

# Orroroo

## Community Development Plan



October 2022



# Foreword



The Orroroo Community Development Action Plan was developed in partnership with the District Council of Orroroo Carrieton and Rural Aid. The plan provides the ideas, themes, strategies and actions to guide community led initiatives, decision making for infrastructure, community programs and service delivery over the coming years.

This plan draws alignment with Council's Strategic and Community Plan; Prosperity and Resilience. It is action based and as a roadmap for Orroroo's Growth and Sustainability, it is intended to deliver outcomes for the community.

## Dylan Strong

Chief Executive Officer

District Council of Orroroo Carrieton

# Acknowledgements



The formulation of this Community Development Plan was initiated and funded by **Rural Aid** as part of their 'Ten Towns' Makeover Initiative, of which Orroroo was a winner.

Facilitation of the community engagement process and preparation of the Plan was undertaken by Peter Kenyon from the Bank of I.D.E.A.S. assisted by Jen Curnow-Trotter from Rural Aid and coordinated by Jodie Bouilly, District Council of Orroroo Carrieton Community Projects Officer.

Special thanks to so many passionate Orroroo community members who gave so generously of their time, wisdom and experiences.



# Our Story



Situated in the Mid North of South Australia at the base of the spectacular Flinders Ranges, our community of 600 residents is a historic service centre town that retains much of its 1880s charm. It is situated approximately three hour's drive north of Adelaide and one hour to the east of Port Augusta. It is ideally located at the intersection of two major road transport routes from the eastern states, the Northern Territory and Western Australia.

Prior to non-Indigenous settlement, Orroroo was the home of the Ngadjuri Aboriginal people whose domain was the area to the east of the Flinders Ranges. The first settlers, John and James Chambers arrived in 1844, when they took up the 'Pekina Run' pastoral property that covered 320 square miles. The name 'Orroroo' was first used by an early pioneer, Charlie Easter who conducted a nearby coaching house which served travellers on the Burra-Blinman track. The true meaning of the word is uncertain with a variety of interpretations possible. This name was officially given in 1875 by the famous South Australian surveyor-general, George Goyder in 1875 when the town was first surveyed.

The first land sales occurred in 1876. The town was granted its own local council, the District

Council of Orroroo, in 1887. The town was connected by the Peterborough-Quorn railway line to Peterborough and Quorn in 1881 and rail services continued to 1987. An early irrigation scheme was formed after damming the Pekina Creek and creating the Pekina reservoir. Water from here was supplied to more than 50 dairy farms. Orroroo had its own flour mill, several bakeries, carriage manufacturer and a butter factory.

Today Orroroo is a strong and well serviced regional centre for a predominantly farming community whose main focus are grains, sheep and cattle. The community is also evolving into a significant tourism centre with its location central to many heritage, cultural and environmental attractions.

Orroroo is situated near 'Goyder's Line', a line drawn up in 1865 by Surveyor General Goyder which he believed indicated the edge of the area suitable for agriculture. Drought is a common experience for the Orroroo farming area, and with increased climate uncertainty, the community of Orroroo is strongly committed to creating a resilient and sustainable future through innovation, adaption and local leadership.



# Our Vision

We are a proud community, and our vibrancy makes us resilient.

Our residents, businesses and visitors prosper from our beautiful landscape, healthy environment and well serviced regional centre.

# Our Goals

Below are the nine community goals which guide our community aspirations.

- To grow the population, local leadership and active participation of our community.
- To maintain and continually expand our lifestyle and employment options and opportunities.
- To actively pursue new economic and entrepreneurial opportunities that strengthen and diversify our local economy and business life.
- To develop an appealing, accessible and vibrant main street precinct that increases business activity and streetlife.
- To develop and promote our community as a desirable place to stop, stay, invest, experience and reside.
- To create an environment where our young people feel involved, supported and empowered, and will view our town and district as an attractive, liveable place of choice.
- To recognise, protect and promote our local heritage and encourage community pride.
- To ensure our community organisations are stable, proactive and viable.
- To actively pursue opportunities that enhance our community wellbeing and social inclusion.





