



BURRUM HEADS
Community Plan
2020 – 2030



FraserCoast

COMMUNITY PLANNING

Contents

INTRODUCTION	4	Pillar 2. Our community's values	9
ABOUT US	5	Theme 2.1 An inclusive welcoming community that embraces diversity	9
Acknowledgement of Country	5	Theme 2.2 A community that supports a local economy	9
Traditional Owners	5	Theme 2.3 Embrace visitors and tourists to our community	10
Settlement	5	Theme 2.4 Healthy and active communities	10
Burrum Heads National Park	5	Pillar 3. A sense of community	11
OUR COMMUNITY PLAN	6	Theme 3.1 A community that takes pride in our parks, open spaces, beaches and river	11
Our vision for the community	6	Theme 3.2 A community that is accessible and inclusive for everyone	12
Pillar 1. Our communities priorities	7	Theme 3.3 A town that develops using appropriate and considered development	12
Theme 1.1 Maintain a relaxed small coastal community lifestyle	7		
Theme 1.2 Maintain and increase access to essential services	7		
Theme 1.3 Foster our natural environment, beaches, waterways and coastal infrastructure	8		



Advocacy Document	13
Implementation	13
OUR COMMUNITY STATISTICS	14
Our people	14
Population	14
Age structure	14
Household types	14
Population forecast	14
Our economy	15
Employment figures	15
Income	15
Housing	15
Dwellings	15
Occupied dwellings	15

HOW WE DEVELOPED THE PLAN	16
What is community planning	16
How we developed the community plan	16
The Community Plan Development Group	16
The Planning Process	26
REFERENCES	19



The Burrum Heads Community plan sets a vision and direction for the future of our community. Developed by the people of our community and driven by a key representative planning group, the foundation of the plan is built on the principle of asset-based community development in enacting community led change.

The community plan is not just a document for the Burrum Heads Community, it is important in sharing the community's voice, vision and aspiration to key stakeholders involved in the development of our town, social and community services, and for all levels of government.

The wider community engagement process undertaken in developing the plan shows a level of buy-in from the community in setting a foundation for improvement and further development. In engaging our community, we enhance our opportunity for direct input into future planning and in turn we are creating a strong independent community.

In developing the plan, we identified key community stakeholders, community strengths and weaknesses and looked at how these related to the values we hold as a community, what we feel is important to us as a community, and what we envisage the community looking and feeling like. Through this analysis we identified three key pillars that form the foundation of the community plan, associated themes and identified actions.

The pillars identified are:



OUR COMMUNITIES PRIORITIES



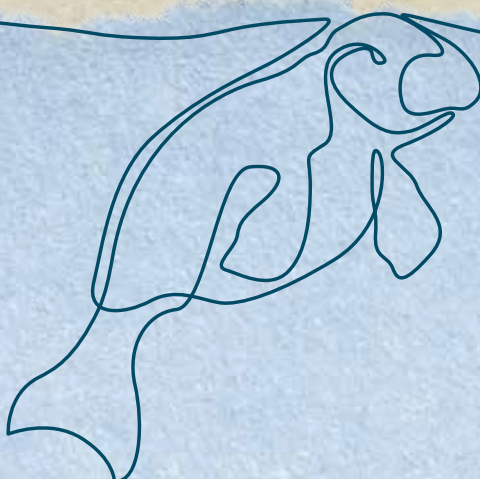
OUR COMMUNITIES VALUES



A SENSE OF COMMUNITY

The plan focuses on development over a 10-year period; however, it is identified that the plan is a living document. With the forecasted growth in our population as identified in the Population section of this document, it is understood that this plan will need to be reviewed and updated on a regular basis in keeping with the changing needs of our community.

*Burrum Heads Community Planning
Development Group*



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal and Torres Strait Islander peoples as the original inhabitants of Australia and recognises these unique cultures as part of the cultural heritage of all Australians.

We pay our respect to the Elders of this land; past, present and future and the significant contribution they have made in shaping the identity of the Fraser Coast and Australia.

