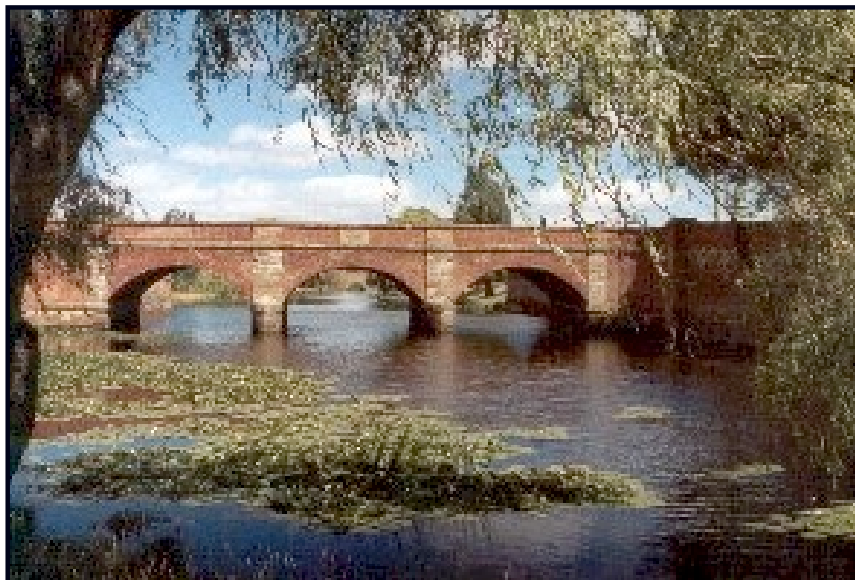


The Campbell Town Tasmania

Revitalisation Project



1. Overview of the initiative including description of the problems and solutions

Campbell Town had been gathering an aura of doom and gloom since the early 1980s, when the town's population started to drop significantly (ABS statistics show a decline in the town's population between 1981 and 2001 of 14.1% - from 879 to 755); there was a growing preponderance of vacant shops and residences; local government mergers resulting in the Council offices moving out of the town and there was a general decline in government and business services within the town. The final straw was the closure of the town's major manufacturing business –Saxon Woodheaters – with an associated loss of 36 jobs – in mid-2001.

The community rallied at this time: and a determination to reverse the town's decline was born, underpinned by two key themes:

- ❖ One: the need for the town to capitalise on its major strategic geographic advantage – the halfway point on the highway between Hobart and Launceston – the ideal place for the traveller to stop, leg stretch, refresh and relieve, and an ideal location for statewide meetings
- ❖ Two: the need for the Campbell Town community to lead the revitalisation process - investing themselves and their resources in this massive "Community Can Do' venture. There was a determination to focus on the community's assets, on building capacities in the community in order to improve well-being

One of the key catalysts to the revitalisation venture was the holding of a workshop by Peter Kenyon, Bank of I.D.E.A.S, in the town in March 2002 The community fundraised the entire cost of the workshop and Peter's travel.

Subsequently the Campbell Town Working Together Group was formed in April 2002 to lead the revitalisation campaign, and to coordinate the advancement of the priority projects generated at the Peter Kenyon workshop including:

- ❖ Convict brick trail: a major project to commemorate the contribution of all convicts transported to the Australia
- ❖ Community newsletter
- ❖ Main street enhancement
- ❖ River and bridge enhancement
- ❖ Youth strategy
- ❖ The development of whole town tourism strategy plan
- ❖ Attracting businesses with the geographic strategic location carrot

2. Social impact of the initiative on Campbell Town

The Campbell Town Revitalisation Venture has had an enormous social impact on the town. There is a palpable vibrancy in the town – an air of positivism and prosperity abounds. Many regular traveller's through the town have remarked on the turnaround in the town's appearance and fortunes; evidenced by their no longer being able to always find a car park close to their favourite bakery or café due to the high volume of visitors now stopping in the town.

Employment The town's growing prosperity is seeing employment opportunities opening up for youth, and the long term unemployed.

New Cultural Events & Festivals – valuing diversity The original Revitalisation Venture leaders have been easily able to harness the energies and minds of new players: A number of these new players have artistic talents and have been the driving force behind new cultural events and festivals that are attracting more visitors to the town,

Pride in the Communities Talents and Achievements and most importantly, giving the towns people pride in their community's talents and achievements.

Strengthening of Local Networks There has been significant strengthening of local networks; in 2003 initially the town coming together to host and support Circus Oz when it performed in the state as part of the "Ten Days on the Island" program. And most recently working together to host a Heritage Festival .

Formation of a Youth Network A key feature has been focusing on making the community more attractive to our youth; in an effort to stop the drift of the young towards the city. A Youth Support Network has been formed and is now providing social activities on a weekly basis.

