

Devonport City Council



The City with Spirit



East Devonport Community Plan Review

1. Purpose

The purpose of the East Devonport Community Plan is to provide a strategic approach to meeting the changing and diverse needs of the East Devonport and surrounding community, as well as enhancing its economic, social, cultural, and environmental sustainability.

The Plan will assist in guiding investment in East Devonport by Devonport City Council and the community to help achieve Devonport's Vision, as articulated in Devonport's Strategic Plan 2009-2030:

Devonport will be a thriving and welcoming regional City living lightly by river and sea.

- ***Strong, thriving and welcoming regional city*** - Devonport is a regional leader with a strong economy. It is a great place to live, work and play.
- ***Valuing the past, caring for the present, embracing the future*** - We have been shaped by a rich cultural heritage and enthusiastically embrace present challenges and future opportunities.
- ***Engaging the world*** – We have an outward focus and send quality products and experiences to the world. We welcome all peoples to share our beautiful City and all it offers.
- ***Living lightly by river and sea*** – We live lightly on our valued natural environment of clean rivers, waterways, beaches; rich agricultural and coastal landscapes so future generations can also enjoy this special place.

This Plan applies to improving services and facilities for residents and visitors of East Devonport, that is, the geographical area bounded by Bass Strait in the north, the Latrobe Council area in the east and south and the Mersey River in the west.



Background

The Eastern Shore Special Committee (now the East Devonport Special Interest Group), formed in 2002, aimed to improve the urban quality of East Devonport to a level consistent with that already experienced west of the Mersey River. In September 2004, a Devonport Eastern Shore Project Urban Design Framework (Connell Wagner Report) was finalised and guided the work of the Council and the Committee. Council engaged a full-time project officer, opened a project office in East Devonport, accessed and managed its own funding from local, state and federal government grants, totalling \$5.5m between 2002 and 2012. Regular consultation occurred between Council and the Committee, including making recommendations, reporting on activities and acquitting grants.

Enhanced infrastructure throughout the project included:

- Murray Street road works;
- Redevelopment of Wright Street;
- Underground power infrastructure in Murray and Wright Street; and
- Waterfront access.

The Devonport Eastern Shore Project Urban Design Framework has been superseded by this plan.

2. East Devonport Community

Household and family structure is one of the most important demographic indicators. It reveals the area's residential role and function, era of settlement and provides key insights into the level of demand for services and facilities as most are related to age and household types. The Australian Bureau of Statistics 2011 - Census of Population and Housing for East Devonport provides the following statistics.

East Devonport has a higher proportion of pre-schoolers and a lower proportion of people at post retirement age than Devonport City (refer Table 1).

- The Census population of East Devonport (north) in 2011 was 3,823, living in 1,729 dwellings with an average household size of 2.35.
- The Census population of Ambleside – East Devonport (south) in 2011 was 1,080, living in 437 dwellings with an average household size of 2.5.
- In Ambleside – East Devonport (South), 30% of households are made up of couples with children compared with 25% in Devonport City.
- 1,651 people living in East Devonport are employed.
- 305 people in East Devonport have a tertiary qualification.
- 12.0% of the East Devonport population report needing help in their day-to-day lives due to disability.

Table 1. Age Group by Years – East Devonport 2011

Age group (years)	No. East Devonport	% East Devonport	No. Devonport City	% Devonport City	Proportion of Devonport City %
Babies and pre-schoolers (0 to 4)	347	7.1	1,645	6.7	1.4%
Primary schoolers (5 to 11)	472	9.6	2,141	8.7	1.9%
Secondary schoolers (12 to 17)	423	8.6	2,072	8.4	1.7%
Tertiary education and independence (18 to 24)	407	8.3	1,930	7.8	1.7%
Young workforce (25 to 34)	524	10.7	2,684	10.9	2.1%
Parents and homebuilders (35 to 49)	904	18.4	4,752	19.3	3.7%
Older workers and pre-retirees (50 to 59)	624	12.7	3,247	13.2	2.5%
Empty nesters and retirees (60 to 69)	618	12.6	2,942	12.0	2.5%
Seniors (70 to 84)	491	10.0	2,547	10.3	2.0%
Elderly aged (85 and over)	95	1.9	655	2.7	0.4%
Total population	4,905	100.0	24,615	100.0	19.9%

