



# SHIRE OF JERRAMUNGUP

## COMMUNITY STRATEGIC PLAN – COMMUNITY CONSULTATION

### REPORT AUGUST 2012

BHW Consulting  
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## INTRODUCTION

BHW Consulting (BHW) has been engaged by the Shire of Jerramungup (the Shire) to conduct a series of Community Workshops in Jerramungup and Bremer Bay to assist in the development of the Community Strategic Plan as required by section 5.56(2) of the *Local Government Act 1995* (the Act).

This report has been prepared by BHW to present the results to the Shire of the information obtained from the Community Workshops in both Jerramungup and Bremer Bay, one on one meetings and community submissions.

The introduction of regulations under section 5.56(2) of the Act has meant that the Shire's current strategic planning framework will only partly comply with the new legislative requirements.

The minimum requirement to meet the intent of section 5.56(2) of the Act is the development of:

- Strategic Community Plan; and
- Corporate Business Plan.

To comply with the new regulations, the Shire is firstly required to develop a Community Strategic Plan (the Plan). This is a strategy and planning document that reflects the longer term (10+ year) community and local government aspirations and priorities.

The Plan establishes the community's vision for the local government's future and its aspirations and service expectations. It drives the development of local government Area/Place/Regional Plans, resourcing and other local government Informing Strategies (such as Workforce, Asset Management, Services) and supporting strategies.

The consultancy objectives were for the consultant to work with the Shire of Jerramungup Council and Community to:

1. Develop a simple, unique, effectively expressed vision statement that is used and repeated. The vision describes the desired future state of a community or local government;
2. Identify long term community aspirations e.g. 'An involved and engaged community enjoying a lifestyle that caters for all residents, including those with specific or special needs'; and
3. Identify and set community priorities.

A key component in delivering the Plan is the community engagement process. Bruce Wittber and Helen Westcott of BHW visited the Shire of Jerramungup on Tuesday 10, Wednesday 11 and Thursday 12 July 2012 for the purpose of undertaking the community consultation.

## THE COMMUNITY ENGAGEMENT PROCESS

In order to promote the community workshops and the planning process the Shire sent a letter to all 1,171 households outlining the details of the community workshops (Appendix 1) and inviting participation. A community notice was also published and is included as Appendix 2. As an added incentive the Shire also offered a “door prize” of an iPad for each location, which was drawn at the end of each evening session.

Bruce Wittber and Helen Westcott of BHW visited the Shire of Jerramungup on Tuesday 10, Wednesday 11 and Thursday 12 July 2012 for the purpose of undertaking community consultation for the preparation by the Shire of the Plan. During this visit BHW undertook a series of community engagement exercises to determine the community’s aspirations in order that they are aligned with Council’s vision and long term strategy and any refinements that may arise during the preparation of its Community Strategic Plan.

The community engagement process over the three days involved the following:

- two workshops in Jerramungup on Tuesday 10 July 2012;
- two workshops in Bremer Bay Wednesday 11 July 2012;
- a workshop with Council members and appointed community representatives on Thursday 12 July 2012. At each of the workshops a spokesperson was chosen to present the outcomes of the respective workshop to the Councillor workshop;
- a “one in one” interview with Bruce Manning, Chief Executive Officer, Great Southern Development Commission on Tuesday 10 July 2012; and
- a telephone interview with Chris Thompson, Regional Manager Department of Sport and Recreation, and Samantha Stevens, Regional Officer Department of Sport and Recreation on Tuesday 10 July 2012;

In addition the Shire also received a number of written submissions.

BHW worked with the Shire’s Chief Executive Officer (CEO) and executive team to develop an appropriate workshop format and timeframe to undertake the facilitated community workshops. This discussion led to the development by the CEO and BHW of a PowerPoint presentation (Appendix 3). This presentation was delivered at the commencement of each workshop by both the CEO and BHW to assist in a greater understanding by the participants of the value and importance of the community planning process.

At each workshop participants were requested to work in groups of five or six, depending upon the number of participants attending the workshop, and encouraged to respond to the following questions:

- Where are we now?
- Where do we want to be?
- How do we get there?

Each group wrote their comments in an exercise book provided by BHW that was collected at the end of each workshop. The use of the exercise book allowed all the information to be captured to assist in the development of the outcome of the community engagement process. Each group was then asked to provide feedback to the workshop on their views to enable everyone to share in the opinions. Details of all responses received in answer to the above questions are outlined in Appendix 4.

It was explained to participants that the opinions were not just related to Shire roles and responsibilities (eg. roads) but community issues generally (eg health and education).

No indication of priority was sought from the participants.

## OUTCOME OF COMMUNITY CONSULTATIONS

The following provides an outcome of the community workshops and the “one on one” meetings held during the visit to the Shire by BHW in July 2012.

The response by the community to the three questions for each workshop is outlined below.

### Workshop One

Workshop one was held on Tuesday 10 July 2012 commencing at 11.00am in the Jerramungup Community Resource Centre and attended by 11 people.