Monthly newsletter " Midlands Herald - enhanced communication

The Midlands Herald has gone from strength to strength, and serves as an effective means of communicating achievements, social events and community news

3. Economic impact of the initiative on Campbell Town

As stated earlier, the town is again experiencing the prosperity it was renowned for when it was the hub of central Tasmania during the 1800s. New businesses, including Banjos Bakehouse, Zeps Café/Pizzeria, Cooper's Confectionery Shop, Camerons Chartered Accountants and D'Amac's Fruit and Veg have been attracted to the town. A number of established businesses are showing their faith in the town's future by undergoing business expansions.

Council has developed new infrastructure to cope with the growing visitor numbers. A new toilet facility has been developed in the heart of the town. A new car park has been developed and business people and employees are being encouraged to use the new car park, thus leaving the main street parking available for tourists and shoppers.

The town's old district hospital has been transformed into a modern health and community facility, and a teaching site including accommodation has been developed to attract health professional students to the town.

The Local District High School a K to 12 school with the registration of the Further Education Centre at the school as a Registered Training Organisation some 6yrs ago, the school has seen a dramatic increase in numbers in the Yr 11/12 Vocational Education & Training program with students aged from 16 to mature aged studying such courses as Certificates in Horticulture, Agriculture, Community Services (Aged Care, Disability Care Children's Services) Information Technology, Tourism & Retail with great employment outcomes

A partnership with the Campbell Town District High School and The Tasmanian Communities Online project (www.tco.asn.au) that formed The Campbell Town Community Learning Centre since that time, the Centre has become a part of the Campbell Town Community allowing the Centre to be involved in a variety Activities and projects with Community groups and Business, the partnerships formed with these groups has allowed the Centre to promote the Facilities, and Learning programs available

Businesses in the town are collaborating to secure a growing share of the statewide meeting market.

4. How the initiative's sustainability has been assured

The key players in the Campbell Town Revitalisation Venture have been aware from its inception of the vital importance of ensuring the venture's sustainability. One challenge to that sustainability was identified as being the dissipation of the energies and efforts of a number of key players, as a result of their serving on several committees with overlapping roles and functions.

It was felt that broader community involvement was need for the town to move forward .

So in September 2003 the Heritage Highway Museum and Working Together Group started joint meetings to further this concept. It was considered essential for all members of the local community to have the opportunity to participate in this newly formed organisation and contribute to the vision and activities planned and undertaken in the Campbell Town district.

Formation of a new organisation to focus on community development

This concept supports:

Campbell Town Health & Community Services with their work in community development

Tourism Tasmania's vision of a local tourism group in a number of towns along the Heritage Highway including Campbell Town and Ross.

The Heritage Highway Touring Strategy of 2002 identifies these key priorities for our area,

.About Campbell Town Inc formed October 2003

with a Vision of :

“Working together to value the past, enjoy the present and build strength for future generations.”

Partnership Development It was envisaged that the Association would work with representatives from every community sector, Business, Community Groups, Education, Council, Health, Agricultural sector, Youth, Recreational Sporting Groups and The District Forum.

In this way it could become a central point to work on the future development of the Community as a whole, enlisting a wide range of Community members to develop strategies for the future. The group would liaise with Local, State & Federal Government Departments such as :Tourism, Economic Development, etc. to implement plans for further growth in the areas of Business, Events, Tourism, History etc. **as determined by local people.**

It was considered essential that Support/ Partnerships with the newly formed Association would be needed from other Strategically placed Organisation's with in the Northern Midlands area such as the Northern Midlands Business Association , Heritage Highway Region Tourism Association to contribute to the vision and activities planned for the area .

The basic objectives of the Association are:

- *Assist in protecting the qualities of Campbell Town district which contribute to its sense of place and to support its future development in a manner which contributes to the qualities of the town;*

- *Provide a conduit for community activities and events with support and liaison where appropriate;*

- *Collect, preserve and present the cultural heritage and history of Tasmania's Midlands*

- *Work with Local & State Government agencies to maximise the region's tourism potential, provide tourist information to visitors, and to foster the benefits of tourism to local business.*

- *Build community partnerships with other significant Community and Business organisations;*

- *Assist to build community capacity by fostering social & economic development;*

ACT Standing Sub Committees :

- **Tourism & Marketing Committee:** *Committee to work with HHRTA & Tourism Tas to work on Strategic Plan for tourism in the area and Promotional activities for the Association as well as the Community such as production of the Midlands Herald, Community Website Media releases, support promotion of events etc*
- **Youth/ Recreation Committee:** *Committee to work on in Partnership with Youth Network on Youth, Childcare & Recreational issues*
- **Environmental Committee:** *Committee to work with environmental groups in the area Landcare etc in particular a Landscape Masterplan for the C/town & River*
- **Heritage Highway Museum Committee:** *management and day to day operation of the HHM&VIC*

Tourism & Marketing Committee:

- *TVIS visitor numbers to Tasmania list shows significant numbers of tourist coming to Campbell Town but not stopping.*
- *Our real challenge will be to put in place the Tourism Strategies to get them to stop.*

Launched some Tourism products: *With the new town brochure & tear-off map in place "ACT" hopes to encourage visitors already in Campbell Town to extend their stay and explore the town as well as encouraging visitation to CT –even before visitors arrive, when people are planning their holiday with a community website currently being developed.*

Objectives:

Bringing greater wealth and employment to the local area, through local business.

