



**MAKINGBURNIE2030**

# INTRODUCTION

The Making Burnie 2030 community strategic plan was first developed in 2011 by bringing together many people across our community who are passionate about a strong and positive future.

This creative journey, Making Burnie 2030 posed one important question: What kind of future do we want for our children?

Burnie is a city in transition. We are resilient, have a big heart and take great pride in our city and the achievements of our people. We also acknowledge that there have been tough times and there are always new challenges and work to be done.

Making Burnie 2030 brought together many individuals from different sectors of our community. Over 500 clever, creative, audacious, inspiring and compassionate people interested in and passionate about the future of Burnie joined together to share their thoughts, dreams and ideas about what the future should hold for our children.

It became the community’s strategic plan for Burnie.

In 2016 the plan was reviewed and affirmed, as we continued pursuing the priorities outlined in the plan.

In 2020, the plan was again reviewed with updates made to reflect changes and impacts since the original plan. In essence, the plan’s priorities still resonate strongly and represent not only the preferred future for our city but also the hard work to focus our combined efforts in recent years.

From this plan, Council has developed its own corporate plan and identifies its primary responsibilities toward Making Burnie 2030 objectives.

The success of Making Burnie 2030 hinges on all community partners committing to develop their own goals and strategies and the community working together to ensure we meet the broader objectives.

This plan is for everyone who is passionate about our city’s future.

**Burnie City Council**  
October 2020

# MAKING BURNIE 2030

A VIBRANT,  
THRIVING  
BEAUTIFUL PLACE

A CARING  
COMMUNITY

A REGIONAL  
LEADER ENGAGED  
WITH THE WORLD

A CITY THAT  
REALISES ITS  
DREAMS





# REFLECTING ON OUR PAST

Our past has given us knowledge and wisdom to help us chart and develop our preferred future. In our past there is also baggage that holds us back and needs to be left behind so we can move ahead.

Many visionary people came to Burnie, helped build it and made both rich lives and livelihoods. There is much pride to build on in our city. However sometimes, those less fortunate were left behind and we could have been more inclusive.

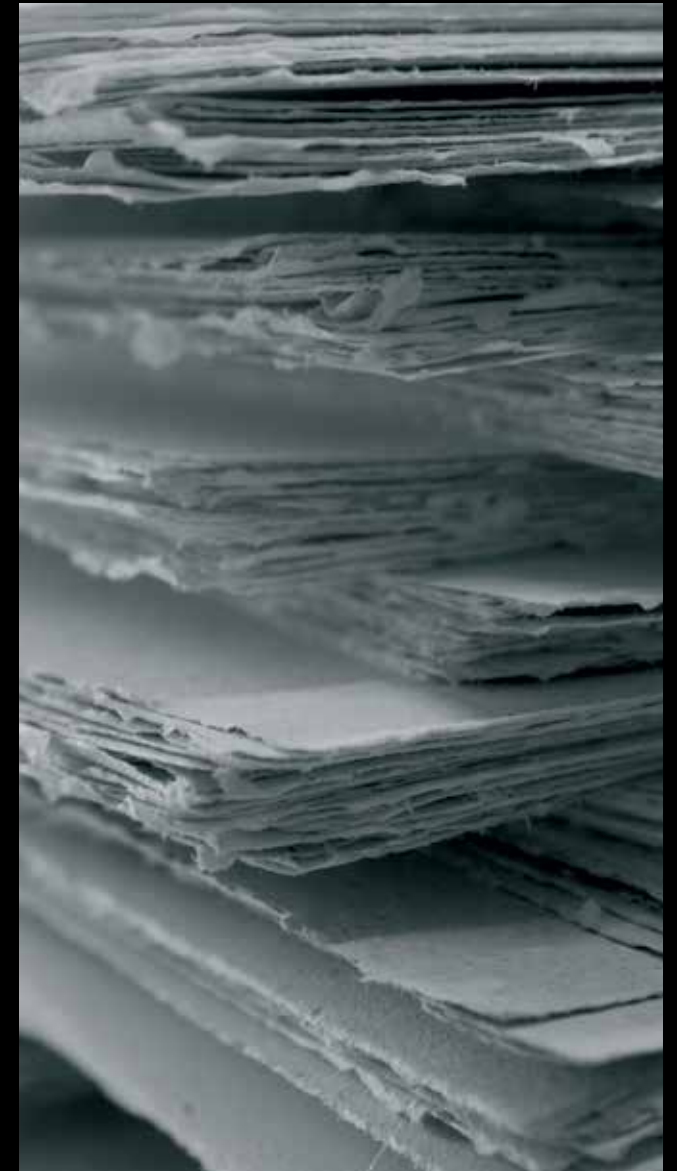
Burnie has been a regional centre for education, health, retail, arts and culture and we wish to enhance this role.