# Our Guiding Principles

The following six guiding values and attitudes provide the context for our community's identified actions and initiatives.

- Sense of community – ensuring all our community members continue to experience a deep sense of connection, social inclusion, and contribution.
- Embracing new opportunities – building upon local assets, capacities and creativity; and facilitating opportunities and experiences that enable all our residents to see and experience their community as a place of opportunity.
- Collaboration – committing to a high level of community and stakeholder involvement, cooperation, partnership, and networking.
- Respect for environment – valuing and protecting our beautiful natural environment.
- Respect for heritage – appreciating our unique heritage, stories and traditions and their importance in our community and economic development.
- Commitment to business excellence- nurturing attitudes and behaviours that result in outstanding business practices.



# Our Challenges

Like many small inland rural communities, our community faces and needs to respond creatively to a series of demographic, social, economic and environmental challenges, compounded by extensive periods of drought. These issues include –

- Increased climate volatility - prolonged periods of drought.
- Static population and small rate base.
- Loss of young families.
- Limited visitor infrastructure and attraction - Visitor Information Centre not opened on weekends.
- No signature annual event.
- Dependence on agriculture.
- Limited local employment opportunities.
- Retaining and attracting younger people.
- Limited cultural and recreational options.
- Limited tourism attractions.
- Lack of WOW in the mainstreet, including a number of empty buildings with no visible attempt at activation.
- No local resident progress association.
- No local leadership strategy.
- Skilled staff shortage.
- Limited public transport.
- Ageing volunteer base.
- Limited childcare and day care options.
- Limited housing availability.
- Lack of visitor accommodation options.
- Loss of banks.
- Limited after-hour and weekend tourism related services.
- Limited recreational options for children and young people.
- Airstrip limitations.
- Growing mental health challenges.
- Low online presence by many businesses.
- Lack of free camping close to town centre.



# Our Assets

## Social Networks

- Local social media accounts.
- Sporting clubs- football, golf, tennis, cricket, gun, netball, equine, swimming.
- Active Churches- Catholic, Uniting, Anglican, Community Church.
- CWA, Lions, Probus.
- Exercise classes and pilates. Playgroup.
- Hospital Auxiliary. P & C.
- Colours of Orroroo Art Group.
- Orroroo Historical Society.
- Orroroo Community Gym.
- Orroroo Recreation Grounds Group.

## Culture, Stories & Sources of Pride

- Ngadjuri Aboriginal heritage including Ngadjuri rock carvings.
- Significant farming heritage from 1844.
- Equine history.
- First gun club in South Australia.
- Events- 'Colours of Orroroo Art Exhibition', Carols in mainstreet and Christmas Pageant, markets, New Year's Eve event, Half Marathon, Carrieton Rodeo, Despite the Dust Community Muster.
- Pekina Irrigation Scheme heritage.
- Walloway Butter Factory heritage.
- Orroroo Historical Society Archives.
- Magpie Historical Trail.
- Strong Catholic heritage.
- New Wool Shed in Main Street.
- 'Stones and Rail' – compilation of local stories and songs on CD.

## Physical

- Central location and crossroads in Southern Flinders.
- Flinders Ranges- tourism appeal.
- Nearby towns- Carrieton, Pekina, Morchard, Black Rock, Eurelia, Johnburgh, Yatina and Belton.
- Facilities- Orroroo Recreation Grounds (tennis courts, oval, netball courts, sporting clubrooms, family friendly playground, BMX track, toilets) 18-hole golf course and clubhouse, Memorial Hall, RSL building, Community Library, School catering facilities, Blacksmiths Chatter Conference Centre, Rifle Range.
- Mainstreet historic ambience.
- Extensive range of heritage buildings- houses, hotels, shops, churches, Walloway Butter Factory, Memorial Town Hall, police station, Masonic Lodge.
- Attractive mainstreet toilet block- positive reputation.
- Bendleby Ranges.
- Swimming Pool.
- Lions Nature Park and nature play area.
- Walking trails – Reservoir Pekina Creek Walk.
- Attractive and diverse range of housing.
- Unused shops and workspaces.
- Orroroo Aerodrome and Airstrip.
- Quandong trees.
- Underground water sources.
- Flinders Ranges is one of 16 official 'National Landscapes'.



