



# WILLIAM CREEK Community Plan

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August 2001

## Table of Contents

1. BACKGROUND .....	3
2. THE VISION .....	4
3. KEY ISSUES.....	5
4. MARKET SEGMENTATION.....	6
5. THE STRATEGIES .....	9
KEY AREA 1: MARKETING .....	9
KEY AREA 2: PRODUCT DEVELOPMENT .....	11
KEY AREA 3: INFRASTRUCTURE .....	13
KEY AREA 4: VISITOR SERVICES .....	15
6. ACTION SHEETS .....	17

## 1 . BACKGROUND

William Creek was named in November 1859 by explorer John Stuart during his expeditions in the area. William was the second son of John Chambers, a pioneer pastoralist of South Australia and a strong ally of Stuart.

Once part of the Ghan Railway Line, William Creek has always been a very small town, even at its peak there was just a few cottages, a small school and a Hotel-store. Just opposite the settlement lies the largest and most famous cattle station in the world, Anna Creek. The property is 23,880 square kilometres, approximately a quarter of the size of England.

Strategically positioned as the closest town to one of the world's unique environmental attractions, Lake Eyre, it is experiencing elements of growth due to increased environmental awareness and the increasing popularity of the South Australian Outback.

The transition of smaller towns from economic weakness to one of strength comes about when communities actually face the challenge of self-reliance, and decide, often in very different ways, how to move their economy forward.

This collective stocktaking and reappraisal often takes place against a backdrop of economic uncertainty when the promise of success and the threat of failure can be very real.

Frequently, strategic planning arises when these small communities come face to face with the fact that they are on their own, either because they have already moved decisively toward independence and must assume the economic challenge that comes with that, or because the non-viability of the traditional economy drives them to it. In either case, the political and economic dimensions of the problem are inextricably intertwined.

William Creek is ideally positioned on the Oodnadatta track, approximately halfway between Oodnadatta and Marree, to further capitalise on the growing Tourism market.

Collins Anderson Management has been commissioned to produce a community plan for the people of William Creek. The plan draws heavily on the experience and ideas of the local community with an aim to identify key strategies and actions that have the potential to achieve their vision.

Specifically this plan will provide William Creek with:

- A Vision
- Identification of key issues
- Development of strategies, actions and priorities to achieve outcomes
- Identification of funding sources

William Creek is already making it's own positive impact on the world around them through the collective drive a few strong community and business leaders. This plan, incorporates the collective vision and desires of this small but pro-active community

## 2. THE VISION

### The town of William Creek will:

- be a high priority destination for domestic and international travellers to the outback, offering a diverse range of products and providing essential and appropriate high quality facilities
- work together to achieve maximum value adding from tourism to ensure the prosperity of the community



### **3. KEY ISSUES**

- 3.1. There is a need for improved emergency services (road accidents, SES, access in wet weather)
- 3.2. Telecommunications are ineffective
- 3.3. All weather airstrip required
- 3.4. Quality and quantity of water supply
- 3.5. Insufficient visitor information
- 3.6. Landscaping at appropriate locations is required
- 3.7. Air fuelling facility is an opportunity
- 3.8. Utilisation of Lake Eyre for promotion
- 3.9. Integrated approach to promotion and marketing
- 3.10. There is no clear blueprint for the future
- 3.11. Additional capital is required for further investment
- 3.12. Cross outback towns promotion
- 3.13. Unique Hotel is an attraction
- 3.14. Established air charter business an asset
- 3.15. Improving level of accommodation and facilities
- 3.16. Power is supplied solely by individual generators (i.e. no town supply)
- 3.17. Coordinated camel groups "safaris"
- 3.18. Increased promotion to four wheel drive tourism industry

## 4 . MARKET SEGMENTATION

The link between William Creek our pioneering history and the development of the Outback is strong. The term “outback” is loosely used by a number of various stakeholders and yet little evidence of definitions or criteria is documented. One definition utilised in a report prepared by the Outback Queensland Tourism Authority is:

*“The Outback is much more than a geographical region. “The Outback” conjures up images of the real Australia in the mind of the consumer. In the Outback you can satisfy your need for adventure, experience the pioneering spirit and unique Australian heritage, culture and folklore. The Outback allows the consumer to experience a way of life that has become symbolic of Australia”.*

William Creek, its historical past, its unique Pub, its location to station life and the beautiful Lake Eyre has the right ingredients to present this unique way of life to those of us who want to experience what made Australia great.