Once industry was put before the environment and this made Burnie unattractive and polluted. We have worked hard and our environment and city are now clean again. However town planning did not consider the full consequences of various land uses and what the future might demand. We must now plan to support and help create our preferred future.

There was a heavy reliance on benevolent industry and this made us dependent. Now we need to be self-sustaining. Our future Burnie needs to be inclusive providing opportunities for all.

Once we trained people to do the job they were employed to do for life. The future will be much more demanding and we must encourage, promote and facilitate life-long learning, skill development, higher education and knowledge development throughout our entire community.

Our port and industry has kept us connected to the world. What happens outside our city and in the rest of the world affects us and we must be aware of outside opportunities and threats.





# UNDERSTANDING OUR PRESENT

Our community has a ‘can do’ attitude and energy for change which makes us resilient.

Burnie is now an attractive, liveable coastal city with a variety of health, education, arts, culture, sport and recreation services and facilities. However our accommodation, shops, restaurants and cafes could provide more variety especially as our region grows. Service standards also need to improve and Burnie needs entertainment options for young people and young professionals.

Living here is affordable and there is easy access to the experiences of the North-West Coast, other Tasmanian centres, Melbourne and mainland Australia.

Our busy and productive port provides vital freight links between our state, mainland Australia and the rest of the world.

We are close to nature with great Bass Strait coastlines and beaches as well as the surrounding hills, mountains and wilderness that offer sensational vistas and views. Our climate is mild and temperate; our rainfall plentiful and the surrounding agricultural lands productive. Our land and rainfall provides quality produce – milk, cheeses, meats, vegetables and even whisky!

Our proximity to the mines on the West Coast has led to the creation of a specialised mining equipment manufacturing industry which is a global leader. This has encouraged other businesses to adopt innovative and specialised approaches enabling them to export to the world.

Some people however have been left behind and this has led to social disadvantage along with poor health and education outcomes. This needs to improve and we need to continue to work together on improving the wellbeing of our community.

Burnie is part of the Cradle Coast Region in North-West Tasmania. There are many things happening outside Burnie that will influence our community. In planning our preferred future we need to be aware of:

- The *opportunities and threats of globalisation*. To participate in international markets we must be globally competitive.
- The *emerging carbon economy* and increasing environmental awareness means Burnie should ‘live lightly’ on its natural resources and offer a clean and green environment in which to live, work and play.
- The *increasing focus on learning, education and knowledge* in the world which we must reflect to create, innovate and remain competitive.
- The *dynamic and increasing use of communications* and social networking technologies provide opportunities to connect Burnie with the world.
- Growing demand for *local produce that is ‘clean and green’*. Burnie is well-placed to support our regional producers in responding to this trend.
- *Travel is becoming more affordable*, particularly for the emerging middle classes of China and India. Burnie has much to offer within its boundaries and as a gateway to the famous wilderness areas of our island.
- *Populations around the globe are ageing*. We need to prepare for our own ageing population by encouraging people to remain well, active and connected and by making Burnie a place where young people will want to live, stay, or go away and return to.



# OUR VALUES

These are the values that will guide our choice and behaviour as we move towards our preferred future.

