



Wattle Range
COUNCIL

Southend Ten Year Community Town Plan



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Executive Summary

Southend is a small fishing port nestled alongside the southern shores of Rivoli Bay and Canunda National Park on the Limestone Coast. The ocean is the focus of life here. Approximately 400km south east of Adelaide, it hosts one of the largest fleet of rock lobster fishing vessels on the South East coast and is also a popular holiday seaside destination. Southend is a quiet town with unspoilt beauty offering a broad range of recreational experiences.

The 10 Year Southend Community Town Plan has been developed within the framework of the following five main headings as provided by Wattle Range Council, presented at the recent community workshop.

- Look and Feel of Southend
- Social Media and Southend Advertising and Promotion
- Southend Celebrations and Events
- Southend Assets and Infrastructure
- Southend Community Projects

This Community Town Plan leads on from the previous Southend Strategic Plan of 2009-2014.



The Purpose of the Town Plan?

The idea of a *Southend Community Town Plan* arose out of initial general discussions between Wattle Range Council staff and the Southend Progress Association. Essentially, the *Southend Community Town Plan* provides:

- An opportunity to articulate the issues that are important to Southend based residents
- A clear blueprint for the future development of the Southend township and the surrounding region
- A basis to attract local, state, and potentially, federal funding to help achieve identified community priorities and projects
- A more co-ordinated approach for the social, cultural and economic development of the township and surrounding enterprises
- An opportunity to enhance the reputation of Southend as a tourism destination.

Vision and Mission Statements

Vision Statement:

“Southend will offer a quality lifestyle, while retaining its unique and picturesque small seaside town charm.”

Mission Statement:

The Southend Community will form partnerships with Wattle Range Council, relevant Government Agencies and other communities and organisations, to protect our unique coastal environment while encouraging community involvement and belonging.

Location

Southend is a seaside fishing town located on the Southern Ports Highway. It is 27km north of Millicent, 20km south of Beachport and 80km west of Penola. It is situated on the southern end of Rivoli Bay and bordered by Cape Buffon and the Canunda National Park.

The History of Southend

The Buandik Aboriginal group were the first inhabitants to occupy the southern end of Rivoli Bay, which they called Willichum (including where Southend is now).

Greytown (now known as Southend), named after Governor George Grey in 1846, was the first seaport established on the Limestone Coast. In 1845 Captain Emmanuel Underwood established a store and jetty at the southern end of Rivoli Bay to cater for inland settlers and passing ships. With the arrival of more settlers, small industries developed including tanning and wattle bark stripping.

Between 1875 and 1879 the town was known as Rivoli Bay South then reverted back to Grey Town until 1971 when it was officially named Southend.

Commercial fishing commenced in the early 1950's and steadily grew over the years into a lucrative industry. The township grew slowly to accommodate the fishermen, their families and associated industries.