# Our Assets

## Economic

- Main Street retail businesses- supermarket, hardware, newsagency, post office, pharmacy, two cafes, farm supplies, petrol station, opportunity shop, two hotels, butcher, family outfitters.
- Extensive range of local trade and rural business services.
- Agricultural industries- cereal grains, legumes, sheep and cattle
- Tourism attractions- heritage buildings, walking trails, Magnetic Hill, self-drive loops, Pekina Creek Reservoir, Tankhill Lookout, Ngadjuri Aboriginal Carvings, Giant Gumtree, Walloway Train Memorial, Settler's Cottage, Pekina water feature, Big Red Railway Bridge, Forbes Sulky, Goyder's Line, Geocache locations, cycling trails, Rock Poem.
- Accommodation businesses – hotels, cottages, caravan park, free camping areas, station stays.
- Strong agricultural sector. Upper North Farming Systems Group.
- Regional bus service.
- Orroroo Regional Tourism Group.
- Regional node for new SA Drought Resilience, Adaptation and Innovation Hub.
- Southern Flinders Ranges Regional Tourism Organisation.
- The Goyder's Line Gazette.

## Institutions

- District Council of Orroroo Carrieton.
- Orroroo Visitor Centre.
- Health Centre.
- Orroroo District Hospital – 20 bed facility and 24/7 service with a range of allied health services.
- Doctor on call.
- Aged Care facility.
- Orroroo Area School- Kindergarten to Year 12.
- Orroroo Preschool.
- Community Library.
- Police Station.
- SA Ambulance Service.
- CFS.

## People

- 600 residents in town, 850 in the district.
- Reputation as a friendly, welcoming, supportive and generous community.
- 'Can do' spirit of community.
- Proactive volunteers of all age demographics.
- 2021 football Premiers- one of the few football clubs that have avoided amalgamation.
- Safe town- low crime.
- Only Driver Reviver north of Adelaide - Orroroo Road Safety Group.
- Community integration- no ageism.
- School involvement in community.
- Facebook sites.
- Talented and budding artists.
- Proactive and enterprising Council.
- 'Mainly Music' events at Community Church.
- Northern Passenger Service - community car.



# Our Strategies & Actions

## Theme One

### Mainstreet Rejuvenation

#### ACTIONS

1

**1. Form a Mainstreet Task Team to oversee the rejuvenation of the Mainstreet**

**Timeframe: Immediate**

**2. Develop a 'Masterplan' for the rejuvenation of Orroroo's mainstreet including recommendations regarding**

- Priority physical improvements- paving improvement and extension, underground power, seating
- Heritage building colour plan
- Garden and tree plantings
- Entrance and directional signage
- Traffic slowing initiatives
- Art installations
- 'Heritage in the Street' initiatives – artefacts, street sculptures and interpretation panels
- New tourism attractions
- Calendar of street events
- Business development, collaboration and cross promotion
- Possible 'enclosed' child's play area

**Timeframe: Immediate**

**3. Identify and support strategic tasks to be undertaken by the Rural Aid Volunteer team in terms of Main Street beautification and enhancement, including**

- Beautifying of and adding to town gardens and tree plantings
- Installing more street seating
- Landscaping of the Black Rock Woolpress display facility
- External repair of shop verandahs and painting of shops

**Timeframe: Immediate to short-term**

**4. Improve physical infrastructure that enhances local and visitor appeal, including**

- Creating interesting window displays/heritage photographic murals in empty shops
- Extending the paving on key street corners and installing safety rails to create more drinking street spaces
- Developing garden beds with colourful drought resistant plants
- Planting of trees to increase shade areas
- Generating new art installations
- Establishing a 'enclosed' child's play area
- Creating street 'Selfie Spots'
- Installing more street sculptures
- Developing a nearby free camping area