In all our dealings we will:

## BE BOLD AND COURAGEOUS

To lead, innovate and take risks

## WORK TOGETHER

Engaging and collaborating to realise innovative, smart and sustainable solutions to our challenges and opportunities

## VALUE KNOWLEDGE

As a way of realising our potential and encouraging life-long learning

## BE RESPECTFUL AND INCLUSIVE

Of each other, our environment and our heritage

Bringing everyone along on the journey

Balancing urban and rural needs, work and life, industry and environment



# OUR VISION

## A VIBRANT, THRIVING BEAUTIFUL PLACE

Burnie has a personality and an energy that is at once recognisable

Our commerce and industry are diverse, innovative, bold and a source of pride

The coastline and hinterland provide the natural beauty in which we live

## A CARING COMMUNITY

We care about each other and warmly welcome those who visit Burnie

An inclusive community that builds goodwill and wellbeing

## A REGIONAL LEADER ENGAGED WITH THE WORLD

We are a regional leader in education, health, retail, services, arts and culture

We are connected with the world through information, business, social and rich cultural connections

## A CITY THAT REALISES ITS DREAMS

We seize and make the most of our opportunities

Those who live here know that you can make it in Burnie



# A PICTURE OF OUR FUTURE IN 2030

In 2030 Burnie has the physical and social infrastructure needed for a vibrant city. There is a focus on quality urban design, parklands and public spaces where people can come together. There is strong participation in the arts, community events and sport and there is always something happening for people of all ages to enjoy.

The city has become known for innovative, adaptive, environmentally responsible housing design and there are many options to meet differing community needs.

The Paper Mill site has been revitalized and is used for a variety of community and business activities. It has become a hub for activity once again.

At the heart of the city the central business district offers inner city living and great shopping experiences that visitors and locals enjoy.

Road transport linkages around and through Burnie flow smoothly to support the lifestyle and needs of the community.

Burnie is known for healthy living. The North West Area Health Service and the University-based Rural Clinical School are leaders in rural health care and their role as a valuable regional and state resource has grown.

People take responsibility for their health and wellbeing

and care for each other. Gone are the days of poor health outcomes arising from social disadvantage. Good health is now an economic driver.

People are attracted to Burnie because of the healthy food, clean environment, programs and extensive health infrastructure. Medical professionals are trained at the hospital and clinical school and many stay. International people find that Burnie is a welcoming place to call home.

Lifelong learning is valued and practiced in the clever city of Burnie. Post year ten retention is comparable with the rest of Australia. A wide range of education opportunities are available using multi-purpose physical facilities and advanced communication technologies.

The University, Skills Institute, Polytechnic, colleges and schools work together with business and industry to support the needs of the community.

Burnie is a destination of choice for education and many students stay in the purpose built accommodation available in the city. Businesses understand that knowledge and multi-skilling is the pathway to an innovative workforce.

Burnie is still the City of Makers and niche industries building on sustainable local strengths are thriving. There is a strong Burnie brand that stands for quality and local excellence.



Burnie is known by visitors as being on the edge of wilderness adventure. Visitors of all ages enjoy the fine food, the wide range of accommodation and vibrant shopping.

Co-operative business relationships develop opportunities. High speed communication technologies are available to all businesses.

Burnie sits between the sparkling blue seas of Bass Strait and the forests of the hinterland. The clean beaches and fresh air are invigorating and community groups work together to protect and care for flora and fauna.

The carbon footprint of Burnie is small, helped by the use of renewable energy, water and waste management and

a focus on environmental sustainability in all areas of community endeavor.

The built environment is appreciated for its architectural and heritage value that reflects Burnie's past but also speaks to Burnie's future.

Burnie is the hub for the Cradle Coast region providing a full range of health, education, community and commercial services. Burnie City Council is an active participant in regional local government issues and is respected as a collaborative leader.

Logistics are a key strength; the port is Tasmania's key freight link to the rest of the world and the road, rail and airport infrastructure connect Burnie to the State.