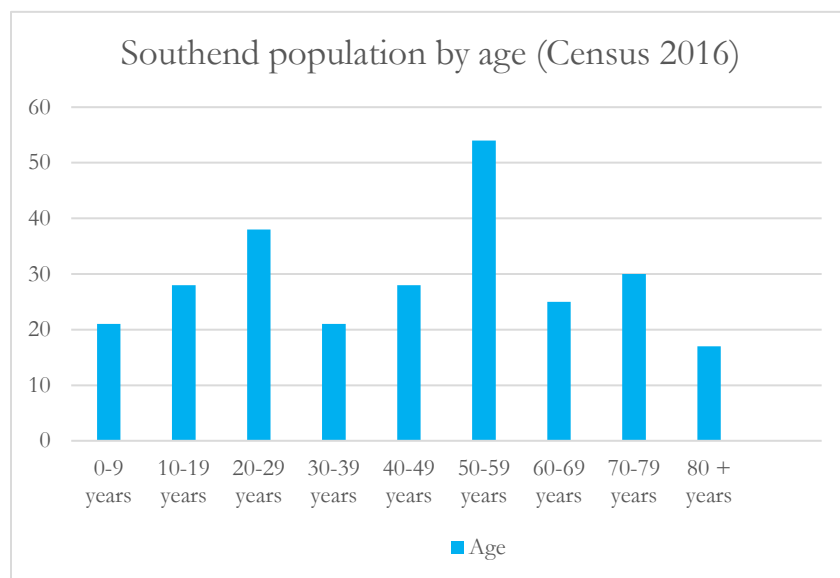
Southend Today

Southend is a small fishing port with local industries focusing on Rock Lobster fishing and farming. The town is home to a large fleet of Rock Lobster fishing vessels. Tourism is another key industry that makes up part of Southend's economy. Southend has great swimming beaches, which makes it a popular tourist location in warmer months. One of the most popular activities is recreational fishing where people come to try their luck from boats, beaches and the cliff tops.

Canunda National Park which borders Southend, boasts stunning scenery with coastal cliffs, offshore reefs and dense scrubland. The marked walking trails and vehicle tracks in the Park provide excellent opportunities for bushwalking and four-wheel driving.

Latest Census Results

According to the 2016 Australian Bureau of Statistics (ABS) Census, Southend's population is 263, of which 53.4% are females and 46.6% are males. The median age of residents is 50. There are approximately 73 families in Southend with an average of 1.8 children per household.



The population dominate aged group is 50-54 years being 10.7%.

As stated by the 2016 Census, 122 people were reported being in the labour force 47 people work full-time, 62 working part-time, 7 people were listed as unemployed. The top five occupations for employed people over 15 years have 27.9% labours, 18.9% manager, 18.9% technician and trade workers, 14.8% clerical and administrative workers and 7.4% sales workers.

The top response for industries of employment in Southend taken

from 2016 Census data lists rock lobster & crab potting 25.6%, accommodation 5%, floriculture production (outdoors) 4.9%, sheep farming (specialised) 4.9% and other allied health services 4.9%.

Accommodation

There is a wide variety of accommodation on offer to visitors.

There are two caravan parks *Southend Sands Caravan Park* and *Southend on Sea Tourist Park* offering a choice from bush camping, powered & non-powered sites, onsite vans and cabins.

Costa Plenti Bed & Breakfast is located close to the beach and has sea views.

By the Sea Holiday Rentals offers a variety of houses in Southend.

Bush camping is also available nearby in Canunda National Park.

Southend Commercial Fishing

The fishing fleet moored in Rivoli Bay at Southend is primarily based around catching Southern Rock Lobster during the season from October to May. There are also several shark boats. Buyers work from the jetty once the boats have returned with their catch. The produce is consumed both domestically and sold internationally. The Lobsters are exported live to countries including China, Hong Kong, Malaysia, Japan, USA, Russia, Middle East and the European Union.

Community, Sport and Events

The Southend Progress Association (SPA) is an incorporated body that was formed to promote, organise and conduct community projects for the betterment of Southend and to promote sporting, social and cultural activities within the community. One of SPA's primary functions is as a caretaker of the Community Centre. It also works with the community and Wattle Range Council to improve the facilities within the township. SPA meets once a month with a recess period over winter.

Southend Community Centre is the hub of the township. It has a playground and sporting amenities. It is a community meeting place for groups such as the Professional Fishing Association, Southend Red Cross, Department of Environment, exercise classes and Southend Dart's Team. It is regularly hired out for weddings, parties and other social events. The facility is family friendly with a children's play area and play equipment available for use.

The Southend Social Club operates within the Community Centre in conjunction with the Southend Progress Association as the incorporated body. It offers a friendly, gathering place for locals and visitors to enjoy meals, a social drink and perhaps a game of eight ball, darts or tennis. From October to May, the Club provides meals from 5:30pm on Friday and Saturday nights and Wednesday and Sunday evenings for a social beverage.

