

**LAKE  
MACQUARIE  
CITY**

# **LAKE MACQUARIE CITY COUNCIL LAKE ACTIVATION STRATEGY 2020-2030**

Adopted by Council 25 October 2021





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# ACKNOWLEDGEMENT OF COUNTRY

*We remember and respect the Ancestors who cared for and nurtured this Country.  
Dhumaan ngayin ngarrakalu kirraanan barayidin.*

*It is in their footsteps that we travel these lands and waters.  
Ngarrakalumba yuludaka bibayilin barayida baaduka.*

*Lake Macquarie City Council acknowledges the Awabakal people and Elders past, present and future.  
Lake Macquarie City Council dhumaan Awabakala ngarrakal yalawaa, yalawan, yalawanan.*

Wording by the Aboriginal Reference Group and translated by Miromaa Aboriginal Language and Technology Centre.

## MAYOR'S MESSAGE

Lake Macquarie is incredibly lucky to have one of Australia's largest saltwater lakes as the sparkling blue centrepiece of our City. The lake is a significant contributor to our enviable lifestyle and plays such an important role for our community and visitors whether it be for recreation, connection or relaxation.

The lake's sheltered bays are perfect for water sports including swimming, kayaking or stand-up paddle boarding. We are a renowned boating and sailing destination, with all the facilities to match. Marinas, yacht clubs and jetties are all at our disposal and contribute to the liveability of our City.

The development of our first Lake Activation Strategy will help to ensure our long-term vision for the lake and set a clear framework and plan for its future access, use and enjoyment. It will ensure we balance environmental, social and economic values, now and in the future as our community and coastal environments change, and make sure it remains a wonderful natural asset for future generations to enjoy. The strategy will assist Council to understand and accommodate future lake use created by residential and tourism growth.

As our City continues to grow, it is important that we are guided by a Strategy that informs investment in the development and management of the lake and its foreshore over the next 10 years. It will place us in a great position to secure access to the lake, strengthen the relationships between the lake and economic centres around the foreshore, diversify our local economy and employment opportunities, as well as allow the City to attract events and increase tourism and visitor opportunities. I am pleased to share this Strategy, which will enhance the experience of Lake Macquarie while maintaining the overall health of this valued ecosystem for all of us.

**Cr Kay Fraser**

Mayor, Lake Macquarie City Council



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# 1. STRATEGY OVERVIEW

## 1.1. WHY DO WE NEED A LAKE ACTIVATION STRATEGY?

Lake Macquarie is a city with a lake at its heart.

The lake is an important part of the identity of our community. It offers the beauty and peace of a bushland waterway; an uncrowded, safe and popular destination for swimming and boating; and the welcoming atmosphere and hospitality services of distinctive lakeside centres.

Sustainable stewardship of the lake's natural systems is important to our community. We appreciate that a healthy waterway is the key to our lake lifestyle. Lake Macquarie is also special to our visitors and has long been an popular holiday destination for people from the Hunter region and beyond, offering easy access to the lake and ocean from waterfront holiday parks and reserves.

Although Council has prepared many strategies and plans that deal with the lake environment, land use planning or economic development opportunities, there has not previously been a plan that focuses on how best to support the community to use and enjoy the central feature of our city.

This first Lake Activation Strategy is about proactive management of our key natural asset.

## 1.2. WHAT DOES THE STRATEGY COVER?

The Lake Activation Strategy applies to:



### WHERE?

Council and other publicly managed foreshore lands and aquatic infrastructure around the main body of Lake Macquarie



### WHO?

Lake Macquarie City Council



### WHAT?

Aquatic and foreshore recreation, commercial opportunities and tourism activities and the infrastructure to support them

The Lake Activation Strategy does NOT include:



The southern parts of Lake Macquarie that are owned and/or managed by Central Coast Council



Infrastructure in and along tributaries



Beaches on the open coast and associated Surf Life Saving Clubs and facilities



Dredging of Swansea Channel



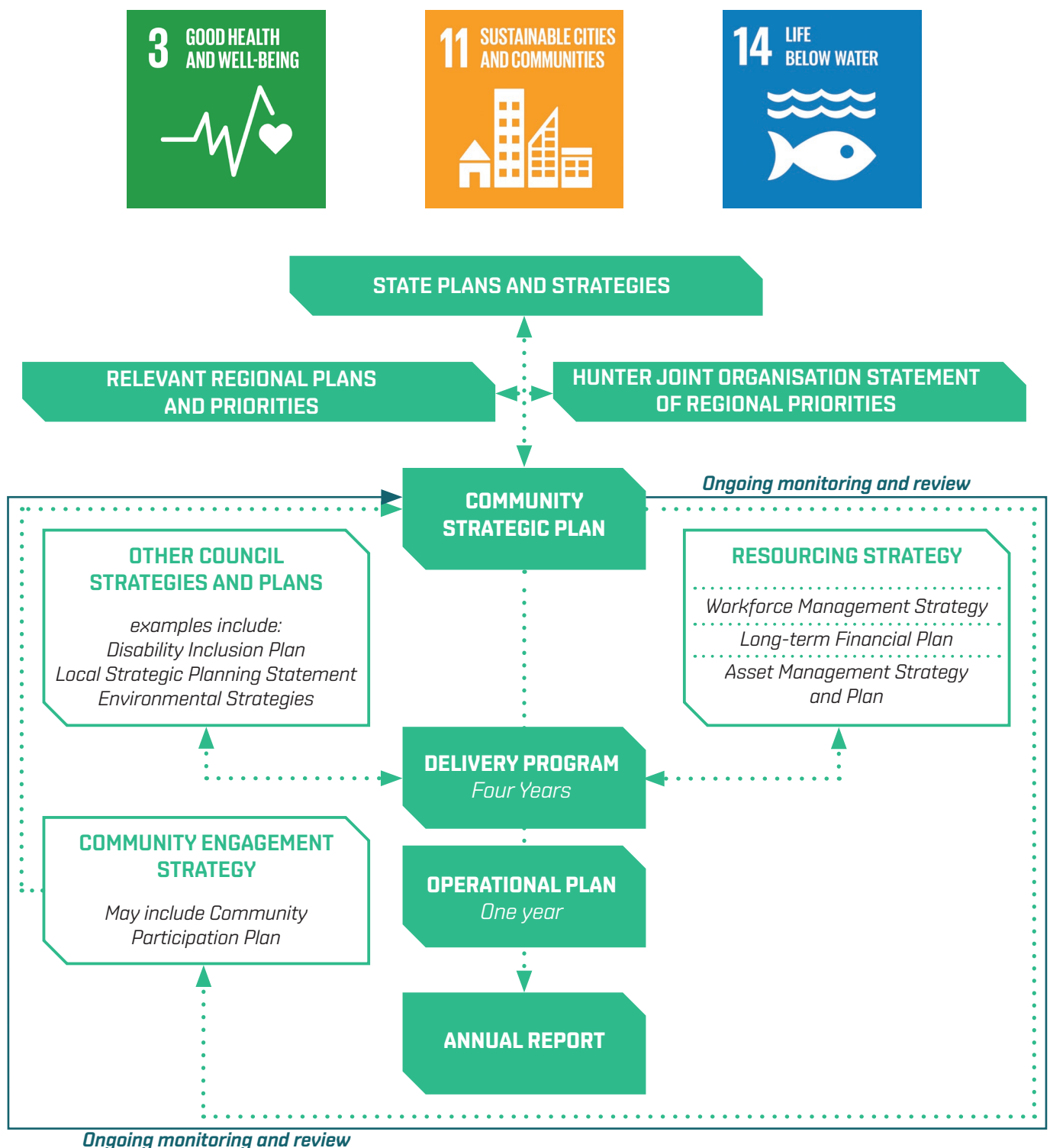
Private residential land and structures e.g. private jetties.



### 1.3. WHERE DOES THE LAKE ACTIVATION STRATEGY FIT?

Council has adopted the United Nations (UN) Sustainable Development Goals to guide all its activities. The Lake Macquarie Community Strategic Plan (CSP) and Local Strategic Planning Statement (LSPS) describe how we will achieve our City's vision and uphold the community's values through strategic planning. The CSP and LSPS are supported by a range of strategic documents, including this Lake Activation Strategy, as shown below.

The Lake Activation Strategy will help Council to make progress on three UN Sustainable Development Goals in particular: Good Health and Well-Being; Sustainable Cities and Communities; and Life Below Water. The Lake Activation Strategy is underpinned by a number of supporting documents that provide detailed background context review, community and stakeholder engagement, analysis and assessment.



The Lake Activation Strategy builds on and integrates lake-based information and recreation, tourism and management actions from key local, regional and state planning strategies and guidelines.

LOCAL	REGIONAL	STATEWIDE
Lake Macquarie Local Environmental Plan	Regional Boating Plan: Lake Macquarie-Tuggerah Lakes Region	NSW Maritime Infrastructure Plan 2019-2024
Shaping the future: Lake Macquarie City Local Strategic Planning Statement	Hunter Regional Plan	NSW Coastal Management Manual
The work of the Lake Macquarie City Council Aquatic Services Committee	Greater Newcastle Metropolitan Plan 2036	NSW Marine Estate Management Strategy and Implementation Plan 2018-2028
Lake Macquarie Environmental Sustainability Strategy and Action Plan	Regional Economic Development Strategy for the Central Coast and Lake Macquarie	
Lake Macquarie City Destination Management Plan		
Lake Macquarie Event and Festival Strategy and Action Plan		
Lake Macquarie Coastal Management Program		
Lake Macquarie Disability Inclusion Action Plan		
Walking, Cycling and Better Streets Strategy		
Parks and Play Strategy		
Culturally Diverse Lake Mac Plan		
Plans of Management/Masterplans for key foreshore reserves		





## 2. OUR COMMUNITY & VISITORS

### Our Population

In 2021, **208,615** people call Lake Macquarie home<sup>1</sup>

By 2041 the population of Lake Macquarie is expected to be over **232,000**<sup>2</sup>

We are an older community:

**34%** of our residents are aged **55 years or older** (that's about **6%** above the national figure)<sup>3</sup>

Our city is made up of multiple separate neighbourhoods and economic centres with distinctive characteristics

### Population Distribution

**59%** of the lake population lives in the Glendale and Charlestown census areas at the top of the lake<sup>1</sup>

**28%** of the population is in Toronto and Morisset census areas – the west and southwest<sup>1</sup>

**13%** of the population lives in the east, in the Belmont, Swansea, Caves Beach and Nords Wharf areas<sup>1</sup>

### Growth areas

The north west corridor of the city is growing fast. This increases the value of accessible lakeside open spaces in the north and west of the lake; an area that is already very popular<sup>4</sup>