## WE WILL PURSUE SIX FUTURE DIRECTIONS TO ACHIEVE OUR 2030 VISION:

- 1 AN ATTRACTIVE PLACE TO LIVE, WORK AND PLAY
- 2 AN INCLUSIVE AND HEALTHY COMMUNITY
- 3 A CENTRE FOR INFORMATION, KNOWLEDGE AND LEARNING
- 4 A SECURE, INNOVATIVE AND DIVERSE ECONOMY
- 5 A NATURAL AND BUILT ENVIRONMENT THAT IS RESPECTED AND CARED FOR
- 6 A REGIONAL HUB



FUTURE DIRECTION 1

AN ATTRACTIVE PLACE TO  
LIVE, WORK AND PLAY

In 2030 Burnie has the physical and social infrastructure needed for a vibrant city. There is a focus on quality urban design, parklands and public spaces where people can come together. There is strong participation in the arts, community events and sport and there is always something happening for people of all ages to enjoy. The city has become known for innovative, environmentally responsible housing design and there are many options to meet differing community needs. The Paper Mill site has been revitalised and is used for a variety of community and business activities. It has become a hub for activity once again. At the heart of the city the central business district offers inner city living and great shopping experiences that visitors and locals enjoy. Road transport linkages around and through Burnie flow smoothly to support the lifestyle and needs of the community.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
1.1	A range of vibrant, safe and attractive community spaces.	The community, service clubs, Council.	Provider
1.2	A community that celebrates and participates in its arts, culture and heritage.	Performing and visual arts community, music groups, heritage associations, schools.	Facilitator Provider
1.3	A community that promotes and values its broad range of quality leisure, recreational and sporting opportunities.	Sporting clubs and associations, recreational and physical wellbeing groups, State Government, service clubs, schools.	Provider Facilitator
1.4	An innovative range of accommodation and residential options addressing all the needs of the community.	Private developers, UTAS, housing providers, aged care providers, disability services, State Government.	Facilitator Regulator
1.5	A vibrant and progressive central business district.	Business and retail associations including Chamber of Commerce, Citylink.	Advocate Facilitator
1.6	A road transport system that meets the needs of the community and supports the wider region.	State Government, Council.	Provider Advocate



COMMUNITY PROFILE INDICATORS

Overall Population Growth

If Burnie improves as an attractive place to live, work and play, the net population of the municipality should grow.

- Population 19,892 ► 23,000 by 2030

Middle Aged Population Growth

This measure provides a broad indicator of the attraction of families and workers as a target group for growth.

- 39% Aged 25-54 ► 41% by 2030

Professionals and Trades

If Burnie is an attractive place to work, it should be reflected in an increasing percentage of the population as professionals and trades.

- 3,442 P&T's ► 4,500 by 2030

Standard of Parks

A community that values its recreational spaces will be reflected in the satisfaction rating for the standard of parks across Burnie.

- 76% satisfaction rating ► 85% in 2030

Public Place Assaults

Community spaces that are considered safe will be reflected in the number of assaults in public places.

- 70 public place assaults ► Less than 40 per year by 2030

Cultural Participation

The number of people engaging in cultural activities will increase as Burnie becomes a more attractive place to live, work and play.

- 59,061 using BAFC & BRAG ► 65,000 by 2014 and sustained

Paper Mill Site Conversion

It is a community desire to see this strategic parcel of land converted to productive use that will benefit the municipality.