There is no shortage of people looking for the 'Outback' experience. Already the Outback of South Australia attracts 77,000 intrastate visitors, mostly from Adelaide, and 114,000 interstate visitors, mostly from Victoria and NSW, per year. An estimated 45,000 people visited the region from overseas in 1999, the majority of international visitors coming from Central Europe, the UK and Ireland. The average visitor will stay approximately three nights in the Outback. The South Australian Tourism Commission predicts that the number of visitors is expected to grow at a steady rate over the next five years especially in the interstate and international markets.

The peak occupancy for Outback areas is in July, August and September. Average occupancy in 1999 was 40%.

The key market segments attracted to the town of William Creek are:

### 4 Wheel Drive and Soft Adventure

The residents of William Creek identified retired couples from NSW and Victoria, particularly Melbourne, travelling by four-wheel drive as a major market segment. They stay or pass through William Creek all year round but numbers are highest between April and November.

School holiday periods in March and July see the arrival of younger families' also utilising four-wheel drive transportation.

International visitors utilise four-wheel drive and campervan style hire vehicles to tour the Outback. These visitors will generally stop over in William Creek for the night.

### **Nature Based**

Whilst the majority of visitors to William Creek are four-wheel drive enthusiasts, the natural attractions of Lake Eyre provide additional motivation to extend stays in the area.

Approximately 80% of four-wheel drive visitors to William Creek will also visit Lake Eyre either by road, by air or both.

The bird-life of Lake Eyre and surrounding creeks attracts bird-watchers especially upon the filling of the Lake.

### **Nostalgia and Heritage**

A major motivation for stopping in William Creek is to visit the William Creek Hotel. It is an original 1800's pub and provides a rare insight into the Outback history of the country. The Hotel is filled with paraphernalia left behind from thousands of visitors.

The local museum provides visitors with some additional historical articles and equipment for their enjoyment.



Museum

**Coach/Touring Sectors- grey, middle Australia, international, backpacker**

The summer months attract more international visitors to William Creek. The majority of international visitors travel in backpacker coaches and are predominantly Dutch, German, Swiss or Austrian. Approximately four, backpacker coaches visit William Creek three times per week. These smaller coaches generally carry 20 people and set up camp in the William Creek camping ground.

Large tour coaches are infrequent visitors but do travel through at various times throughout the year. These visitors tend to take four-wheel drive or flight tours of Lake Eyre.

The major activities sought by visitors to William Creek include:

- 4WD driving
- Sightseeing (Lake Eyre)
- Photography (landscape, flora and fauna)



Scenic Flight over Lake Eyre



## 5. THE STRATEGIES

### Key Area 1: Marketing

#### Introduction

William Creek's competitive advantage is its proximity and access to Lake Eyre. There is an opportunity to market a dual concept of experiencing real outback and visitation to Lake Eyre.

This concept of linking the Outback Image with that of Lake Eyre should be promoted in the development of the town's branding and logo. There is a definite opportunity for William Creek to create some form of ownership of the "Lake Eyre" brand.

Whilst it is accepted that people are normally travelling "elsewhere" in the region; the town's historical pub, access to Lake Eyre and ever improving facilities are positives that should encourage market segments to stop over. The continued promotion and development of these factors will enhance William Creek's profile in Outback Tourism.

Focusing the promotion of William Creek to the identified tourist market segments will be an important marketing direction. Increased promotion of William Creek and the Oodnadatta Track to retirees in NSW and Vic, particularly in Melbourne, is one desirable outcome. The development of promotional material aimed at the international backpacker market will also be of importance.

The existing air charter industry "Wrightsair" has already provided an economic boost to the local community through increased visitation and employment. The continued and increased promotion of the air charter products should be a cornerstone of the town's marketing direction.

