# SINGLETON COMMUNITY STRATEGIC PLAN 2017 - 2027



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## A WORD FROM OUR LEADERS

Singleton is fortunate to have a vibrant local economy, sound assets, excellent community facilities, a proud history and a bright future.

The Singleton Community along with Council has made many difficult decisions in the past few years which have positioned us well to effectively and efficiently manage our assets, deliver quality services and promote our area as a wonderful place to live, work and invest.

This document, the Singleton Community Strategic Plan is a representation of the long term vision for our community. This Plan has been determined by you, our community, and outlines the expectations, aspirations and challenges for the Singleton community into the future.

We consider this is our contract with you, our Community. Due to the extensive consultation program and engagement by the Singleton community, we have been able to clearly understand our community's priorities and align the services and activities Council provide with your expectations and needs.

This Strategic Plan along with the four year Delivery Program and the one year Operational Plans, maps a clear path for achieving this.

Singleton Council is fortunate to have been determined to be "Fit for the Future' by the NSW Office of Local Government. As such, continued diligence and sound decision making by the Executive Leadership Team and elected Council, we believe, will see Singleton thrive into the future.





## **OUR COUNCIL**



Clr Sue Moore Mayor

The role of the elected Council is to:

- Direct and control the affairs of the Council in accordance with the Local Government Act.
- Participate in the optimum allocation of the Council's resources for the benefit of the area.
- Play a key role in the creation and review of the Council's policies and objectives and criteria relating to the exercise of the Council's regulatory functions.
- Review the performance of the Council and its delivery of services, and the management plans and revenue policies of the Council.

Our Councillors are:



