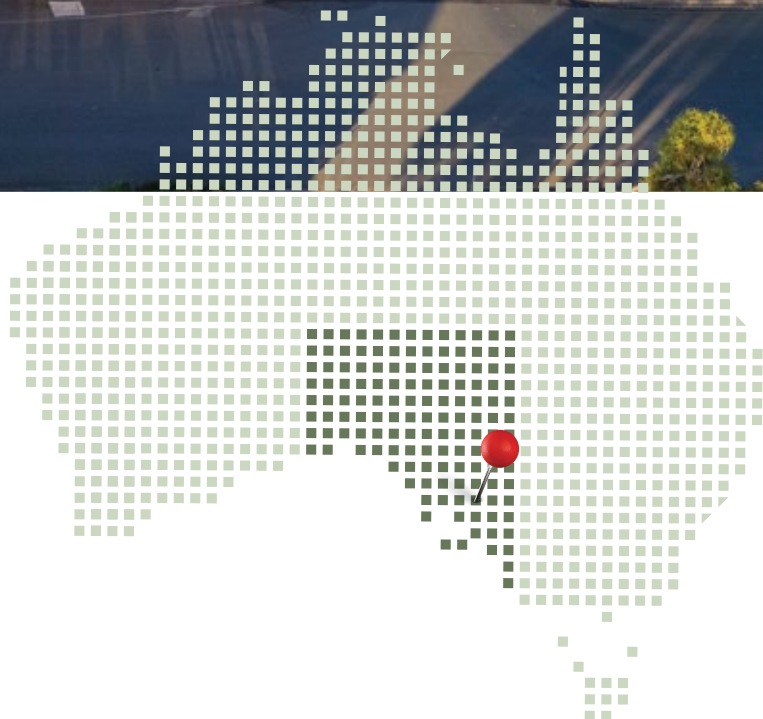
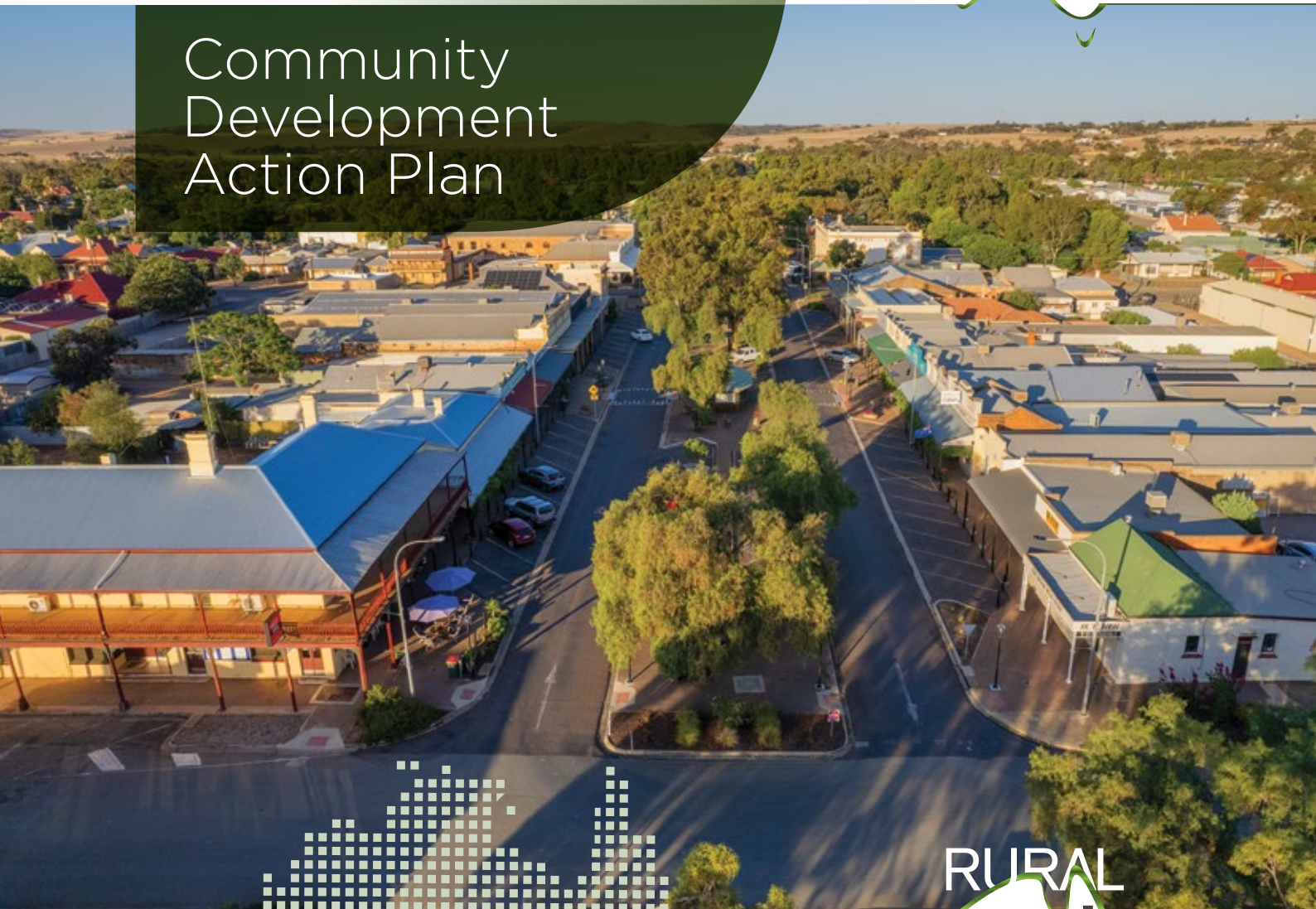
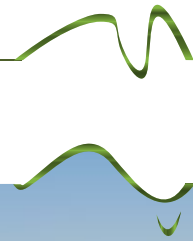