Southend Red Cross meets monthly on the first Monday of the month at 1.00pm in Southend and raises funds for Red Cross through three main raffles - Christmas, Mother's Day and Father's Day and organises various fundraising ventures in the region from Millicent to Southend to Beachport.

The group prides themselves on being a socially inclusive group enjoying friendship and interaction with a humanitarian purpose of encouraging awareness of Red Cross work locally in Australia and worldwide.

Southend Country Fire Service (CFS) comprises volunteers from Southend who meet every Wednesday for training. New members are welcome and encouraged to join.

Rivoli Bay Sailing Club established in 1978, operates from October to April. On weekends, the Club offers sail training for beginners in the mornings and delivers competitive sail races in the afternoons. It is an affiliated member of Yachting SA. The Sailing Club may also be hired out if required.

Canunda National Park presents opportunities for four-wheel driving on marked tracks throughout the Park. There are three main walking trails, which vary in length and span the coastal region from Cape Buffon in the north to McIntyre's Beach in the south. The Willichum Lookout Trail (1.6km), Cape Buffon Walking Trail (2km) and The Seaview Walking Trail (12km) are excellent trails which feature stunning

scenery and wildlife. In addition, there are more passive activities such as birdwatching, photography, sightseeing and beachcombing that can be undertaken.

Nigel Philip Harvey Playground – situated on the corner of George St and Giles, contains equipment for children's entertainment.

What Makes Southend Special?

COMMENTARY BASED ON COMMUNITY FEEDBACK

Quiet / tranquil / peaceful
Safe swimming
Surfing
Picturesque coastline
Not polluted
Abundant native Australian wildlife
Easy to walk everywhere
Coastal village
Family friendly
Magnificent beach
Great community
Adjacent to Canunda National Park
Historically important with
Aboriginal and European cultures
Easy for small boat launching and retrieval
NBN tower - good internet

Extensive and productive fishing fleet
Active Sailing Club
Variety of recreational fishing
Community Centre Community Social Club
Gateway to four wheel driving and trail bike riding
Diverse community
Safe living environment
Sheltered north facing sandy beach
Stunning walking trails
Good diving and snorkelling
Post office, shop and take away food
Fishing in Lake Frome Outlet Drain
Accommodation options- caravan parks, bush camping, holiday houses and B&B's

Products and Services

Products and services are primarily centred around the ocean such as fishing and tourism, plus a number of other activities are undertaken in the area and township:

- Accommodation in the form of caravan parks, B&B, bush camping and holiday rental houses
- Canunda National Park, including office and depot
- Community Centre
- Manufacturing of cray pots, rope, floats, zinc blocks and other cray fishing needs
- Fresh Local Seafood
- Jetty
- Local and Regional Events
- Playground
- Professional fishing
- Recreational Fishing from the beach, jetty or rock
- Rivoli Bay Sailing Club
- Rock Lobster Processing
- Shark Processing
- Octopus Wholesalers
- Southend Progress Association

- Southend Community Club
- Southend Red Cross
- Southend General store with other services including post office
- Southern Ports Aviation
- Tourism
- Water Activities - Swimming, Surfing, Boating, Kayaking
- Engineering Service
- CFS
- Hairdressing
- Alternate Health Services
- Computer services
- Agricultural Contracting Services
- Candle Maker
- Cleaning Contractor
- Cake Maker

Who do we need to attract to Southend?

- Businesses
- Tourism enterprises
- Industry
- Events / Festivals
- Volunteers to assist with sport & recreational clubs
- Improved mobile phone services
- ANZAC Day celebrations
- Service Clubs
- VACSwim
- Sailing events / lessons
- Guided Tour Operator - Walking and Four-Wheel Drive
- Investors for motels / aged care / restaurant / café / shops etc.

