carving of a Firefighter commemorating the volunteers in the 1983 Ash Wednesday Fire; together with a small playground and a 33 metre wind blade from the nearby Woakwine Wind farm.

The Millicent Visitor Information Centre is the entrance to the **Award-Winning Living History National Trust Museum** plus provides a range of brochure publications, souvenirs & range of locally made high quality handcrafted arts & crafts. This is a great place to stop with tea coffee facilities & free Wi-Fi.

Its location within the township, and offers a car park for road vans (RV) and toilets with change table, whilst the free **RV parking** provides a dump point.

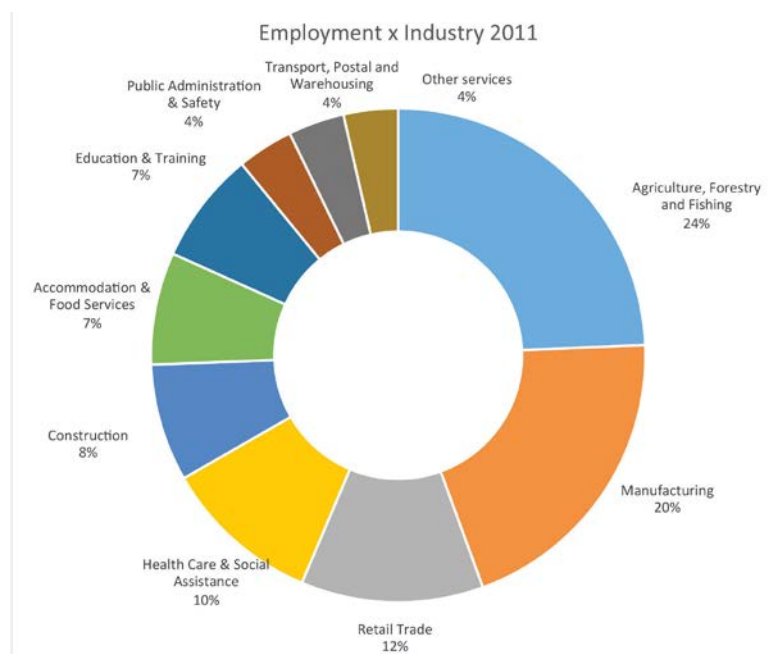
The National Trust Museum

This fascinating Museum evolved around the original primary school (1873). The museum now houses **the largest collection of Horse Drawn vehicles** in the state. A room on Millicent, Shipwrecks, Victoriana, Blacksmith's Shop, T-class locomotive, coin operated water wheel, Farm Engines & Machinery. Aboriginal Rock Art features caves and art that is unique to our district. The *Helen Hughes Costume Collection* was secured by the Museum in recent years and together with the Horse Drawn Vehicle Annex, this Museum is proudly the most significant in the Limestone Coast region.

B. Industries

The dominant industries are the converted paper products 10.7%; school 5.5%; supermarket and grocery stores 4.8%; sheep, beef cattle and grain farming 3.9%; and cafe, restaurants and takeaway 3.3%. Additional details can be seen in the graph below:

The break-down of occupations are laboring 17.8%; technicians and trades 17.3%; machinery operators and drivers 12.2%; clerical and administration 11%; professionals 9.5%; managers 10.5% taken from the ABS website.



Agriculture, forestry and fishing industries represent 50% of all businesses, followed by construction at 9%. The top ten number of businesses are:

1. Agriculture, Forestry and Fishing
2. Construction
3. Rental, Hiring and Real Estate Services
4. Retail trade
5. Professional Scientific and Technical Services
6. Manufacturing
7. Transport, Postal and Warehousing
8. Other services
9. Financial and Insurance Services
10. Accommodation and Food Services.

C. Population and Employment

According to the ABS, the Wattle Range's current labor force consists of 5,682 people (48% of the population). Of this 6.1% percent are unemployed (unemployment rate) which is 4 points above the State average of 5.7%. The district's participation rate is 60.9% which is below the Limestone Coast regional average of 63.4% but higher than the State (59.9%). According to the ABS, employment details for Millicent can be seen in the table below.