Clr Godfrey Adamthwaite Deputy Mayor



**CIr Tony Jarrett** 



Clr Hollee Jenkins



Clr Sarah Lukeman



Clr Tony McNamara



Clr Sue George



Clr John Martin

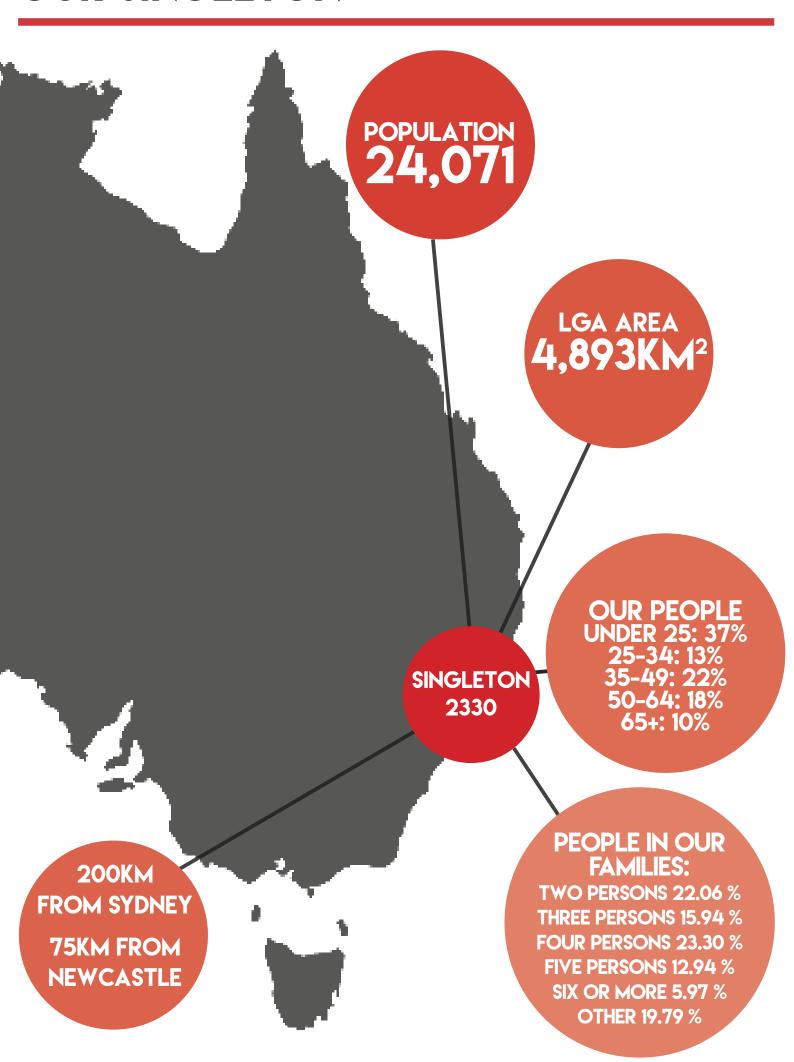


Clr Val Scott



Clr Danny Thomspon

## **OUR SINGLETON**



## **OUR INDUSTRIES**

Located in the heart of the Hunter Valley, Singleton's economy is built on the rich natural resources the land provides. Boasting a world class mining industry, internationally renowned wine and food experiences and a long history of agricultural activities, in addition to a strong Defence industry based at Lone Pine Barracks, Singleton is well positioned to continue to diversify the local economy and thrive into the future.

### **AGRICULTURE**

Local primary industry includes beef cattle farming, dairy farming, mushroom growing, viticulture and horse studs.





### **VISITOR ECONOMY**

Singleton is located at the centre of the Hunter Valley, one of Australia's premier wine producing regions.



OVER 40
VINEYARDS,
WINERIES AND
CELLAR DOORS
LOCALLY

### RETAIL, ACCOMMODATION & FOOD SERVICES

Retail trade, accommodation and food services are vital industries in attracting visitors to Singleton, while supporting a culturally diverse local community. The \$11 million

Town Centre Revitalisation project completed in October 2015 has an estimated economic cost benefit of \$23.98 million to the town.



\$218 MILLION IN REGIONAL OUTPUT ANNUALLY



### **DEFENCE**

The Australian Army School of Infantry is located at the Lone Pine Barracks just 8 kilometres south of the Singleton CBD. The Barracks cover approximately 14,000 hectares and is an important contributor to the local economy with vast employment opportunities. Approximately 60% of the military staff live locally with their families and 6% own a local home.





### COAL

Around 20 coal mines operate in Singleton LGA and produce approximately 57 million tonnes of coal annually. Mining royalties generated, strong community partnerships and many employment opportunities demonstrate the importance of this industry to the local economy.





## WHY THE REVIEW?

Singleton Council, like all other NSW Councils, have a requirement to adhere to the structure of strategic and operational planning as outlined by the NSW Integrated Planning and Reporting (IPR) legislation. Singleton Council believes this engagement and planning process to be most significant as it is the mechanism by which we can gather and assess the priority needs and desires of our community and align our services accordingly.

Since the previous Community Strategic Plan was developed in 2011, Singleton has seen some significant changes, including a significant shift in our local economy. Reviewing the Strategy has given Council a fresh line of sight between our community's needs and aspirations, and the opportunities available for us to work together as a community to build a robust and sustainable place to live, work and play.

To ensure broad buy in, Council has developed this Community Strategic Plan in partnership with state government agencies, community groups and individuals. To ensure the strategies outlined in this document come to life, Council has also developed a four year Delivery Program and one year Operational Plans. This allows us to track and report our progress against plan. This is your guarantee that Council is meeting the community's expectations. These Plans and Programs are underpinned by a number of key documents which ensure Council is appropriately resourced, with both people and finance, to deliver on our promises to the community.

The following diagram clearly details the relationship between each of these tools:



## TALKING TO OUR COMMUNITY

In preparing this plan, a detailed and extensive community engagement program was undertaken. We spoke with more than 2000 people across the broad demographic. A range of communications and contacts were made, from face-to-face conversations at schools, events and on the street through to online surveying.

A snapshot of the engagement is detailed here:





66 PEOPLE ACTIVELY ENGAGED VIA THE ONLINE ENGAGEMENT HUB

OVER 360 PEOPLE TOLD US THEIR PRIORITIES VIA THE ENGAGEMENT BOOTHS AT:
JOHN STREET
LOCAL GOVERNMENT ELECTION PRE-POLLING
SINGLETON SQUARE
SINGLETON PUBLIC LIBRARY
SINGLETON YOUTH VENUE
SINGLETON COUNCIL CUSTOMER SERVICE CENTRE
BROKE VILLAGE FAIR
SINGLETON SUNDAY MARKETS
SINGLETON SHOW













## INSPIRATION & ASPIRATIONS

Through the consultation, online, face to face and through social media, our community provided a wealth of ideas, aspirations and inspiration for the future of Singleton.