- 13% converted ► 100% by 2030





FUTURE DIRECTION 2

# AN INCLUSIVE AND HEALTHY COMMUNITY

In 2030 Burnie is known for healthy living. The North West Area Health Service and the University-based Rural Clinical School are leaders in rural health care and their role as a valuable regional and state resource has grown. People take responsibility for their health and wellbeing and care for each other. Gone are the days of poor health outcomes arising from social disadvantage. Good health is now an economic driver. People are attracted to Burnie because of the healthy food, clean environment, programs and extensive health infrastructure. Medical professionals are trained at the hospital and clinical school and many stay. International people find that Burnie is a welcoming place to call home.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
2.1	Well-developed health infrastructure and programs respond to and meet regional needs.	State Government, hospital services, acute care providers, specialists and GPs, preventative health services, Rural Clinical School, schools, aged care providers, mental health and disability services.	Facilitator Advocate
2.2	The importance of physical and emotional wellbeing is valued and actively adopted by the community.	Preventative health services, specialists and GPs, gymnasiums, trainers and wellbeing centres, mental health and disability services.	Advocate
2.3	A place where everyone feels accepted and participates freely in community activities.	Community at large.	Provider Facilitator



## COMMUNITY PROFILE INDICATORS

### SEIFA Index

The SEIFA indexes provide a measure of a community’s socio-economic status. An increasing SEIFA index indicates improvement.

- Percentile 37
- Percentile 50 by 2030

### SEIFA Index Suburbs

Burnie traditionally has a large gap between its highest and lowest suburbs on the SEIFA index. This target is aimed at seeing the lower indexed suburbs improving significantly.

- 5 suburbs below 900
- 0 below 900 by 2030

### Voluntary Work

The level of volunteer work in a community may be considered an indicator of inclusiveness and belonging.

- 21% volunteering
- 25% by 2030

### Overseas Born Population

As Burnie becomes a more inclusive and welcoming community, this may be reflected through an increased proportion of overseas born people choosing Burnie as a home.

- 8.5% born overseas
- 15% by 2030

### Insufficient Physical Activity

A community that values its physical health will be evidenced by a strong level of physical activity for wellbeing.

- 23% insufficient physical activity
- Less than 20% by 2030

### BMI Overweight and Obese

Addressing obesity will contribute toward improved physical and emotional health and reduce a factor in chronic disease.

- 56% overweight and obese
- Less than 40% by 2030

### Daily Smoking Habits

Reducing the incidence of smoking will contribute toward a healthier community and reduce a factor in chronic disease.

- 20.5% daily smoking
- Less than 10% by 2030

### Risky Alcohol Consumption

Alcohol consumption at risky levels can be a contributor to negative behavioural outcomes and a factor in chronic disease.

- 8.2% risky alcohol consumption
- Less than 5% by 2030

### Public Health Services

A wide and comprehensive range of health services will be an indicator of Burnie’s capacity to respond to regional health needs.

- 66 health services provided
- Maintain or increase each year

# A CENTRE FOR INFORMATION, KNOWLEDGE AND LEARNING

Lifelong learning is valued and practiced in the clever city of Burnie. Post year ten retention is performing better than the rest of Australia. A wide range of education opportunities are available using multi-purpose physical facilities and advanced communication technologies. The University, Skills Institute, Polytechnic, colleges and schools work together with business and industry to support the needs of the community. Burnie is a destination of choice for education and many students stay in the purpose built accommodation available in the city. Businesses understand that knowledge and multi-skilling is the pathway to an innovative workforce.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
3.1	Education is valued and invested in.	Education providers at all levels.	Advocate
3.2	The education providers work together and are responsive in meeting the learning needs of the community.	Primary schools, secondary schools, post-secondary and tertiary educators, registered training organisations.	Advocate Facilitator
3.3	The community is engaged in education and values learning from the early years and throughout life.	Child care providers, education providers, LINC, schools, playgroups, infant support associations.	Provider Advocate
3.4	Our community is skilled and able to manage change and meet global, regional and local challenges.	Primary schools, secondary schools, post-secondary and tertiary educators, registered training organisations.	Advocate Facilitator
3.5	Opportunities exist for people to achieve their dreams and potential.	Education providers, registered training organisations, professional networks, local business and industry.	Advocate

**Australian Early Development Index**  
A community that encourages and engages in early learning will be reflected in improved AEDI results. A lower value reflects improvement.  
● 27.5% developmentally vulnerable ► Less than 20% by 2030