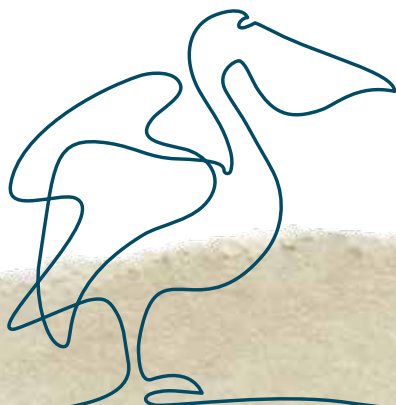
TRADITIONAL OWNERS

The Butchulla people are the Traditional Owners of the land at Burrum Heads. For more than 5000 years, perhaps as many as 50,000 years, Butchulla people lived in harmony with the seasons and the land and sea, maintaining a balance between spiritual, social and family connections.

Today the Butchulla people continue to walk the cultural pathway of their ancestors, whom they believe have lived on this country since the beginning of the Dreaming.

Because the Butchulla language did not come from a written culture, this nation has been referred to variously as: Butchulla, Badjala, Badjula, Badjela, Bajellah, Badtjala and Budjilla.

(Traditional Owners - Butchulla People, 2012)



SETTLEMENT

Burrum Heads is a small coastal community surrounded by State National Park with river and sea frontage. The Town located at the Northern reach of the Fraser Coast Regions mainland, sits at the mouth of the Burrum River for which town was named. Settlement of the town started with a homestead allotment in 1871 by Robert Travis, and in 1888 the township originally known as Traviston was marked out and named, later to be renamed in 1950 to the now known Burrum Heads.

(Centre for the Government of Queensland, 2018)

BURRUM HEADS NATIONAL PARK

In 1936 a stand of cypress pines was identified and placed in a reserve which developed into today's Burrum Heads National Park. The national park covers 26,055 hectares of land and is the largest and least disturbed coastal plain in South East Queensland.

The park's tidal wetlands support habitat that is critical for the wider communities, recreational and commercial fishing species and is considered to be of national significance. The park is home to a diverse range of plant and animal communities, including mangrove-lined riverbanks, wallum heath, wildflowers, tea tree dominated wetlands with cabbage palms that stretch through the canopy. Areas within the park that have a deeper soil support are home to eucalypt forests significant for including the vulnerable *Eucalyptus Hallii* (Goodwood Gum).

(Queensland Department of Environment and Science, 2019)

Our Community Plan

OUR VISION FOR THE COMMUNITY

It is our vision to build a connected, inclusive community with a strong supported local economy. Boasting a relaxed small coastal lifestyle and a sense of community, we take pride in our beaches, river, park and open spaces and we maximise these assets in supporting our active and healthy community.



PILLAR 1: OUR COMMUNITY'S PRIORITIES

Our town offers a lifestyle that many people could only dream of with its stunning waterways and kilometres of beaches surrounded by the extensive bushlands of the Burrum Coast National Park. Many of our residents have chosen our connected small community where everyone knows their name and neighbours are always up for a chat, genuinely caring about those around them.

It is this sense of Community that brings our residents together and creates the relaxed feel of Burrum Heads.

THEME 1.1 MAINTAIN A RELAXED SMALL COASTAL COMMUNITY LIFESTYLE

Our coastal location provides our community with a tranquil lifestyle where we can enjoy open and accessible beaches, ocean and river fishing, and a variety of recreational activities. The slow pace of our coastal community provides for a relaxed sense of serenity.

Short Term Initiatives

- ✓ Work with Council in developing a feasibility study for the purchase and development of land for a green area with walkways, cycle paths and rest areas.
- ✓ Work with Council to include in capital works program upgrading of kerbs, sewerage network and roads in line with reasonable quality standards.
- ✓ Explore opportunities to introduce a bus service to operate on monthly basis supporting the elderly and disabled in reducing social isolation.

Medium Term Initiatives

- ✓ Develop a plan for a yearly festival that celebrates the community and lifestyle of Burrum Heads.
- ✓ Identify opportunities to move monthly markets to sports and recreation fields and to further develop the event.

THEME 1.2 MAINTAIN AND INCREASE ACCESS TO ESSENTIAL SERVICES

As a small town it is important that we can access essential services such as medical, social and community support services that meet our demand, now and into the future.