<u>Employment</u>	<u>Millicent</u>	<u>%</u>	<u>South Australia</u>	<u>%</u>	<u>Australia</u>	<u>%</u>
<i>People who reported being in the labor force, aged 15 years and over</i>						
<i>Worked full-time</i>	1,116	50.7	445,076	56.7	6,367,554	59.7
<i>Worked part-time</i>	734	33.3	247,601	31.6	3,062,976	28.7
<i>Away from work</i>	178	8.1	46,683	6.0	627,797	5.9
<i>Unemployed</i>	175	7.9	44,968	5.7	600,133	5.6
	2,203	--	784,328	--	10,658,460	--

There were 2,203 people who reported being in the labour force in the week before Census night in Millicent (State Suburbs). Of these 50.7% were employed full time, 33.3% were employed part-time and 7.9% were unemployed (taken from the ABS website).

In terms of population decline by sex the greatest negative movement occurred in males aged 35-39 (28%) and 25-29 (25%) followed by females aged 25-29 (20%).

The decline in these cohorts can be contributed to people following employment opportunities in other regions. This particular grouping has bigger ramifications for the region as it is the percentage of the population most likely to have a family and require the services of childcare, schools and services and products around having a family.

76.8% of Wattle Range youth aged 15-19 years are fully engaged in work or study which is slightly above the regional result of 75.9%. The percentage of persons over 15 years with a post school qualification is 41.4% compared to the rest of the region at 44.4%. The most common qualification is described as a certificate (20.5%) followed by a Bachelor Degree (5.8%) then Diploma (4.8%). 28% of the population aged 15 years and over is engaged in voluntary work for an Organisation or group. This is higher than the State figure of 20%.

D. Recreational facilities

Millicent offers a variety of passive recreational activities. The pathways, walking/ cycling tracks throughout the town and parklands pass near to historic buildings, town gardens, playgrounds, murals, recreational and other places of interest.

The Domain

Children love the **Adventure Playground in the Domain & Skate Park** that is located behind the **Library** & Civic Centre on Ridge Terrace. The Domain is well utilized by the youth.

The colorful and safe **Adventure Playground**, features as one of the top ten playgrounds in South Australia. This amazing playground is suitable for all ages and has six swings and slides offering equipment for toddlers to adults including an exercise area. It has disability access and a liberty swing. Parents can relax nearby on seats provided.

The Skate Park is a hive of activity for youth on skate boards and scooters. This concrete park, built by and designed by professionals contains a mini ramp, open bowl with ledges, blocks, pyramids and ledges. Nearby is basketball court and ring to practice their skills.

The 'Art in the Domain', features large easels in the park containing art inspired by our local youth.

You can also enjoy a picnic or the barbeque facilities just outside the playground.

The Swimming Lake

A family friendly environment offers an enclosed toddler area, shallow beach and deep water catering for all skill levels. People from all over the Limestone Coast and beyond, visit this haven during the warm weather. This constructed lake is chlorinated and can be used November to March, with no charge to use.

The lake situated on Park Terrace next to the caravan park, is open 24 hours during the summer months from November

The Millicent Swimming Lake was officially called the 'Millicent War Memorial Swimming Pool' when officially opened by the Premier Hon. Mr. Steele Hall MP on 27 January 1969, after many years of fundraising by businesses, service clubs and individuals.

In decades gone by, gala days were held with stalls, donkey rides, the greasy pole, and a Miss Swimming Lake competition, and of course the swimming competitions.

Many a child has attended the Learn to Swim classes at the lake and have been rewarded with their certificate and the satisfaction of knowing how to swim, whilst schools across the Limestone Coast use the swimming lake for their school carnivals.

A number of senior citizens use the lake on a regular basis in the early summer mornings.

The well maintained grassed area surrounding the pool leads to a relaxing and safe environment, and on summer nights people of all ages frequent the lake for a relaxing swim and it is a great place to catch up with friends.

