



Lorinna Development Strategy

A 5-year Action Plan

2014-19

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Introduction:

This action plan proposes a blueprint for economic development in Lorinna through the years 2014-2019.

It posts six goals, then sets a series of specific actions to achieve those goals.

To achieve those goals, this document proposes a series of actions specific to the Lorinna area. These are in addition to the general actions that will be taken across the Kentish municipality, as detailed in the general *Kentish Economic Development Strategy* (document 1). Aspects of the Kentish Tourism, Retail and Agriculture plans (documents 2, 3 & 4) are also relevant to Lorinna and should be considered alongside this document.

The goals, and strategy, were produced after community consultation, asset mapping and SWOT Analysis of the Lorinna area, and an assessment of regional economic theory. For data and assumptions that led to these conclusions, see *Kentish Economic Profile* (document 8).

Goals:

1. Population increase (100-120 from present 70)
2. Develop new income sources
3. Increase local employment opportunities
4. Attract more visitors to Lorinna
5. Increase Lorinna profile as place to visit and place to learn
6. Base economic activity on identified Lorinna strengths and assets: Sustainability, lifestyle, connectedness to environment, niche agriculture, ecotourism and local professional skills

Actions:

Infrastructure, services, population
Develop income opportunities and promote lifestyle to encourage population growth
Lobby for land zoning Local Area Plan to improve prospects of housing and building construction
Solve road access issue
Foster close relationship between Kentish Council and Lorinna community
Build “Lorinna” brand
Economic opportunities
Eco-tourism: <ul style="list-style-type: none">• Assist development of eco-tourism attraction• Fishing retreat on Lake Cethana

<p>Accommodation:</p> <ul style="list-style-type: none"> • Assist to develop accommodation, facilities and services to host conferences and education groups
<p>Education:</p> <ul style="list-style-type: none"> • Explore opportunities for sustainable agriculture education and showcase facility • Explore opportunities for sustainable lifestyle education and showcase facility • Explore potential for conference and group retreat facilities and services
<p>Agriculture:</p> <ul style="list-style-type: none"> • Leverage organics, permaculture and niche agriculture opportunities • WWOOFing (Willing Workers On Organic Farms): Help to engage with WWOOFing community, promote Lorrina WWOOFing opportunities, build services and facilities required by WWOOFers, develop coordinated program for WWOOFers
<p>Forestry:</p> <ul style="list-style-type: none"> • Explore opportunities for community-managed forest industry
<p>Professional:</p> <ul style="list-style-type: none"> • Develop Lorrina Skills Map • Leverage skills base to develop business/employment opportunities

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