Short Term Initiatives

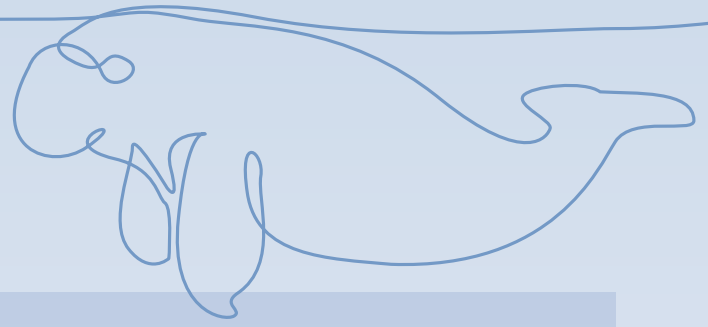
- ✓ Undertake a service mapping project to understand the current services available to the community, in line with community consultation to identify services needed, and develop a list of service/organisation gaps. With this information seek to work with service providers to introduce or extend service in the community. Where appropriate, include needs on the advocacy document.
- ✓ Work with emergency services to understand the current demands on services and where required, advocate for

increased services and/or development of new services or stations in the local community.

- ✓ In consultation with Council explore the opportunity in developing a neighbourhood centre and community precinct at the current library/community hall site. Centre to incorporate library and a multi-function community centre to incorporate current social and community services and to allow for visiting services.

Medium Term Initiatives

- ✓ Identify the need and advocate for early childhood services.



THEME 1.3 FOSTER OUR NATURAL ENVIRONMENT, BEACHES, WATERWAYS AND COASTAL INFRASTRUCTURE

It is important for the future of our community that we embrace, support and foster the natural assets that provide the lifestyle factors that we enjoy. Increased accessibility and maximising the opportunities of these natural assets will further support our community and lifestyle.

Short Term Initiatives

- ✓ Seek funding for the development of a plan to maximise the use of our river and beach foreshores.

Medium Term Initiatives

- ✓ Identify and work with appropriate agencies to implement activities in the National Parks, e.g. 4wd track network.
- ✓ Identify and work with appropriate agencies to develop and implement a series of nature trails.

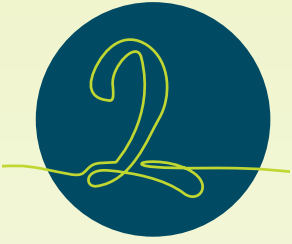
- ✓ Develop self-guided walking trails that include way finding signage, such as the 10,000 step challenge trails.

- ✓ Work with appropriate agencies to ensure and, where possible, add to the breeding and feeding areas to ensure they are adequate for wildlife.

Long Term Initiatives

- ✓ Investigate options, and if viable develop a project concept for deep sea fishing access.





PILLAR 2: OUR COMMUNITY'S VALUES

The natural beauty and central location of Burrum Heads indicates a potential to grow tourism with the addition of small-scale accommodation and increased hospitality, retail and light industrial business. Burrum Heads could become one of the most desirable tourism and lifestyle destinations in South East Queensland.

As the population and popularity of Burrum Heads increases, the opportunity exists to attract new services to the area that support locals as well as those visiting.

THEME 2.1 AN INCLUSIVE WELCOMING COMMUNITY THAT EMBRACES DIVERSITY

As a community we welcome, respect and encourage opinions, traditions and cultures from a wide range of audiences and appreciate that diversity is a strong pillar of our community. We encourage participation and inclusion in our community clubs, organisations, businesses and celebrations.

Medium Term Initiatives

- ✓ Identify and implement new and diverse social activities.
- ✓ Identify opportunities to acknowledge indigenous culture as the nation's traditional owners.
- ✓ Development of an annual family fun day that celebrates and promotes our community and connect people.

THEME 2.2 A COMMUNITY THAT SUPPORTS A LOCAL ECONOMY

Our local businesses are a fundamental element in the construct of our community. We support and encourage patronage of local businesses and open dialogue on the wants and needs of our residents and visitors. We support and encourage the development and attraction of businesses that address gaps within our economy and provide economic benefit to our community.