Here are some of these ideas, desires and suggestions:

IMPROVED CONNECTIVITY TO THE RIVER

WATER PARK & WATER ACTIVITIES WITHIN PARKS

DIVERSE RANGE OF LOCAL JOBS

AN ART GALLERY FOR SINGLETON

PERFORMING ARTS CENTRE

MORE CREATIVE USE OF MINING VOIDS

IMPROVEMENTS TO LAKE ST CLAIR

**BETTER BUSINESS COLLABORATIONS** 

**ENHANCED NATURAL ATTRACTIONS** 

MORE SPORTING EVENTS

CONTINUATION OF THE TOWN CENTRE REVITALISATION PROJECT



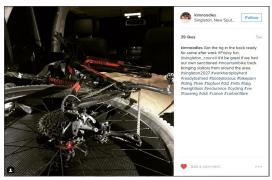












## INSPIRATION & ASPIRATIONS

Ideas, desires and suggestions continued:

**MORE BUSINESS EVENTS** 

PARKS, GARDENS AND FACILITIES ARE INTEGRATED

STRONG IDENTITY FOR SINGLETON

**24 HOUR POLICING** 

**EXCELLENT HEALTH SERVICES** 

PUBLIC ACCESS TO NATIONAL PARKS

**DIVERSE COMMUNITY EVENTS** 

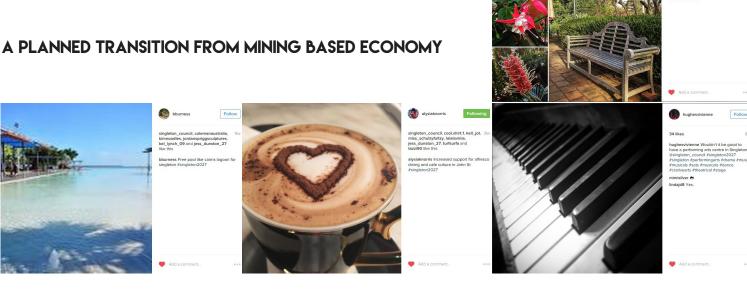
**ACTIVITIES FOR YOUTH** 

**BABY | CHILDREN'S EXPO** 

MORE CAFES AND RESTAURANTS

MORE DIVERSE NIGHT TIME ECONOMY

**BETTER ACCESS TO THE RIVER** 











## ROLES & RESPONSIBILITIES

In speaking with our community, many challenges and opportunities have been raised. While many of these challenges and opportunities can be affected by us through the services Council provide, not all are under Council's control.

To ensure we are clear about what Council's role is, we have established three types of actions:

### **DELIVER**

#### Explanation

For Strategies, Deliverables and Actions which are labelled as DELIVER, Singleton Council can directly affect the outcome and is responsible for making this happen.

### COLLABORATE

### Explanation

For Strategies, Deliverables and Actions which are labelled as COLLABORATE, Singleton Council, with the assistance of other organisations or parties can affect the outcome and is committed to building and maintaining the relationships to make this happen.

### **ADVOCATE**

#### Explanation

For Strategies, Deliverables and Actions which are labelled as ADVOCATE, Singleton Council does not have direct control, but is committed to advocate and lobby for our community on this matter.

### **FUNDING**

Singleton Council has been very successful in the past in seeking and receiving funding for major infrastructure and other projects through external, New South Wales and Australian Government Grant Funding Programs.

Council is committed to delivering our community's priorities and seeking external funding wherever an appropriate opportunity is presented.

Furthermore, Council is committed to building the capacity of community organisations and local businesses through the dissemination of information about grant funding opportunities of relevance.

## **OUR ADVOCACY ROLE**

### **VIBRANT**

- Progression of the design and construction of the Singleton Bypass
- Pursuit of a university campus to service Singleton and the Upper Hunter
- 24 Hour policing for Singleton
- Increased safety on public transport
- Services to support a night time economy

### **PROGRESSIVE**

- · Upgrades and improvements to Singleton Hospital to cater for the needs of our growing community
- Access to education for community members affected by the transition of the local economy

### CONNECTED

- Upgrades and improvement to the New England Highway/Golden Highway intersection for safety
- An increased number of trains to major centres including Newcastle and Sydney
- An increased number and improved connectivity of local public transport
- Improved infrastructure in rural/village settings to improve pedestrian safety