The key outcomes of the workshop were as follows:

- Roads
  - Jerramungup townsite appearance – quality control lacking in some road works;
  - Road drainage within the townsite of Jerramungup;
  - Continued maintenance of rural roads;
  - Improvement in town directional signage (within Jerramungup);
  - Road train access within the Jerramungup townsite – mainly where road trains are used for deliveries to local businesses – to avoid blocking roads;
  - Truck parking bay at Jerramungup to be improved;
  - Travellers rest stop to be developed at Gairdner;
  - Erect welcome sign at west side of town; and
  - Upgrade of Tobruk Road.
- Community development
  - Town’s size increasing though farm families are reducing. Changing demographics from farm amalgamations and foreign ownership;
  - Volunteerism particularly in 25-45 year bracket lacking in community;
  - Provide recreation facilities other than for active sport (eg. Jerramungup/Bremer Bay Arts Council);
  - Recognition of smaller localities and their importance in the community (eg. Needilup centenary);
  - Improved communication by the Shire with the community;
  - Greater sharing of resources within the community (eg bus);
  - Maintenance and upgrading of cemetery;
  - Encourage more community clean up; and
  - Community Art.
- Education
  - Year 7 education policy may impact on community; and
  - An information board for local school.
- Sporting facilities
  - Maintain and improve sporting facilities;
  - Upgrade change room facilities in sports pavilion; and

- Maintain swimming pool and investigate pool usage during school hours.
- Tourism
  - Development of a key attraction in Jerramungup for tourism; and
  - Development of an interactive display.
- Health
  - Maintain of existing health services and expansion where practical.
- Environment
  - Continued support of the Fitzgerald Biosphere by the Shire;
  - Recognition by the Shire and community of Fitzgerald Biosphere significance to the Shire of Jerramungup;
  - Maintain and secure the Fitzgerald Biosphere nomination; and
  - Investigate alternative power opportunities such as wind.
- Business development
  - Improved promotion of local business;
  - Improvement in business directional signage (within Jerramungup);
  - Use by Shire of local businesses;
  - Improve the hotel;
  - Improve IGA building;
  - Availability of suitable ATM in Jerramungup; and
  - Assist to create a diverse industry and attraction within Jerramungup.
- General
  - Touch paintings at opportunity shop; and
  - Do up old houses in townsite.

## **Workshop Two**

Workshop two was held on Tuesday 10 July 2012 commencing at 6.00pm in the Jerramungup Community Resource Centre and attended by 31 people.

The key outcomes of the workshop were as follows:

- Roads
  - Traffic management on Tobruk Road through reduction of speed limit and parking on one side of road; and
  - Improvement in town directional signage (within Jerramungup).
- Community development
  - Establish a community garden;
  - Establish a men's shed;
  - Establish non sport activities such as Arts Council and book club. Arts Council could be responsible for music, exhibitions, market days and annual festival;
  - Shire to develop a welcome pack for new residents;
  - Establish market days and cultural events;
  - Create an “original event” based in Bremer Bay such as “sea dragon festival” during the summer holiday period;

- Promote Jerramungup through website and include list of community events; and
- Jerramungup Resource Centre has a list of trade's people in the community.
- Sporting facilities
  - Build new tennis courts by replacing old bowling green with new courts; and
  - Maintain and improve sporting facilities.
- Tourism
  - Better signage to encourage visitors to see town highlights such as playground and sporting complex;
  - Tourist information and interpretative tourist centre be established in the former FBG building. Use the centre to promote the Fitzgerald Biosphere, and soldier settler history;
  - Tourist information centre to be fully equipped with trained staff; and
  - Establish a tourist attraction such as museum (historical centre), aviary and art gallery in conjunction with tourist centre in Jerramungup.
- Health
  - Securing fulltime nursing position with possible incentives; and
  - Establishment of a health and wellness centre.
- Environment
  - Recreational vehicles sewerage “dump”; and
  - Continued support of the Fitzgerald Biosphere by the Shire.
- Business development
  - Explore and lobby Government for extra public housing with Shire incentives;
  - Pellet plant;
  - Encourage Shire to use local businesses;
  - Encourage existing businesses to improve service delivery;
  - Encourage the establishment of a chemist and gift shop
  - Release more land for residential and industrial development;
  - Register of empty houses on farms that are available for rent to supplement housing stock;
  - Incentives by Shire to encourage trades to establish in Jerramungup (not just seasonal workers);
  - Local businesses to employ more local people
  - Shire finance upgrade of vacant houses and then rent for additional housing in town. Also Shire to provide incentives for housing development with a minimum of “red tape”; and
  - Availability of suitable ATM in Jerramungup.
- General
  - Employ grants officer; and
  - Employ events coordinator.



## Workshop Three

Workshop three was held on Wednesday 11 July 2012 commencing at 11.00am in the Bremer Bay Hall and attended by 14 people.