Short Term Initiatives

- ✓ Identify gaps between businesses and current and future customer/community needs and demands and then identify strategies to attract businesses that meet these gaps.
- ✓ Work with Council on initiatives focused on investment attraction for the local economy.
- ✓ Identify the appetite for attracting a business to service the needs of tourists through hire of water activity and fishing equipment.
- ✓ Seek opportunities and interest for the establishment of a waterfront café.
- ✓ Seek community and industry interest in the development of a Chamber of Commerce.
- ✓ Develop a buy local rewards campaign including all businesses and services in the Burrum Heads community.

THEME 2.3 EMBRACE VISITORS AND TOURISTS TO OUR COMMUNITY

We acknowledge that our community appeals to a range of visitors who visit our community for holidays or to visit friends and family. As a destination we welcome them to our community and encourage them to explore our town and enjoy the lifestyle of a community we call home.

Short Term Initiatives

- ✓ Work to understand tourist needs and, where possible, increase business opening times.
- ✓ Develop a Burrum Heads visitor destination website and visitor guide.
- ✓ Partner with tourism bodies to promote Burrum Heads as a destination for Grey Nomads.

Medium Term Initiatives

- ✓ Seek opportunities to develop a visitor information booth/centre.
- ✓ Investigate opportunities to further develop the current town entry sign to further showcase the community.

THEME 2.4 HEALTHY AND ACTIVE COMMUNITIES

We support a range of activities, projects and initiatives that contribute to the health and safety of our community and are targeted appropriately at the varied demographics in our community.

Short Term Initiatives

- ✓ Develop safe bike and walking trails within the area.
- ✓ Develop a feasibility study on the development of a safe swim area on the beach.
- ✓ Develop a feasibility study on the development of a 25m swimming pool, including hydrotherapy.
- ✓ Improve the signage of existing public exercise equipment.

- ✓ Identify opportunities to further activate the sport and recreation oval.

Medium Term Initiatives

- ✓ Explore community-based health clubs or groups.
- ✓ Explore opportunities to develop community-based activities for young people, including, but not limited to, initiatives that promote healthy living.



3

PILLAR 3: A SENSE OF COMMUNITY

Burrum Heads is a community where everybody is welcome, their contribution matters and there is a true sense of belonging. Inclusivity is a key value for our community, bringing people together people from various backgrounds and with different life experiences.

Burrum Heads, as a region, has huge potential to grow in a sustainable manner that would increase economic and community development opportunities. As a community, Burrum Heads values and appreciates the commitment of our local business operators, their staff, and the services they provide to our town. Burrum Heads is very fortunate to have the range of businesses that it does, and residents can access most of their day to day essentials without having to travel to nearby larger centres.

THEME 3.1 A COMMUNITY THAT TAKES PRIDE IN OUR PARKS, OPEN SPACES, BEACHES AND RIVER

We take pride in the appearance of our park, open spaces, beaches and river that add significantly to our sense of community and our town's look and feel. It is important to us that we enhance and maintain these spaces so that they add to the appearance of our community and are safe for everyone to enjoy.

Short Term Initiatives

- ✓ Work with Council to develop a collaborative solution in addressing unlawful clearing of vegetation on the foreshores.
- ✓ Work with Council to identify a collaborative solution in addressing coastal beach erosion and effective maintenance and management of our beaches.
- ✓ Work collaboratively with Council and other agencies to identify priority public spaces and to develop a plan for higher and best order uses of those public spaces.
- ✓ Work with appropriate authorities and agencies in identifying the feasibility of developing a second boat ramp at the current location to cater for population growth.

THEME 3.2 A COMMUNITY THAT IS ACCESSIBLE AND INCLUSIVE FOR EVERYONE

We acknowledge that our community appeals to a range of visitors who visit our community for holidays or to visit friends and family. As a destination we welcome them to our community and encourage them to explore our town and enjoy the lifestyle of a community we call home.