**Public School Participation Rates**  
Strong participation rates at school, both primary and secondary will indicate a higher level of engagement in education.  
● 91.5% average participation rates ► Greater than 93%

**Year 10 Retention**  
An increase in the number of people completing education beyond Year 10 will indicate a higher level of educational attainment.  
● 72.8% retention (excl apprentices and trainees)  
► Greater than 80% by 2030

**Apprenticeships and Traineeships**  
A strong take up of apprenticeships and traineeships indicates an investment in learning and training for employment.  
● 681 apprentices and trainees under contract ► 1,000 by 2030

**Home Internet**  
Access to internet in the household is one indicator of access to learning opportunities and online interaction.  
● 52% internet access ► 90% by 2030

**UTAS Student Numbers**  
As UTAS grows its role as a strong leader in education and research for the region, its enrolment numbers at Cradle Coast Campus will continue to grow.  
● 940 students ► 6,100 by 2030

**UTAS Courses**  
As UTAS grows its role as a strong leader in education and research for the region, its course offerings at Cradle Coast Campus will continue to expand.  
● 33 course years available ► 100 by 2030





FUTURE DIRECTION 4

# A SECURE, INNOVATIVE AND DIVERSE ECONOMY

In 2030 Burnie is still the City of Makers and niche industries building on sustainable local strengths are thriving. There is a strong Burnie brand that stands for quality and local excellence. Burnie is known by visitors as being on the edge of wilderness adventure. Visitors of all ages enjoy the fine food, the wide range of accommodation and vibrant shopping. Cooperative business relationships develop opportunities. High speed communication technologies are available to all businesses.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
4.1	A globally competitive business community, focused on the development of niche and premium products.	State Government, Federal Government, local business and industry.	Facilitator Advocate
4.2	A highly skilled workforce with a focus on innovation and entrepreneurship.	Education and training providers, local business and industry, business support and consulting providers, industry bodies and associations.	Advocate
4.3	A welcoming and memorable visitor experience on the edge of adventure.	Hospitality industry, accommodation and tourism providers, secondary and post secondary education providers in hospitality, industry bodies and associations.	Provider Facilitator Advocate
4.4	The City of Makers renowned for its niche industries, specialty manufacturing and artisanship.	Manufacturing industries, local artisans, brand partners, Makers' Workshop.	Provider Facilitator
4.5	The opportunities offered by contemporary communications technology are maximised.	Communications providers, State Government, Federal Government.	Facilitator Advocate
4.6	There are increased opportunities for people to participate in paid and/or unpaid work.	Employers, employment support agencies, community organisations.	Advocate

## COMMUNITY PROFILE INDICATORS

**Unemployment Rate**  
Whilst many factors are outside the community's control, this rate is a broad indicator of the level of employment opportunity in the region.  
● 8.9% Burnie, 5.4% Tas (5yr avg)  
► 5yr avg to be less than state by 2030

**Employment Participation Rate**  
Influenced by factors outside the community's control, this rate remains a broad indicator of how many people are engaged in the labour force, working or seeking work.  
● 54% participation ► Greater than 60% by 2030

**Employing Business Entries and Exits**  
The net growth in number of employing businesses provides an indicator of confidence in the economy.  
● 35 business start-ups per year (3yr avg)  
► 50 per year

**Building Applications**  
The number of building applications received can be considered an indicator of the level of investment.  
● 261 applications per year (3yr avg) ► 320 by 2030

**Change in Property Values**  
The increase in total capital value from new properties year to year (excluding revaluation years) is an indication of the level of investment in Burnie.  
● 1.4% increase per year (3yr avg)  
► At least 1.5% each year

**Innovation Index**  
The level of innovation in industry and business will be an indicator of Burnie's entrepreneurship, innovation and niche industry.  
● 67.7% innovation index ► 80% by 2030

**Visitors Who Stop and Look**  
As Burnie's tourism value increases, this will be reflected in the number of visitors who stop and look around.  
● 17.6% NW visitors who stop and look in Burnie (4yr avg)  
► 25% by 2030