Source: Australian Bureau of Statistics, Census of Population and Housing 2011. Compiled and presented in profile.id by .id, the population experts. <http://www.id.com.au>

3. Principles and Objectives

The following principles underpin the Plan:

- Provision of opportunities for residents to meaningfully participate in decision making processes that affect the community;
- Support individuals and communities through the provision of resources and fostering partnerships between individuals and within communities;
- Assist with the development of strong resilient communities that have the ability to identify and meet the communities' needs, achieve self reliance, contribute to solutions and support their own advocacy efforts.
- Prevention and early intervention are the most cost-effective techniques for managing community issues.
- The primary responsibility for coordinating the plan's implementation rests with Devonport City Council, but collective action is necessary where the problem transcends the capacity of Council to address it adequately. This may require a coordinated approach that involves all tiers of government, industry, business, service organisations and the community.
- A continuous and long-term commitment and efficient use of resources is necessary for building a sustainable community.

4. Community Collaboration

As highlighted above community involvement is a key principle underpinning the Plan. The priority was to develop a strategic framework to guide and support a future direction for East Devonport. A Community Development approach was undertaken to develop the plan, importantly recognising that the community is more than bricks and mortar or physical infrastructure. Emphasis has been placed on understanding the values, needs and aspirations of residents, community, Council, visitors, businesses and other appropriate stakeholders for the benefit of all involved.

In line with the Devonport City Council Community Engagement Policy a diverse range of stakeholders and the broader community were consulted in the development of this document, including community members, local services, schools and retail representatives.

A community workshop to involve stakeholders was held on 1 July 2013. Approximately 60 people attended the Forum, representing a diverse range of age, diversity and background.

Priority issues generated by participants can be found in the Consultation Outcomes Report. These issues and ideas generated at the workshop informed the development of the Draft Plan.



The Draft Plan was then endorsed by Council for further consultation. A second series of forums were then held to prioritise suggested actions, garner potential partners to deliver actions, and address any gaps. Two forums were held in November 2013 with 55 participants. In addition feedback was sought from residents via on-line and hard copy surveys. Council received 15 responses.

5. Roles and Responsibilities

A second key principle underlining the Plan involves the collaborative efforts of the East Devonport community, industry, business, community organisation and all tiers of government can result in building a strong community. This is especially the case when each sector's roles and responsibilities are understood and embraced. A range of individuals and organisations will provide resources to help meet the Plan's outcomes. The Council and the East Devonport Special Group will play pivotal roles in the Plan's implementation.

5.1 East Devonport Special Interest Group

The Special Interest Groups role and responsibilities are to:

- Identify the strategic needs/issues and direction and assist in the implementation of the East Devonport Community Plan;
- Actively advocate on behalf of and promote Community Plan initiatives;
- Work with the Council to attract funding and other resources in accordance with identified needs and the strategic direction of the Plan;
- Raise awareness of East Devonport's potential as a visitor attraction and business/retail hub;
- Engage residents in activities and programs related to the Community Plan.

5.2 Devonport City Council

Devonport City Council has a number of roles in implementing the Plan, as follows.

- **Information provider** - Council shares outcomes of projects and assists with information exchange and promotion.
- **Advocate** – Council advocates for issues of importance to rate payers and the wider community.
- **Regulator/Planner** – Council promotes a healthy and safe community through numerous Acts (for example Local Government ACT 1993) and through planning policy (for example development and implementation of this Plan).
- **Owner** - as the owner and manager of public land Council has an important investment in and impact on healthy landscapes.
- **Facilitator** - Council facilitates initiatives to build community by providing advice, coordinating and supporting effort and bringing together potential partners.