Crystal Brook

Community Development Action Plan



2024-2028

Foreword

In Crystal Brook, the past is cherished, the present is embraced, and the future is shaped by the strength of the community.

Crystal Brook is a thriving, connected, agriculturally based community with a range of successful businesses, active community groups, good facilities, sporting clubs, medical services, places of worship and tourist attractions. Crystal Brook is ideally located where the stunning Flinders Ranges begin, an hour away from some of South Australia's finest wine regions and only two hours from city services. Living in Crystal Brook offers a unique blend of work and business opportunities, community spirit and the simple joys of rural living. Surrounded by vast stretches of farmland, the town's reliance on agriculture sees the changing seasons dictate daily life. Crystal Brook has a rich history tied to farming with generations of families working the land and contributing to the local economy.

There is a strong sense of belonging and support in Crystal Brook particularly in times of adversity. Neighbours know each other by name and a simple nod or wave is enough to convey warmth and camaraderie. People enjoy coming together for local events such as the Crystal Brook Show (NWAS), the Christmas Pageant, community celebrations and local sporting events. Volunteering is vital to the community, with many people contributing to the success of the clubs and activities within the town. Local businesses are critical to the fabric of Crystal Brook offering employment and a diverse and essential range of products and services.

The Crystal Brook Community would like to acknowledge and thank Rural Aid Australia for enabling the development of our Community Plan. Thanks goes to Peter Kenyon and his team from the Bank of I.D.E.A.S. who has led us through the process, facilitating the gathering of so many of the community's thoughts, and ideas, and then drawing them together. Thank you also to all community members who contributed to the plan, your knowledge of, and passion for the community, has been absolutely evident throughout this process and is now captured in the plan.

As rural communities are continually faced with the challenge of remaining viable and relevant let's embrace our community plan with its vision that celebrates the past, honours our present and charts a course towards a future filled with promise and possibility. Crystal Brook is a community that sees a need, determines a solution, and then makes it happen, we have 'community vision'. Let's all come together with our Community Plan harnessing all our collective strengths and move forward with shared purpose to overcome challenges and seize opportunities into the future.