Millicent's unique swimming lake is set in a very family friendly environment with an enclosed toddler area which is also well shaded. The area surrounding the lake also includes BBQ's, playground, kiosk and hot showers.

Lake McIntyre

This wetland area is an outstanding bird haven that has been established in a reclaimed quarry, and includes bird hides, bridges, walking trails and barbecue facilities which make this wildlife and vegetation reserve a terrific place to stop and stretch your legs and take a stroll around the picturesque lake.

Sporting Clubs

Millicent is proud that regularly a large number of young members are selected to represent their region and state in additional competitions in various sports.

Millicent has significant sporting facilities, notably:

- Thriving **football and netball clubs** participate strongly in the local competition over winter hosting a number of teams across the ages
- The **Millicent united soccer club** operates the main competition over winter and other social 5 aside in the summer months
- **Basketball** run all year round with a variety of competition levels available, from under 10's though to A - grade and Town competitions and Tournaments
- **Little Athletics** in the warmer months from October to March

- Two active **Cricket clubs**, the Millicent Footballers and the Millicent & District. **Tennis Clubs, and Baseball**
- **Millicent gliding** club is one of a few based in South Australia
- The **Lake Bonney Sporting Clays** regularly meet and hosts a major event over the June long weekend
- **Millicent Gymnastics Club** has classes for Tiny Tots, Kinder gym, Gym Skills and also WAG Level 1-3 competition levels available
- **Millicent Bowling club** has 3 synthetic greens which are playable all year round, offering a variety of competitions (in various divisions) including night and social bowls, whilst **Croquet** is also available
- **The Squash Club** hosts tournaments for professional and local player, in addition to the regular weekly competition also providing courts for hire and coaching is available
- **Millicent Golf Club** is a picturesque club playing all year round with 18 holes fully watered and maintenance course running separate men's competitions on Thursday and Saturday and a ladies competition on Wednesday. There is also a 9 hole Course at nearby Hatherleigh, plus
- **Pony & Hunt & Harness Clubs**

Millicent also holds the **Pines Enduro off road racing** event in September of each year attracting people from all over the nation.

E. Media

Millicent consists of two (2) media outlets – a local newspaper and a radio station.

The ‘South Eastern Times’ local newspaper has documented the history of Millicent and District, since 1981. This is a twice weekly newspaper with almost 11,000 editions published. The Newspaper distributes 23,000 free copies each year of the Stay Another Day tourist magazine which promotes the whole area.

The ‘5THEFM 107.7’ community radio has been broadcasting for 23 years and broadcasts throughout the Wattle Range area. The radio supports community groups and businesses and offers outside broadcasts and live streaming.

The Millicent Community is proud of its local media and together with social media, their collective role(s) in marketing, advertising and promotion of the towns activities is recognised.

F. Community Groups

Millicent is fortunate to have a large number of community organizations for environmental, sporting, health and history. These include:

The Lions, Lioness and Rotary Clubs are active and benefit the community through their fundraising activities addressing community needs. A local community radio station run by predominantly volunteers and has an online presence;

Country Fire Service is active in town and supports an operation unit as well. The SES provides assistance for vehicles and houses in times of emergency;

A combined to have **guides and scouts**- Millicent is the first place in Australia under the same auspice;

Country Women's Association is active in Millicent;

The Millicent **Community Club** provides meals, entertainment, raffles and much more with the proceeds benefiting the broader community;

The Millicent Business and Community Association (**MBCA**) is a network of Millicent business people who meet regularly to discuss local and relevant issues;

Three thrift shops namely the Lifeline Shop, St Vincent de Paul shop and the Salvation Army Shop supply an extensive range of kitchenware, home ware, clothing and furniture;

Wattle Range Road Safety Group builds awareness of road safety issues and campaigns for change to encourage safe driving;

The Community Builders group assists by completing many community projects such as tree planting for McLaughlin Park, rock stone wall building for the cemetery and numerous other projects;

Lake McIntyre Management Committee oversees the rehabilitation of the site to establishing wild and bird life and the construction of boardwalks for the enjoyment of all.