The "Dingo Café" is a relatively new and well managed local business that provides a diversity of goods and services to travellers. There is an opportunity for close promotional linkages with the William Creek Hotel and Wrightsair to enhance the tourism potential of the town.



Dingo Café

## Key Strategies

	<b>Priority (1-5)</b>
1.1 Integrate Lake Eyre branding to all town marketing and promotional material to differentiate from other towns ie promote its uniqueness	1
1.2 Develop common marketing material that promotes the Hotel, Wrightsair and Dingo's Café and associated tourism products.	1
1.3 Link visitation of Lake Eyre with "Year of the Outback" through media and Tourism SA	1
1.4 Promote the uniqueness of the "Pub" in association with the beauty of Lake Eyre	1
1.5 Provide high quality marketing information to existing web pages promoting the products of the town	2
1.6 Develop tourism opportunities in conjunction with Anna Creek station	3
1.7 Liaise with other Outback Towns especially Marree, Oodnadatta, Marla and Mintabie regarding joint promotion, marketing and advertising to leverage more visitors (including combined brochure)	1
1.8 Encourage OACDT to increase the influence of Outback Towns on key Tourism SA initiatives, policy and committees	1
1.9 Promote the "alterative route" concept to Alice Springs with other towns in a coordinated fashion	2
1.10 Promote tourism opportunities for four-wheel drive tourists in association with four wheel drive organisations	3
1.11 Prepare and distribute promotional material that is targeted at specific market segments	2

## Key Area 2: Product Development

### Introduction

There are two classifications of product that relate to the William Creek tourist experience. There is the 'intangible product' that consists of a mixture of the local heritage, history, unique environment, the lifestyle and traveller experiences. The second 'tangible' product is the accommodation, transport options, tours, attractions, events and interpretive centres.

The 'tangible' product must be developed in order to capitalise on the 'intangible' products.

The development of an integrated tourism package product consisting of accommodation and road and/or air tours should be a priority of the town. Tours of Lake Eyre should be promoted utilising William Creek for accommodation.

Small coach travel currently provides the town with approximately 80 visitors three times a week. These visitors tend to stay in the town overnight and do not visit Lake Eyre. There is an opportunity to promote tours of Lake Eyre to backpackers.

A significant proportion of visitors to William Creek comes via the Oodnadatta Track in a four-wheel drive. This presents an excellent opportunity to develop and promote four wheel drive tracks in the vicinity of Lake Eyre.

The ecology of Lake Eyre and surrounds is extremely fragile. The extreme heat of the summer months makes survival of flora and fauna very difficult. The uniqueness of this natural environment is an attraction that could be incorporated into tourism products. The filling of the Lake system provides an even greater attraction as a result of vast array of bird life however the unpredictable nature of this occurrence makes tourism planning difficult.

Interpretive centres provide the means to communicate the culture, history, heritage and ecology of the area. The William Creek Hotel and the local museum provide good examples of the communication of the local culture, history and heritage. The provision of additional interpretive signage would add value to this. Development of more ecologically focussed interpretation should be linked to increased promotion of Lake Eyre.



William Creek Hotel

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**Key Strategies**

	<b>Priority (1-5)</b>
2.1 Integrate ground and air tours to Lake Eyre in tourism products	1
2.2 Develop package tours that incorporate a "fly in fly out" approach with ground tours to Lake Eyre and other places of interest available	1
2.3 Development of historical information, displays and interpretive signage	2
2.4 Promote the development of a guide to Lake Eyre	2
2.5 Increase procurement of grants to assist in product development	1
2.6 Implement coordinated camel safaris	2
2.7 Promote "old Oodnadatta Track" as a four wheel drive tour	1
2.8 Promote the "Burt" Stone as an attraction	2
2.9 Utilise "Outback" feel of William Creek Hotel to attract visitors	1
2.10 Promote the William Creek Gymkhana as a major event	2
2.11 Link tour products to the "Year of the Outback" celebrations	1
2.12 Investigate the feasibility of restoring a small section of the "Ghan" railway	3

## Key Area 3: Infrastructure

### Introduction

Both local residents and visitors to William Creek require appropriate infrastructure. This includes airport, roads, water, power, communication, sewerage, parks and gardens and retail facilities. Public and private investment in the provision of appropriate infrastructure is an essential element of improving the economic viability of the town.

