

PICKERING BROOK AND SURROUNDS SUSTAINABILITY AND TOURISM STRATEGY

PRELIMINARY CONSULTATION SUMMARY

Community consultation is an integral part of preparing the **Pickering Brook and Surrounds Sustainability and Tourism Strategy**. In August and September of 2019, the Taskforce and Working Group invited the local community to participate in a survey questionnaire and face-to-face meetings. This preliminary consultation has captured key information on how the community perceives the potential expansion of the Pickering Brook townsite, existing and future tourism, and has helped identify local issues.

The Department of Planning, Lands and Heritage thanks everyone who participated. Further opportunity to comment will be provided as we progress with the Strategy.



1 Responses

The Working Group met individually with 69 local community members and groups, and received a total of 119 survey responses. 26 surveys were received from orchardists, other agricultural operators and business operators, and 67 surveys were from residents within the Study Area, with 60 per cent from Pickering Brook.

36 per cent of survey respondents also met individually with members of the Working Group during the public consultation period.

119 
SURVEY RESPONSES

69 

INDIVIDUAL 15 MINUTE
CONVERSATIONS WITH THE
COMMUNITY OVER 3.5 DAYS

2 Tourism

Survey participants were asked whether they thought the Pickering Brook and Surrounds Study Area had too much, the right amount, or not enough tourism activity. A total of 112 survey participants responded, with 52 per cent believing that the area does not have enough tourism activity, 43 per cent believing there is currently the right amount of tourism activity and with 5 per cent believing that there was too much tourism activity.

When asked about how increased tourism would affect the local community, Pickering Brook residents were generally receptive to more tourism activity, with 60 per cent being supportive.

70 PER CENT

OF ALL SURVEY RESPONDENTS
WERE GENERALLY SUPPORTIVE
OF INCREASED TOURISM.

Tourism **benefits** identified by survey participants included:

- ◆ Local employment opportunities
- ◆ Increased vibrancy
- ◆ Local business patronage
- ◆ Opportunity to diversify
- ◆ Revitalisation of Pickering Brook
- ◆ Improved local identity and direction
- ◆ Better facilities
- ◆ Retention of younger population
- ◆ Community spirit
- ◆ Increased awareness and recognition

Tourism **challenges** identified by survey participants included:

- ◆ Maintaining amenity
- ◆ Managing land use conflict
- ◆ Protecting agricultural production
- ◆ Traffic
- ◆ Anti-social behaviour
- ◆ Potential for light and noise pollution
- ◆ Maintaining rural character
- ◆ Changes to rural lifestyle
- ◆ Road navigation / legibility



3

Future Tourism

Survey participants were asked their opinion on what tourism activities would benefit the local community. A total of 115 survey participants responded and common answers included:



4

Key Issues

A range of issues were raised in both the survey responses and at the face-to-face meetings. Commonly raised issues can be grouped into six broad categories: **Pickering Brook, Processes, Environment, Agriculture, Tourism and Infrastructure**. These issues will need to be considered in a balanced manner that not only takes the broader context into account, but also considers how issues may be interrelated. Answers and comments included:

Pickering Brook	◆ Retirement facilities	◆ Short stay accommodation	◆ Unused rural land
	◆ Economic diversification	◆ Population and housing	◆ Location and scale of townsite
Processes	◆ Government requirements	◆ Approval processes	◆ Communication
Environment	◆ Middle Helena Water Catchment Area	◆ Bushfire risk	◆ Unique climatic conditions
Agriculture	◆ Land use conflict	◆ Loss of productive orchards	◆ Viability
	◆ Lot size	◆ Water availability	◆ Economic diversification
	◆ Protection of agricultural land	◆ Unauthorised access	◆ Unique climatic conditions
Tourism	◆ Scale and use	◆ Land use conflict	◆ Rural character and amenity
	◆ Tourist information	◆ Support and investment	◆ Anti-social behaviour
Infrastructure	◆ Upgrades	◆ Water availability	◆ Parking
	◆ Telecommunication	◆ Public transport	◆ Road use (freight trains and cyclists)

5

How is your feedback being used?

Community feedback is an integral part of the *Pickering Brook and Surrounds Sustainability and Tourism Strategy*. Your feedback is being used to inform the approach and the type of work that is undertaken, and will also inform recommended actions and proposals put forward by the Task Force and the Working Group.