G. Education

Pre-School

Millicent has one early learning center, Gladys Smith Early Learning Centre, and two kindergartens, the Millicent North Kindy and the McArthur Park. Gladys Smith is a not-for-profit centre supported by Council offering 5 days a week 7.30 to 5.30 care for six months to six years in a high quality education environment. Millicent North Kindy offers an exploring learning environment with committed educators involving learning through play. While the McArthur Park Kindy has over 50 years of education and care for children in a peaceful surrounding opposite the natural parklands with spacious outdoor play areas while indoor learning areas are well resourced. The Learning Together Centre is an early learning program for families with children aged birth to four.

Schools

There are three primary schools in Millicent and one high school. The Millicent North Primary School, Newbury Park Primary, St Anthony's Catholic Primary School and the Millicent High School.

H. Health Services

The population of Millicent is aging, which means a greater dependence on health services. Millicent has over 100 health and allied services that support the town. The aging population has a higher demand for these services, and the need is critical to maintain and increase these health services.

Millicent has a 28 bed hospital, a medium size GP Medical Clinic and 2 Aged Care facilities.

There is an encouragement to stay in the home for as long as possible by the governments, which is being supported with the changing in funding packages to individuals rather than healthcare providers.

V. Millicent Town Plan 2017 – 2026

A. Why the need for Town Plan?

As a town and district, Millicent has much to offer. This Plan will enable a detailed capture of projects and will identify future services required by the town. The Town Plan with input from community members, business and interested parties will provide 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 Millicent and ensure the community has 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 staged approach to future development.

B. Vision Statement

The Millicent Community is centrally located in the clean green environment of the Limestone Coast and prospers with its variety of health, wealth and social services.

Our future lies in further developing Accommodation, Tourism, Commerce, Education, Health, Primary production, Recreation and Transport.

Our strengths include:

- Safe and affordable living.
- Vibrancy and Innovation
- Diversity in skills
- Perfect for retirement living.
- Central Hub for services
- Good range of educational facilities.
- Diverse retail businesses
- Progressive and socially inclusive
- Opportunities for youth including sport, music, arts.
- Business and commercial focus with employment opportunities.
- Highly productive industries
- Regionally connected, good aged care
- Responsive to climatic, social and economic change.

C. What Makes Millicent Unique?



D. Looking to the Future

1. Population Dynamics

The area is typical of western countries, where in rural and regional areas there is a migration to the east coast of young people between 18-30 years age, then at around 40 have a migration back to rural and regional areas for a tree change to reduce debt and rearrange priorities. To retain youth and attract young families new jobs and industries are needed to grow the population.

Efforts should be made to create new jobs and industries to attract and retain families to the region to increase population growth. New jobs are being created in education, agriculture, retail, trades, age care, health services and value adding our primary production. As a town a multi-pronged approach is needed to harness and facilitate this continual growth.

Given the expected ageing of the population, zoning should ensure that an appropriate proportion of inner town land is reserved for a mixture of independent living plus low and medium dependency accommodation.

2. Who do we need to attract to Millicent?

For Millicent to prosper into the future a broad cross section of people and services need to be attracted to the town.

This includes but is not limited to:

- Residents (Intergenerational)
- Tourists
- New Businesses
- Major events
- Maintain and increase health services
- Additional accommodation options
- More services and supports for the local community

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.

3. Marketing & Promotion

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

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

Over the coming years Millicent will position itself as a destination and not just a drive through town. The geographic location of Millicent makes it an ideal location for visitors to base themselves and with its anticipated vibrancy, visitors will be encouraged to explore all the attractions that the Limestone Coast has to offer.

Working in conjunction with 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. There are also opportunities to undertake more cross border promotion and create stronger links with Victorian Councils to promote Millicent as a travel destination.

The geographic location of Millicent makes it an ideal location for visitors to base themselves and explore all the attractions the Limestone Coast has to offer.

Open and modernised – bring us up to 2017 and beyond.

Old fashioned service and values abound.

RECREATE our own identity – refresh and renew. More than a service HUB –Become a destination town.