● Baseline ► Target - For detail see full plan and appendices at [www.burnie.net](http://www.burnie.net)

**Visitors Who Stay Overnight**  
As the tourism value of Burnie and the region increases, this will be reflected in the number of visitors who choose to stay overnight in Burnie.  
● 12.3% NW bed nights spent in Burnie (4yr avg)  
► 17.5% by 2030

**Retail Contribution**  
An increasing value in retail contribution indicates growth in number and/or quality of retail.  
● \$109.5M retail gross revenue  
► Annual growth > 1% higher than CPI

**Hospitality Contribution**  
This measure aims to monitor a growing supply of hospitality providers, including accommodation, cafes and restaurants.  
● \$58.0M hospitality gross revenue  
► Annual growth > 1% higher than CPI

**Manufacturing Contribution**  
This measure monitors the value of manufacturing to the Burnie economy which is recognised as a major contributor.  
● \$1,052.3M manufacturing gross revenue  
► Annual growth > 1% higher than CPI

**Agriculture, Forestry and Fishing Contribution**  
The agriculture sector is expected to be a key area of expansion in the North-West Coast.  
● \$58.5M AFF gross revenue  
► Annual growth > 1% higher than CPI

**Burnie Gross Regional Product**  
A strong economy will be reflected through a growing gross regional product.  
● \$1,167M gross regional product Burnie  
► Annual growth > 1% higher than CPI

# A NATURAL AND BUILT ENVIRONMENT THAT IS RESPECTED AND CARED FOR

Burnie sits between the sparkling blue seas of Bass Strait and the forests of the hinterland. The clean beaches and fresh air are invigorating and community groups work together to protect and care for flora and fauna. The carbon footprint of Burnie is small, helped by the use of renewable energy, water and waste management and a focus on environmental sustainability in all areas of community endeavour. The built environment is appreciated for its architectural and heritage value that reflects Burnie’s past but also speaks to Burnie’s future.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
5.1	Our natural resources are protected and enhanced.	State Government, Federal Government, conservation and environment groups, relevant authorities, Council, community at large.	Facilitator Advocate
5.2	The region develops and uses renewable energy sources.	State Government, Federal Government, energy providers.	Advocate
5.3	A strong level of participation and collaboration in community based environmental protection and conservation groups.	CCA Natural Resource Management, conservation and environment groups.	Facilitator
5.4	A region that is energy, water and waste efficient.	State Government, Federal Government, water authority, Council.	Provider Advocate
5.5	A built environment that is valued, reflects our past and embraces our future.	Heritage and historical associations, Council.	Advocate Facilitator



## COMMUNITY PROFILE INDICATORS

### Water Usage

A region that is water efficient will be reflected in reduced household water consumption.  
● 682L household consumption per day ► 548L by 2030

### Waste

Our environment will benefit from a decreasing volume of landfill and an increase in recycling or re-use of products.  
● 66:34 landfill waste:recycling ► 50:50 by 2030

### Air Quality

Burnie’s air quality is monitored on an hourly basis at Emu River.  
● 4% hourly measurements exceeding advisory standard in highest month ► 0%

### Recreational Water Quality

The monitoring of water quality for recreational beaches and public swimming pools identifies potential threats to public health.  
● 2% test readings outside compliance range (3yr avg) ► 0%

### Riverways

Healthy riverways can be an indicator of how the natural environment is managed.  
● No pesticides detected ► No pesticides detected  
● Baseline ► Target - For detail see full plan and appendices at [www.burnie.net](http://www.burnie.net)



FUTURE DIRECTION 6

A REGIONAL HUB

Burnie is the hub for the Cradle Coast region providing a full range of health, education, community and commercial services. Burnie City Council is an active participant in regional local government issues and is respected as a collaborative leader. Logistics are a key strength; the port is Tasmania’s key freight link to the rest of the world and the road, rail and airport infrastructure connect Burnie to the State.