**Timeframe: Immediate to medium term**



# Our Strategies & Actions

## Theme One

### Mainstreet Rejuvenation

#### ACTIONS

1

##### 5. Foster more 'streetlife feel' through

- Urging more business activity on pavements.
- Introducing more main street community events.
- Lobbying for traffic slowing treatments and introduction of entry radar speed awareness signs at West Terrace and Sixth Street intersections.
- Installing more street seating and picnic areas.
- Fostering more alfresco dining.
- Promoting active and inviting store frontages and windows.
- Relocation of interesting heritage artefacts into public spaces and businesses.

**Timeframe: Immediate**

#### LEAD GROUP

**DCOC  
Mainstreet Task Team**

#### OTHER PARTNERS

**ORTG  
OFDG  
Signage Task Team  
ORSG  
Rural Aid  
Business Community  
Colours of Orroroo Art Group  
Orroroo Historical Society**

## Theme Two

### Tourism Development

#### ACTIONS

2

##### 1. DCOC and Orroroo Tourism Group, revisit and revise the 'Tourism Masterplan' for the Orroroo Carrieton District with added focus and consideration of the following opportunities

- Silo Arts Project Task Team
- Signage Task Team
- Location of caravan park
- Reuse of the Butter Factory & Gibbs Garage

**Timeframe: Annual Review Year 2022**

##### 2. Explore options to increase the net number, range and quality of visitor accommodation

**Timeframe: Immediate to medium term**



# Our Strategies & Actions

## Theme Two

## Tourism Development

### ACTIONS



#### **3. Develop and implement a 'Trails Strategy', including**

- Self-drive loops (O'Dea & Mannion CD reviewed).
- Peaks (mountains of memory)

**Timeframe: Immediate and ongoing**

#### **4. Build on the District's unique Aboriginal, pioneer, rail and farming heritage through art, interpretation panels, signage and events, to create greater interest in viewing Orroroo as a stopping and tourism destination. In particular, the following themes have potential -**

- Ngadjuri culture and history
- Activate Solly's Hut
- RM Williams Highway and link to iconic brand
- Old dairy farm area
- Meining's book- 'On the Margins of the Good Earth' and its links to ruins, ghost towns and the Goyder's Line
- Butter Factory and Gibbs Garage
- Stone housing architecture
- Machinery manufacturing
- Revision of John Mannion and John O'Dea CD
- Railway history

**Timeframe: Short term and ongoing**

#### **5. Explore, develop and implement 'Despite the Dust Community Muster' as an iconic signature town event**

**Timeframe: Short term and ongoing**

#### **6. Actively promote Orroroo as a regional meeting/workshop venue; supported by provision of targeted information, venue/accommodation/meals packages and offer of assistance with practical organisation**

**Timeframe: Short term**

### LEAD GROUP

DCOC  
ORTG  
Tourism operators

### OTHER PARTNERS

OFDG  
Business Community  
Signage Task Team  
SFRRTG  
Rural Aid  
PIRSA  
RDAYMN  
Orroroo Historical Society  
Colours of Orroroo Art Group  
SATC



# Our Strategies & Actions

## Theme Three

### Recreational Grounds Development

#### ACTIONS

3

1. **DCOC and ORGG Develop a Masterplan for future phased development of the Recreational Grounds and implement the following**

- Development of a free camping site
- Re-use of spare courts for basketball and cricket uses
- Creation of a fenced dog park for both local and visitor use

**Timeframe: Short to medium term**

2. **Identify, prioritise and support strategic tasks to be undertaken by the Rural Aid volunteer team in terms of sporting club improvements, including**

- Painting
- Removal of bird problem in grandstand
- Tree planting and landscaping
- Refurbish club rooms and changerooms