The sealing of the airstrip will maximise the location advantage, in respect to Lake Eyre, of the town by enabling the access of larger passenger aircraft. It will facilitate the full exploitation of the current airport infrastructure, which includes a refuelling station and existing charter business. A bituminised airport would have the additional benefit of all weather access to William Creek.

At present the water supply is maintained and operated by the Hotel. To ensure the water supply meets the needs of a growing community it would be beneficial for an alternative supply owned and operated by the Progress Association to be developed.

Regular 'dropping out' of the telephone line has hindered telecommunications in William Creek. The problems with the telephone line are seemingly improving as a result of recent efforts of Telstra. Internet speeds over the telephone line are extremely slow. Telstra has committed to address the problem through the installation of satellite technology that should be on-line by the end of 2002.

Power is currently supplied to the town via four diesel generators. This method is reliable and supported by back-up generators however the cost of fuelling the generators is expensive.

Improvements in the aesthetics of the town are beneficial to the quality of life of residents and enhancing the visitor experience. Opportunities exist in the implementation of initiatives such as enhancing the visual attractiveness of entry points to the town and developing 'stopping points' within the town including shade, landscaping, toilets and tourist information.



Public Toilets

**Key Strategies**

	<b>Priority (1-5)</b>
3.1 Seek funding to bituminise the airstrip	1
3.2 Source grant funding for priority infrastructure improvements	1
3.3 Upgrade the water supply in conjunction with the Outback Areas Community Development Trust	2
3.4 Investigate the feasibility of establishing a desalination plant	3
3.5 Prioritise and develop an implementation plan for the greening of specific areas	1
3.6 Design and implement a landscaping plan for the airport perimeter	1
3.7 Develop and improve entrance features of the town	1
3.8 Investigate the feasibility of establishing an alternative energy supply	1

## Key Area 4: Visitor Services

### Introduction

Visitor services include all those services that tourists will require when visiting the area. They include service stations, general store, food and beverage outlets, tourist information services, accommodation and emergency services.

William Creek has a good standard of visitor services provided by the Hotel and Dingo's Cafe. Personnel are also aware of the importance of tourism to the town; they market local attractions well and provide a friendly service.

Aside from local knowledge, the standard of tourist information services requires improvement. The establishment of interpretive signage and visitor information material will assist in motivating visitors to see local attractions as well as enhancing the 'visitor experience'.

The Hotel and Dingo's Cafe provide accommodation in William Creek. The Hotel provides cabin type accommodation, as does Dingo's Cafe. There are also serviced camping grounds provided behind Dingo's Cafe.



William Creek Camping Ground

**Key Strategies**

		<b>Priority (1-5)</b>
4.1	Lobby for the improvement of emergency services and training	1
4.2	Improve the standard of interpretive and historical signage and the visitor information centre	1
4.3	In association with other Outback Towns undertake Tourism Training for residents	1
4.4	Increase and improve the standard of accommodation available in William Creek	3



## 6. ACTION SHEETS

The following action sheets detail the specific actions required to achieve strategies. The action sheets have been prepared for the high priority strategies developed under each individual heading of marketing, product development, infrastructure and visitor services. These strategies are to be completed over the first three years of plan.



William Creek Main Street

# ACTION SHEET

## KEY AREA 1: Marketing

(Priority 1-5)

**STRATEGY** 1.1 Integrate Lake Eyre branding to all town marketing and promotional material to differentiate from other towns ie promote its uniqueness

1

**AREAS IMPACTED:**

1

2

3

4

**ISSUES ADDRESSED**

3.8
-----

**ACTIONS**

No	Description	Time	Resp	\$ Res
1.1.1	Develop concept for town brand that incorporates the Lake Eyre image	Oct 01	WCPA	
1.1.2	Source funding for the design of the town brand	Oct 01	WCPA / OACDT	
1.1.3	Design town brand	Nov 01	WCPA / OACDT	2,000
1.1.4	Incorporate town brand into promotional material	Cont.	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 1: Marketing

(Priority 1-5)