	STRATEGIC OBJECTIVES	Stakeholders	Council Role
6.1	Burnie is the community and commercial services centre for the broader North-West region.	Regional health service providers, tertiary education providers, port and rail providers.	Facilitator Advocate
6.2	Effective, efficient and integrated transport linkages service and connect Burnie with the state, region and world.	State Government, port and rail providers, airport and flight service providers.	Facilitator Advocate
6.3	The city provides leadership and works collaboratively on regional strategic issues.	Local government associations, surrounding councils; peak industry groups, State Government, Federal Government.	Facilitator Advocate

COMMUNITY PROFILE INDICATORS

Port Freight Volume

An increasing volume of freight through the Burnie Port will indicate the port’s importance in the state freight network.

- 229,851 TEU’s through Burnie Port per year
- ▶ 3% annual increase on each year

Air Travel

The number of seats available through Burnie Airport responds to local demand for the airport as a direct mainland transport link.

- 103,836 seats available per year
- ▶ To maintain > 100,000 seats

Patient Transfer Flights

The number of patient transfer flights is an indicator of the level of need for Burnie Airport in supporting health infrastructure for the region.

- 361 transfers per year
- ▶ No target applicable

Rail Volume

As Burnie grows as the regional hub for freight transport, this will be reflected in increasing rail freight volume to and from Burnie.

- Unpublished
- ▶ 3% annual increase on each year

Road Freight

The level of road freight forms a significant part of the total freight volume in and out of Burnie.

- To be determined
- ▶ To be determined

● Baseline ▶ Target - For detail see full plan and appendices at [www.burnie.net](http://www.burnie.net)

UTAS Student Numbers

If UTAS is to become a strong leader in education and research, its enrolment numbers at Cradle Coast Campus will continue to grow.

- 940 students
- ▶ 6,100 by 2030

Public Health Services

A wide and comprehensive range of health services will be an indicator of Burnie’s capacity to respond to regional health needs.

- 66 health services provided
- ▶ Maintain or increase each year

Elected Representatives in Burnie

As Burnie develops as a regional hub, this will be supported by a strong level of state and federal representatives locating an office in Burnie.

- 62.5% represented in Burnie
- ▶ 75%

Government Departments in Burnie

As Burnie develops as a regional hub, this will be supported by a strong level of government department presence in Burnie.

- 37 departments represented
- ▶ Maintain or increase each year



# HOW MAKING BURNIE 2030 WAS DEVELOPED



As part of its strategic plan review process, Council undertook an extensive community consultation process, to bring together the thoughts, reflections and future aspirations of the community as a whole.

During 2011, a range of activities were undertaken that engaged with various segments of the Burnie community to hear input and ideas on the future of Burnie. In total over 500 people participated in sharing their thoughts and ideas in this process, with the highlight being the Futures Conference held over two days in the Town Hall.

From here the Making Burnie 2030 plan was developed that encapsulated the aspirations and priorities of the community for the future of Burnie.

A range of community profile indicators were developed that would provide a framework for determining progress across the six key directions, over the long term. Progress reports on these indicators are published periodically to measure progress toward achieving the Making Burnie 2030 vision.

In 2016 the plan was reviewed and affirmed through community consultation, for a further four years. In 2020 Council again reviewed the plan with community sector feedback and made updates to reflect changes and impacts since the first plan.

Making Burnie 2030 is an enduring document that has inspired a shared vision for our future, which continues to resonate with our community's aspirations, and reflect our combined efforts over recent years.

This plan is a community plan in which there are many partners and contributors, each of whom will develop their own strategies to support different areas of this community plan.

By continuing to work together toward these goals, we will create the best Burnie we can.

This is an abridged document. The full document, which contains further detail on the Community Profile Indicators, is available on Council's website at [www.burnie.net](http://www.burnie.net) or by contacting Council on 6430 5700.

Contributing photographers: Mason Doherty, Lee Dixon, Rick Eaves, Wolfgang Seivers, Murphy Photography, Dale Cumming, Tony Cross, Peter Bellingham and Daryl Jones