### SUSTAINABLE

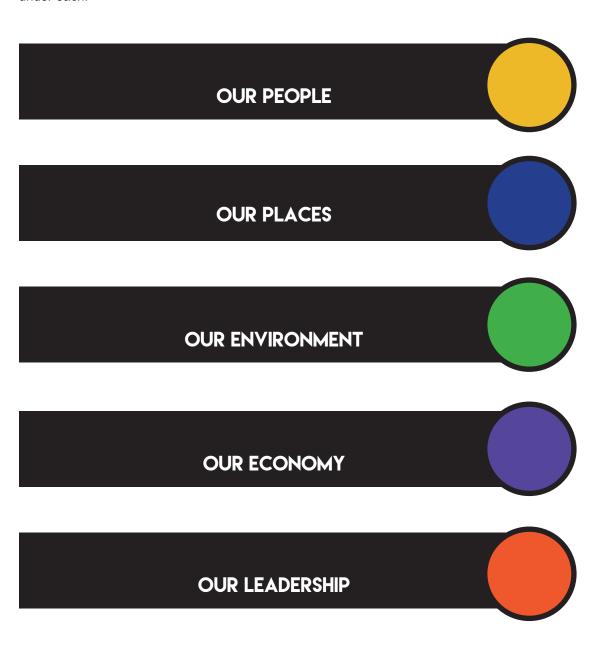
- Attraction and retention of specialist health care
- Appropriate and affordable housing for all stages of life with particular consideration of our ageing population
- Collaborate with government and non-government agencies to deliver outcomes for the community

### **RESILIENT**

- Access to quality health services for our community
- Adequate funding for schools and other education institutes
- A greater diversity of employment options locally
- Support for regional combat agency to meet the needs of our growing community with particular attention to preparedness for emergency situations

## **OUR FIVE PILLARS**

In developing this Plan and speaking with our community, the opportunities and challenges of significance are able to be grouped under five key headings. As such, we have created five pillars which represent these headings and have listed the relevant strategies under each:



## **OUR SUCCESS**

### **HOW DO WE TRACK OUR PERFORMANCE?**

For each of our five pillars we have developed measures that reflect the community's expectations.

Because this document, the Singleton Community Strategic Plan, has a ten year timeframe and is high level strategy, these measurements are indicative of the contribution Council and its activities and services are making to our community.

The Delivery Program and Operational Plans are shorter timeframes and have more specific measures.

### WHAT DOES SUCCESS LOOK LIKE?

- Singleton is a creative, vibrant, inclusive, safe and healthy community
- Singleton is a well-planned, sustainable, accessible and safe community with vibrant places and spaces
- We value, protect and enhance a sustainable environment
- We have an innovative, sustainable and diverse economy
- Singleton community is resilient, informed, connected and engaged
- An effective and efficient operational Council
- A highly functioning and progressive elected Council



## **OUR PEOPLE**

OBJECTIVES: Singleton is a creative, vibrant, inclusive, safe and healthy community

Singleton community is resilient, informed, connected and engaged

STRATEGIES:

PROVIDE SERVICES AND FACILITIES THAT MEET THE NEEDS OF OUR COMMUNITY AT DIFFERENT STAGES OF LIFE

PROVIDE SOCIAL,
RECREATIONAL AND
CULTURAL SERVICES WHICH
EDUCATE, INSPIRE AND
ENTERTAIN

PROMOTE, FACILITATE AND PROVIDE SERVICES FOR PUBLIC HEALTH, HEALTHY LIVING AND LIFESTYLES

COLLABORATE WITH
GOVERNMENT AND OTHER
AGENCIES TO IMPROVE
SERVICES RELATING TO BUT
NOT LIMITED TO HEALTH,
EDUCATION, INTEGRATION,
CONNECTIVITY, SECURITY
AND WELL-BEING

FACILITATE AND SUPPORT PROGRAMS AND ACTIVITIES WHICH PROMOTE INCLUSION AND CELEBRATE DIVERSITY

## **SNAPSHOT**

### HOUSING OWNERSHIP

### **SINGLETON**

Owned with a mortgage 34.02 % Owned outright 26.61 %

Rented 23.13 % Being occupied rent-free 1.21 %

Other tenure type 0.40 % Being purchased under a rent/buy scheme 0.15 %

SINGLETON 61% HOME OWNERSHIP

### **NEW SOUTH WALES**

Owned with a mortgage 37.18 % Owned outright 26.56 %

Rented 26.15 % Being occupied rent-free 0.87 %

Other tenure type 0.40 % Being purchased under a rent/buy scheme 0.23 %

NSW 63% HOME OWNERSHIP

### **EMPLOYMENT**

### **SINGLETON**

Employed, worked full-time 34.75 % Not in the labour force 21.73 %

Employed, worked part-time 13.02 % Employed, away from work 3.08 %

Unemployed, looking for full-time work 1.06 % Unemployed, looking for part-time work 0.68 %