**STRATEGY** 1.2 Develop common marketing material that promotes the Hotel, Wrightsair and Dingo’s Café and associated tourism products. 1

**AREAS IMPACTED:** 1 2 3 4

**ISSUES ADDRESSED**

3.9
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**ACTIONS**

No	Description	Time	Resp	\$ Res
1.2.1	Develop and collate individual marketing information	Nov 01	WCPA	
1.2.2	Integrate individual marketing information into single format	Nov 01	WCPA	
1.2.3	Source funds for the professional design and printing of marketing material	Dec 01	WCPA / OACDT	
1.2.4	Finalise development of marketing material	Jan 02	WCPA / OACDT	5,000

# ACTION SHEET

## KEY AREA 1: Marketing

(Priority 1-5)

**STRATEGY** 1.3 Link visitation of Lake Eyre with "Year of the Outback" through media and Tourism SA

1

**AREAS IMPACTED:**

1

2

3

4

**ISSUES ADDRESSED**

3.8
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**ACTIONS**

No	Description	Time	Resp	\$ Res
1.3.1	Liaise with Tourism SA to incorporate Lake Eyre into "Year of the Outback" promotions	Cont	WCPA / OACDT	
1.3.2	Identify appropriate media for co-promotion of Lake Eyre and Year of the Outback	Nov 01	WCPA / OACDT	
1.3.3	Promote Lake Eyre through the media in association with Year of the Outback	Cont	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 1: Marketing

**STRATEGY** 1.4 Promote the uniqueness of the "Pub" in association with the beauty of Lake Eyre **(Priority 1-5)**  
1

**AREAS IMPACTED:** **1** **2** **3** **4**

**ISSUES ADDRESSED**

3.8	3.13
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**ACTIONS**

No	Description	Time	Resp	\$ Res
1.4.1	Ensure the 'pub' and Lake Eyre are included in the town's promotional material	Cont.	WCPA	
1.4.2	Incorporate the pub and Lake Eyre into town brand	Oct 01	WCPA	

# ACTION SHEET

## KEY AREA 1: Marketing

(Priority 1-5)

**STRATEGY** 1.7 Liaise with other Outback Towns especially Marree, Oodnadatta, Marla and Mintabie regarding joint promotion, marketing and advertising to leverage more visitors (including combined brochure)

1

**AREAS IMPACTED:**

1                      2                      3                      4  
                                                                 

**ISSUES ADDRESSED**

3.9	3.12
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**ACTIONS**

No	Description	Time	Resp	\$ Res
1.7.1	Organise meeting of progress associations to discuss joint marketing opportunities	Dec 01	OACDT	
1.7.2	Develop joint marketing and promotion plan	Jan 02	OACDT	
1.7.3	Implement joint marketing and promotion plan	Mar 02	OACDT	

# ACTION SHEET

## KEY AREA 1: Marketing

(Priority 1-5)

**STRATEGY** 1.8 Encourage OACDT to increase the influence of Outback Towns on key Tourism SA initiatives, policy and committees 1

**AREAS IMPACTED:** 1 2 3 4

**ISSUES ADDRESSED**

3.12

**ACTIONS**

No	Description	Time	Resp	\$ Res
1.8.1	Write to OACDT to encourage representation on Tourism SA committees	Oct 01	WCPA	
1.8.2	Provide comment on policy on behalf of Outback towns	Cont.	OACDT	

# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.1 Integrate ground and air tours to Lake Eyre in tourism products 1

**AREAS IMPACTED:** 1  2  3  4

**ISSUES ADDRESSED**

3.8	3.14
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**ACTIONS**

No	Description	Time	Resp	\$ Res
2.1.1	Facilitate meeting between local tourism operators	Nov 01	WCPA	
2.1.2	Develop tourism packages that incorporate either a ground or air tour of Lake Eyre	Nov 01	WCPA	
2.1.3	Develop promotional material	Jan 02	WCPA / OACDT	
2.1.4	Promote tourism packages	Cont.	WCPA / OACDT	



# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.2 Develop package tours that incorporate a "fly in fly out" approach with ground tours to Lake Eyre and other places of interest available

