

# GO 2030 Growth Opportunities for Goolwa



GO2030 is a long term strategic plan that will manage, nurture and shape Goolwa's growth for the next 20 years. GO2030 represents growth and opportunity. The Plan sets broad strategic goals for Goolwa's future. It addresses the key opportunities, priorities and directions that have been raised by people living, working and visiting Goolwa, and by agencies and the private sector who set policy or fund investment in Goolwa.

The challenge for the Alexandrina Council and Jensen Planning & Design was to produce a comprehensive and innovative strategic and management plan that accepted Goolwa's inevitable growth while still retaining the character, natural environment, its liveability and culture.

A particular emphasis of this project was engaging the community along with the staff and elected members of Council. This commitment was reinforced with the production of a Community Involvement Plan prior to commencing the consultation process that was formally adopted by Alexandrina Council.

An inventive consultation process involved:

- displays of local photographs,
- local walking tours exploring the "good, the bad and the ugly",
- a "fish bowl" activity where the consultants were located in a glass room for three days working on maps and drawings,
- scenario building workshops and local community volunteers assisting council and the consultants during the three day community open house.

The goals and supporting illustrations document a walking and cycling trail and biodiversity corridor, the development of a community services precinct, a new multifunctional recreational facility, alternative and additional school locations, a connector road to divert Hindmarsh Island traffic from the main Street and another connector road to divert new neighbourhood traffic to Victor Harbor without having to go through Cadell Street.

Management options relate to staging, infrastructure requirements and organisational responsibility.

With the affects of the low water levels in the River Murray this plan has accepted the challenge of ensuring Goolwa's future is prosperous by embracing the community's ideas and focussing on future opportunities.



**Location:** Goolwa  
South Australia

**Client:** Alexandrina Council

**Budget:** \$60,000

**Date:** 2008

**In association with:**

- Alexandrina Council



"Where the Murray Meets the Sea"