Morisset/Cooranbong is also a growth area, but historically this area has had more bushland foreshores and quiet waterways<sup>4</sup>

### Our lakeside communities

Lake Macquarie has many much-loved lakeside reserves that are not directly connected to an economic centre. These reserves are the core of foreshore and boating recreation

Of our lakeside centres, most have their main commercial area separated from the lake by a road

Our communities have a strong local focus

### Visitors

Almost all of our visitors are from Australia, with only **1%** of visiting lake users coming from overseas<sup>5</sup>

Our visitors mostly come for day trips. Only **30%** stay overnight or longer<sup>5</sup>

Over half of our day trippers are from the Hunter region, and almost a third are from Sydney<sup>6</sup>

<sup>1</sup> REMPLAN, 2021

<sup>2</sup> NSW Government DPIE, 2019 Population Projections: <https://www.planning.nsw.gov.au/Research-and-Demography/Population-projections/Projections>

<sup>3</sup> ABS 2016 QuickStats

<sup>4</sup> Lake Macquarie City Local Strategic Planning Statement

<sup>5</sup> Tourism Research Australia, 2019

<sup>6</sup> Tourism Research Australia, 2017, International Visitor Survey and National Visitor Survey



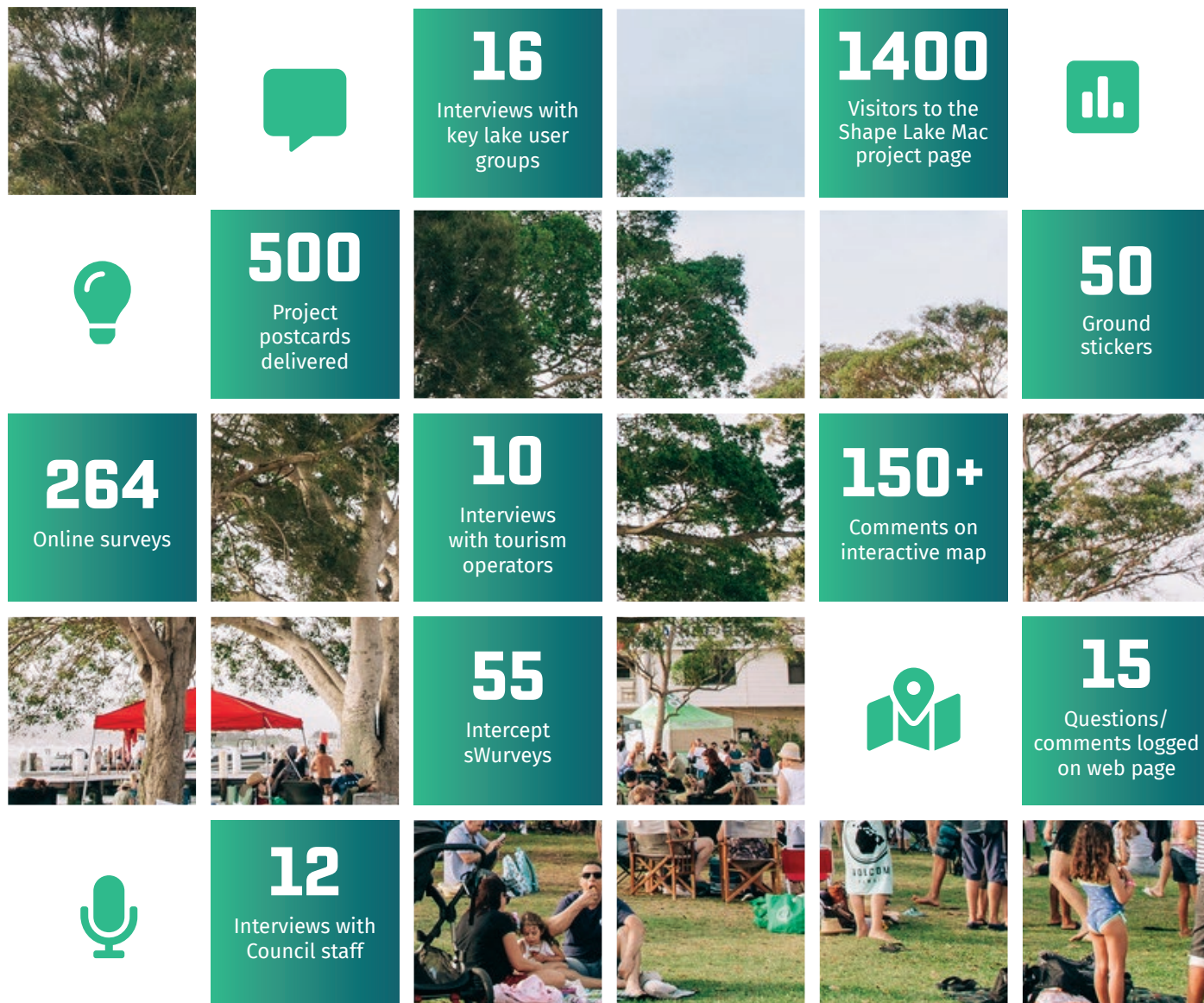
## 3. COMMUNITY ENGAGEMENT SNAPSHOT

Lake Macquarie is very important to the community and recreation and relaxation on and around the lake are valuable parts of the lifestyle and wellbeing of people across our city.

### 3.1. HOW DID WE ENGAGE WITH THE COMMUNITY?

We asked people to tell us where they were from, which places they loved on the lake, whether they were happy with the facilities and services for lake-based recreation, barriers to lake activation and what could be improved to attract more local people and visitors to our waterway.

Here's how we gathered community input.



### 3.2. WHAT OUR COMMUNITY SAID

*Lake Macquarie is a healthy waterway*

*We need more tourism attractions on Lake Macquarie and its foreshores*

*Recreation clubs and businesses want to work closely with Council*

*Improvements were suggested for dinghy storage, waste transfer stations, recreational facilities*

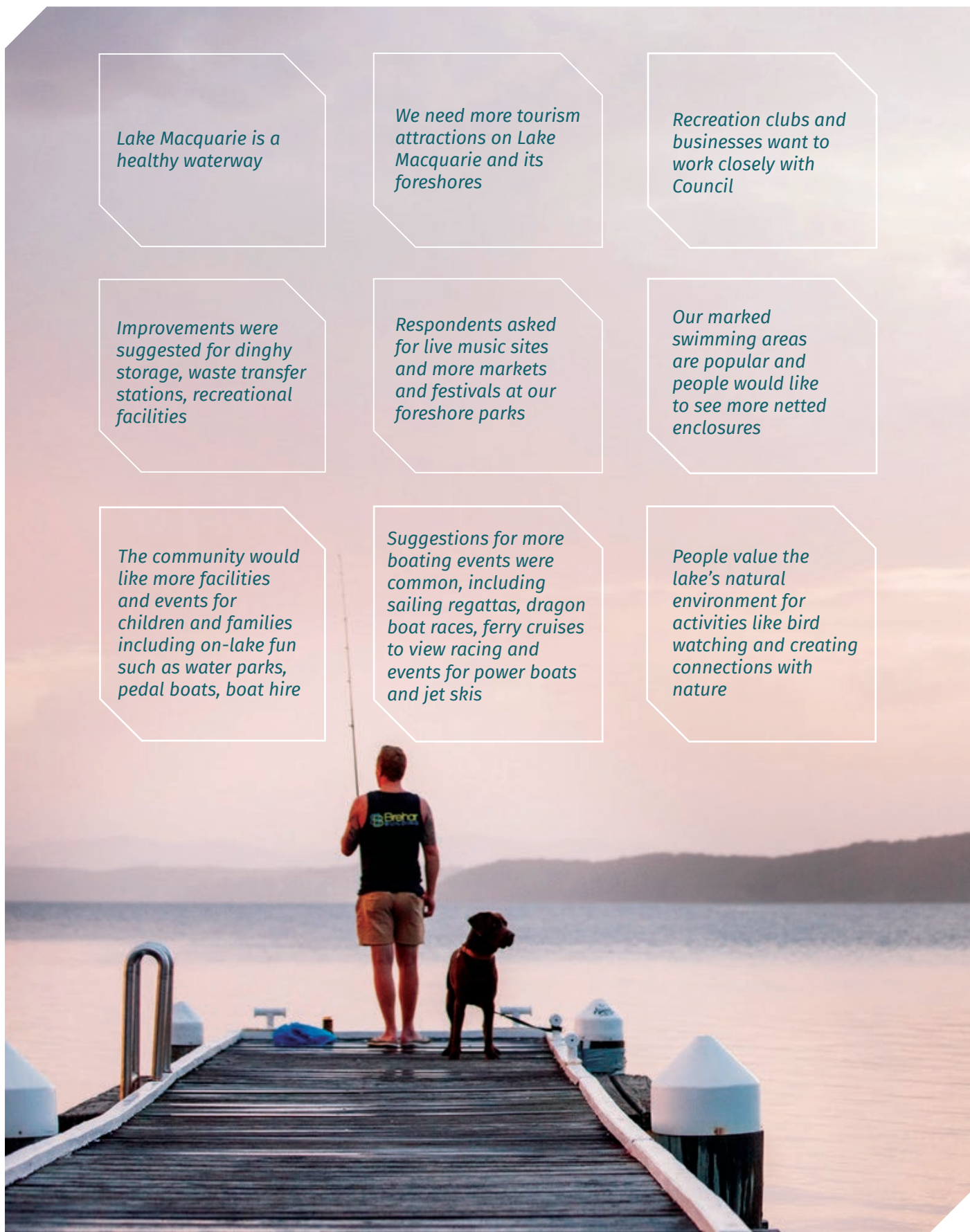
*Respondents asked for live music sites and more markets and festivals at our foreshore parks*

*Our marked swimming areas are popular and people would like to see more netted enclosures*

*The community would like more facilities and events for children and families including on-lake fun such as water parks, pedal boats, boat hire*

*Suggestions for more boating events were common, including sailing regattas, dragon boat races, ferry cruises to view racing and events for power boats and jet skis*

*People value the lake's natural environment for activities like bird watching and creating connections with nature*





## 4. LAKE MACQUARIE AND ITS USE

Lake Macquarie is a large estuarine lagoon, with a shoreline of around 170 km. Its entrance to the sea is through Swansea Channel. Of its shoreline, approximately 70 km is absolute waterfront residential development and the remaining 100 km is public foreshore land. The foreshore and lake within the Lake Macquarie City Council area is managed by Council, National Parks and Wildlife Service (NPWS) and Department of Planning, Industry and Environment (DPIE) Crown Lands. Sections of the southern foreshore are managed by Central Coast Council.