Short Term Initiatives

- ✓ Undertake an assessment of the current public transport options. Identify through community consultation the appetite and feasibility for increased services and discuss with relevant transport authorities and providers.
- ✓ Develop a project scope and options paper for the delivery of increased public transport services if deemed viable. Include the project scope within the advocacy documents and seek relevant funding if required.
- ✓ Review Council's walk and cycle strategy to understand future planned activities for Burrum Heads.
- ✓ Seek funding, if it is understood that there are gaps with the Council strategy, to undertake an accessibility audit and connectivity strategy/master plan specific to the Burrum Heads community, which includes walk and cycle strategic information and footpath connectivity catering for all levels of ability.

THEME 3.3 A TOWN THAT DEVELOPS USING APPROPRIATE AND CONSIDERED DEVELOPMENT

In order to maintain the many factors that we enjoy and to maintain our sense of lifestyle as a relaxed small coastal community, it is important that future development is undertaken in an appropriate and considered manner.

Short Term Initiatives

- ✓ Develop an avenue for current and future developers to communicate development intentions, and for the community to communicate their community vision in line with this Community Plan.
- ✓ Work with Council to ensure the planning scheme maintains development heights below 3 stories.

Medium Term Initiatives

- ✓ Promote green, sustainable housing design practices



ADVOCACY DOCUMENT

The community plan is built on the foundation of asset-based community engagement and the principles of community led change. We acknowledge that, as a community, there are projects and initiatives that are outside of our control, or ability to initiate. However, we believe that the view of our community should be advocated to those who can influence these initiatives. The following items are significantly important to our community.



Primary Education Facilities



Child Care



Connection of Bushnell Road to Orchid Drive



Increased medical GP services



Ambulance station



Connection of the southern community to the town centre



An aged care facility/
high care facility



Second entry and exit road



IMPLEMENTATION

Implementation of the plan will be undertaken by the community in a staged process. Community led change is the key in delivering upon the vision, pillars and themes. Community groups and residents are encouraged to work together in the implementation of the identified projects, relevant planning, and advocacy.

Fraser Coast Regional Council will work with the Community Plan Development group, and associated project teams in supporting the facilitation of the project's development and implementation.

OUR PEOPLE

POPULATION

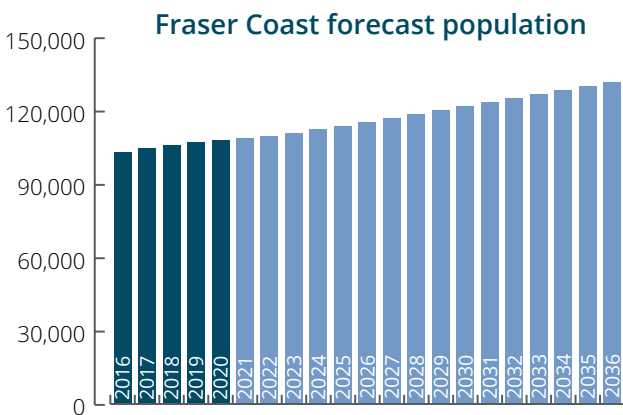
Based on statistics from the 2016 census, the population of Burrum Heads is approximately 2,066. The population is based on 50.3% people identifying as male and 50.1% of people identifying as female.

3% of the population are indigenous, 90.8% Australian citizens, 79.2% Australian Born and 1.5% of the community speak a language other than English at home.

POPULATION FORECAST

The overall population of the Fraser Coast Regional Council LGA (Local Government Area) is set to increase significantly over the next 10-20 years. Based on the current growth trends from 2016 the LGA will see a growth rate of 33.07% between 2020 and 2036.

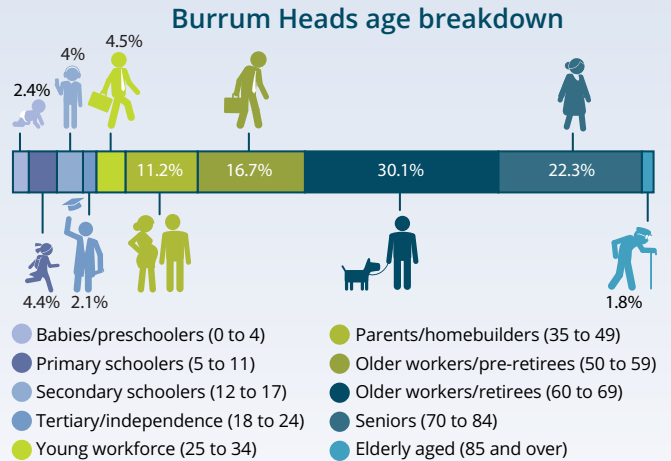
Whilst the LGA is set to see a large growth rate, Burrum Heads is set to see a higher growth rate percentage of 44.66% over the same period, rising from 4,960 to 7,175 by 2036.