SINGLETON 35% F/T EMPLOYED

### **NEW SOUTH WALES**

Employed, worked full-time 28.77 % Not in the labour force 27.66 %

Employed, worked part-time 13.48 % Employed, away from work 2.73 %

Unemployed, looking for full-time work 1.68 % Unemployed, looking for part-time work 1.15 %

NSW 29% F/T EMPLOYED

### INDEX OF DISADVANTAGE

### **SINGLETON 419/564**

Ranks 419 out of 564 local government areas with Socio-Economic Indexes for Areas (SEIFA)

Scores in Australia, this means:

- There are 145 local government areas which are less disadvantaged, and
- There are 418 local government area that are more disadvantaged

### **HUNTER REGION**

Cessnock 124/564

Maitland 352/564

Muswellbrook 245/564

SINGLETON 419 564

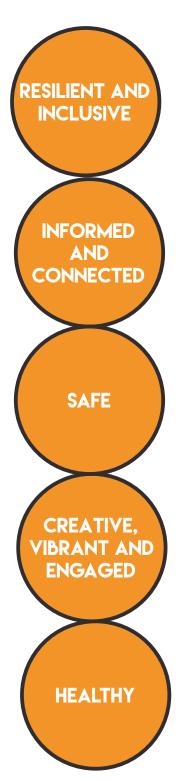
SINGLETON
- HIGHEST
RANK IN THE
HUNTER
REGION

NOTE: This will form the baseline data for future reporting.

## **MEASURING SUCCESS**

Below are a list of measures which indicate Singleton's position in relation to this pillar:

### **OBJECTIVES**



### **MEASURE**

Increasing Index of Disadvantage (Socio-Economic Indexes for Areas - SEIFA)

Increasing customer satisfaction - trending towards 80%

Decreasing crime rates

Increasing perception of safety in the community (as measured through Customer Survey)

Increasing participation rates (participation numbers in events and programs)
Increasing rates of engagement (numbers engaged, diversity of groups engaged)

Increasing healthy lifestyle (as reported by Hunter New England Health)



## **OUR PLACES**

OBJECTIVE: Singleton is a well-planned, sustainable, accessible and safe community with vibrant places and spaces STRATEGIES:

PROVIDE SAFE AND WELL-MAINTAINED FACILITIES AND INFRASTRUCTURE IMPROVE TRANSPORT CONNECTIVITY AND SUPPORT SUSTAINABLE ALTERNATIVES

PROVIDE SAFE AND RELIABLE WATER AND SEWER SERVICES

FACILITATE LAND
USE PLANNING AND
DEVELOPMENT OUTCOMES
WHICH RESPECT AND
CONTRIBUTE IN A POSITIVE
WAY TO THE ENVIRONMENT
AND COMMUNITY

PROMOTE AND FACILITATE SUSTAINABLE VILLAGE LIVING

## FIT FOR THE FUTURE - SINGLETON INFRASTRUCTURE BACKLOG RATIO

Fit For the Future requires an Infrastructure backlog of less than 2% of Council's Asset Value

SINGLETON HAS 2.55% BACKLOG RATIO

## FIT FOR THE FUTURE - SINGLETON ASSET MAINTENANCE RATIO

Fit For the Future requires an Asset Maintenance Ratio of greater than 100% average over 3 years

SINGLETONS AMR IS 71%

### FIT FOR THE FUTURE - SINGLETON

**BUILDING AND INFRASTRUCTURE ASSET RENEWAL RATIO (IARR)** 

Fit For the Future requires Council to have greater than 100% rolling 3 year average

SINGLETON HAS IARR OF 183%

NOTE: This will form the baseline data for future reporting.