1

**AREAS IMPACTED:**

**1**

**2**

**3**

**4**

**ISSUES ADDRESSED**

3.8	3.14	
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**ACTIONS**

No	Description	Time	Resp	\$ Res
2.2.1	Facilitate meeting with Wrightsair and ground tour operator	Nov 01	WCPA	
2.2.2	Develop tourism packages that incorporate flights to and from William Creek with ground tours	Nov 01	WCPA	

# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.5 Increase procurement of grants to assist in product development 1

**AREAS IMPACTED:** 1  2  3  4

**ISSUES ADDRESSED**

3.11
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**ACTIONS**

No	Description	Time	Resp	\$ Res
2.5.1	Identify possible sources of grant funding	Oct 01	WCPA / OACDT	
2.5.2	Prepare funding submissions	Cont.	WCPA / OACDT / NRDB	
2.5.3	Monitor grant sources for new funding programs	Cont.	WCPA / OACDT / NRDB	

# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.7 Promote "old Oodnadatta Track" as a four wheel drive tour 1

**AREAS IMPACTED:** 1  2  3  4

**ISSUES ADDRESSED**

3.18

**ACTIONS**

No	Description	Time	Resp	\$ Res
2.7.1	Incorporate "old Oodnadatta Track" into existing promotional material and new promotional material	Cont.	WCPA / OACDT	
2.7.2	Promote the "old Oodnadatta Track" to local four wheel drive tour operators	Nov 01	WCPA	
2.7.3	Liaise with Tourism SA to include "old Oodnadatta Track" in promotional material	Cont.	OACDT	

# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.9 Utilise "Outback" feel of William Creek Hotel to attract visitors 1

**AREAS IMPACTED:** 1  2  3  4

**ISSUES ADDRESSED**

3.13
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**ACTIONS**

No	Description	Time	Resp	\$ Res
2.9.1	Develop specific William Creek Hotel promotional material	Jan 02	WCPA / OACDT	
2.9.2	Ensure that the new marketing material is incorporated into web sites and other initiatives	Cont.	WCPA / OACDT	
2.9.3	Look at joint promotion of William Creek Hotel with other outback hotels e.g. Daly River Hotel, Birdsville Hotel	Oct 02	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 2: Product Development

(Priority 1-5)

**STRATEGY** 2.11 Link tour products to the "Year of the Outback" celebrations

1

**AREAS IMPACTED:**

**1**

**2**

**3**

**4**

**ISSUES ADDRESSED**

3.12

**ACTIONS**

No	Description	Time	Resp	\$ Res
2.11.1	Utilise the themes of the Year of the Outback celebrations in the development and promotion of tour products	Cont.	WCPA	
2.11.2	Liaise with Tourism SA to include tour products in "Year of the Outback" promotional material	Cont.	WCPA / OACDT	
2.11.3	Promote tourism products in conjunction with "Year of the Outback" media promotions	Cont.	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 3: Infrastructure

**(Priority 1-5)**

**STRATEGY** 3.1 Seek funding to bituminise the airstrip

1

**AREAS IMPACTED:**

**1**

**2**

**3**

**4**

**ISSUES ADDRESSED**

3.3	3.7	3.11	3.14
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**ACTIONS**

No	Description	Time	Resp	\$ Res
3.1.1	Identify possible sources of funding	Oct 01	WCPA / OACDT	
3.1.2	Prepare funding submissions	Dec 01	WCPA / OACDT / NRDB	

# ACTION SHEET

## KEY AREA 3: Infrastructure

**(Priority 1-5)**

**STRATEGY** 3.2 Source grant funding for priority infrastructure improvements

1

**AREAS IMPACTED:**

**1**                      **2**                      **3**                      **4**  
                                                                 

**ISSUES ADDRESSED**

3.3	3.4	3.6	3.11	3.15
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**ACTIONS**

No	Description	Time	Resp	\$ Res
3.2.1	Identify and prioritise infrastructure improvements	Feb 02	WCPA / OACDT	
3.2.2	Identify funding sources	Mar 02	WCPA / OACDT	
3.2.3	Prepare funding submissions	Apr 02	WCPA / OACDT / NRDB	