The lake has a mix of shallow sandy beaches, gravel shores and rocky shores. While it is tidal, the tidal range is low, many parts of the lake have slow tidal flushing and water quality is strongly dependent on runoff from bushland and urban areas.

### 4.1. WHY LAKE MACQUARIE?

Compared to neighbouring coastal waterways to our north and south, Lake Macquarie has some great natural advantages for aquatic recreation and tourism. The lake also has some sensitive physical and ecological features which require careful management to avoid safety and environmental risks. Key features are explored on the following pages.



## Safety and amenity for boating

### Natural advantages

Low tidal range and limited currents across most of the Lake

A wide and deep central basin (11-13 m deep) offers plenty of space and the long fetch creates steady wind conditions for sailing

Low surrounding hills and an open eastern aspect provide both steady and reliable winds for all types of sail racing, as well as sheltered areas for protected mooring

Elongated and sheltered bays for peaceful kayaking, rowing and fishing

### Management challenges

Long south to north fetch means south facing shorelines are exposed to short and high wind waves

Recreational users in small boats must be vigilant about wind changes and some boat ramps are dangerous in southerly conditions

Foreshore infrastructure faces future risks from inundation associated with sea level rise

Shallow bays (such as Warners Bay) are not suitable for larger vessels such as big cruisers and ferries

Navigability to sea for high vessels and those with deeper keels is constrained by shallow channel depth in the vicinity of Swan Bay



## Public land on the foreshore

### Natural advantages

We have 100 km of public land fronting the waterway managed as Council reserve, or by NPWS – that’s a lot of accessible waterfront bushland and park

Many foreshore parks have great views across bays and open water

We have the room for new ideas and growth that balance with the health of the lake

### Management challenges

Our long foreshore and vast area of foreshore land demands a lot of management and maintenance resources from Council

Population growth, a low-density settlement pattern and changing employment means car transport now dominates and parking is a challenge in all economic centres





## Natural treasures

### Natural advantages

Strong tidal exchange at the lake's entrance results in clear ocean quality water over a sandy bed

Channel shoals and islands created from dredged sand offer a distinct and highly valued recreational environment

Diverse habitats, such as seagrass beds, rocky shores, reefs and wetlands support a variety of lake fauna, and great recreational fishing, scuba diving and snorkelling

Protected seagrass communities extend around all shallow shores of the lake

Lake shores and floodplains include 2,300 ha of wetlands providing habitat for migratory and local birds

Large areas of bushland catchment and foreshore in the west and south, with peaceful and secluded waterways

Access to the ocean with great beaches and spectacular headlands nearby

### Management challenges

Low tidal exchange and range at the top end of the lake combined with limited currents can negatively impact water quality

Main creek delta areas (particularly in the north) are strongly influenced by catchment discharges, including contamination, sediment load and associated poorer water quality. Accumulation of fine sediment off the creek deltas creates shallower bays and also potential for rapid resuspension of bed sediment in windy conditions.

Shallow shorelines with seagrass communities are vulnerable to disturbance by swing moorings, boat keels dragging on the bed and propeller scour

Shorelines exposed to long wind fetch may be vulnerable to shoreline erosion





### Natural advantages

Middens from the shell fishing and fishing of the Awabakal people lie all around the shoreline

Lake Macquarie has unique contact records of cultural practices, language and stories, covering important islands, creeks and headlands

Many lakeside communities have been built on a heritage of aquatic recreation and relaxation

State listed military heritage at the former RAAF Flying Boat 'Catalina' Base at Rathmines

### Management challenges

Cultural heritage assets require special protection, which may conflict with recreational activities in some areas



## 4.2 WHAT IS THE RIGHT BALANCE?

An important principle for the Lake Activation Strategy is that a balance between recreation and tourism uses and protecting the lake's natural systems is essential for sustainability.

Getting the right balance means understanding the number of users and visits that an area can support without degrading valuable natural systems and natural resources. Sustainable lake use means managing threats to the natural systems, carefully looking after the parts of Lake Macquarie which have a very sensitive physical and ecological character. This includes its seagrass communities and wetlands.

Sustainable use also means understanding the level of recreational use which will avoid threats to user and community experiences due to conflicts, crowding or inappropriate behaviour of other people. This depends on the setting (e.g. urban or bushland) and existing uses.

For Lake Macquarie, the community has told us that they enjoy the naturalness and uncrowded waterways, but they have also told us that they think there is room for more boating activity and more use of foreshore reserves. We know there are some concerns about crowding from dinghies left in foreshore reserves taking up public open space and that people want public foreshore land to be used primarily for public benefit. However, so far, the additional social, environmental and economic costs of managing a very busy, crowded waterway have not yet been tested in Lake Macquarie. This strategy sets out Council's approach to managing the pressures that will inevitably come from increased use.

## 4.3 CURRENT INFRASTRUCTURE

In Lake Macquarie we currently have:

### Aquatic Infrastructure

30	Boat ramps (on average about 1 every 5.5 km)
45	Jetties and pontoons
35*	Courtesy moorings
1	Fully enclosed swimming area
7	Marked swimming areas which exclude vessels
19	Fish cleaning tables
5	Marine waste transfer facilities

### Foreshore parks and pathways

30+	Foreshore parks and reserves
27 km	Foreshore shared pathways (pedestrians and cyclists)
Many	Other informal foreshore paths and tracks

### Boat storage

2,509*	Private moorings
263*	Commercial moorings
500*	Wet berths
60*	Hard stand storage
35*	Dry stack storage at marinas and yacht clubs
4	Dinghy storage racks

Source: Lake Macquarie City Council, Transport for NSW

\* Council is not responsible for private moorings courtesy moorings and marinas. It is responsible for managing foreshore reserves where dinghies are stored and where small unpowered craft are launched.

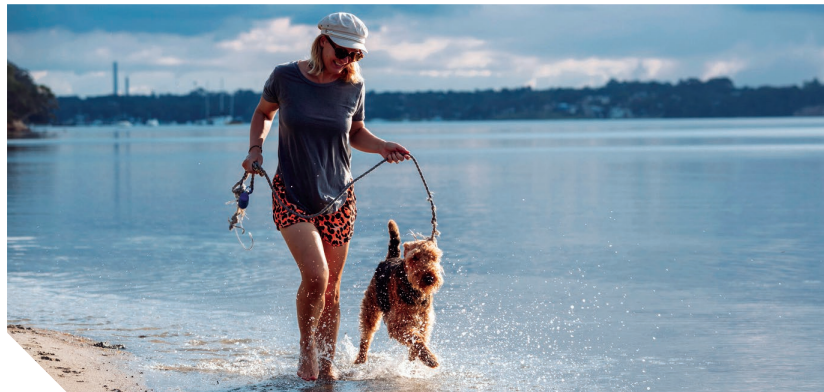


## 4.4 CURRENT USES

Most of the population of our City lives within 15 to 20 minutes' drive to some part of the lake foreshore. As a result, Lake Macquarie is used for a wide range of on shore, on water and in water recreation. Below is a snapshot of survey responses regarding our favourite recreation activities.

### Top 5 water-based activities

- Swimming (37%)
- Kayaking, outriggers and dragon boats (24%)
- Stand up paddle boarding (15%)
- Powerboat cruising (13%)
- Yacht sailing (11%)



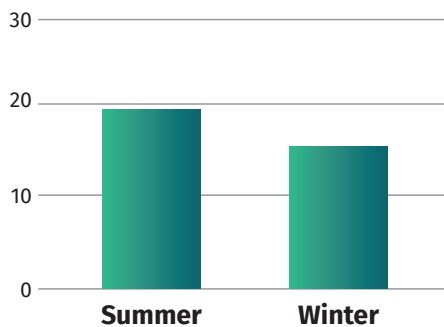
### Top 5 foreshore activities

- Walking (30%)
- Dining at lake front restaurants/cafes (20%)
- Picnics or informal gatherings (19%)
- Markets/festivals (16.5%)
- Cycling (14.5%)

### How often do we visit?

Our surveys told us that at the moment, people tend to visit the lake a little more often in summer (warmer months), than in winter (cooler months).

Although even in winter, survey respondents said that they visit the lake on approximately half the days.



Average number of days visiting the lake per month

- There is a high level of boat ownership in Lake Macquarie, and even more people hold a boat licence. The most popular registered vessels are small to medium runabouts and cruisers. The number of kayaks, canoes, Stand Up Paddle Board (SUP) and small sailing craft using Lake Macquarie is not known as these boats do not require a licence, however Transport for NSW\* estimated there may be 'several thousand' of these small passive recreation vessels on Lake Macquarie.

**35,000** Boat licences

**20,000** Vessel registrations

**6** Marinas

**2** Commercial yacht clubs

**10** Amateur sailing/boating clubs

\* Transport for NSW (TfNSW) (2016) Draft Lake Macquarie Boat Storage Strategy



## 5. EVIDENCE FOR ACTION

### 5.1. LOCAL AND REGIONAL POPULATION GROWTH

The population of our city is growing. Over the next two decades, new urban areas and urban intensification are proposed in the north-west (Speers Point to Glendale), north-east (Charlestown), south-east (Caves Beach and Catherine Hill Bay) and south-west (Morisset and Cooranbong). By 2041 the city's population is expected to be between 225,000 and 250,000 – 15% above our current population.

The lake is an important recreational asset for all growth areas, but particularly for the north west and south west. For these areas Lake Macquarie is the nearest aquatic recreation place.

Demand for recreational access to Lake Macquarie also comes from our regional neighbours. This includes Newcastle, other cities and towns across the lower Hunter Region, the Central Coast and Greater Sydney. These areas are projected to grow even faster than Lake Macquarie. The natural attractions of the lake for aquatic recreation will continue to draw this growing population to enjoy our waterway.

## 5.2. GREATER LAKE ACCESSIBILITY

Access to Lake Macquarie from the Hunter Valley and Greater Sydney has been made easier with works on the Hunter Expressway and M1 Motorway. These major roads from high growth regions direct people to the south-west, west and north-west of Lake Macquarie. Works on the M1 also connect the Central Coast more easily to eastern and south eastern Lake Macquarie.

Regional visitors are already the largest group of day and overnight visitors to Lake Macquarie. Lakeside centres likely to receive increasing regional visitors include the Morisset Peninsula, Toronto, Rathmines, Wangi Wangi and the Booragul to Speers Point area in the north and Swansea in the east.

There are strong flows of people from between Newcastle and Lake Macquarie. Focal destination centres include Speers Point, Warners Bay, Croudace Bay and Belmont, across the northern and eastern shores of Lake Macquarie.