6. Implementation and Reporting

The East Devonport Special Interest Group will assist in overseeing the implementation of the Plan. Review of objectives will occur on an annual basis and align with Council Annual Plan and Estimates process, ensuring the allocation of resources to achieve the objectives is considered on an ongoing basis alongside a range of competing priorities of the Community.

Progress of the plan will be reported to Council within the action list of the Special Interest Group and be integrated into quarterly and annual corporate reporting of the Devonport City Council. Progress on the action plan will be communicated to residents via range of Council communication mediums which may include online, social media and the Community Newsletter.

Strategic Direction

A range of existing Devonport City Council policies and strategies complement the East Devonport Community Plan. These include:

- Open Space Policy 2013 and Plans;
- Community Engagement Policy;
- Community Safety Strategy;
- Devonport Signage Strategy; and
- Devonport Tourism Development Strategy.

The overarching strategic framework for guiding the implementation of the Plan is the Devonport Strategic Plan 2009-2030. Ten objectives have been identified through issues identified through community input. These provide Council and partners with a clear path forward for delivering the Plan's aims. Importantly, these are linked back to the Devonport Strategic Plan, enabling Council to deliver on its commitment to the community to build a **'Strong, thriving and welcoming regional City'**.

Strategic Objectives	Identified Issues	Link to DCC Outcome
1. Increased access and availability of transport services	Lack of accessible low cost transport options, especially on weekends; reduced participation by children, youth, families, low income earners, and seniors in activities due to cost and timetabling of public transport	4.6. Integrated health and wellbeing services and facilities accessible to all
2. Beautification which fosters a sense of place through planned infrastructure and enhanced landscaping	Perceived lack of trees, landscaping and maintenance; unattractive as a gateway to the state owing to industrial area.	3.2. Devonport's thriving visitor industry is developed around the water, natural beauty, location and agricultural advantages of the area
3. Increased economic viability	Limited retail offerings, insufficient cafes, empty buildings distract from the local environment	3.1. Devonport is the retail and service centre for North West Tasmania 3.5. Our economic progress continuously improves
4. Enhanced visitor experience	Limited tourism offering, no specific visitor information service, current signage inadequate, poor tourism signage to promote the city and East Devonport	3.2. As above
5. Improved use of existing recreational facilities to improve health and wellbeing	Low participation rate at existing Council owned facility, lack of activities to address needs of target groups	4.1. Sport and recreation facilities and programs are well planned with strong participation
6. Increased participation and engagement of young	Low participation rates in facilities, lack of activities for young people aged between 12 to 25	4.8. Young people are recognised, valued and connected to the community, allowing them to reach their full potential
7. Support quality of life and healthy living through affordability of fresh food	Limited knowledge of available services, cost of living and reduced access to affordable low cost fresh food for many families	4.5. Integrated health and wellbeing services and facilities are accessible to all
8. Increased awareness of existing services, and	Existing services unknown; a need to improve coordination of	4.5. As Above 4.6. An active, connected,

Strategic Objectives	Identified Issues	Link to DCC Outcome
advocacy for improved services	information and service infrastructure (e.g. gas and broadband)	empowered community promotes and values diversity and equity
9. Increased sense of safety in public areas through developing a vibrant sense of place	Higher level of vandalism and recidivism than other parts of Devonport; a need to increase events and festivals	4.2. A vibrant culture is created through the provision of cultural activities, events and facilities 4.4. Our community and visitors are safe and secure in all aspects
10. Enhanced engagement and local decision making	Residents desire a greater degree of involvement into decisions about East Devonport	5.2. Active and purposeful community engagement and participation is integral to our work

An action plan has been developed to meet these ten objectives, with the following components.