Spend a day; stay for a weekend- Why not just LIVE here?

Imagine Millicent - a great place to visit ...you'll be surprised

VI. Projects – Time Line – Groups Responsible

Time Frame to Complete	Look and Feel of Millicent	Who will Do ?	Who are the Stakeholders?		
2017-18	Upgrade of Tourism Signs and general signage across the town. Promotional signage on at the three main entrances to the town promoting businesses/attractions/accommodation. Alternative traffic flow signage from Malseed corner and near the Somerset Hotel to highlight parking, services and business in Davenport Street.				
2017- 2018	Support and encourage street art and wall murals to improve the vibrancy of Millicent. Council to develop a ' <i>Street Art and Mural Policy</i> ' that includes a guideline for approvals.		Imagine Millicent Art Group & MBCA		
2018	Upgrade street lighting in the Main Street area and Mount Gambier Road as streets are dark and uninviting to visitors and locals. Improve feature lighting on town bridge- the solar lights have not operated for some time. Upgrade Davenport Street with mature trees and beautification all the way along the Street as this is a significant retail street that provides alternative parking.				
2018	Town Drain improvement. Beautification and retention of water during summer periods (repetitive comments across the groups about the drain).		South Eastern Water Conservation & Drainage Board		
2018	Improve footpaths in main areas - continual maintenance to replace loose surface footpaths with paved surfaces.				
2018	Develop a fully integrated Plan for the Playground and Domain area in consultation with key community groups. The improved toilet and additional shower facilities is essential to meet tourist needs. These additional facilities should be in a safe proximity to the playground with consideration to expanded road safety school and cycling tracks that connect with the active lifestyle that we promote in the town and region.		The Children's Charter Group - & Road Safety Group		

Time Frame to Complete	Look and Feel of Millicent	Who will Do ?	Who are the Stakeholders?		
2018	Encourage and facilitate support for live music events to be in the 5 THEFM precinct with provision for power supply / lighting for such events and amphitheatre stage area, also multi block toilets to accommodate larger numbers and also a shower block. Beautification of the railways lands area and local streetscape in the vicinity of Railway Terrace and Glen Street.		5THE FM Radio Station		
2019	Christmas Lights and decor need to become a feature for the town during December to Mid January as this is a peak time for tourist visitation. Business will be encouraged to partake in shop-front decorating competition. Further incentives to be provided to community groups and agencies to occupy vacant shops. Council to erect engineered (possibly sculptured or decorated) poles either side of the George Street , possibly at both ends, to provide large street banners for community events (Geltwood, Christmas, Show) and attractions. MBCA could assist with the provision of banners and street decorations.		Wattle Range Council & MBCA & Local Business.		
2019	Negotiate with Consolidation of the Swimming Lake, caravan park and reserve precinct bounded by Park Terrace, Rendelsham Road, Battye Street and Williams Road with: <ul style="list-style-type: none"> •Consolidated management Plan with one outcome being a consolidated lease •Informal but innovative walking or exercise track (400m) surrounding perimeter of the lake to encourage all year round use of this public facility •Upgrade entrance to Sharkey's cafe with all round glass or atrium area to the cafe to capitalise on the lake vista for both locals and tourists alike •Entrance to Caravan park consolidated to rear of Sharkey's cafe •Upgrade accommodation at Millicent Caravan Park • Natural link with caravan/tourist park with the rehabilitated woodland on Williams Road 		Caravan Parks, private business, Wattle Range Council & Rotary /Lions		