Acknowledgements

The formulation of this Community Development Action Plan was initiated and coordinated by a Crystal Brook Community Association team and funded by Rural Aid as part of their commitment to supporting Australia's small rural towns. The formulation of the Plan was undertaken by Peter Kenyon from the Bank of I.D.E.A.S. assisted by Jen Curnow-Trotter, Dorothy Crosby, Paul Gravett and Maria D'Souza. Special thanks to the 150+ passionate community members and local community groups and businesses who gave so generously of their time, wisdom and experiences.





Our community of Crystal Brook is an attractive agricultural community located 197 kms north of Adelaide. Crystal Brook sits on the land of the Nukunu people and is on the cusp of three Aboriginal language groups the Nukunu, the Kurna and the Ngadjuri. It is located in some of South Australia's most productive sheep and wheat country. We describe it as the town "Where the stunning Flinders' Ranges begin!".

The explorer, Edward John Eyre, passed through the district in 1839, and recorded on his map 'Chrystal Brook,' inspired by the clear water. The spelling was altered when William Younghusband and Peter Ferguson established a pastoral property in 1847, named the 'Crystal Brook Run'. The run was one of the largest pastoral properties in South Australia covering 560 square miles (145,000 ha). Prior to the construction of the Beetaloo Reservoir in 1890, this small creek was the main source of water for the town.

By 1873, the township of Crystal Brook had been surveyed and proclaimed and in

1882, the District Council of Crystal Brook was established. Since 1997 Crystal Brook has been locally governed as part of the Port Pirie Regional Council.

Today with a population of 1320 persons, Crystal Brook remains a thriving agricultural region but also a growing base for tourist activities. Besides being the southern gateway to the Flinders Ranges, Crystal Brook is centrally located near a diverse range of other tourist centres, as well as boasting several cycle and walking trails, including the 1200-kilometre Heysen Trail. The attractive main street and collection of historic buildings (including the Heritage Centre Museum located in an underground bakery), act as a tourist magnet. Crystal Brook boasts a key tourism gem in historic Bowman Park, located five kilometres north-east of our town. Bowman Park offers walking trails, historic buildings, an oval, picnic facilities and the ideal and unique venue for both community and family functions and gatherings.



Our Vision

A Vision Statement is a vivid description of what our community aspires to become, without its current barriers, but tied to what we value as a community.

The statement below is our intended outcome:

Our vision is to be a vibrant, progressive and resilient community which is proactive in creating a future of opportunity whilst preserving our heritage

Our Goals

Community goals are broad statements of intent that direct our efforts towards accomplishing our vision in line with our guiding principles.

Below are the community goals which drive our community aspirations, and guide and inform PPRC on the needs and wishes of the Crystal Brook Community:

- To retain and grow the population in our community by continually strengthening our livable and safe rural lifestyle and local employment opportunities.
- To create an environment where our young people feel involved, supported and empowered, and will consider staying in / returning to our community for work, business, family and lifestyle opportunities.
- To actively promote and showcase our community as a great place to stop, stay, and experience.
- Activate Bowman Park as both an important community gathering place as well as a significant tourist destination.
- To be recognised as “Where the Flinders begin”.
- To facilitate opportunities and experiences that build upon local assets and the capacities and creativity of all community members.
- To make our community inclusive of all including the young, the elderly and the disabled.
- To support, promote and celebrate active community leadership, participation and volunteerism.
- To retain strong sporting and cultural clubs, competitions, community events, infrastructure, and traditions.
- To preserve, maintain & upgrade our heritage community assets, planning nominatively to maximise community use.



Our Guiding Values

Guiding values are the fundamental, moral, and ethical beliefs that we share as a community. They represent core principles and capture what our community considers important. They help foster trust, respect, collaboration, and unity.