# ACTION SHEET

## KEY AREA 3: Infrastructure

**STRATEGY** 3.5 Prioritise and develop an implementation plan for the greening of specific areas **(Priority 1-5)** 1

**AREAS IMPACTED:** 1 2 3 4

**ISSUES ADDRESSED**

3.6

**ACTIONS**

No	Description	Time	Resp	\$ Res
3.5.1	Identify and prioritise specific areas for greening	Jan 02	WCPA	
3.5.2	Develop an implementation plan for greening specified areas	Jan 02	WCPA	



# ACTION SHEET

## KEY AREA 3: Infrastructure

(Priority 1-5)

**STRATEGY**    3.6    Design and implement a landscaping plan for the airport perimeter    1

**AREAS IMPACTED:**                      **1**                      **2**                      **3**                      **4**  
                                                                     

**ISSUES ADDRESSED**

3.6

**ACTIONS**

No	Description	Time	Resp	\$ Res
3.5.1	Develop concept for the landscaping of the airport perimeter	Mar 02	WCPA	
3.5.2	Develop landscaping plan	Apr 02	WCPA / OACDT	
3.5.3	Source funds for the implementation of the landscaping plan	May 02	WCPA / OACDT	
3.5.4	Implement landscaping plan	Jul 02	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 3: Infrastructure

(Priority 1-5)

**STRATEGY**    3.7    Develop and improve entrance features of the town    1

**AREAS IMPACTED:**                      1                      2                      3                      4  
                                                                      

**ISSUES ADDRESSED**

3.6
-----

**ACTIONS**

No	Description	Time	Resp	\$ Res
3.7.1	Develop concept for entrance features	Jul 02	WCPA	
3.7.2	Develop staged implementation plan	Jul 02	WCPA	
3.7.3	Source funding for implementation of plan	Aug 02	WCPA / OACDT	
3.7.4	Implement staged improvement plan	Sep 02	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 3: Infrastructure

(Priority 1-5)

**STRATEGY** 3.8 Investigate the feasibility of establishing an alternative energy supply 1

**AREAS IMPACTED:** 1  2  3  4

**ISSUES ADDRESSED**

3.16
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**ACTIONS**

No	Description	Time	Resp	\$ Res
3.8.1	Source funds to undertake feasibility study	Sep 02	WCPA / OACDT	
3.8.2	Employ consultant to undertake feasibility study	Oct 02	WCPA / OACDT	5,000

# ACTION SHEET

## KEY AREA 4: Visitor Services

(Priority 1-5)

**STRATEGY**    4.1    Lobby for the improvement of emergency services 1

**AREAS IMPACTED:**                      1                      2                      3                      4  
                                                                                 

**ISSUES ADDRESSED**

3.1

**ACTIONS**

No	Description	Time	Resp	\$ Res
4.1.1	Meet with representatives of the Police, State Emergency Service and Country Fire Service to discuss emergency service provision	Mar 02	OACDT	
4.1.2	Continue to lobby government for increased emergency services	Cont.	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 4: Visitor Services

(Priority 1-5)

**STRATEGY** 4.2 Improve the standard of interpretive and historical signage and the visitor information centre 1

**AREAS IMPACTED:** 1 2 3 4

**ISSUES ADDRESSED**

3.5
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**ACTIONS**

No	Description	Time	Resp	\$ Res
4.2.1	Meet with SA Tourism Commission to discuss signage and tourist information	Aug 02	WCPA / OACDT	
4.2.2	Lobby SA Tourism for improved signage	Cont.	WCPA / OACDT	

# ACTION SHEET

## KEY AREA 4: Visitor Services

(Priority 1-5)

**STRATEGY** 4.3 In association with other Outback Towns undertake Tourism Training for residents

1

**AREAS IMPACTED:**

1

2

3

4

**ISSUES ADDRESSED**

3.15

**ACTIONS**

No	Description	Time	Resp	\$ Res
4.3.1	Identify training providers	Oct 02	WCPA / NRDB	
4.3.2	Co-ordinate training with other Outback Towns	Nov 02.	OACDT / NRDB	
4.3.3	Facilitate training workshops	Dec 02	OACDT / NRDB	