Time Frame	Advertising, Promotion and Social Media	Who will Do ?	Who are the Stakeholders?		
2017-2018	Millicent Information Centre: Enhancement of this great facility with the objective of encouraging tourists to ' <i>Stay another day</i> '. This includes: a) Ongoing training and development for Staff & Volunteers with a focus on customer service, update knowledge of information on business initiatives, attractions, and events in Millicent and Limestone Coast promotion b) Enhance the experience including provision of an improved coffee and coffee making appliance.		Millicent Visitor Centre, Millicent National Trust Museum		
2018	Re Develop a new "BUY Local" message such as "Local Matters ". Encourage and promote local business and products, encourage town ambassadors to promoter services, attractions and special events using local media and social media. Frequent use of hash tag '# Millicent' and '# Limestone Coast'. Continue to expand MBCA television, radio and internet video promotion.	MBCA	Local Business		
2018	Local business promotional package, have available a mobile app. Promote more positive stories in all of the Media. Make Millicent the focus of the media (Not just local) in a positive sense.		All Medical Groups Locally		
2018	Leverage off our windmill history and nearby large wind energy with a focus of these with iconic structures (Aka Larry the lobster) as part of the entrances into the Millicent. This shall include redeveloped and reinvigorated and innovative signage along Adelaide Road, Mt Burr Road and Rendelsham Rd (say in the vicinity of the Golf Course sign).		Wattle Range Council		

Time Frame	Advertising, Promotion and Social Media	Who will Do ?	Who are the Stakeholders?		
2018	Mini "newsroom" media centre located in 5 THEFM to support all business / MCBA initiatives, attractions and special tourism events and council events.	5 THEFM Radio Station	5 THEFM Radio Station		
2018	Accommodation promotion for Boutique Accommodation, Hotel, Motel, Caravan Park, Air B& B, and dormitory accommodation such as what is proposed at Mc Laughlin Park. Incentives shall include an annual accreditation and audit program project managed by WRC in conjunction with the MCBA and local Tourist organizations, and the lead up to the assessment and the results provided into the broad and social media.	Forum to be planned for more consultation	MBCA could organize Forum & Accommodation Owners		
2018	Strengthen relevance and promotion of Millicent Visitor Information Centre as a secure day parking area for tourist vehicles including RVs. and with an exclusive 4WD mini-bus interpretive 4hr tour to Southend, through Canunda, Coola Outstation, Lake Bonney and Mayurra then back to Millicent. This will ensure that tourists ' <i>Stay another day</i> ' in Millicent.		Accommodation Owners & Tourist Centre & Dept. Environment & Wattle Range Council		

Time Frame	Advertising, Promotion and Social Media	Who will Do ?	Who are the Stakeholders?		
2018	Improve signage and promotion for self drive interpretive tour along Lossie Road to Mayurra, Canunda National Park (coastal car park) then return along Canunda Frontage Road to Tantanoola, Tantanoola Cave and return. This will support tourists to " <i>Stay another day</i> " in the area.		Tourist Information Centre & Local History Group		
2019	Connecting the History Centre and Museum with a history trail of local structures such as Charles Butte (and other) homestead and munitions storage, Old Racecourse, Narrow-neck & Rendelsham, SE Water Conservation & Drainage Board, the old pubs, the jailhouse, and 5 THEFM Radio Station.		Tourist Information Centre & Local History Group, SE Water Conservation & Drainage Board		
2020 on	Boneham cottages and similar places to have visitor welcoming and things to do packs.				
2020 on	Better integration and promotion of the Civic Centre and maximize its capacity for conferences and events, link with accommodation and eatery services				

Time Frame to Complete	Millicent Celebrations and Events (Develop an online Monthly Planner for all events)	Who will Do ?	Who are the Stakeholders?		
2018	More support for motor sport events attractions with the Pines Enduro expanded, and Car Clubs (vintage cars etc) attracted to this scenically diverse area. Specialise in developing packages and sending them out to these national groups. Encourage motor cross club to hold more events at Millicent Showgrounds.	Pines Enduro Group	Pines Enduro Group - Show Society		
2018	Continue to Re-fresh Millicent Lights up, as the primary community event to signify the festive season. Local Service groups to be involved including the set up of the nativity centre for use over Christmas period. Upgrade Millicent's Christmas Street lights and decorations and placed higher on poles so they are not hidden by the growing trees. Encourage additional Christmas lights for shops and facades.	First stage completed MBCA in 2016	MBCA in 2016, enhanced in 2017		
2018	Battle of the Bands - For Youth at the Railway & Radio Station Area	5 the FM Radio Station	5 the FM Radio Station		
2019	Reinstate movie nights especially for kids. (Civic and Arts Centre)	Potentially School Groups	Schools / Pre Schools		
2019	Back to Millicent festival - families reunion	Festival Committee	Festival Committee		
2019	Dog shows Millicent and Tantanoola to be redesigned as an event with better use of the Millicent Show-grounds for this event(s).				
2019	Look for Expo opportunities, maybe in the Aged Care Sector and or other industry sectors. Improved use the Civic and Arts, Showgrounds or Basketball Stadium as a venues, with parallel support from (a) local catering organisations; and (b) local accommodation businesses within Millicent and nearby locations.	Wattle Range Council / Aged Care if that is the Expo field.	Wattle Range Council / relevant Stakeholder Industry Group	.	