Over the next decade, Newcastle Airport will be upgraded to receive international air traffic which will increase accessibility to Lake Macquarie for overseas travellers.

## 5.3. INCREASING BOAT OWNERSHIP AND STORAGE DEMAND

In combination, Lake Macquarie and Tuggerah Lakes have historically been home to about 8% of all registered recreational vessels in NSW (Transport for NSW (TfNSW) 2014). Popular boat types are mostly under 6 m in length and stored on trailers – hence the need for focus on water access via boat ramps and trailer parking.

A state-wide boat ownership growth rate of 2.9% annually to 2026 was forecast by the NSW government in 2010, with Lake Macquarie being referred to as part of the ‘powerhouse’ region for recreational boating (TfNSW 2014). This trend became more apparent in 2020-21 with more people staying home and enjoying recreation on the lake, rather than travelling interstate or overseas. NSW Maritime reported in January 2021 that across NSW there had been a 40% rise in registration transfers for second-hand boats and a 26% rise in new boat registrations for May to December 2020, compared to the same period in 2019 (SMH, 17 January 2021).

Increased boat ownership, increased boat size and inter-regional waterway use mean there are also emerging changes in opportunities and preferences for boat storage. Providing convenient access to vessel storage close to popular areas of Lake Macquarie is important to future boating experiences. It has implications for trailer parking – at homes, on suburban streets and near launching ramps.

TfNSW (2016) in the draft Lake Macquarie Boat Storage Strategy found that there was more boat storage in the north of the lake than the south, but also unmet demand and limits to growth in boat storage in this area. Innovative storage solutions will need to be developed to meet this growing demand.

## 5.4. CLIMATE CHANGE AND SEA LEVEL RISE

Climate change and sea level rise will impact access and amenity on low lying, low gradient shorelines, as well as affecting seagrass and wetland communities around Lake Macquarie. Climate change and sea level rise amplify existing safety and amenity risks to lake use. The impacts of extreme events – storms and extreme heat – affect the cost of maintaining a high quality of service and amenity for aquatic infrastructure, foreshore paths, provision of shade, recreation amenities and general landscape maintenance to create attractive public open space. These costs are expected to increase over time.

## 6. OUR VISION AND GUIDING PRINCIPLES

### 6.1. VISION

The Lake Activation Strategy vision statement describes what we imagine lake-based recreation will be like in the years to come. It aligns with the overall city vision contained in the Community Strategic Plan. It incorporates what the community has told us during consultation about how they use the lake and what they want for its future.

*Our lake inspires our community to explore, connect, relax and be active.*

The Lake Activation Strategy envisages three broad types of lake usage, which illustrate the variety of ways in which people engage with Lake Macquarie.

#### PLAY & FUN

Our water playground



Sailing, fishing, walking and swimming have always been popular uses

Requires maintaining a healthy lake and a strong focus on local access - ramps, jetties, swimming areas, attractive parks and walking/cycling paths

#### NATURE

Conserve and connect with nature



Nature based and adventure recreation and tourism experiences

Promotes a healthy lake and surrounding bushland: sea, bush and lake combinations

Consider new bush tracks around the lake, ocean access wharf/marina outside the bridge, kayak trails, holiday park upgrades, sky diving, paragliding

#### EXCITE

Major events, innovation and action



Exciting, signature events in accessible, visible and beautiful settings - attracting people from our region and beyond

Requires investment in well designed and landscaped sites suitable for large numbers of people, wharves suitable for ferry transport and parking networks

Requires quality accommodation in proximity

## 6.2 GUIDING PRINCIPLES

Guiding principles show how environmental, social, economic and governance values that are important to our community are balanced in the Lake Activation Strategy.

The principles listed below will guide Council's approach to future use, management, enhancement and promotion of Lake Macquarie, its foreshore areas and supporting infrastructure. They reflect Council's existing commitments to sustainable systems for environmental, social and economic management (in the CSP, LSPS and Sustainability Policy) and input from community and agency stakeholders.



### ENVIRONMENTAL

Recognise that the health of the Lake is a community priority and key to its future use

Highlight and protect the distinctive and diverse natural features of Lake Macquarie that set it apart from other coastal waterways

Achieve a balance between recreational use, tourism opportunities and environmental management

### SOCIAL

Provide a diverse range of facilities for a variety of users and interests - the right infrastructure in the right place

Increase participation opportunities in aquatic and lakeside recreation to enhance the health and well being of our community

Maximise opportunities for inclusiveness and accessibility

Protect important cultural places

Ensure Council resources are invested equitably around the lake



### ECONOMIC

Build and manage infrastructure sustainability, using low carbon and low energy designs and materials wherever possible

Deliver industry best practice and emerging circular economy principles

Demonstrate value for money

### GOVERNANCE

Engage the community in planning and implementation

Develop strategic partnerships to efficiently leverage recreation and tourism opportunities

Apply a transparent hierarchy linked to clear criteria to guide service levels and provision of facilities

Deliver an adaptive and flexible plan that adjusts as the environment, population and recreational preferences change

Optimise the public benefit from public foreshore land, now and in the future



## 6.3 OBJECTIVES

Objectives make a clear statement about the expected changes and how the strategy will deliver its vision. They help Council and the community to understand:

- where progress has been made
- when achievements can be celebrated
- where more work or a change of approach are needed, so that our vision for future lake-based recreation and tourism is achieved.

**Seven objectives** describe specific outcomes that the Lake Activation Strategy aims to achieve. They are linked to the four groups of principles that guide the Strategy. Council will monitor a series of measures to track progress towards these objectives.

PRINCIPLES	OBJECTIVES
<b>Environmental</b>	<b>1. Ecosystem health</b>  The condition of Lake Macquarie continues to improve against indicators of ecosystem health and targets within the Environmental Sustainability Strategy and Action Plan
<b>Social</b>	<b>2. Participation</b>  Increasing levels of community participation in diverse aquatic activities and events
	<b>3. Lifestyle and well being</b>  A strong lakeside lifestyle enlivens neighbourhoods and lakeside centres and celebrates our aquatic heritage and culture
<b>Economic</b>	<b>4. Tourism recognition and growth</b>  A growing number of visitors from the region, Greater Sydney and beyond know that Lake Macquarie is a great place for relaxation or recreation
	<b>5. Value for money</b>  Council's financial benchmarks for infrastructure provision are met
<b>Governance</b>	<b>6. Satisfaction</b>  High levels of community satisfaction with improved access to the lake and its foreshores through attractive, well-planned public parks and natural areas and quality, well placed aquatic infrastructure
	<b>7. Adaptive balance</b>  We are proud of the balance between recreation and protecting and adapting to our natural environment

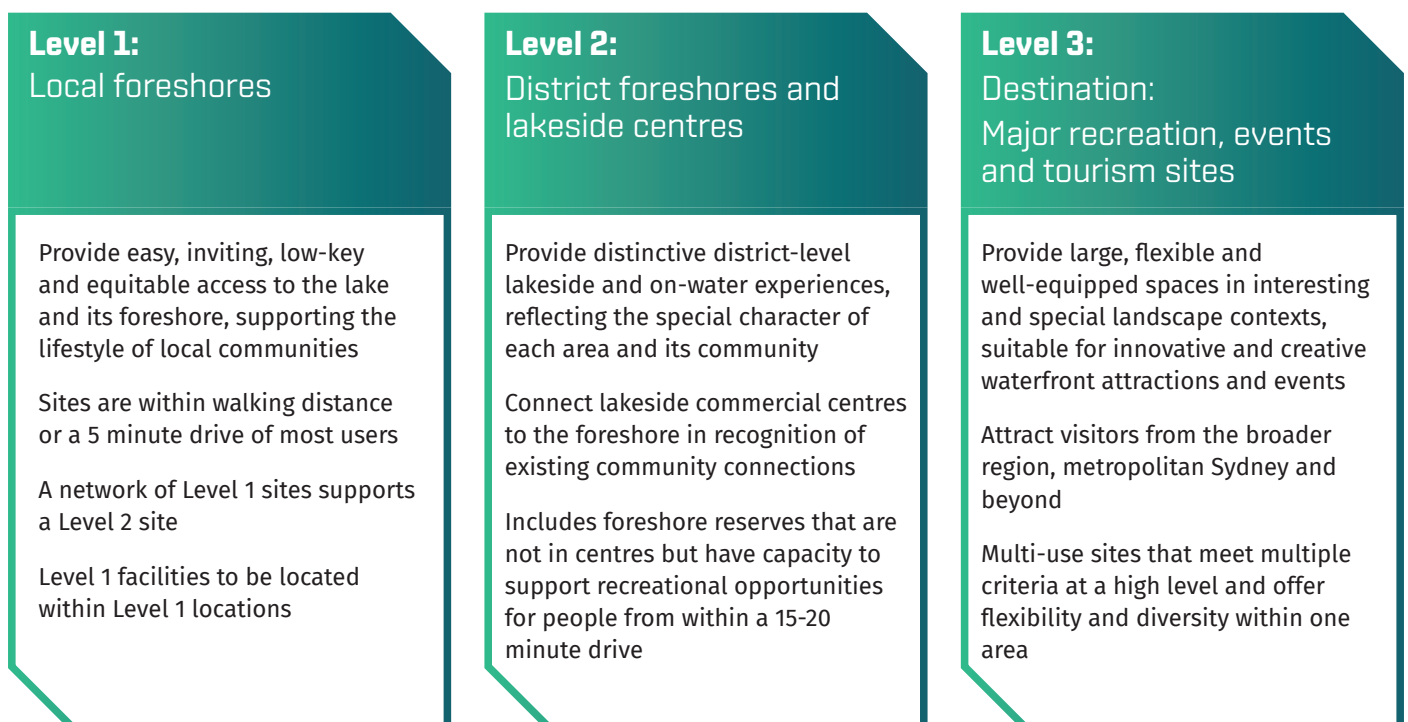


## 7. A LAKE ACTIVATION FRAMEWORK

The Lake Activation Strategy shows how Council and its partners will move towards the vision for active recreation and tourism use of Lake Macquarie, considering the guiding principles and the lake’s strategic environmental, social, economic and governance context.

### 7.1. A PLACE-BASED HIERARCHY

To guide decisions on future infrastructure provision, a hierarchy which recognises capacity and catchment of places and the level of infrastructure required to adequately support the desired level of activation at each space has been developed.






## 7.2. THE RIGHT USES IN THE RIGHT PLACES

There are a number of environmental and social factors that need to be considered when planning activation of places. This planning needs to ensure that the right uses are located in the right places.

