

## Draft Community Recovery Plan – Chapter Eight Business and Economy Summary

This week draft Recovery Plan Chapter Eight – Business and Economy is available for your thoughts and comments. This chapter will be disseminated by email link to our website ([madrecovery.com](http://madrecovery.com)) and hard copies will be available at the Recovery Hub and the Genoa Pub for those not connected to the internet.

As COVID-19 restrictions are easing, we are planning a series of ‘face to face’ community consultation sessions for endorsing the recovery ideas contained in the draft Recovery Plan. More details soon!

Our economic recovery is grounded in our values; in particular, our love of our diverse wilderness landscape and our desire for it to remain pristine. Values expressed by our community re our economic recovery include:

- Turning around the local economy and making good economic losses
- A desire for greater year-round economic diversity
- Balancing tourism with the wishes of permanent residents.
- A desire for our population to remain about the same size.

A strong economy is important for realising our Vision for a resilient, safe and vibrant community. An integrated and collaborative approach will see us optimise our many natural and creative assets.

Volunteer community groups working hard on economic recovery include the Mallacoota District Business and Tourism Association (MDBTA) and Mallacoota Community Enterprises Limited (MCEL), the community owned company which runs the Mallacoota Community Bank®. MDBTA is building its membership base and pursuing infrastructure and tourism initiatives, including the ‘Visit Mallacoota’ program in conjunction with Regional Development Victoria (RDV). MCEL is promoting Mallacoota’s recovery by working with MADRA, MDBTA, government and non-government agencies to further the economic interests of community, businesses and individuals.

We are working with government and other providers to significantly improve our critical economic infrastructure including telecommunications, roads and services. In early January, we expressed our strong concerns to the CEO of Telstra regarding the unacceptable mobile internet service. In response, we have been assured our community voice has been heard loud and clear and remedial action will be announced shortly.

We received many, many ideas for broadening and diversifying our economy. Importantly, these suggestions align with our values, do not displace existing businesses and offer career pathways. The table beneath provides a broad overview and examples. For the full picture, see draft Chapter Eight.

<b>COMMUNITY SUGGESTIONS FOR ECONOMIC RECOVERY</b>	
<b>More Strings to our Economic Bow</b>	<ul style="list-style-type: none"><li>• Build on our creative talents through tours, packages and classes.</li><li>• Adding value to existing businesses. For example: Mallacoota Abalone Limited is looking at innovative ways to use abalone guts and shells.</li><li>• Events with a local or topical theme. Examples include film festivals featuring local productions and an annual Forest Fire Management conference in Winter.</li><li>• Aquaculture, horticulture and food including locally caught and harvested foods, cooking classes, and regional collaborations.</li><li>• More industrial land to attract new and different businesses for which there is a need. For example, a maker of boat covers.</li></ul>

<b>COMMUNITY SUGGESTIONS FOR ECONOMIC RECOVERY</b>	
<b>Tourism Opportunities</b>	<ul style="list-style-type: none"> <li>• Beautification projects to make our district more attractive including street scaping and refurbishment projects.</li> <li>• Additional visitor attractions such as mountain bike trails and bush tucker trails.</li> <li>• Becoming part of regional food, art, sport and other trails.</li> </ul>
<b>Digital Recovery</b>	<ul style="list-style-type: none"> <li>• A digital hub to support local digital enterprises and digital nomads.</li> <li>• A business centre to support local businesses in a range of activities.</li> <li>• Online businesses.</li> <li>• Working from home.</li> </ul>
<b>Buy Local</b>	<ul style="list-style-type: none"> <li>• Participation in online campaigns such as 'Click for Vic', 'Buy from the Bush' and 'Empty Esky'.</li> <li>• Online shops to supplement local shops and as a showcase for local artisans.</li> <li>• Encourage greater participation in the local Artisans and Produce markets.</li> </ul>
<b>Environmental Education and Training</b>	<ul style="list-style-type: none"> <li>• An environmental studies program including information about local flora and fauna, guided bush walks and mini field days.</li> <li>• Establish a Mallacoota Environment Education and Research Centre (MEERC).</li> <li>• Associated with MEERC, residential workshops with visiting academics, an observatory and community owned telescope and a longitudinal estuarine study.</li> <li>• Land Management Industry certification and training.</li> </ul>

### Is it too late to send in our ideas?

The Recovery Plan is a dynamic document and changing over time as projects are completed and new ideas emerge. Please keep the ideas coming! Any suggestions can be submitted via the MADRA suggestion boxes outside the Post Office and Genoa Pub, by letter to Locked Bag 1005 Mallacoota VIC 3892 or by email to [mallacoota.district.assoc.2020@gmail.com](mailto:mallacoota.district.assoc.2020@gmail.com). Comments on Chapter Eight can also be sent via these avenues.

Thank you to those who provided feedback on earlier chapters of the draft Recovery Plan. Revised versions will be available on our website shortly.

MADRats