Time Frame to Complete	Millicent Celebrations and Events (Develop an online Monthly Planner for all events)	Who will Do ?	Who are the Stakeholders?		
2019	Swimming Lake 50 years celebration		Wattle Range Council Community.		
2019	Encourage Gliding competitions and Aero Club meets with more flights into the town. Support the expansion of hangar space and related facilities	Gliding Club	Gliding Club		
2020 on	Music Festival				
2020 on	Farmers markets - utilise showgrounds				
2020 on	Skating competition for youth week				
2020 on	Park run for Millicent				
2020 on	Clay Pigeon shooting event				
2020 on	Fishing competition at Canunda				
2020 on	Upgrade Rotary and Council photographic competition to make them of regional and State significance.				
2020 on	Investigate extreme sports events				
2020 on	Orientation event/Geo Caching.				
2020 on	Food truck night (bring in once a month regional food mobile vans) in the areas such as the domain to attract people. Local businesses also able to set up. Make it a special day or afternoon event.				
2020 on	MBCA awards night (Expand) Larger event.				

Time Frame to Complete	Millicent Celebrations and Events (Develop an online Monthly Planner for all events)	Who will Do ?	Who are the Stakeholders?		
2020 on	Encourage greater use of Civic Centre for conferences and meetings in association with accommodation and catering businesses				

Time Frame to Complete	Millicent Assets & Infrastructure	Who will Do ?	Who are the Stakeholders?		
2017	Develop the former Railway lands area and railway bridge to become a visual attraction. This will encourage live music events to be in the 5THFM precinct. Outdoor power supply / lighting to be supplied for such events and this may include an amphitheatre stage area. Multi block toilets to accommodate larger numbers, and a shower block. Box car or Flat Bed carriages to be placed at Radio Station for live music events		5THFM Radio Station		
2017	Car park and toilet block attached to the Playground for access. Fencing to allow that children do not go outside fencing for safety. (All Toilet Blocks to include a shower)		Community - Wattle Range Council		
2017	Invest in portable promotion signage (Electronic Messages) and move around the entrances to Millicent regularly. These signs will provide positive messages, and detail events, attractions and promotions.		Sports Park		
2018	Millicent Civic and Arts Centre upgrade of air conditioning especially heating, as this limits its capacity for year round use. This facility needs a good clean and de-cluttered for best use of space. Stairs may need revamping downstairs, and small stage areas are a safety issue and are not well utilised. Portable stairs with hand-rails required for stage area safety. Encouragement of use of marquee (with power services) to be used in the vicinity of the Millicent Civic & Arts Centre.		Wattle Range Council		
2018	Up lighting of existing trees for Millicent Main street(s)		Wattle Range Council		

Time Frame to Complete	Millicent Assets & Infrastructure	Who will Do ?	Who are the Stakeholders?		
2018	Bike track along the former railway line from each end of Millicent. Longer term strategy to extend in both directions towards Beachport and Tantanoola	Limestone Coast Local Government Association & all Service Groups , Men's Shed etc.	Recreational (incl Cycling) and Health groups		
2018	Chamfer drain edges to link recreational areas with the town drains or conversely, provide vegetative or physical barriers to improve safety. Provide an exhibit or historic style regulator structure or another water		Wattle Range Council		
2020 on	Create a Southern Gateway into Millicent, possibly grove of welcoming trees or other plantings.				
2020 on	Town clock replaced. Provide some civic pride with the aesthetic improvement of the area between the Courts area and the toilet block				
2020 on	Small footpath driven sweeper purchased for regular cleaning of Millicent and Penola main streets.				
2020 on	Maintain water mains fire hydrants and ensure working condition.				
2020 on	Careful management of existing RV parking spots near town with tourist friendly instructional signage, and one night 'only patrols.				