Source: Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016. Compiled and presented by .id (informed decisions).

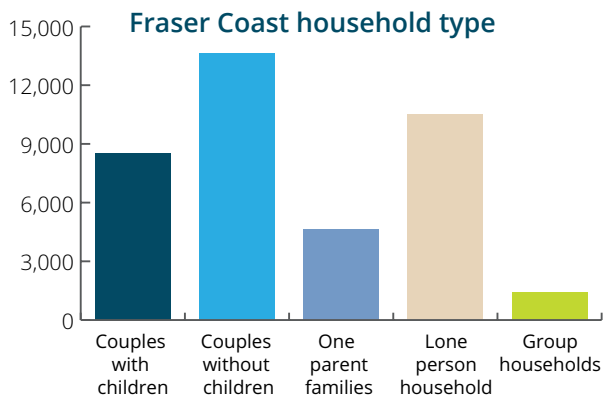
AGE STRUCTURE

The largest portion of our community are empty nester and retirees aged between 60 and 69, making up 30.3% of the overall community. This is closely followed up by our seniors aged 70 to 84 who account for 22.7% of our community.



HOUSEHOLD TYPES

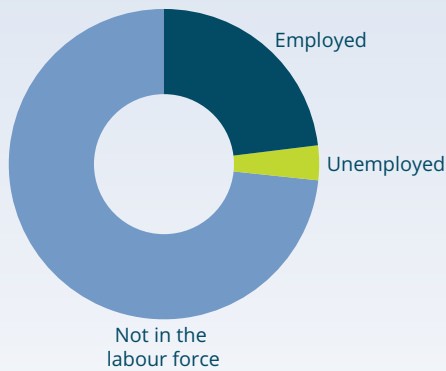
Couples without children make up 44.3% of our community and 21.3% of lone person households account for the largest portion of household types. Couples with children and one parent families attributed to 15% percent with the remaining 2.1% accounted for as group households.



OUR ECONOMY

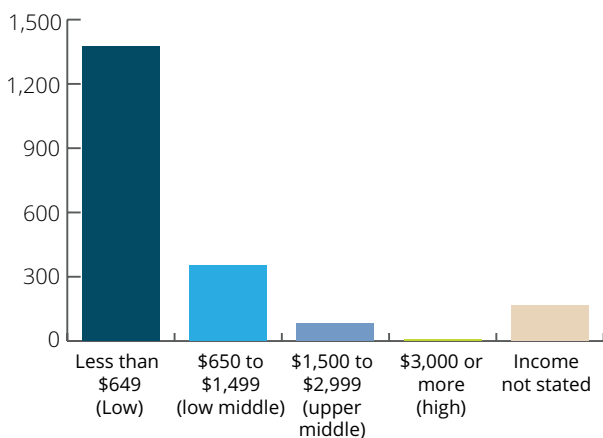
EMPLOYMENT FIGURES

As a small community we have a relatively high unemployment rate of 13.5%, however this figure accounts for a labour force of only 29.6% of our total population. 64.6% of our community are considered not to be in the labour force, which correlates directly with age demographic and household composition.



INCOME

The majority of our residents (48%) are considered to have a lower middle income in the range of \$650 to \$1,499 a week, followed by 27.4% who sit within the low-income bracket of less than \$650 a week. High income earners, those earning \$2,500 or more a week account for only 4.9% of residents.