## MEASURING SUCCESS

Below are a list of measures which indicate Singleton's position in relation to this pillar:

### **OBJECTIVES**

### **MEASURE**



Infrastructure Backlog Ratio
Asset Maintenance Ratio

Building and Infrastructure Asset Ratio

Disability and Inclusion Action Plan completion

Increase in public transport access

Community satisfaction with participation in and outcomes from strategic planning (land use, transport, asset)



## **OUR ENVIRONMENT**

OBJECTIVE: We value, protect and enhance a sustainable environment

STRATEGIES:

COLLABORATE TO ENHANCE,
PROTECT AND IMPROVE OUR
ENVIRONMENT

EDUCATE AND ADVOCATE
TO IMPROVE AIR QUALITY
IN SINGLETON

PROMOTE EFFICIENT WATER AND WASTE MANAGEMENT AND INCREASE REUSE AND RECYCLING

COLLECT AND MANAGE URBAN STORMWATER EFFECTIVELY

FROM ENVIRONMENTAL POLLUTION AND DISEASE

INCREASE THE PLANNING AND PREPAREDNESS FOR NATURAL DISASTERS

## **SNAPSHOT**

## WATER QUALITY SINGLETON

As the local water authority quality and testing compliance is critical.

SINGLETON 100% COMPLIANCE

## PARKS AND RESERVES SINGLETON

Singleton Council has 74 Parks and Reserves.

SINGLETON 74 PARKS

## CYCLEWAYS SINGLETON

Singleton has 15 kilometres of cycleways.

SINGLETON 15KMS OF CYCLEWAYS

## OPEN SPACES SINGLETON

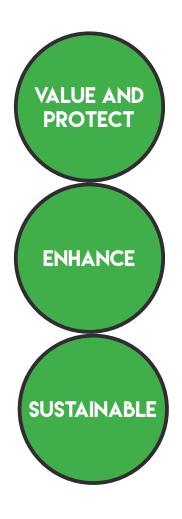
Singleton has 486 hectares of Open Spaces Singleton Council maintains 230 hectares of this Open Space. 230HA MAINTAINED OPEN SPACE

NOTE: This will form the baseline data for future reporting.

## **MEASURING SUCCESS**

Below are a list of measures which indicate Singleton's position in relation to this pillar:

### **OBJECTIVES**



### **MEASURE**

Compliance with water quality targets (drinking, effluent, river health)

Increasing number of heritage actions completed against the Heritage Management Plan

Improve air quality

Increasing recycling, reuse and landfill diversion rates

Decreasing prevalence of noxious weeds

Decreasing household energy consumption

Decreasing household water consumption

Increasing participation rates in household / community education programs



## **OUR ECONOMY**

OBJECTIVE: We have an innovative, sustainable and diverse economy

STRATEGIES:

ATTRACT NEW INVESTMENT TO INCREASE THE DIVERSITY AND RESILIENCE OF THE SINGLETON ECONOMY SUPPORT THE CAPACITY OF SINGLETON BUSINESSES TO BE FLEXIBLE, ADAPTABLE AND PREPARED FOR CHANGE

CONTINUE TO SUPPORT LOCAL TOURISM OPERATORS FOR THE PROMOTION OF SINGLETON AS A TOURISM DESTINATION

INFORM AND INSPIRE
OUR COMMUNITY TO BE
PREPARED AND EMBRACE
JOBS OF THE FUTURE

ENHANCE RELATIONSHIPS
BETWEEN LOCAL
BUSINESS, INDUSTRY AND
GOVERNMENT TO SET
STRATEGIC ECONOMIC
GOALS

SEEK FUNDING TO PROVIDE INFRASTRUCTURE, PROGRAMS, SERVICES OR EVENTS WHICH VALUE ADD TO THE DELIVERY OF THE OBJECTIVES OF SINGLETON 2027

FACILITATE THE
DEVELOPMENT OF A NIGHT
TIME ECONOMY FOR
SINGLETON

FOSTER INITIATIVES THAT STRENGTHEN SINGLETON'S BRAND IDENTITY

## **SNAPSHOT**

### **GROSS REGIONAL PRODUCT**

### **SINGLETON**

Gross Regional Product \$3,711.525

Per Capita GRP (\$'000) \$163.539

Per Worker GRP (\$'000) \$257.745

**HUNTER REGION** 

Gross Regional Product \$61,866.121

Per Capita GRP (\$'000) \$63.177

Per Worker GRP (\$'000) \$180.248

SINGLETON
GRP
\$163M
PER CAPITA

HUNTER REGION GRP \$63M PER CAPITA

### WAGES AND SALARIES

### **SINGLETON**

The total wages and salaries estimate for Singleton is \$1,602.580 million.