## 7.3. ACTIVATION HIERARCHY

The ideal alignment of uses and place must also consider the appropriate scale of activation. The strategy proposes the following framework for suitable activation at each level of place.

 <p><b>Level 1: Local</b></p>	 <p><b>Level 2: District</b></p>	 <p><b>Level 3: Regional</b></p>
<p><b>Activities supported:</b></p> <p>Kayaking, stand up paddle boards, social/rec dinghy sailing, fishing, local recreation (family scale picnics, social gatherings), neighborhood scale events (&lt;2,000 people)</p> <p><b>May support:</b> (based on location conditions)</p> <p>Informal swimming, local level boat launching, hand launching of watercraft, dinghy storage, fish cleaning, dinghy racing</p>	<p><b>Activities supported – include Level 1 activation plus:</b></p> <p>District scale events (&lt;10,000 people), small scale aquatic recreation enterprises (e.g. SUP hire), organised exercise (park run, fitness groups), land to water transfer/access</p> <p><b>May support:</b> (based on location conditions)</p> <p>Formal swimming areas, nearshore courtesy boat moorings supporting vessel access to onshore restaurants, events, overnight vessel stays (houseboats, larger cruisers and yachts), commercial scale vessel access, district level boat ramps and jetties, major sailing events, dinghy storage</p>	<p>These are the Regional or Destination places</p> <p><b>Activities supported - include Level 1 and Level 2 activations plus:</b></p> <p>Multiple visitor attractions, major scale events (&lt;25,000 people), event infrastructure, co-located aquatic recreation enterprises, land to water transfer/access, performance activities, on-site food and beverage,</p> <p><b>May support:</b> (based on location conditions)</p> <p>Tourist accommodation, waterfront restaurants, on-water stages, event or more regular water transport bases</p>

The spatial distribution of places which are a good fit at each level of the hierarchy is shown in **Maps 1 to 4**. Council recognises the activation value of clusters of places, which can offer easy access to diverse recreational and relaxation experiences and a stronger sense of opportunity than individual sites. As such, four localities are identified as **Activation Precincts**:

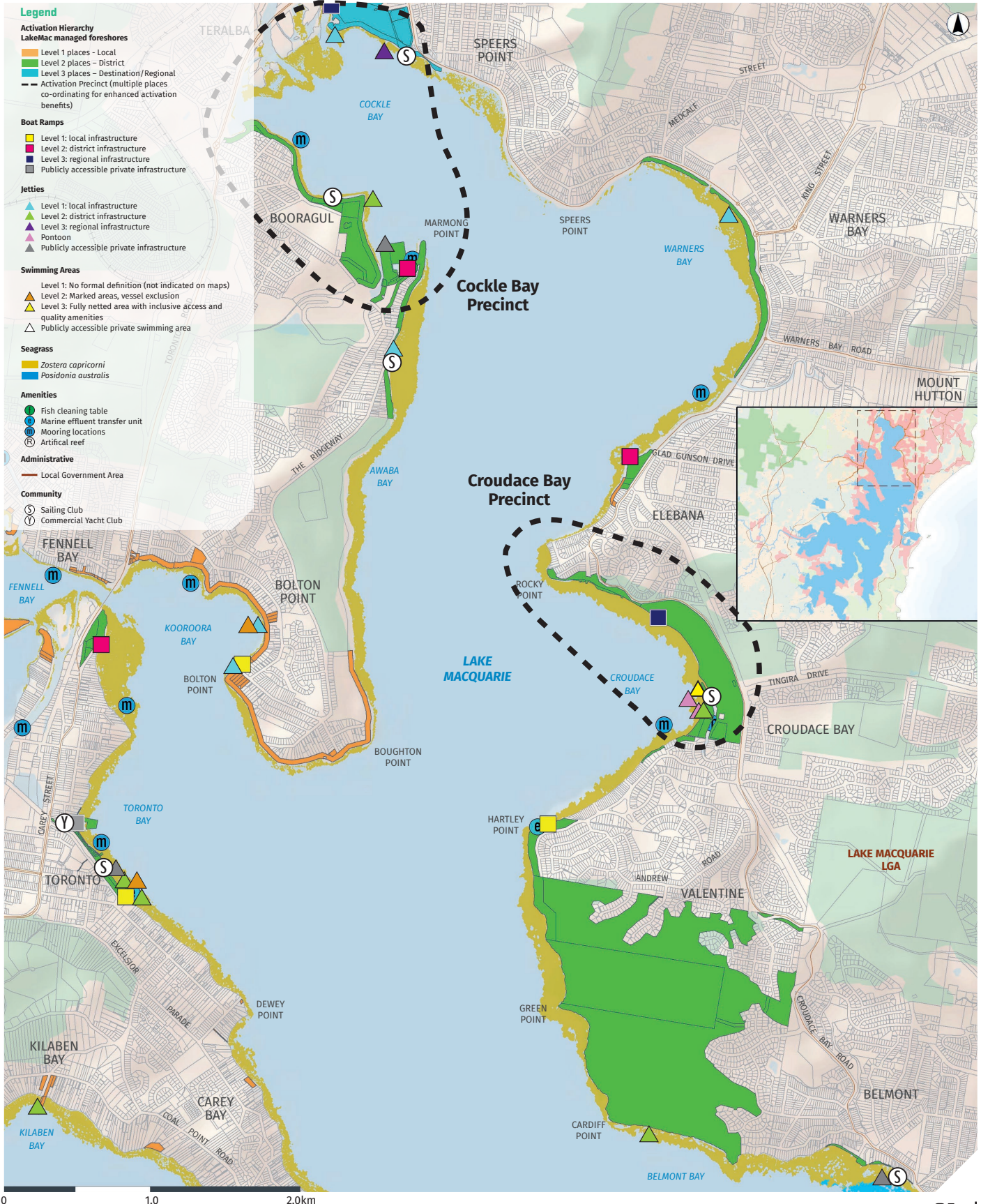
- **Cockle Bay Precinct:** extending from Speers Point Sailing Club, through Speers Point Park (a Level 3 place), and around the shore of Cockle Bay to Booragul Sailing Club, Rowing Club, the MAC, Awaba House, Marmong Marina and Marmong Sailing Club
- **Croudace Bay Precinct:** including Thomas Halton Reserve and the adjacent part of Valentine