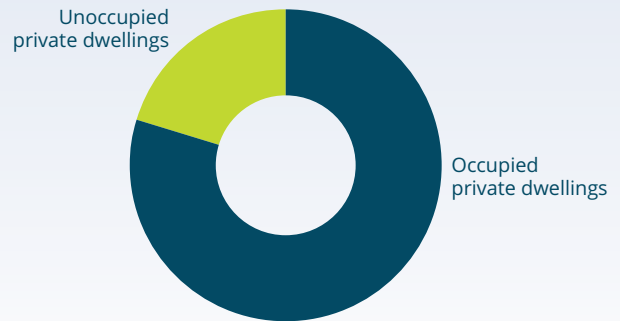
HOUSING

DWELLINGS

Our communities residential housing mainly consists of separate houses accounting for 79.4% of dwellings in the Burrum Heads District. 15.1% are determined to be other dwellings including caravans, house boats etc.

OCCUPIED DWELLINGS

Out of those identified dwellings 80% are privately occupied, with 19.9% unoccupied.



How we developed the Plan

WHAT IS COMMUNITY PLANNING

Community Planning is an important mechanism for identifying and understanding community aspirations and priorities; and is a process that is designed to enact and empower that community to carry ownership for the development and improvement of their communities.

The ownership of the community plan sits with the people of the community; delivery of the plan is not the designated responsibility of a sole person, organisation, or level of government.

A community consultative group outlined and identified a vision for the community, key community objectives, priority projects and actions, primary and key stakeholders, and vision for implementation of short, medium- and long-term priorities.

The community planning process provides a 'whole of community' approach in terms of input into the community plan's foundation and in identification and prioritisation of specific key projects.

HOW WE DEVELOPED THE COMMUNITY PLAN

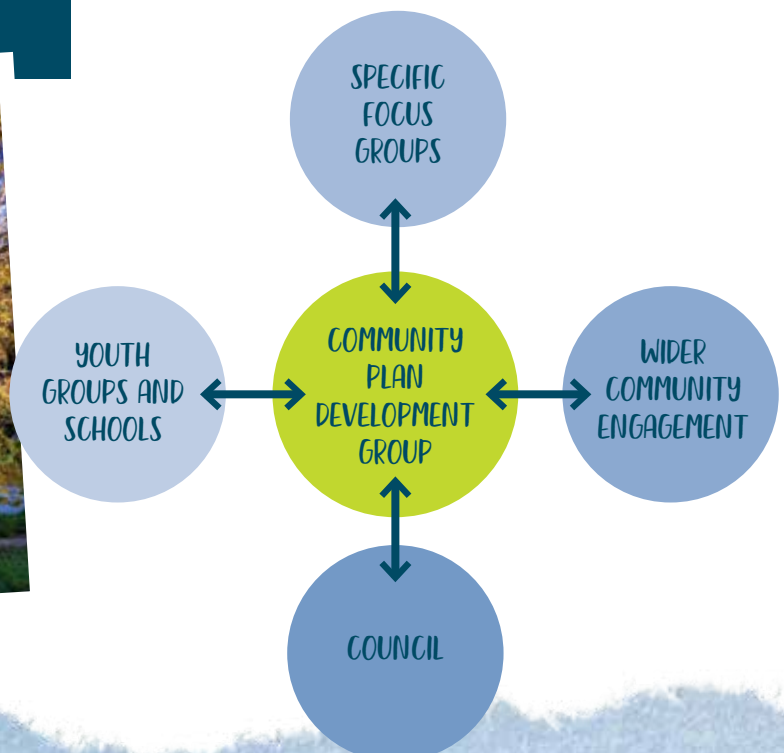
The community planning process was a project facilitated by Fraser Coast Regional Council's Community Development and Engagement team. Council commenced the project by calling for expressions of interest from community members in forming a Community Plan Development group, in keeping with the approach of building community ownership over the process.

The Community Plan Development Group

In August 2019 Council sought expressions of interest from members of the community, seeking people who have a vision for the Burrum Heads Community and a drive to enable change.