The total employment estimate for Singleton is 14,400 jobs.

### **HUNTER REGION**

The total wages and salaries estimate for Hunter Region is \$29,473.027 million.

The total employment estimate for Hunter Region is 343,227 jobs.

SINGLETON \$1.6B IN WAGES

> HUNTER REGION \$29.4B IN WAGES

### **ECONOMIC DIVERSITY**

### SINGLETON

Mining 57.9 %

Construction 5.9 %

Public Administration & Safety 2.6%

Administrative & Support Services 2.0%

Manufacturing 10.9 %

Rental, Hiring & Real Estate Services 5.0 %

Wholesale Trade 2.4 %

SINGLETON 58% ECONOMY IS MINING

### **HUNTER REGION**

Manufacturing 22.7 %

Construction 9.7 %

Health Care & Social Assistance \$5.1 %

Electricity, Gas, Water & Waste Services 4.8 %

Rental, Hiring & Real Estate Services 10.3 % Mining 9.0 %

Financial & Insurance Services 4.8 %

HUNTER REGION HAS GREATER ECONOMIC DIVERSITY

NOTE: This will form the baseline data for future reporting.

## **MEASURING SUCCESS**

Below are a list of measures which indicate Singleton's position in relation to this pillar:

### **OBJECTIVES**





Increase in tourism visitation (spend and number of overnight stays)

Attraction of grant funding



Increase in Gross Regional Product

Decrease in unemployment

Increase in business counts (turnover and staff)

Trends in new housing and commercial approvals

Trends in median house price

Trends in population



Increase in market diversification

Increase in tourism diversification





## **OUR LEADERSHIP**

OBJECTIVES: An effective and efficient operational Council

A highly functioning and progressive elected Council

STRATEGIES:

IS ALIGNED WITH OUR
COMMUNITY'S NEEDS AND
DELIVERED THE BEST WAY
POSSIBLE

SERVICES ARE PROVIDED BY THE RIGHT PEOPLE, IN THE RIGHT JOBS, WITH THE RIGHT SKILLS AND ATTITUDES AT THE RIGHT TIME

PROVIDE ACCURATE AND TIMELY COMMUNICATION TO OUR COMMUNITY

DEVELOP STRONG
PARTNERSHIPS TO DELIVER
SERVICES

IMPROVE THE CONNECTIVITY
BETWEEN THE COMMUNITY,
STAKEHOLDERS AND COUNCIL
TO CREATE AN INFORMED
COMMUNITY

TO LEAD, GOVERN
AND REGULATE IN AN
ETHICAL, EQUITABLE AND
TRANSPARENT WAY

INFRASTRUCTURE,
SERVICES, FACILITIES AND
COUNCIL ARE MANAGED
IN A FINANCIALLY
SUSTAINABLE WAY

## **SNAPSHOT**

### **COMMUNITY SATISFACTION**

### **SINGLETON**

The results showed that overall 83 per cent of residents were at least "somewhat satisfied" with Council's performance in 2016.

SINGLETON 83% OF RESIDENTS "SOMEWHAT SATISFIED"

### FIT FOR THE FUTURE

### **SINGLETON**

Singleton Council has been deemed Fit for the Future by IPART in 2016.



### **COUNCIL STAFF**

### PROFESSIONAL DEVELOPMENT

Spend on staff learning and development is \$2,340 per FTE.

\$2,340 PER FTE

### **VOLUNTARY STAFF TURNOVER**

Voluntary staff turnover is 18% per annum.

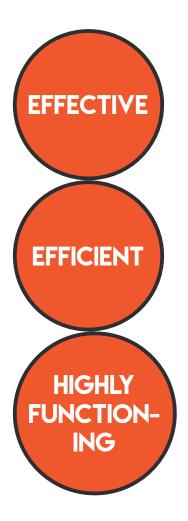
18% PER ANNUM

NOTE: This will form the baseline data for future reporting.

## **MEASURING SUCCESS**

Below are a list of measures which indicate Singleton's position in relation to this pillar:

### **OBJECTIVES**



### **MEASURE**

Risk management – zero harm to people, property and the environment - decreasing trend in number of LTI and increasing risk management maturity score

Financial sustainability - achievement of Long Term Financial Plan

Increasing employee engagement - trending towards 65%

Service delivery - 95% completion of operational plan actions

## SINGLETON COUNCIL

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