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

- **Community Pride & Connection:** ensuring all residents experience community connection, inclusion, and a sense of pride in our history, uniqueness, achievements, structures, and future.
- **Resilience:** maintaining positive and proactive mindset and behaviors that can deal with adversity and change.
- **Collective Action:** fostering attitudes and behaviors that encourage greater community engagement, volunteerism and active citizens whilst appreciating community and stakeholder partnerships
- **Embracing New Opportunities:** building upon local assets, capacities and creativity; and facilitating opportunities that enable all community members to see and experience their community as a place of opportunity.
- **Intergenerational Connections:** creating opportunities for all ages to share, support and learn from each other.
- **Respect for Heritage & Environment:** valuing and celebrating our diverse heritage and culture, and our unique natural and built environment.

Our Challenges

Like many small inland rural communities, our community needs to respond creatively to a series of demographic, social, economic and environmental challenges. These issues include:

- Lack of childcare and limited early childhood services.
- Limited financial/banking services.
- Underutilization and ongoing maintenance of Bowman Park & our local showgrounds.
- Poor entrance appearance including ineffectual and tired signage, especially on the Highway.
- Lack of main street vibrancy on weekends, with limited food and coffee options.
- Limited evening dining-out options.
- Ageing and inadequate infrastructure, a large amount of it being non inclusive and not disability friendly.
- Having our voice really heard in a larger regional council.
- Attraction and retention of suitably qualified staff.
- Limited suitability of the swimming pool – no disabled access or heating.
- Limited after-hours youth recreation activities, apart from sport.
- Lack of family rental / worker accommodation.
- Lack of visitor/ short term accommodation.
- Transport costs and logistics.
- Competing with online shopping and retail opportunities in nearby regional centres.
- Limited opportunity to access grant funding for major/minor projects – need to access grant writers.
- Limited resources in tourism marketing & development.



Our Assets

People

- Strong sense of community
- Strong sense of connectedness and pride
- Friendly, welcoming, caring and resilient community
- Active volunteers
- Diverse range of trades people and other professionals
- Medical and para-medical practitioners
- Many families with long connection to the district
- Commitment to place, people have chosen to live here
- Young people returning to the district bringing a variety of skills
- Strong and diverse range of sporting people and arts enthusiasts.
- Have some key leaders and 'movers and shakers' in the community prepared to give things a go.

Physical

- Recreational spaces: croquet green, skate park, Bowman Park (oval, nature playground, native garden, trails), Show grounds, oval, Adelaide Square, tennis courts, playground, bowling greens, golf course, walking track, gym, dog park, motorbike track, trotting track, swimming pool, Lions Park, O'Sullivan Place, Mercowie Park, Jubilee Park
- Halls: RSL, Institute, churches, Bowman function centre, CWA Club, Football Clubrooms, Golf Clubrooms, Recreation Centre
- Caravan Park, free RV park
- Heysen Trail, walking tracks, heritage walk, public art,
- Beetaloo Valley
- Cemetery, railway line, public toilets, silos, airstrip, NBN
- Museum, historic buildings
- Location to other businesses, services and tourism centres, access in 2hrs to Adelaide, between sea and ranges

Culture, Stories & Sources of Pride

- Connection to 3 Aboriginal Nations- Nukunu, Kurna and Ngadjuri
- Heritage buildings, including an underground bakery and Institute
- Agricultural Show
- Christmas Pageant
- Trails, cycleways, tourist walks
- Kupsch Bakery- Crystal Brook Pasty
- Community run enterprises- caravan park, Bowman Park, Reflections, Showgrounds, Op Shop
- Bowman Park heritage, agricultural heritage
- Rail heritage, trainspotting sites
- Public library
- Finalist, 2022 and 2023 SA Agricultural town of the Year