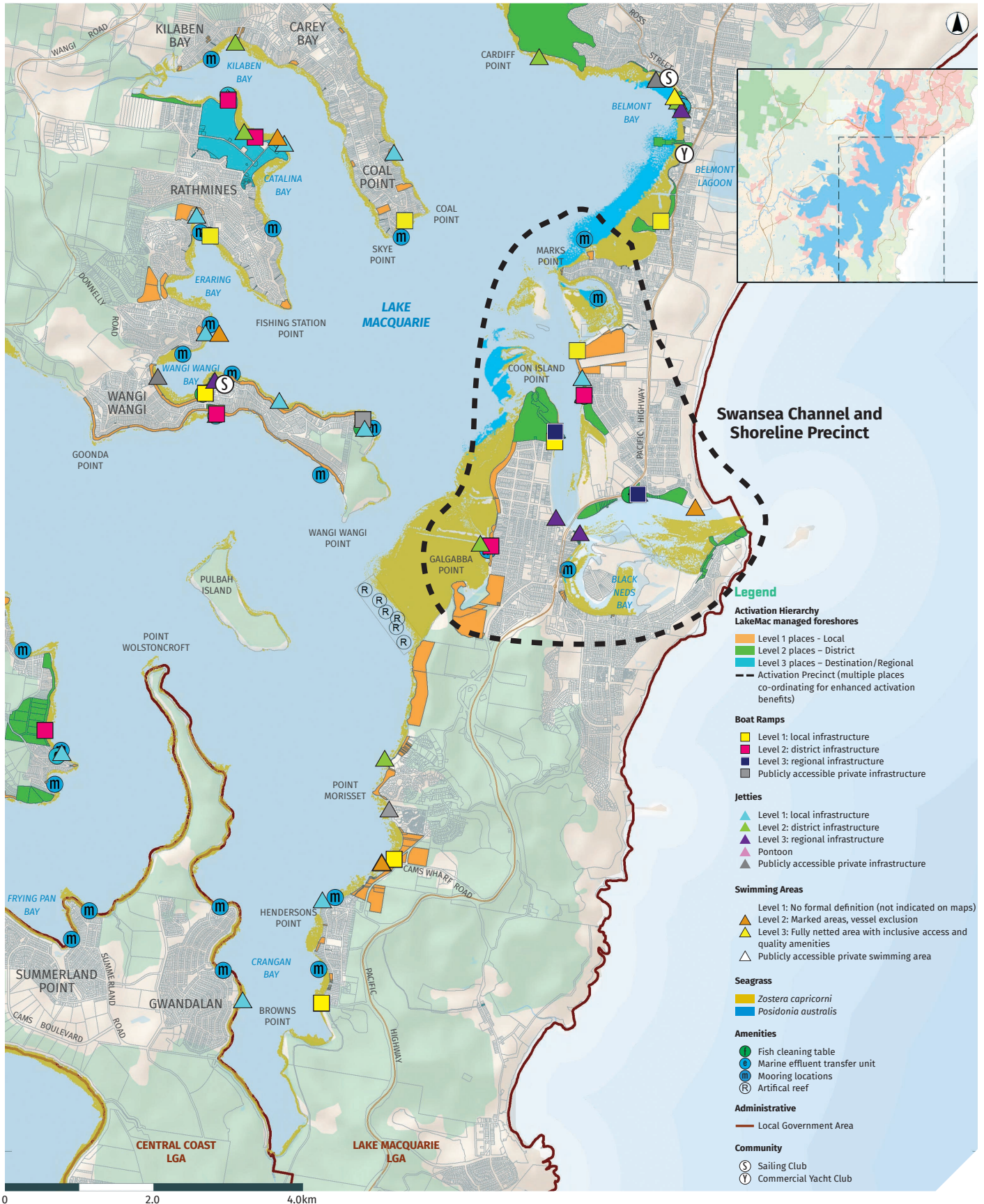


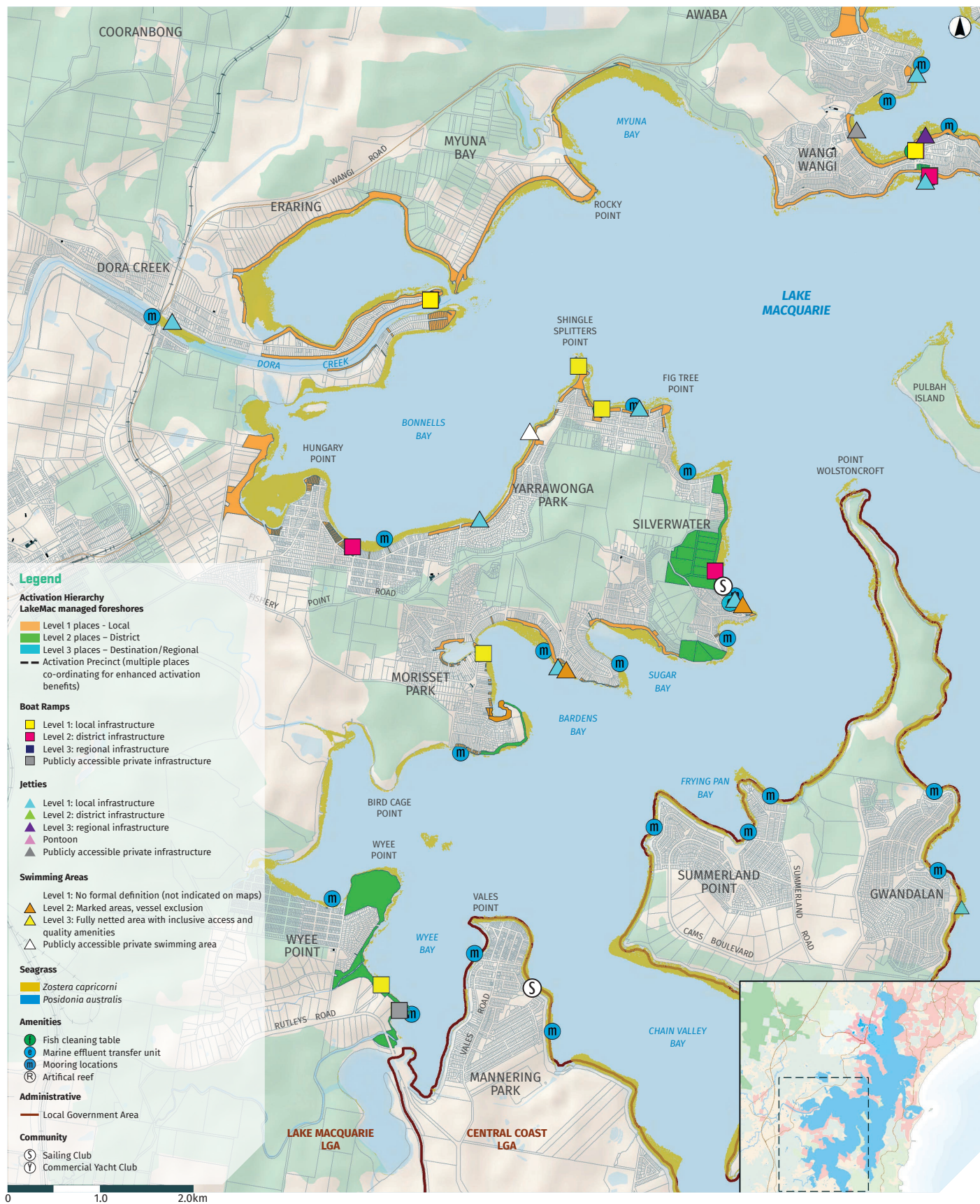
- **Swansea Channel and Shoreline Precinct:** includes all of Swansea Channel from the entrance to the drop-over, Blacksmiths Boat Ramp, Thomas Humphreys Boat Ramp, Coon Island, the lake foreshore at Swansea Holiday Park and extending towards the old fishing co-operative
- **Western Bays and Peninsulas Precinct:** extends from the southern side of Bolton Point, to Wangi Wangi and includes Toronto and the Rathmines Level 3 place.

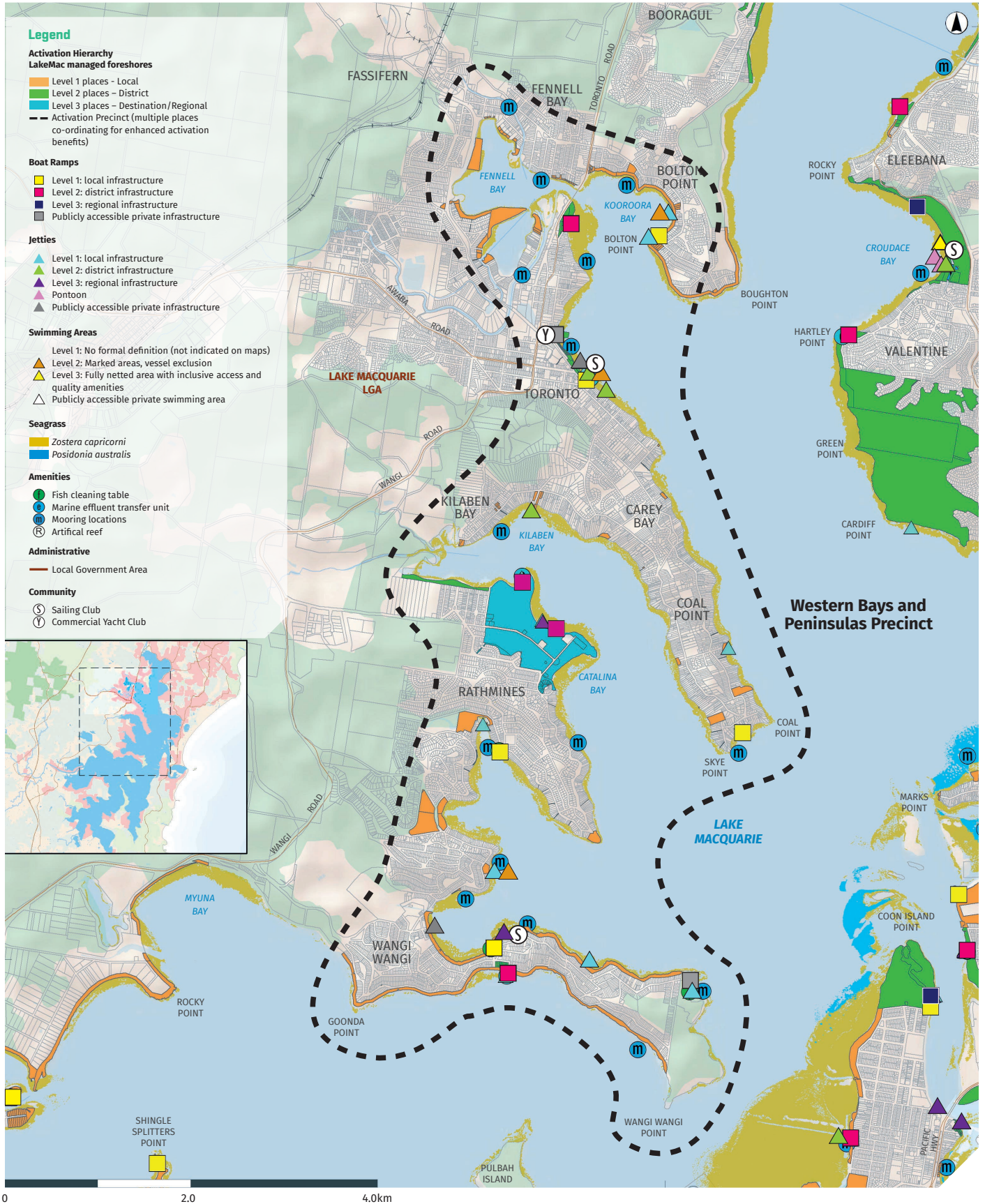
MAP 1

NORTH LAKE MACQUARIE











## 8. ALIGNING SERVICE LEVELS WITH THE LAKE ACTIVATION FRAMEWORK

To guide decisions on future provision, Council's current aquatic infrastructure was assessed against the Lake Activation framework's place and use criteria, as well as projected demand from both the local community and visitors.



### Analysis summary:

Boat ramps are the most frequent aquatic infrastructure on Lake Macquarie. 30 publicly accessible boat ramps of varying scale are provided within Lake Macquarie City Council managed foreshores. The standard of embellishment and ability to cater to demand varies. There is very little opportunity to provide additional boat ramps at sites where they are not already present.

### Service provision response:

Address growth in demand for boat launching infrastructure by optimising existing sites relevant to their level in the hierarchy, as well as upgrading sites to a higher level within the hierarchy where place characteristics and projected demand align.



### Analysis summary:

Jetties are more widely spaced than boat ramps, however a variety of different size and scale of jetties are distributed throughout the lake.

Jetties enhance Lake activation by providing land/water access and connectivity. However, many parts of the lake have natural values that could constrain intensive recreational use such as boat movements to and from jetties.

### Service provision response:

Focus jetty provision to activate lake-side centres (where nearshore conditions are suitable) and to provide water access to regional foreshore reserves and activation precincts.



### Analysis summary :

Lake Macquarie offers a wide range of swimming opportunities and experiences catering to different abilities. There are no enclosed or accessible swimming facilities located on the west side of the lake.

### Service provision response:

Maintain a range of swimming experiences and infrastructure available within the lake (informal, buoyed - vessel excluded zones and enclosed). Aim to provide a new Level 3 enclosed swimming facility in the western and south-western quadrants of the lake. Investigate opportunities to consolidate buoyed-vessel excluded zones in District (Level 2) places and maintain support for informal swimming throughout the lake.

## 8.1. PRIORITISING INFRASTRUCTURE PROVISION

The delivery of aquatic infrastructure and future capital work programs will be guided by an assessment and prioritisation process. This process will guide proposed projects not already endorsed by Council through adopted developer contribution plans, voluntary planning agreements, masterplans, strategic plans or specific actions within this strategy. Specific actions within this strategy have been assigned a priority rating outlined in section 9.0 below.

In prioritising capital works projects involving these assets Council will consider two groups of criteria :

### URGENCY CRITERIA

- **Asset condition & remaining useful life**  
Infrastructure in poor condition with a limited remaining estimate life will be considered higher priority than infrastructure in a good condition.
- **Functionality and safety of asset**  
Infrastructure that is not functional for its intended purpose and pose a higher risk to users will be considered higher priority than infrastructure that is usable, functional and safe.

### LOCATION CRITERIA

- - **Growth area**  
Infrastructure proposed within high population growth areas will be considered higher priority than lower growth areas.
- - **Level of Place**  
Infrastructure proposed to be located in Regional and destination places will be considered higher priority than local places.
- - **Increase in Level of infrastructure**  
Infrastructure proposed to increase the standard of the facility with the hierarchy will be considered higher priority than projects aimed at maintaining existing standards.
- - **Sea level Adaptation**  
Infrastructure proposed within areas identified by Council as less vulnerable to sea level rise will be considered higher priority than within areas of high vulnerability
- An additional Location criterion will apply to **Jetties** only:
  - - Infrastructure proposed within or which will provide connection to lake-side centres will be considered higher priority than within Level 1 locations.