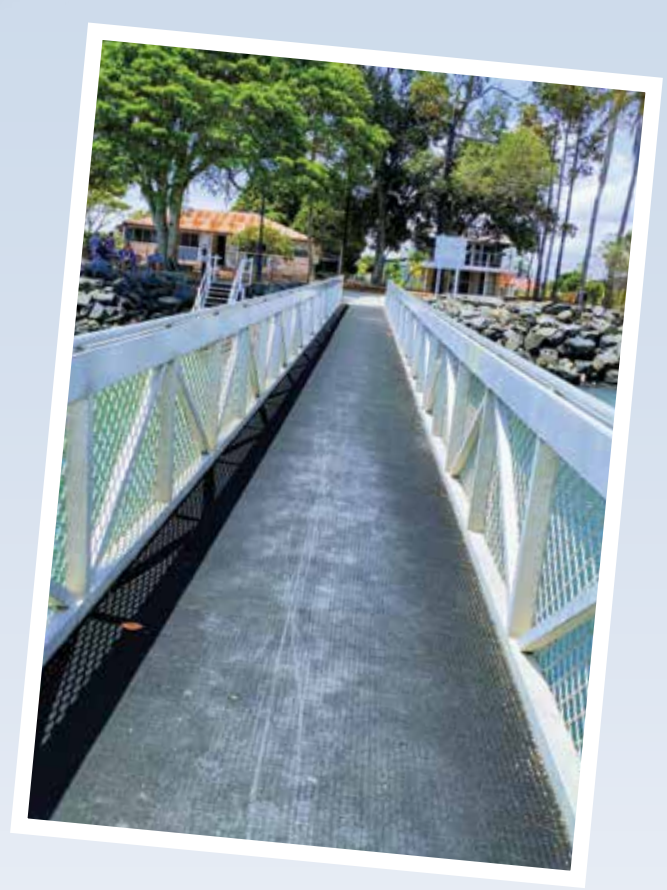
The purpose of the group was to:

- ✓ Set the foundation of the community plan
- ✓ Drive community planning by the community, in line with Asset Based Community Development principles
- ✓ Establish a Community point of reference for the planning process



The role of participants was to:

- ✓ Drive the community planning process
- ✓ Identify key stakeholders and focus groups
- ✓ Champion the plan in the community and promote the collaborative work undertaken to build a collective vision for their community
- ✓ Work with Council to facilitate focus groups with specific stakeholders
- ✓ Provide local knowledge, history and insights to assist in the planning process
- ✓ Becoming a local source of knowledge on the community plan for local residents
- ✓ Identify and develop components that form the Community Plan
- ✓ Review community feedback and adapt plan as required



The Planning Process

The community planning process was undertaken with 5 keys stages.



STAGE ONE

An initial inception meeting was held in October 2019 and provided an opportunity for the group to understand the purpose of community planning and its importance for the future prosperity of a community. As a group we looked at the pillars of a healthy and strong community and the methodology of asset-based community development and community led change.

The initial meeting also provided the platform for discussion on how, as a group, we wanted the process to be delivered, including the key elements of stakeholder identification and wider community engagement and consultation. In the initial meeting we worked on stakeholder mapping, identifying key stakeholders in the engagement process and in the future development of our community. We identified, within the mapping process, the levels of influence and interest and planned out a process for engaging the stakeholders appropriately.

STAGE TWO

In the second stage of the process we:

- Workshopped the vision of the community
- Identified community strengths, weaknesses, opportunities, and threats
- Explored the look and feel of the community now and our aspirations for the future
- Identified the values we hold as a community
- Identified and confirmed what we feel is important for Burrum Heads



STAGE THREE

In this stage of the project we undertook community wide engagement to get feedback and input into the information workshopped in stage two. The wider community engagement consisted of the following activities:

- Open house at the Howard and Burrum Heads markets
- Community survey
- Information on the Fraser Coast Engagement Hub site

STAGE FOUR

In the fourth stage of the project the Community Plan Development Group gathered to review all the content received from the wider consultation process. The group then worked on assessing all the feedback, sorting and refining the content, identifying the key community objectives, and identifying key goals.

STAGE FIVE

In stage four of the project we presented the draft community plan to the identified key stakeholders to gain further feedback on the information collected in stages two and three. From the feedback identified necessary adjustments were made to the document. We then undertook the process of further community consultation, presenting the draft plan for community consideration and comment. Feedback was then taken into consideration and final adjustments were made where necessary.

The community is grateful for the material assistance of Council and the guidance offered to ensure that we as a community own this Plan.



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The Burrum Heads Community Plan has been developed in partnership with the Fraser Coast Regional Council, Burrum Heads Community Plan Development Group, and residents of the Burrum Heads Community.