Marketing & Promotion

Marketing and promotion for Southend is mainly conducted by individual businesses within the tourism industry. These businesses have created their own websites or signage to attract clientele. This approach generally only advertises the individual business and not the township of Southend. The marketing and promotion of Southend could be improved by:

- Utilising television for advertising
- Increased internet advertising
- Use of social media
- Coach tours to the Southern Ports
- Increasing signage / information within Visitor Information Centres
- Brochures

At present, there is a social media presence from:

- Southend Caravan Park
- Southend Sands Caravan Park
- Costa Plenti B&B
- Southend CFS
- Air B&B
- Rivoli Bay Sailing Club Facebook
- Southend South Australia Facebook
- Wattle Range Council web site & events

Appendix A

Many of the projects below are listed as “A” as they were in our 2009 – 2014 Southend Strategic Plan and have been submitted on a number of occasions for consideration in the WRC annual budgeting process.

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Look and Feel of Southend

Time Line	Project	Working Groups	Comments
A	Have an annual meeting with the WRC to improve the maintenance schedule of Southend and to improve the aesthetics of the town	SPA, WRC	
A	Design a Town entrance decorative wall / monument	SPA, Community, WRC	
B	Construct a Town entrance decorative wall / monument	WRC, SPA	
B	Public Art pieces to be incorporated into town projects where relevant	SPA, Community, Country Arts SA, WRC	
A / B	Tourist Signage – Brown tourist signs coming into town, Fishing information / history at the Jetty Walking map, what's ahead signage – locations to be decided	SPA, Community, funding bodies, WRC, DPTI	Brown Sign Ideas - The Geltwood Shipwreck Memorial Western beach barbeque Aboriginal Midden Sites Scenic Clifftop walks and Lookout Jetty and sandy swimming beaches

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Social Media and Southend Advertising & Promotion

Time Line	Project	Working Groups	Comments
A	Better Facebook / Instagram / Twitter presence	Community, SPA	WRC to help organise training
A	Wi-Fi hotspot	WRC, Telstra, SA tourism commission	Telstra Phone box or near Coastal Reserve
A	Designated and signposted photo areas linked to technology - Jetty Lookout, Rainbow Rocks, Coastal Reserve	SPA, WRC, DENWR	
	Community Newsletter - Facebook	SPA, Community	
B	QR Code on sites around town - Jetty Lookout Rainbow Rocks, Coastal Reserve, Cape Buffon, Jetty	WRC, SPA	Possible Rendelsham Primary School Project

Southend Celebrations and Events

Time Line	Project	Working Groups	Comments
	Fishing competition	Interested parties	
A	Anzac Day celebration and Flag Pole	Interested parties, WRC	
	Festival / markets	Interested parties	
	Beach regatta	Interested parties	
	Sailing Regattas in Southend	Rivoli Bay Sailing Club	
A	Christmas decorations on light poles	WRC / SPA	
	Southend Social Tennis Day	SPA	
	Geocaching	Interested parties / WRC	

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Southend Assets & Infrastructure

Time Line	Project	Working Groups	Comments
A	<u>Caravan Park</u> <ul style="list-style-type: none"> Southend Residents have overwhelmingly indicated that it is important to a Caravan Park that is of a greatly improved standard to what is currently being offered to visitors to the region. Upgrade at Bush Camping Area 	Feasibility Study WRC, SPA, Community and private enterprise	
A	<u>The Coastal Reserve</u> In stages develop The Coastal Reserve between Leake and Eyre Streets - Concept plan to be modified.	WRC, other funding bodies (e.g. Open Space grants etc.), SPA and Community	1. Work in progress - received \$10,000 funding from DEWNR to assist Council construct a hard-surfaced walking trail from Leake St to Eyre St through Coastal Reserves
A	1. Stage 1 – Upgrade vehicle access and exits via Eyre St, Parking, fencing, tree planting and walking trail		
A	2. Stage 2 - Establish an adventure / nature playground on coastal reserve		
B	3. Stage 3 – BBQ shelter etc.		
A	<u>Health / Welfare and Medical Centre</u> Health / Welfare and Medical Centre located at the Community Centre to provide a venue for visiting health and welfare professionals and tele-medicine. Possibly chemist delivery service.	SPA with grant support from WRC, other grant funding bodies and the Southend Community	
A	<u>Left hand turning Lane</u> Work with WRC to get a left hand turning lane from Southern Ports Highway to Southend Access Road.	WRC, SPA and DPTI	
	<u>Continued Improvement of Signage</u> <ul style="list-style-type: none"> Slow down signs on beach Southend Tourist sign on the highway to entice people into the town 		