### Prioritising investment in boating infrastructure

The prioritisation process for will apply to the following infrastructure types:

- Boat Ramp Facilities
- Jetty Facilities

Boat ramp and jetty facilities consist of a number of separate but interconnected elements, such as pontoons, car parking, lighting, amenities and fish cleaning tables. Investment in these elements will be considered as part of boat ramp or jetty projects.

### Prioritising investment in swimming infrastructure

Lake infrastructure for swimming will be considered through Actions 1.9, 1.10 and 1.12 outlined in the Strategy Action Plan. These actions reflect the three levels of Lake swimming supported by Council.

### Prioritising investment in other Lake infrastructure

At times, there may be a requirement for small-scale projects to be considered outside the prioritisation process and this will be based on requirement to address a specific issue or funding opportunity.



## 9. ACTION PLAN

The Action Plan sets out what Council proposes to do to facilitate and enable activation of lake-based recreation, relaxation and tourism. Actions have been separated into five strategic themes:

1. **Infrastructure**
2. **Place Activation**
3. **Planning and Process**
4. **Creativity and Innovation**
5. **Building Resilience**

The following tables outline future actions to promote lake activation and inform funding allocations through capital work programs. The lead and supporting partners critical to delivering each action are identified within the following tables. Whilst not specifically listed against each action, the Lake Macquarie community is an important stakeholder for each action.

### Priority Rating

Actions have been assigned a priority rating based on:

**High:** critical to strategy implementation. Should be commenced within the first three years

**Medium:** important in responding to a future need. Requires pre-requisite work to be undertaken. Should be commenced within three to eight years

**Low:** an identified future need that will improve foreshore spaces and infrastructure provision. Should be commenced within eight to 12 years

**Ongoing:** recurring actions that support implementation and continue throughout the life of the strategy

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 1 - Infrastructure</b>					
1.1	Establish a monitoring program, incorporating the use of new and innovative technologies, to obtain quantitative and qualitative data on the use of aquatic infrastructure including boat ramps, jetties and swimming areas.	City-wide Target level 2 facilities	<p>Council has limited information about the numbers of people using launching ramps and jetties in Lake Macquarie, the types of vessels being launched, where people travel from, why they access specific facilities, where they travel to on the lake, etc. As demand for aquatic facilities continues to increase specific use data will assist in refining levels for service provision and forward planning.</p> <p>Data is needed to strengthen evidence-based decisions, to understand the value added by investment in new, resilient infrastructure; and to understand the impact of decisions on lake ecology and water quality.</p> <p>Consider technologies such as cameras and drones linked to high resolution spatial data processing and the inclusion of targeted questions about lake based recreational use with Council's Bi-annual Community Satisfaction survey.</p>	<p><b>Asset Management</b></p> <p>Environmental Systems</p> <p>Transport for NSW</p>	High Ongoing
1.2	Undertake functionality and risk assessment of boat ramps to ascertain the need for pontoons.	City-wide	Community feedback indicated the useability of a number of ramps are affected by site specific conditions. Functionality, efficiency and user safety could be improved through the provision on pontoons.	<p><b>Asset Management</b></p> <p>Environment Systems</p> <p>Transport for NSW</p>	High
1.3	Develop a capital works program to upgrade boat ramp and jetty facilities in accordance with Asset Management Plans, classification level and functionality/ risk assessments.	City-wide	The Strategy identifies service levels for Class 1, 2 and 3 boat ramps and jetties in order to meet future demand, including protecting the locations of existing and potential future infrastructure. Capital works will be prioritized in accordance with the priorities identified in this Strategy.	<b>Asset Management</b>	High



ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 1 - Infrastructure (continued)</b>					
1.4	Investigate and evaluate options for upgrade of the boat ramp at Lions Park Toronto to meet Level 2 ramp requirements.	Lions Park, Toronto	This reserve has the capacity to provide a level 2 facility. The current ramp does not provide safe access and nearshore navigability for medium sized craft – the most popular trailered boat size.	<b>Asset Management</b> Transport for NSW	High
1.5	Upgrade the Toronto Lions Park boat ramp in accordance with the preferred design option.	Lions Park, Toronto	As above	<b>Asset Management</b>	High
1.6	Remove the Toronto boat ramp	Wharf Road, Toronto	This is a recommendation of the adopted Toronto Foreshore Masterplan. There is no room for boat trailer parking at this location. The foreshore provides for direct launching of small sail, rowing and paddling vessels.	<b>Asset Management</b>	Medium
1.7	Review Council’s Dinghy storage policy. Investigate a user – pay system for private beneficiaries of public land storage. Implement outcomes of policy review	High mooring density locations. Reserves containing dinghies located on the foreshore	Informal dinghy storage reduces amenity, public access and use of foreshore reserves. It impacts maintenance activities and can have a negative impact on vegetation. Dinghy storage is a private benefit.	<b>Asset Management</b>	Medium Ongoing
1.8	Assess Level 2 jetties that are in Level 2 Places against inclusive access requirements.	Level 2 jetties	These are district facilities and should provide inclusive access to encourage use across the whole of the community.	<b>Asset Management</b>	Medium
1.9	Investigate and evaluate options for the provision of a Level 3 enclosed accessible swimming facility within the North West and South West of the lake. Prepare a detailed business case for each preferred option.	North West facility to consider Rathmines or Toronto. South West facility to consider the Morisset Peninsula including Sunshine Reserve, Bonnells Bay and Shingle Splitters Point.	The existing Belmont facility serves people from suburbs in the north and east of Lake Macquarie. Additional facilities are proposed to be located on the western side of the lake, to serve the north to central part of the western suburbs (Bolton Point to Wangi Wangi Point) and the south western growth area. The proposed facilities will be inclusive and accessible for all abilities.	<b>Asset Management</b> Environment Systems	Medium

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 1 - Infrastructure (continued)</b>					
1.10	Investigate opportunities to provide boat excluding swimming areas in District (Level 2) sites.	City-wide	<p>Location proposed for a marked swimming area must be suitable for swimming i.e. good water quality , safe water entry points etc.</p> <p>Consider locating marked swimming areas adjacent to existing Level 2 jetties to allows dual use of jetty infrastructure.</p> <p>These marked areas are not netted and will not have other on/over water infrastructure as per Level 2 criteria.</p>	<p><b>Asset Management</b></p> <p>Environment Systems</p> <p>Transport for NSW</p>	Medium
1.11	Investigate opportunities to provide a fish cleaning table at all Level 2 boat ramps that are in Level 2 Places	Most Level 2 ramps and some Level 1 have a fish cleaning table	<p>The Strategy identifies service levels for Class 1, 2 and 3 boat ramps. Fish cleaning tables are supported in District (Level 2) spaces.</p> <p>This approach supports fishing activities and equitable distribution of facilities around the lake.</p>	<b>Asset Management</b>	Medium
1.12	Maintain boat excluding swimming areas within local (Level 1) places and assess retention at end of asset life.	All affected local (level 1) places	<p>The Strategy identifies service levels for Class 1, 2 and 3 swimming areas. Boat excluding swimming areas are supported in District (Level 2) spaces.</p> <p>There are currently a number of boat excluding areas located in local (Level 1 ) spaces. Council will maintain these assets and rationalise them at the end of asset life.</p>	<b>Asset Management</b>	Ongoing
1.13	Work with sailing and rowing clubs to investigate additional boat storage opportunities for small vessels	City-wide	<p>Sailing and rowing clubs are on absolute waterfront sites and already offer boat storage for members.</p> <p>The provision of additional public boat storage within existing facilities and locations in addition to launching at these locations would assist to reduce car parking demand for loading and unloading of small craft at public boat ramps.</p>	<p><b>Asset Management</b></p> <p>Community Partnerships</p> <p>Sailing and rowing clubs</p>	Low

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 1 - Infrastructure (continued)</b>					
1.14	Work with NSW State Government agencies to promote seagrass friendly aquatic infrastructure in seagrass prevalent areas	Posidonia areas in eastern Lake Macquarie  Also consider risk mitigation for Zostera areas	Sea grass communities are protected under State and commonwealth legislation. They are important habitat for fish species, a key recreational value of Lake Macquarie. There are known risks to sea grass from boating activity.  Consideration of seagrass impacts for new infrastructure including consideration and requirements for environmental friendly moorings (EFMs) in updates to the Lake Macquarie Mooring Management Plan, will be important to protect these vulnerable species.	<b>Environmental Systems</b>  Asset Management  Transport for NSW  Maritime Infrastructure Devliervy Office (MIDO)	Low Ongoing
1.15	Report use of aquatic infrastructure facilities in Council's annual report	City-wide	Share information about patterns and trends in use of the lake	<b>Asset Management</b>  Corporate Planning	Ongoing
1.16	Confirm ownership and location of community jetties	City-wide	There are many community jetties around the lake to which the public is entitled access.  Confirming locations and ownership will enhance understanding of how community jetties contribute to the publicly accessible jetty network around the lake.	<b>Asset Management</b>  Communications and Corporate Strategy  DPIE	Medium Ongoing

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 2 - Place Activation</b>					
2.1	Review Plans of Management and relevant strategic plans to identify opportunities to improve connections between Town Centres and the foreshore	District & Destination (Level 2,3) places	Better connection between Town centres and the foreshore will provide greater opportunities to activate the lake.	<b>Asset Management</b>  Local business Chambers	Ongoing
2.2	Support opportunities for tourism focused initiatives to activate Council managed foreshore public land.	District and Destination (Level 2 and 3 ) spaces including Warners Bay, Croudace Bay, Belmont Bay, Toronto, Belmont and Swansea South	Increasing diversity of recreation options will activate use of the lake and increase opportunities for recreation on the lake.	<b>Asset Management</b>	High Ongoing
2.3	Undertake an Expressions of interest (EOI) process to issue leases to tourism focused businesses wishing to deliver activation initiatives on Council managed public land	District & Destination (Level 2,3) places	A public Expression Of Interest ensures a transparent and equitable process for the allocation of commercial use leases of public land.	<b>Asset Management</b>	High Ongoing
2.4	Provide supporting infrastructure including power, water and lighting infrastructure within reserves to support festivals/ events	Local, District & Destination places	The provision of permanent infrastructure will reduce barriers, set-up/ bump-in time and costs for organisers of small to medium events at district level events, supporting more diverse and active community events.	<b>Arts, Culture and Tourism</b>  Asset Management	Medium Ongoing