Our Assets

Economic

- 48 local businesses
- Strong agricultural district – many primary producers
- Large range of agricultural suppliers including farm consultants
- Transport and fuel suppliers
- Agricultural commodity organisations
- Strong town commercial centre – diverse retail and hospitality
- Community run Caravan Park
- Extensive range of trades services
- Extensive range of locally based health, community and aged care services
 - Government Offices and agencies

Social Networks

- Service groups: Apex, CWA, Lions, Probus, Food for all, Men's Shed, Meals on Wheels, hospital friends, friends of Willochra, Australian Breast Feeding Association group
- Cultural groups: RSL Sub-Branch, Heritage Centre, NMAS, Friends of Bowman Park, BPMC, CB History Group
- Social groups: Bingo, community gardens, Rocky River Ritters
- Sporting clubs: Hockey, Netball, Cricket, Basketball, Golf, Bowls, Table Tennis, Indoor Bowls, Soccer, Swimming, Motorcycle, Tai Chi, Croquet, Football, Women's Football, Tennis, gym,
- Youth Groups: Girl Guides
- Churches: Anglican, Catholic, Lutheran, Community Church

Institutions

- SA Water, Transport SA
- Primary School, Kindergarten, OSCH
- Pirie Regional Council sub office
- Library
- SAPOL
- Emergency Services- CFS, SES, SA Ambulance
- Post Office
- Hospital, 2 medical centres, visiting specialists
- Residential Aged Care
- Retirement Units x 3





Our Strategies & Actions

Theme One

Foster Community Engagement, Pride & Volunteering

ACTIONS

1

1. Implement **actions that will collectively enhance community pride and volunteering-**
 - a. Continually promote volunteer opportunities in the community and invite community participation.
 - b. Recognise and celebrate community volunteers through the volunteer recognition awards programs of VSA&NT.
 - c. Sponsor community members to attend the annual conference of VSA&NT.
 - d. Distribute copies of the Rural Aid resource “Recruiting, engaging, Retaining and Recognising Members and Volunteers” to all community organisations.
 - e. Celebrate community achievements through the Chronicle, media and celebration events.
 - f. Encourage community collaboration with projects, developments and events e.g. Christmas Events, Show, Community Calendar

Timeframe: Immediate and Ongoing

2. Review all current and potential community **communication mechanisms** with a view to improving their impact and value, including the continuation of the Chronicle, development of a town calendar, CBCA website, community noticeboards, community social media pages, newsletters and use of local radio/tv stations.

Timeframe: Short Term

3. Support the Undertaking of a **“Community Passion and Skills Audit”** to identify, connect and engage community member talents and interests.

Timeframe: Short Term

4. Work with PPRC to ensure the **development of reliable services in Bowman Street** e.g. WiFi, adequate electricity supply to Adelaide Square, adequate watering system, greening, PA system, child friendly spaces

Timeframe: Short Term

5. **Community Plan review:** Provide space in the Chronicle dedicated to giving people the opportunity to update on Community Plan progress as a means for ongoing review of the plan’s progress and setting priorities going forward.

Timeframe: Medium and Ongoing

6. Provide up to date **Welcome Kits** to new residents which include helpful information and business coupons.

Timeframe: Immediate and Ongoing

LEAD GROUP

CBCA

POTENTIAL PARTNERS

PPRC
VSA&NT
NWS
CBCMS
CBHC
CBHG
Apex
RA
FRRR
BOI

Our Strategies & Actions

Theme Two

Enhance Child & Youth Development Opportunities

ACTIONS



1. Encourage the community to assist the Crystal Brook Childcare Working Group to secure the financial support to implement their plans for a **Childcare Centre** in Crystal Brook.
Timeframe: Immediate and Ongoing
2. Utilise **SA Youth Week** to grow local awareness of youth contribution and leadership and to instigate new local youth activities.
 - a. Create opportunities to hear the voice of our youth.
 - b. Explore the opportunity for additional youth activities.**Timeframe: Long Term and Ongoing**
3. Explore the addition of, and support required to instigate ongoing **youth activities beyond sport** including gym, girl guides, music nights, "Blue Light Discos", youth development, youth group and youth worker support.
Timeframe: Medium Term
4. Identify and utilise a range of local, regional, state and national programs to **connect Crystal Brook young people with employment and leadership development opportunities** eg mock job interviews.
Timeframe: Medium Term and Ongoing
5. Assist local youth to link into the proposed **Youth Reference Group** being developed between Uniting Country SA and PPRC.
Timeframe: Immediate and Ongoing