**Timeframe: Immediate**

#### LEAD GROUP

DCOC  
ORGG

#### OTHER PARTNERS

Mid North Sport & Recreation Development Officer  
OFDG  
ORTG  
Rural Aid  
Lions Club  
FRRR- 'Strengthening Rural Communities' Program  
'SA Healthy Towns Challenge' Program

## Theme Four

### Community Building Initiatives

#### ACTIONS

4

1. **Undertake a 'Community Passion and Skills Audit'.**

**Timeframe: Immediate and ongoing**

2. **Instigate regular initiatives that develop and recognise local leadership and encourage volunteerism and active citizenship.**

**Timeframe: Immediate and ongoing**

3. **Explore with neighbouring local governments and the RDAYMN, the reinvention of the regional leadership development program based on the former successful South Australian Community Builders Program - (<https://boifiles.s3-ap-southeast-2.amazonaws.com/2019/SA+CB+PROGRAM+HANDBOOK+June.pdf>)**

**Timeframe: Immediate and ongoing**



# Our Strategies & Actions

## Theme Four

## Community Building Initiatives

### ACTIONS



#### **4. Promote and initiate the formation of an Orroroo Futures Development Group (OFDG) as**

- An active resident action group
- Collaborative business networking group
- Reporting mechanism for short term Task Teams
- Partner with Council in development

**Timeframe: Immediate and ongoing**

#### **5. With the active involvement of the Orroroo Swimming Club, form an Aquatic Centre Task Team to undertake and implement an assessment of the current state and future desired options for the town's swimming pool. Such an assessment exercise needs to include**

- Input from professional expertise
- Lessons from other relevant small rural and remote communities e.g, Southern Cross (WA)
- Viability of options related to current site vs moving to Recreational Grounds
- Cost and feasibility in creating appropriate competition spaces, water park features, child's pool, hydrotherapy pool and public recreation spaces and facilities
- Creation of all-year-round facility
- Option of heating
- Use of Aquatic Centre for town events
- Use of energy saving and sustainable practices
- A phased development plan

**Timeframe: Immediate to long term**

#### **6. With the active support of the Colours of Orroroo Art Group (COAG), form a Community Arts Task Team to explore and implement a Community Arts Hub that would strengthen the role of arts and culture in the social and economic life of Orroroo**

**Timeframe: Immediate and ongoing**

#### **7. Continue to upgrade facilities and infrastructure at Lions Park as a popular family and visitor recreational activity space.**

**Timeframe: Ongoing**

#### **8. Implement the development of an all-weather airstrip including sealing, exclusion fencing and lighting.**

**Timeframe: Short to medium term**

### LEAD GROUP

DCOC.  
OFDG.  
ORTG.

Lions  
Aquatic Centre Task Team  
Community Arts Hub Task Team

### OTHER PARTNERS

COAG.  
Rural Aid.  
RDAYMN.

Orroroo Swimming Club  
FRRR- 'Strengthening Rural Communities' Program  
'SA Healthy Towns Challenge' Program



# Our Strategies & Actions

## Theme Five

## Youth Development Initiatives

### ACTIONS

5

#### 1. Formulate a 'Youth Retention and Attraction Plan' that focuses on

- Enhancing meaningful child and youth civic engagement
- Increasing youth recreation options, especially new sporting and cultural options, afterschool activities and a youth club facility
- Connecting local young people with volunteer tasks within the community
- Identifying local youth training and job options including possible traineeships
- Identifying youth leadership opportunities and providing them with a voice

**Timeframe: Immediate and ongoing**

#### 2. Implement a Boarding School Task Team to explore the realities of creating a Boarding School facility in Orroroo for station and farming families in the Flinders region

**Timeframe: Immediate and ongoing**

#### 3. Introduce activities through the school that build active citizenship and opportunities for Orroroo's young people to identify and implement what they care about, drawing upon programs that have been utilised in other small towns

- 'RuMAD?' - Are You Making a Difference? (Bank of I.D.E.A.S.)
- 'Community Minded Kids' (Community Minds)
- 'Dream Seeds' (Youthrive)