Component	Description
Objective	The change that must occur to reach the strategic direction and overall aim of the Strategy
Action	The activity or output to be undertaken
Responsibility	The Department in Devonport City Council that will lead the action - also lists key potential partners
Priority	<p>Actions assessed using two criteria:</p> <ol style="list-style-type: none"> 1. Level of importance / strategic impact (community benefit) 2. Ease of implementation (considering time, resources, complexity) <ul style="list-style-type: none"> • High: Critical importance, high impact, easy to implement. Complete within 1-2 years • Medium: Complimentary to existing services, high impact, more difficult to implement. Complete within 3-5 years • Low: Limited impact, difficult to implement. Complete within 5-10 years
Resources	<p>The level of human or financial resources required.</p> <p>A-OPEX: Annual operational expenditure by Council – staffing or operational resource allocated as part of the annual plan.</p> <p>F-OPEX : Future operational expenditure by Council – identified increased requirements for future consideration in annual allocation.</p> <p>A- CAPEX: 2015/16 allocated capital expenditure – identified infrastructure requirements of Council.</p> <p>F-CAPEX: Future capital expenditure – identified infrastructure requirements of Council.</p>

STRATEGIC ACTION PLAN

OBJECTIVE 1. Increased access and availability of transport services			
Action	Responsibility	Priority	Resources
Liaise with Phoenix Coaches to investigate increased services provision and a voucher system to increase sports participation of children, and transport options during school holidays	East Devonport Special Interest Group in partnership with Devonport Chamber of Commerce and Industry (DCCI), State Growth - DIER	High	DCC -Staffing
Continue to advocate for a subsidy for low income households to use the City Ferry	East Devonport Special Interest Group Phoenix Coaches	High	DCC -Staffing
Support and advocate for mentoring programs funding to assist learner drivers complete 50 hours driving practice as per licence requirements	Driver mentoring Tasmania Inc. DCC- Community and Cultural Development Department Devonport Chaplaincy East Devonport Special Interest Group Community Safety Special Interest Group	High	DCC -Staffing
Investigate a shuttle bus service linking shopping precincts and visitor attractions across City	Devonport Chamber of Commerce DCC – Marketing, Tourism and Recreation Department Bus operators State Government	High	DCC -Staffing
Investigate options for community service vehicles to be utilised to transport children to sporting activities; linking these services with private transport operators	East Devonport Community House Youth Family and Community Connections Phoenix Coaches	Medium	Staffing
Advocate for the review of bus shelters in East Devonport to determine the need to install additional bus shelters.	DCC- Community and Cultural Development Department DCC – Infrastructure and Works Department Phoenix Coaches State Government	Low	DCC -Staffing External funds

OBJECTIVE 2. Beautification which fosters a sense of place through planned infrastructure and enhanced landscaping

Action	Responsibility	Priority	Resources
Identify public art work which would give East Devonport a sense of identity	DCC- Community and Cultural Development Department East Devonport Special Interest Group Public Art Special Interest Group	High	A/F – CAPEX A/F - OPEX External funds
Review existing open space plans to identify opportunities for improved infrastructure and landscaping (especially in Pioneer Park, Wheeler St and Pardoe Beach)	DCC - Infrastructure and Works Department	Medium	A - OPEX F - CAPEX Service Clubs External funds
Identify and strengthen connections with the Council's Living City Plan, including investigating rebranding of East Devonport to reflect community values and aspirations	DCC- Community and Cultural Development Department DCC – Community Engagement & Communication Department East Devonport Special Interest Group	Medium	F – OPEX
Undertake conservation of the historic Cemetery located in Pioneer Park	East Devonport Special Interest Group St Paul's Anglican Church Community Service Clubs	Medium	External funds
Continue to monitor Port Access and advocate for improvements	East Devonport Special Interest Group TT-Line	Medium	Staffing
Advocate for beautification of Tarleton St as entry point to Tasmania	East Devonport Special Interest Group State Government	Medium	Staffing
Increase pedestrian access through the upgrade of connected foot / cycle paths as identified within Council's Pedestrian Strategy	DCC - Infrastructure and Works Department	Low	F - CAPEX
Maintain and replace Play space equipment per Council Asset Management Plans	DCC - Infrastructure and Works Department	Ongoing	A - OPEX F - CAPEX Service Clubs