Youth & Recreation Committee:

Youth Network & Youthspace

Youthspace regularly meets 3-6pm Thursdays School terms and variable hours during school holidays. Regularly has around 12 participants – increases with special events, e.g. a disco in 2004 where 105 participants were drawn from the broader Midlands area

The Committees home base is a meeting room at the Town Hall and is used for storage, lounge and Youth space activities.

In collaboration with the uniting church Youthspace will be helping to erect fence at the Church to assist Playgroup obtain outdoor play space.

Also involved in:

Co-Pilots Program *It provides the opportunity for a young person to work with an adult volunteer over an 8week period in designing and/or working on a community project. About Campbell Town Inc assist in promoting and facilitating this program, and members are encouraged to participate as volunteers.*

Best outcomes for Kids Project *auspiced by the Northern Midlands Council. This Project runs two mornings a week with Playgroup & Kindergym with a Toy Library, situated in the Town Hall; is now operating. Story time activities and music sessions are new initiatives.*

Campbell Town Swimming Pool Committee *during the summer months youth space members hold atctivites at the pool for school aged students*

Environmental Committee:

The Elizabeth River is one of Campbell Towns greatest assets

*“ACT” has developed a **Draft Landscape strategy** for Campbell Town and the Elizabeth River .in cooperation with landscape architect Leisl Malan*

The project concept is to:

- ***Develop a plan which balances environmental ,community and economic needs***
- ***Showcase the work already completed on the river***
- ***Link the various elements along the river***

This includes a variety of walking paths reconnecting to the town, rehabilitating areas , coordinated signage and interpretation etc and a link with tourism initiatives .

The Draft Plan is nearing completion with An Aboriginal Heritage Survey completed , a Historical study nearing completion .

All that is needed is to complete an Interpretation study, Concept Plans & Designs details for proposed works & Implementation and infrastructure for the completed Landscape Master plan .

We Currently have submitted a request for funding to assist with the implementation of the Landscape Masterplan. It is a collaborative project, with funding also being sought from the Northern Midlands Council, the Tasmanian Community Fund's Promotion and Conservation of Tasmania's Cultural Heritage Initiative, and the Regional Partnerships Program

Heritage Highway Museum & Visitor Information Centre Committee

The Heritage Highway Museum and Tourism Centre (Museum) was established in Campbell Town in 1997

Charter of preserving and displaying the heritage of the area and providing tourist information for visitors.

Heritage Highway Museum & Visitor Information Centre Committee :
However in recent times the Museum has struggled to attract an adequate pool of volunteers to maintain the opening hours, as well as sustaining community interest in its activities.

In August 2003 the newly formed "About Campbell Town Inc " took over the Management of the HHM&VIC with, a voluntary Coordinator and Volunteers managing the day to day running of the Centre the activities of the museum has turned around opening now 6 days a week and now paying its way

Key Success Factors

The success of the Campbell Town revitalisation project is the extensive and intensive partnerships that have been forged between an arrays of parties including:

Campbell Town Community members, community organisations, & Local businesses all working together

With support from Local & State Government Organisations

Future “ACT” planning

- *HMM&VIC further development*
- *Landscape Master Plan completion and the REJUVENATION OF THE CAMPBELL TOWN / ELIZABETH RIVER CONNECTION project*
- *Further development of Youth network to improve employment outcomes*
- *Develop Community Events such as festivals ,**Eat & Meet strategy for the town** to develop a coordinated approach to holding Conferences & meetings*

Partnerships formed in the community through the initiative

The crux of the success of the Campbell Town Revitalisation Venture is the extensive and intensive partnerships that have been forged between an array of parties including:

- ❖ Campbell Town Community members
- ❖ Local businesses
- ❖ Council
- ❖ Community Organisations
- ❖ Campbell Town Health and Community Services
- ❖ Campbell Town District High School
- ❖ The Campbell Town Online Access Centre
- ❖ The Northern Midlands Youth Task Force
- ❖ Local Service Clubs
- ❖ ACT (About Campbell Town Community Development Association)

always Remember

You can't change the future of your community if you sit back and allow whatever happens to happen".

but.....

YOU CAN work together to decide what you want for the future and then work together to make it happen."

(Jack McCall, 'Small Town Survival Manual')

***“THE KEY TO OUR SUCCESS IS
COMMUNITY PARTICIPATION”***

John Richardson
Secretary
About Campbell Town Inc