LEAD GROUP

CBCA
PPRC
CBCWG
Youth Reference Group

POTENTIAL PARTNERS

Crystal Brook sporting and cultural groups
SA Office for Youth
CBCMS
CBHC
CBHG
Lions
Apex
SA government grants programs
RA
BOI

Our Strategies & Actions

Theme Three

Develop Bowman Recreational Park Potential

ACTIONS



1. Work with BPMC and PPRC in promoting the recommendations from the **Bowman Park Master Plan**.
Timeframe: Immediate to Short Term
2. Support BPMC in **attracting volunteers and committee members**.
Timeframe: Immediate to Short Term
3. In conjunction with the BPMC, PPRC Tourism Officer and RDAYMN develop and coordinate a **calendar of community events to be held at Bowman Park**.
Timeframe: Immediate and Ongoing
4. Promote and assist the business idea of a **coffee/food van or community fundraiser at Bowman Park on weekends**.
Timeframe: Immediate to Short Term
5. Form a Bike Trail Task Team to investigate the feasibility, options and funding for the construction of a **safe bike trail from Crystal Brook to Bowman Park**.
Timeframe: Medium Term and Ongoing
6. Assist the BPMC in conjunction with PPRC in maintaining, **upgrading and developing the existing infrastructure at Bowman Park**.
Timeframe: Immediate and ongoing
7. Promote **stronger linkages between Crystal Brook and Bowman Park** e.g. signage.
Timeframe: Medium Term and Ongoing

LEAD GROUP

BPMC
Friends of Bowman Park
PPRC
Bike Trail Task Team

POTENTIAL PARTNERS

CBCA
Youth Reference Group
SART
RDAYMN
CBCMS
CBHC
CBHG
Lions
Apex
SA government grants programs
RA
PIRSA
Sporting Groups

Our Strategies & Actions

Theme Four

Strengthen & Develop Local Tourism

ACTIONS



1. Develop a regular link with the PPRC Tourism Officer to **assist in developing a “Crystal Brook Tourism and Events Strategy”** that:
 - a. Audits current tourism attractions, facilities, events, trails and branding initiatives including the town’s key assets, Bowman Park, Heysen Trail, train spotting and “Where the Flinders begin” as well as “Take a Look in The Brook” branding.
 - b. Continues to support Caravan Park to grow and develop.
 - c. Reviews regional tourism links, activities and trails.
 - d. Identifies opportunities to create new tourism products building upon the strong local arts, agricultural, rail and outdoor assets.
 - e. Recommends ways to enhance marketing, branding, online presence, customer service, community storytelling, and operator networking.
 - f. Establishes and maintains a display of all things Crystal Brook in the Tourism and Arts Centre

Timeframe: Immediate to Medium Term

2. CBCA reps to work with PPRC to enhance the **town’s appeal through**:
 - a. Undertaking a town and district signage audit and make recommendations.
 - b. Developing a plan to enhance vitality of the main street especially on weekends e.g. hospitality outlets, cafe
 - c. Investigating a ‘Town Pride Event’ e.g. ‘Love your Footpath’

Timeframe: Medium Term and Ongoing

3. Work with PPRC Tourism Officer and Community Development Officer to determine ways of **supporting existing and new events** in the town.