Objective 3. Increased economic viability via enhanced retail offerings			
Action	Responsibility	Priority	Resources
Conduct consultation with retailers to assist with identifying opportunities	Devonport Chamber of Commerce and Industry East Devonport Retailers	High	Staffing
Promote opportunities for local business owners to participate in initiatives which assist with attracting and sustaining tenancies	Devonport Chamber of Commerce and Industry State Government DCC – Marketing, Tourism and Recreation Department	Medium	Staffing
Support opportunities for new development which foster local job growth	Devonport City Council Business community	Medium	Staffing
Advocate for installation of natural gas	Devonport City Council	Medium	Staffing

Objective 4. Enhanced visitor experience			
Action	Responsibility	Priority	Resources
Explore the viability of Wi-Fi hot spot	DCC - Marketing, Tourism and Recreation Department DCC – Information Technology Department State Government	High	DCC – Staffing A – CAPEX External Funds
Continue to explore opportunities such as Renew Devonport as visitor attractions in empty retail spaces	DCC - Business, Community and Corporate Services Portfolio	High	DCC - Staffing A- OPEX
Review of destination and visitor attraction signage / e-maps in line with Council Signage Strategy	DCC - Marketing, Tourism and Recreation Department DCC – Infrastructure and Works Department	Medium	DCC - Staffing
Improve access and promotion of the East Devonport Heritage Trail	DCC - Marketing, Tourism and Recreation Department DCC- Community and Cultural Development Department East Devonport Special Interest Group Devonport Maritime & Heritage Special Interest Group Service Clubs	Medium	External Funds Service Clubs
As requested distribute visitor information to local cafes and accommodation outlets; encourage retailers to become tourism ambassadors	DCC - Marketing, Tourism and Recreation Department	Ongoing	DCC - Staffing

Objective 5. Improved use of existing recreational facilities to improve health and wellbeing

Action	Responsibility	Priority	Resources
Consult with sporting clubs about running recruitment sessions / tasters / expanded rounds	DCC - Marketing, Tourism and Recreation Department East Devonport Special Interest Group	High	DCC - Staffing External
Work with sport and recreation providers to deliver activities in non-traditional settings. E.G. Sports clubs to deliver sessions at Kommunity Kids	DCC – Community and Cultural Development Department DCC - Marketing, Tourism and Recreation Department East Devonport Community House	High	DCC - Staffing
Investigate low cost arrangements with sporting clubs to increase participation of low income families	DCC – Community and Cultural Development Department DCC - Marketing, Tourism and Recreation Department	High	DCC - Staffing External
Review the East Devonport Recreation Centre operational model to increase access and participation	DCC - Marketing, Tourism and Recreation Department Sport and Recreation Strategic Special Committee	High	DCC - Staffing
Contact sporting clubs about gathering a collection of unwanted sporting gear	East Devonport Special Interest Group East Devonport Child and Family Centre Sports Clubs	Medium	External
Install outdoor fitness equipment	DCC – Community and Cultural Development Department DCC – Infrastructure and Works Department	Medium	External funds
Explore and seek funding for health and wellbeing programs for all ages	DCC – Community and Cultural Development Department DCC - Marketing, Tourism and Recreation Department	Medium	DCC - Staffing

Objective 6. Increased participation and engagement of young people

Action	Responsibility	Priority	Resources
Utilise social media and web sites to promote services and provide information to young people	DCC - Community and Cultural Development Department DCC – Community Engagement and Communications Department Youth, Family and Community Connections	High	Staffing
Connect youth with existing services.	Youth, Family and Community Connections	High	Staffing
Investigate community arts projects opportunities which celebrate youth culture and increase engagement	DCC - Community and Cultural Development Department	Medium	DCC – Staffing A – OPEX
Support community organisations to apply for funding for a youth participation officer	DCC - Community and Cultural Development Department East Devonport Community House Youth, Family and Community Connections	Medium	DCC – Staffing External funds