**Timeframe: Short term**

### LEAD GROUP

**DCOC.  
Boarding School Task Team  
Orroroo Area School Governing Council**

### OTHER PARTNERS

**Rural Aid  
FRRR- Strengthening Rural Communities' Program  
RDAYMN  
'Strengthening Rural Communities' Program  
'SA Healthy Towns Challenge' Program.**



# Our Strategies & Actions

## Theme Six

### Local Business & Employment Initiatives

#### ACTIONS

6

1. To develop and resource an entrepreneurial development support system to assist local people with new enterprising ideas, instigating a Local Enterprise Development Committee and a shared regional Enterprise Facilitator position

**Timeframe: Immediate and ongoing**

2. Promote current new business possibilities including Quandong farming and products, daycare and childcare, Night Sky observatory, plumbing service and a seven-day a week roadhouse

**Timeframe: Immediate and ongoing**

3. Explore options for the use of the underground water resource and use of old water bores for economic development opportunities

**Timeframe: Short term and ongoing**

4. Work closely with the regional node of new SA Drought Resilience, Adaptation and Innovation Hub which is located in Orroroo

**Timeframe: Immediate and ongoing**

7. Identify local youth training and job options including possible traineeships

**Timeframe: Immediate and ongoing**

6. Implement a calendar of programs (workshops and business sundowners) for local business personnel targeting

- Business collaboration and cross promotion
- Marketing, promotion and merchandising
- Customer service

**Timeframe: Immediate and ongoing**

7. Increase community ownership and uptake of [visitorroroo.com.au](http://visitorroroo.com.au) including

- Business promotion
- Attractions updated
- Events platform

**Timeframe: Immediate and ongoing**

#### LEAD GROUP

DCOC  
RDAYMN  
OFDG  
Local enterprise Development Committee

#### OTHER PARTNERS

ORTG  
Rural Aid  
SFRRTG  
PIRSA  
Regional node of new SA Drought Resilience  
Adaptation and innovation Hub  
Business Community  
Upper North Farming Systems Group  
FRRR- 'Strengthening Rural Communities' Program



# Our Strategies & Actions

## Theme Seven

### New Resident Attraction Initiatives

#### ACTIONS

1. **Form a New Resident Attraction Task Team to design and implement a series of actions aimed at increasing the population of Orroroo**

**Timeframe: Immediate and ongoing**

2. **Develop a 'Lifestyle Promotional Campaign' to attract new residents by building upon the community's rural and village lifestyle, strong community pride, welcoming nature, friendliness and affordable housing, including**

- Initiating an internet and print media campaign
- Creating a 'Welcoming' committee and kit
- Actively promoting available 'rural lifestyle' properties and businesses

3. **Explore and implement actions to increase the number and range of new house and land options in Orroroo, including**

- Initiating land subdivision schemes
- Increasing ageing community housing options
- Utilising and renovating unused farmhouses
- Promoting the B & B option

**Timeframe: Short term and ongoing**

#### LEAD GROUP

**DCOC**  
**New Resident Attraction Task Team.**  
**OFDG**

#### OTHER PARTNERS

**Business Community**  
**Rural Aid**  
**FRRR- Strengthening Rural Communities' Program**  
**RDAYMN**

## Abbreviations

- **CFS** - Country Fire Service
- **COAG** - Colours of the Orroroo Arts Group
- **CWA** - Country Women's Association
- **DCOC** - District Council of Orroroo Carrieton
- **FRRR** - Foundation for Rural and Regional Renewal
- **OFDG** - Orroroo Futures Development Group
- **ORGG** - Orroroo Recreation Grounds Group
- **ORTG** - Orroroo Regional Tourism Group
- **ORSG** - Orroroo Road Safety Group
- **PIRSA** - Department of Primary Industries and Regions
- **RDAYMN** - Regional Development Australia Yorke and Mid North
- **SATC** - South Australian Tourism Commission
- **SFRTO** - Southern Flinders Ranges Regional Tourism Organisation
- **VIC** - Visitor Information Centre





Ororo

SOUTH AUSTRALIA