Timeframe: Medium to Long Term

4. Advocate for the **installation of an electric car charging site.**

Timeframe: Short Term

LEAD GROUP

**CBCA
PPRC
NWAS**

POTENTIAL PARTNERS

**Tourism operators
SATA
SFTnT
CASA
RDAYMN
SART
GCD&TA**

**CBCMS
CBHC
CBHG
Apex
SA government grants programs
RA
KESAB**

Our Strategies & Actions

Theme Five

Key Community Development Initiatives

ACTIONS



1. Provide ongoing support to the Crystal Brook Kindergarten in seeking funding and other resources to complete the **'Roseview Intergenerational Project'**.
Timeframe: Immediate and Ongoing
2. Work with PPRC and RDAYMN to **assist with accessing and writing grants as well as management of successful grants.**
Timeframe: Immediate to Long Term
3. PPRC and the CBCA to consult, identify and make recommendations to **formulate a plan regarding existing and potential facilities** including:
 - a. Conducting an assets audit of the town facilities e.g. Institute, Adelaide Square, Showgrounds, Swimming Pool, Playground etc. to determine key upgrades including disability access.
 - b. Encourage **collaboration between sporting and community groups** to maintain and enhance the showground and sporting facilities.
Timeframe: Short to Medium Term
4. CBCA to approach **RDAYMN to undertake an economic study** including such things as occupancy rates, visitor numbers, traffic flow through to establish a snapshot of the economic benefit of tourism to the town.
Timeframe: Medium to Long Term
5. Ensure the elderly have access to the **Community Bus service** on a regular basis.
Timeframe: Immediate
6. Support and encourage interested community members to **bring back to full health the local creek.**
Timeframe: Medium Term
7. In conjunction with the signage audit identify appropriate **safety signs** particularly targeting children, the elderly, disabled and visitors through the town.
Timeframe: Immediate and Ongoing

LEAD GROUP

**CBCA
PPRC**

POTENTIAL PARTNERS

**DEW
RDAYMN
Crystal Brook sporting and cultural groups
CBCMS
CBHC
CBHG
Lions
Apex
SA government grants programs
RA**

Our Strategies & Actions

Theme Six

Attract, Retain & Expand Local Business

ACTIONS

6

1. Support the **creation of a Crystal Brook Business Network** to enhance networking, information sharing, business advocacy, business capacity and local business opportunities.

Timeframe: Medium Term

2. Assist with the promotion of local businesses to support them in the **attraction of staff.**

Timeframe: Ongoing

3. Welcome new businesses via a **'Shine the Light'** on new businesses e.g. feature on the website/Facebook/The Chronicle