Objective 7. Support quality of life and healthy living through affordability of fresh food

Action	Responsibility	Priority	Resources
Promote information on affordable food to East Devonport residents	DCC - Community and Cultural Development Department East Devonport Community House, East Devonport Child and Family Centre	High	DCC - Staffing
Investigate the establishment of a public community garden	DCC - Community and Cultural Development Department East Devonport Special Interest Group	Medium	DCC - Staffing F – OPEX
Investigate the expansion of the East Devonport Community House community garden.	East Devonport Community House	Medium	External Funds In Progress
Investigate the use of the East Devonport Primary School or Baptcare kitchens as training facilities for youth and the unemployed	East Devonport Community House Baptcare East Devonport Primary School	Medium	Staffing

Objective 8. . Increased awareness of existing services, and advocacy for improved services

Action	Responsibility	Priority	Resources
Work with East Devonport Community House to review existing publications which promote services/clubs and activities	East Devonport Special Interest Group East Devonport Community House	High	DCC - Staffing
Consult with service providers about enhancing mental health and wellbeing initiatives	DCC - Community and Cultural Development Department Community organisations servicing East Devonport State Government	Medium	DCC - Staffing
Investigate the possibility of a “job find” centre connected with the Government hub centre - Centrelink, legal services etc	East Devonport Special Interest Group State Government Federal Government	Low	Staffing
Investigate establishment of community notice boards	East Devonport Special Interest Group DCC - Community and Cultural Development Department	Low	Staffing
Promote East Devonport Community House, Child and Family Centre and Childcare Services on Council web site	DCC - Communications and Media Department DCC - Community and Cultural Development Department	Ongoing	DCC - Staffing
Promote and coordinate partnership opportunities between stakeholders of East Devonport	East Devonport Special Interest Group	Ongoing	DCC - Staffing

Objective 9. Increased sense of safety in public areas through developing a vibrant sense of place			
Action	Responsibility	Priority	Resources
Investigate additional areas that would benefit from CCTV cameras	Community Safety Special Interest Group DCC - CCTV Working Group	High	DCC -Staffing F/A CAPEX
Continue to cooperate with Tasmanian Police to create positive police presence in East Devonport	Community Safety Special Interest Group Tasmania Police	High	DCC -Staffing A – OPEX
Approach Youth Family and Community Connections about running the “Respectful Relationships” course at East Devonport Primary	Community Safety Special Interest Group Youth, Family and Community Connections	High	Staffing A - OPEX
Support delivery of community Christmas activities / events in East Devonport	DCC - Community and Cultural Development Department DCC - Marketing, Tourism and Recreation Department East Devonport Special Interest Group	Ongoing	DCC -Staffing F/A - OPEX
Undertake a lighting audit to determine future requirements	DCC - City Infrastructure Department	Medium	DCC -Staffing
Aim to reduce the frequency of graffiti and vandalism through youth development activities	DCC - Community and Cultural Development Department Youth, Family and Community Connections East Devonport Community House Service Clubs	Medium	DCC -Staffing External funds
Investigate a cultural festival to recognise cultural diversity and to bring different cultures together	DCC - Community and Cultural Development Department	Medium	DCC –Staffing F/A - OPEX

Objective 10. Enhanced engagement and local decision making			
Action	Responsibility	Priority	Resources
Regularly engage with the community	East Devonport Special Interest Group DCC - Community and Cultural Development Department	Ongoing	DCC -Staffing
Increase promotion of activities	East Devonport Special Interest Group DCC - Community and Cultural Development Department	Ongoing	A – OPEX DCC -Staffing