Time Frame to Complete	Millicent Assets & Infrastructure	Who will Do ?	Who are the Stakeholders?		
2020 on	Develop McLaughlan Park Sports. - Car park for the basketball (bituminized), site for Heated pool, Nature Play Space, Dog Walking park, Relocate other sports to this location, Lighting of Norm Facey oval. Outdoor gym for warmer months.				
2020 on	Develop a long term strategy for the Rider safe Centre in Millicent. Grow - expand and modernize the regional facility. Old netball area for redevelopment				
2020 on	Expand walking and cycling links to Lake McIntyre as Loop 1, the Railway Lands and loop 2, then Town loop as 3.				
2020 on	Dog Friendly park somewhere other than Playground area.				
2020 on	Interactive Visitor kiosk that can be moveable to different locations (electronic style)				
2020 on	Shade in playground/skate park				
2020 on	Move the Children's Road Safety Centre into the Domain.				
2020 on	Need more bridges across the drain system to allow greater walking access.				
2020 on	Sculpture park for the town with interpretive signage and walking track - possibly linked to the Radio Station area for events.				
2020 on	Frisbee park				

Time Frame to Complete	Millicent Community Projects	Who will Do ?	Who are the Stakeholders		
2018	Support given to the Health Group to be able to offer some support to all health services.	Health Group / Community	Health Group /Community		
2018	Young professional attraction program/ Networking in conjunction with Government agencies and businesses.	MBCA	Local Businesses		
2019	Mental Health strategy and services development for the community. This can include Soup kitchen, and refuge services for those in need and /or disadvantaged.	Develop a Health Cluster or Cohort	Community		
2020 on	Park run for Millicent or alternatively a 24/7 "Park Run" using a permanent timing device with a 5km circuit. Suggest leverage off the Belt Road footpath and constructing a circuit				
2020 on	YAC (Youth Council) to be re started - Charter for Children to be developed.				

Time Frame to Complete	Business Development	Who will Do ?	Who are the Stakeholders?		
2018	Further development of Aged Care. - Make Millicent a hub for this industry - ensure maintenance of jobs and medical facilities to manage that growing sector.	Private Sector	Private Sectors		
2018	Foster business development within Millicent. Regular Workshops for small business and/or community groups.	TAFE	TAFE, Schools,		
2018	1. Improve signage to promote seascape at Canunda and walking trails 2. Greater promotion of Canunda NP with 4WD adventure tours 3. Place pressure on Natural Resources South East to enhance Coola Outstation and Lake Bonney as a key attraction.	Natural Resources South East	Natural Resources South East / Tourism /4 WD Groups.		
2019	Develop and use moto cross track at showgrounds for more events. Explore additional uses of the showgrounds	Show Society	Show Society /Service Groups / Car groups		
2020 on	Bike hire business to be encouraged on weekends for those visitors children who want to use the bike/Skate park.				

Time Frame to Complete	Business Development	Who will Do ?	Who are the Stakeholders?		
2020 on	Public Transport issues - community bus Regular bus service needed for TAFE/UNI students to and from Millicent				
2020 on	Seek an investor or group to develop a regional small tour, 15 seater bus to visit Canunda, Lake McIntyre, Southend, Sandhill's, Lake Bonney etc. Promote the opportunities for Adventure Tourism.				
2020 on	Mentoring program - small business mentors group. Quarterly professional networks program. Develop a hub site for a learning community. Learning Communities attract young people and residents.				
2020 on	Develop a range of Paddock to Plate stories, involving local food eateries and their suppliers. Specialise in showing Millicent off in this field.				