A	<ul style="list-style-type: none"> • Playground signs • Parking signs • Industrial Area sign/s • Turning zones for towing vehicles signs • Warning re lack of parking / turning space for towing vehicles at Jetty during peak times • Adequate signage for Leake Street for RV vehicles - turning, parking • Update civic guide 	WRC	
A/B/C A B A / B	<p><u>Footpaths</u></p> <p>I. The bridge to Cape Buffon at a width suitable for 2 prams</p> <p>II. Eyre St <i>(To maintain Eyre St by scraping sand and grass off existing bitumen and then curbing to provide footpath for safe pedestrian usage).</i></p> <p>III. Bridges Drive</p> <p>IV. Leake St</p>		
A/B/C	<p><u>Continued Upkeep of Community Centre including:</u></p> <ul style="list-style-type: none"> • Interior painting • Recarpeting • Solar power • Reconfiguration and upgrade of kitchen • Upgrade of bar areas • Air conditioning • Playground upgrade • Tennis court up grade and incorporate line markings for basketball / netball • Complete cricket practice nets • Furniture upgrades 	SPA, Community, Grant Funding bodies including WRC	
A / B	<p><u>Coastal Erosion</u></p> <ul style="list-style-type: none"> • Be part of further consultation / decision making about Rivoli Bay erosion issues • Protect foreshore dunes in front of bush camping area • Provide access points for pedestrians on fore dunes • Alter groynes to reduce erosion - see Worley Parsons Wattle Range Council Rivoli Bay Study recommendations 	Worley Parsons Wattle Range Council Rivoli Bay Study and Consultation, with community, WRC and other relevant government organisations	Consideration of Southend Coastal Adaptation Strategy
D	<p><u>Reticulated Water</u></p> <p>To establish a town water supply</p>	WRC / SA Water	

A A / B	<u>4WD Vehicle Beach Access and adjacent parking</u>		
	I. Leake Street - Maintain and formalise beach access, parking and turning for 2WD and RVs II. Muntrie Road (to relieve congestion at the end of Leake St, to improve beach safety, and to provide an alternate access point onto the beach) <ul style="list-style-type: none"> • Re-establish 4WD beach access • Parking for 2WD vehicles at the end of Muntrie Rd 	WRC WRC	
A A A B / C	<u>Parking</u> I. Eyre Street - Having curbing on both sides of the road would expand and define parking facilities for both businesses in the CBD. II. Leake Street (see Vehicle Beach Access) III. Sealing of Western Beach Carpark IV. Jetty parking <ul style="list-style-type: none"> • Define existing parking • Expand parking area 	WRC WRC WRC DPTI / Southend Professional Fishermen's Association	
A	<u>Small essential projects</u> I. Lines Painted on roads to increase safety: <ul style="list-style-type: none"> • both ends of Bridges Drive where it enters onto Cape Buffon Drive. • lines drawn at the end of those roads entering onto Eliza Street. II. Adequate and discreet street lighting especially on Eliza St near Coastal Reserve entrance, end of Leake St / beach parking	WRC	