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 3 - Planning and Process</b>					
3.1	Implement a four-year rolling capital works program in line with Council's Integrated Planning and Reporting framework to progressively renew and upgrade aquatic facilities and foreshore spaces	City-wide	To ensure priorities in the Lake Activation Strategy are reflected in Council's budgets and implementation programs.	<b>Asset Management</b>	High Ongoing
3.2	Develop spaces and infrastructure in accordance with identified criteria and categorisation for each site	City-wide	The Strategy identifies service levels for spaces and facilities to guide the right level of activation and development in the right place.	<b>Asset Management</b>	High Ongoing
3.3	Incorporate key strategic criteria within relevant Council plans and strategies	City-wide	Clear alignment of the Lake Activation Strategy with other key plan and policies will help to integrate desired outcomes and remove inconsistencies that cause confusion.	<b>Asset Management</b>  Integrated Planning	Medium Ongoing
3.4	Continue to support community organisations to host events on foreshore areas	City-wide	Events are an important method in activating the lake and building social capital and community connections.	<b>Community Partnerships</b>	High Ongoing
3.5	Investigate opportunities to improve and simplify the event application and approval process	City-wide	A clear and simplified process will provide great assistance to event organisers, particularly volunteer community groups.	<b>Community Partnerships</b>  Asset Management	Medium
3.6	Increase collaboration with relevant water and land managers with connection to Lake Macquarie	City-wide	The National Parks and Wildlife Service and Central Coast Council manage significant portions of the public foreshore of Lake Macquarie. NSW Department of Planning Industry and Environment owns and manages the bed of the lake.  Greater collaboration and alignment of actions between agencies will assist with the delivery of the strategy and the broader lake initiatives of all agencies. It will also promote opportunities for the sharing of information including lake and facility usage data.	<b>Asset Management</b>  Environmental Systems  Marine Estate Management Authority (MEMA)  MIDO	High Ongoing

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 3 - Planning and Process (continued)</b>					
3.7	Strengthen community partnerships for activation of District and Regional (Level 2 and 3) foreshore sites	District and Regional (Level 2 and 3) foreshore sites Target Speers Point, Booragul, Toronto, South Lakes and Wangi Sailing Club sites in the first instance	Sailing club sites are an important partner in Council's vision to activate the lake. Strong relationships will be essential to activate District and Regional spaces and implement the proposed Activation Precincts.	<b>Asset Management</b>  Community Partnerships  Arts, Culture and Tourism	Medium Ongoing
3.8	Develop an engagement program targeting recreational fishers to better understand how they use and lake and opportunities to enhance their experience in an environmentally responsible manner.	City-wide	Recreational fishing is a major use of Lake Macquarie. However there was a low response from recreational fishers to the survey instruments and other engagement tools used in this project.	<b>Communications and Corporate Strategy</b>  Asset Management  Community Partnerships  DPI Fisheries  Fishing Clubs and networks	High Ongoing
3.9	Review and improve Council's data sharing arrangements with key partners to avoid duplication and strengthen knowledge base across all lake – land managers.	City-wide	Effective lake management requires easy access to quality data held by Council and partners on built (infrastructure) and natural assets.  Examples of improved data sharing include, but are not limited to: improved accessibility to water quality/bathing area monitoring currently undertaken by Councils Environmental Regulation and Compliance team, and provision of good access to data on nearshore water depths (bathymetry).	<b>Communications and Corporate Strategy</b>  Asset Management  Environmental Regulation & Compliance  MIDO  DPIE  MEMA  Central Coast Council	Medium Ongoing

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 4 - Innovation and Creativity</b>					
4.1	Investigate opportunities to activate bushland reserves with innovative recreation and tourism options	City-wide	The Lake Macquarie community has expressed strong support for recreation in natural settings and nature-based tourism is also a strong growth area in NSW and nationally.	<b>Asset Management</b>  Environmental Systems  Arts, Culture and Tourism  NPWS  DPIE	Medium
4.2	Investigate opportunities for arts and cultural activation and entertainment in foreshore areas and over water	District and Destination places (Level 2 and 3)	Innovative installations strengthen and diversify major events, creating special attractions for residents and that will bring visitors to the city.	<b>Arts, Culture and Tourism</b>  Asset Management  Commercial Partners	Low Ongoing
4.3	Support innovative and creative opportunities for recreation by facilitating new activities in public spaces	City-wide	To diversify recreational opportunities, by working with partners to encourage pop-up activations and assist in developing lake focused tourism and recreation products.	<b>Arts, Culture and Tourism</b>  Asset Management  Commercial Partners	Low Ongoing
4.4	Investigate opportunities to locate tourism focused transport businesses to support lake activations	City-wide	The intent is to offer diversity, difference and a sense of occasion of major events.  The seaplane option is an innovative way to bring visitors to Lake Macquarie and a ferry service could transport people to major events or to and from town centres.	<b>Asset Management</b>  Commercial Partners  Transport for NSW	Low Ongoing
4.5	Investigate opportunities for lake frontage dining to support lake activations	District and Destination places (Level 2 and 3)	Dining offerings with direct, unrestricted views of the lake are considered a key component of lake activation.  The intent is to provide food and beverage initiatives and services that offer connection to and interaction with the lake for both local residents and visitors.	<b>Asset Management</b>  <b>Property and Business Development</b>  Arts, Culture and Tourism  Commercial Partners  Integrated Planning	Low Ongoing

ID	ACTION	LOCATION	RATIONALE	LEAD AND SUPPORTING PARTNERS	PRIORITY
<b>Strategic Theme 4 - Innovation and Creativity (continued)</b>					
4.6	Investigate opportunities to leverage the lake's sports heritage and the unique landscapes with signature water sports events	City-wide	<p>The lake has traditionally hosted sailing, swimming, power boat events.</p> <p>The length and diversity of accessible foreshore opens opportunities for a signature events, involving land and water sports, potentially at night to distinguish it from other locations.</p>	<p><b>Arts, Culture and Tourism</b></p> <p>Asset Management</p>	Medium
4.7	Investigate the need for a Sailing Centre of Excellence	City-wide	<p>Lake Macquarie has a very strong water sport heritage with multiple national, World and Olympic champions in sailing.</p> <p>A Sailing Centre of Excellence has been suggested by multiple agencies as a way to promote and activate the lake.</p>	<b>Councils Executive</b>	Medium
<b>Strategic Theme 5 - Building Resilience</b>					
5.1	Develop a promotion campaign on the recreational strengths of the lake and its foreshores – clean uncluttered waterway, great for water-based recreation	City-wide	Build lake recognition and interest from target markets such as recreational fishers, young 'adventure sports' participants, families, weekend visitors from Sydney.	<b>Arts, Culture and Tourism</b>	Low
5.2	Continue to investigate opportunities to secure tenure over the entire site within Rathmines Park	Rathmines Park	<p>Key parcels of foreshore land within Rathmines Park are not owned by Council.</p> <p>Council management of this entire land parcel would support the activation of Rathmines Park as a Level 3 Destination Place.</p>	<p><b>Property &amp; Business Development</b></p> <p>Coporate Legal Services</p> <p>Asset Management</p>	Medium
5.3	Develop a program to monitor impacts of recreational access on foreshore ecology	District and Destination Places (Level 2 & 3) and within Activation Precincts	Impacts of lake and foreshore recreational uses on water quality, seagrass, foreshore habitats and rare lake species need ongoing assessment.	<p><b>Environmental Systems</b></p> <p><b>Asset Management</b></p> <p>DPI Fisheries</p> <p>University of Newcastle</p>	Medium







## 10. MONITORING AND EVALUATION

Progress towards the objectives of the Lake Activation Strategy will be monitored and reported to the community on a regular basis, alongside reporting on the delivery of Council's other key environmental, social and economic strategies.

Council will use three main techniques to monitor the changes delivered by the Lake Activation Strategy:

- Questions in regular community surveys, covering preferred events and recreation activities and community satisfaction with the infrastructure and services provided. These will generally be on-line, but may be supplemented with face to face 'intercept' surveys
- Targeted monitoring technology such as cameras and automatic counting devices which can monitor the number of people using particular pieces of infrastructure such as wharves, boat ramps and swimming enclosures
- Aquatic environment monitoring linked to the Coastal Management Program, targets within the Environmental Sustainability Strategy and Action Plan and existing estuary health programs conducted by Council and the NSW government. These include sea grass health and water quality monitoring. Spatially targeted monitoring may also be conducted as part of research by Newcastle University or other universities.

In addition to this targeted monitoring, the achievements of the Lake Activation Strategy will contribute to the outcomes of the Coastal Management Program, Destination Management Plan, Events and Festivals Strategy and other social strategies and will be reflected in progress indicators for those strategies and plans.

## OBJECTIVES

## HOW WE WILL TRACK PROGRESS

### ENVIRONMENT: Estuary health

**The condition of Lake Macquarie continues to improve against indicators of ecosystem health and suitability for recreation.**

Monitoring will be linked to the Coastal Management Program and targets within the Environmental Sustainability Strategy and Action Plan

Monitoring of impacts from recreational activities on foreshore and near-shore ecology will be implemented under Action 5.3 of this strategy.

### SOCIAL: Participation

**Increasing levels of community participation in diverse aquatic activities and events.**

Measures include a consistent trend towards diversification of aquatic and lake side recreation, increased utilisation of aquatic infrastructure. Indicators will include:

- Comparison of data collection actions within this strategy over time to identify trends in participation levels
- Attendance at public events

### SOCIAL: Lifestyle and well being

**A strong lakeside lifestyle enlivens neighbourhoods and lakeside centres and celebrates our aquatic heritage and culture.**

Monitoring will be linked to the Events and Festivals Strategy

Monitoring will be linked to the delivery of capital works to progressively renew and upgrade aquatic facilities and foreshore spaces which will be implemented under Action 1.3 of this strategy

### ECONOMIC: Tourism recognition and growth

**A growing number of visitors from the region, Greater Sydney and beyond know that Lake Macquarie is a great place for relaxation or recreation.**

Monitoring will be linked to the tourism targets identified within Council's Destination Management Plan

### GOVERNANCE: Satisfaction

**High levels of community satisfaction with improved access to the lake and its foreshores through attractive well-planned public parks and natural areas and quality, well placed aquatic infrastructure.**

Monitoring will be linked to Council's bi-annual community satisfaction survey

### GOVERNANCE: Adaptive balance

**We are proud of the balance between recreation and protecting and adapting to our natural environment.**

Monitoring will be linked to Council's bi-annual community satisfaction survey



[lakemac.com.au](http://lakemac.com.au)



[umwelt.com.au](http://umwelt.com.au)