Timeframe: Medium to Long Term

4. Promote the local **'Business Excellence Awards'** to local businesses as a promotional and development opportunity.

Timeframe: Immediate and Ongoing

LEAD GROUP

Crystal Brook businesses
CBCA
PPRC

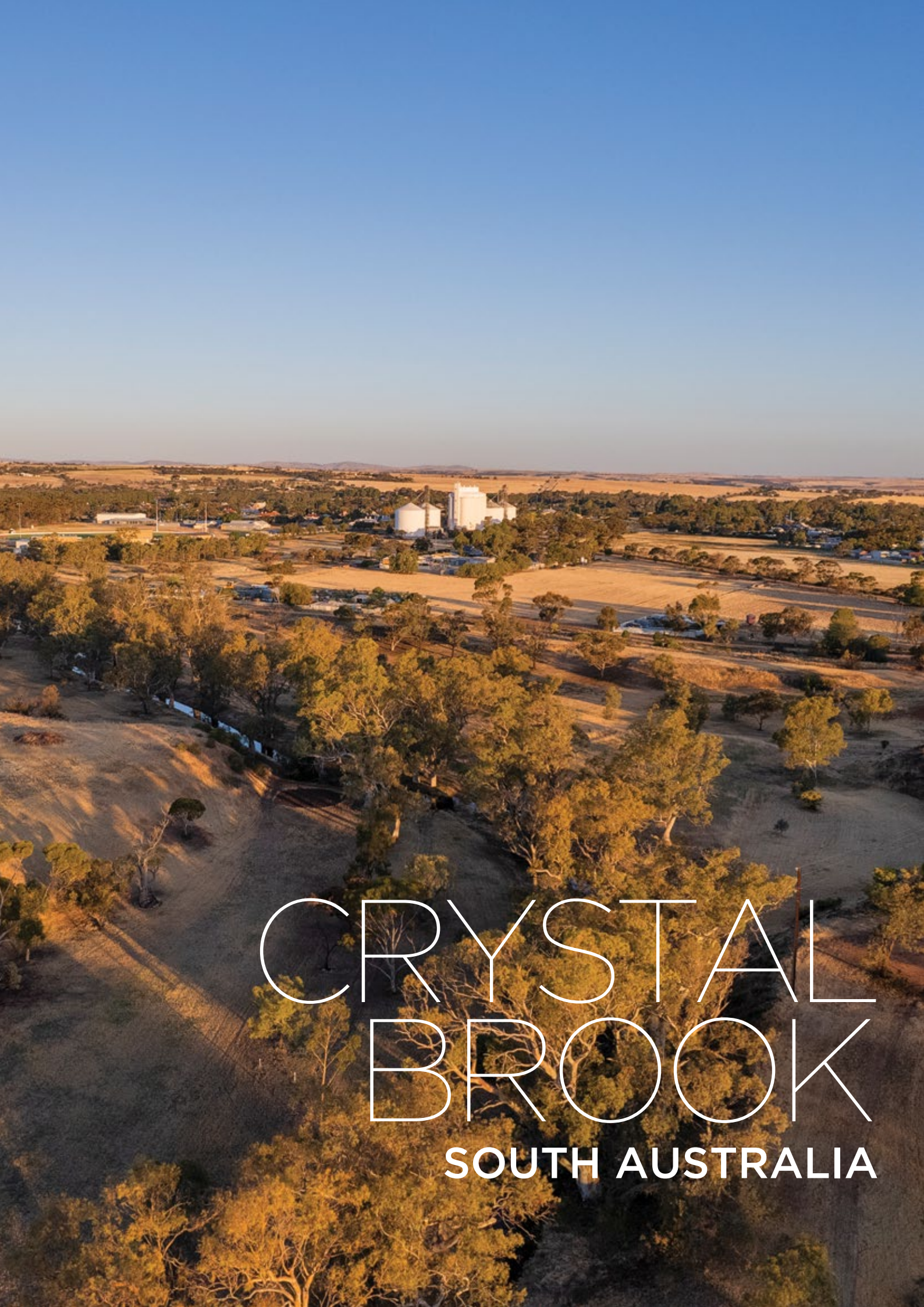
POTENTIAL PARTNERS

Growing Regions Program
PIRSA
RDAYMN
SFTnT
SA government grants programs
RA
FRRR
BOI

ACRONYMS

CFS Country Fire Service
BOI Bank of I.D.E.A.S.
BPMC Bowman Park Management Committee
CASA Country Arts SA
CB Crystal Brook
CBCA Crystal Brook Community Association
CBCMS Crystal Brook Community Men's Shed Inc
CBCWG Crystal Brook Childcare Working Group
CBHC Crystal Brook Heritage Centre
CBHG Crystal Brook History Group
CWA Country Women's Association
DEW Department of Environment and Water
FRRR Foundation for Regional and Rural Renewal

GCD&TA Gladstone Community Development & Tourism Inc
KESAB Keep South Australia Beautiful
NWAS North Western Agricultural Society Inc
PIRSA Department of Primary Industries and Regions
PPRC Port Pirie Regional Council
RA Rural Aid
RDAYMN Regional Development Australia Yorke and Mid North
SART South Australian Recreation Trails Inc
SATA South Australian Tourism Association
SES State Emergency Service
SFTnT Southern Flinders Tourism 'n' Tastes
TTM Town Teams Movement
VSA&NT Volunteering South Australia & Northern Territory



CRYSTAL
BROOK
SOUTH AUSTRALIA