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Southend Community Projects

Time Line	Project	Working Groups	Comments
A	<u>Further Develop Drain Bank</u> including Connie's Walk and adjoining revegetated drain bank area – including but not limited to natural parklands, picnic areas, walking trails, art pieces, drain access	SPA and community in consultation with South East Drainage Board, and Arts Council and other funding bodies	Vehicle access to be maintained
A A/B/C C	<u>Walking Trails</u> I. Leake St to Eyre St II. Push bike and walking trails wide enough for two prams encompassing Sailing Club to Southend Jetty, Cape Buffon in a loop from the Community Centre down Eliza Street and Leake Street and along the drain bank- See Appendix E III. Swinging Footbridge over the end of the drain considering location of walking trails	SPA and WRC SPA and WRC in conjunction with other funding bodies and the community. SPA and WRC in conjunction with other funding bodies and the community.	I. \$10,000 plus WRC contribution (in progress as result of DEWNR funding)
A	Educate Community about the Town Fire Emergency Plan and provide appropriate signage. Regularly maintain fire breaks	Southend CFS, WRC	

Appendix B

These are also important projects which did not feature as highly (or were not part of the voting process) in the community voting process that was used to ensure community ownership when formulating our town plan.

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Southend Assets & Infrastructure

Time Line	Project	Working Groups	Comments
A / B	Continue to seal as many unsealed roads as possible within Southend Township - Dashwood Street	WRC	
	Advocate for a construction of a suitable breakwater	Southend Fishermen's Association, DETI	
	Advocate for a Cray Boat Ramp and Storage Yard	Southend Fishermen's Association, DETI	
	Protection / baffles for boat ramp	Southend Fishermen's Association, DETI	
A	Jetty Toilet upgrade – water and septic	WRC	
A	Opening new blocks in the industrial area (Pascoe Street)	WRC	
B	Provide a fish cleaning facility at the Western Beach location to be decided	Amateur fishing Association, SPA, WRC	Possibly one at the Jetty also
	Visitor centre with local produce/ talents and arts overlooking the Bay		
	Crayfish Interpretive centre (Southend interpretive centre including all things unique to Southend)		
B / C	Move speed limit signs – 50 to other side of visitor parking and 80 to other side of new subdivision	WRC	
B / C	Develop long term development plan for Southend	SPA, WRC	

Southend Projects

Time Line: A = 1-2 years B= 3-4 years C=5-8 years D= 9-12 years

Southend Community Projects

Time Line	Project	Working Groups	Comments
A B	Re-direction of grey water from sewerage farm to be used in parklands / Coastal Reserve around Southend to create green lawn areas <ul style="list-style-type: none"> Investigate redirection of grey water Redirect grey water 	SPA WRC, other funding bodies in consultation with SPA	
A	Work with other nearby communities to establish a transport service for elderly residents	Lion's Beachport, Southend Community	
B	Further development of Geltwood Memorial area to include a general memorial, contemplative area and space for memorial plaques. Place to spread ashes		
	Encourage tourism enterprises and facilities such as restaurant, motel, tours.		
B	A war memorial	Community / SPA	
A	ANZAC Day Service, Flag pole.	WRC	

Appendix C

These are projects that were suggested at the initial meeting and are therefore recorded in this document.

Time Line	Project	Working Groups	Comments
	Drain area re-dug for marina / Boat ramp		
	Advocate for the undergrounding of Power lines within the town area		
	Continue to explore avenues for green waste dump		
	Men's shed		
	Upgrade of Jetty Lookout Carpark and picnic area, stairs to the Jetty		

Appendix D

Suggestions for different projects to be retained for future reference

Entrance ideas

- Drive through craypot
- Metal animals crossing in front of wall background
- Distance signage to Darwin, South Pole, Uluru, etc.

Public Art Ideas

“Big Wombat” (Ant’s Gallery), murals, drive through craypot, limestone sculptures in a horseshoe design e.g. crayfish, octopus, abalone shell, surfboard and wave

Sporting Facilities

Skate Park, golf driving range, mini putt putt in town

Private Enterprise Potential

Motel, restaurant, tavern overlooking bay, small businesses, visitor centre overlooking bay, accommodation for elderly, internet cafe

Abbreviations

SPA - Southend Progress Association

WRC - Wattle Range Council

CFS - Country Fire Service

DPTI - Department of Planning, Transport and Infrastructure

DEWNR - Department of Environment, Water and Natural Resources

Appendix E

Proposed Walking Trail / loop Map