The key outcomes of the workshop were as follows:

- Roads
  - Maintain gravel rural roads with particular emphasis on re sheeting;
  - Upgrade roads and footpaths in Bremer Bay townsite to ensure suitable for “gophers”;
  - Lobby for improvements on South Coast Highway including the development of passing lanes; and
  - Consider the implications of only one road into and out of Bremer Bay.
- Community development
  - BBQs (vandal proof), playground equipment and shelters in various Bremer Bay parks;
  - Open refuse site for greater number of hours during high season;
  - Council ranger visit Bremer Bay more frequently;
  - Fisheries inspector to be stationed in Bremer Bay;
  - More facilities for children during the holiday programs consider a youth worker; and
  - Development of boat launching facilities.
- Education
  - Attract a regional high school in Bremer Bay with boarding facilities.
- Sporting facilities
  - Walk trails – Point Henry and Dillon Bay.
- Tourism
  - Development of a tourist interpretive centre.
- Health
  - Stronger lobbying for improved health services in Bremer Bay with the possibility of more doctor availability; and
  - Lobby for the upgrade of health facilities as part of the development of the new Bremer Bay town centre.
- Environment
  - Consider the establishment of dieback education as well the construction of a vehicle wash down area at the beach;
  - Install dieback signage on main beach;
  - Shire support to reactivate Fitzgerald National Park Advisory Committee; and
  - Support a positive approach to the environment – consider the development of interpretive centre.
- Business development
  - Support to Bremer Bay Resource Centre to maintain a trades person register;
  - Create incentives for industrial land sales;

- Support the young people through consistent employment rather than seasonal employment; and
- Lobby for new businesses to establish in Bremer Bay.
- General
  - Permanent police presence but initially improved during holidays periods (provide improved facilities);
  - Improved input from Bremer Bay community to Shire activities; and
  - Power, water supply improvements in Bremer Bay.

## **Workshop Four**

Workshop four was held on Wednesday 11 July 2012 commencing at 6.00pm in the Bremer Bay Hall and attended by 23 people.

The key outcomes of the workshop were as follows:

- Roads
  - Better road infrastructure throughout the Shire; and
  - Clean up the basics in Bremer Bay such as car parks and general facilities.
- Community development
  - Sea dragon annual festival;
  - Broader Bremer Bay development representation on Bremer Bay Community Development Committee;
  - Greater ranger presence;
  - Development of boat launching facilities; and
  - BBQs, shade cloth, playground equipment and shelters in various Bremer Bay parks.
- Health
  - Shire to advocate for funding with the Health Department for improved medical facilities; and
  - Establish an aged care facility that can provide community care.
- Environment
  - Establish a natural resource management strategy and consider the employment natural resource management officer;
  - More land use planning for agricultural lands eg bio mass;
  - Improved dieback management;
  - Shire to embrace the biosphere through Biosphere Information Group (BIG);
  - Shire to support BIG to facilitate educational opportunities on biosphere;
  - Sensitive development within the area that keeps character of area;
  - Consider the establishment of a composting system;
  - Take care in placing water features in stagnant water in new subdivisions; and
  - Enhance the marine reserves within the area.

## Business development

- Create more land for light industrial business development and possibly buildings such as a business incubator.
- General
  - Use partnerships to attract funds that the Shire cannot access directly;
  - Shire employ grants officer;
  - Shire improve advocacy to improve community facilities water, power within Bremer Bay;
  - Appoint a full time works manager in Bremer Bay;
  - Consider appointing more Shire staff to work in Bremer Bay and construct associated housing;
  - Equitable rate distribution between town and rural areas; and
  - Fairer representation on Shire from Bremer Bay.

## Workshop Five

Workshop five was held on Thursday 12 July 2012 commencing at 9.00am in the Shire of Jerramungup Council Chambers and attended by 11 people.

The participants at Workshop 5 included Councillors and a representative from each of the four community workshop sessions. The role of each representative was to present the outcomes of the workshop they had attended. This enabled the Councillors who had not been present at each workshop to seek clarification and gain a better understanding of the background to the outcomes. The representatives also at the invitation of the President participated with the Council in the deliberations of this workshop.

The key outcomes of the workshop were as follows:

- Road improvement strategy;
- Improved health facilities;
- Revenue strategy;
- Economic development strategy for:
  - Housing – public and Shire;
  - Business incubator; and
  - Telecommunications.
- Resource sharing opportunities;
- Local water strategy;
- Maximise opportunities for Grange Resources and Southdown project;
- Establish a Chamber of Commerce;
- Aviation strategy – sealing of airstrips;
- Road funding to seal road to park;
- Recognise the importance of the biosphere;
- Complete Bremer Bay town centre project;
- More and secure industrial land
- Rationalisation of assets; and
- Establishment of a Council apprenticeship scheme.

## One on One Meetings

Great Southern Development Commission (GSDC) – the CEO and BHW met with Mr Bruce Manning, the GSDC's CEO on Tuesday 10 July 2012.

Mr Manning pointed out that the area covered by the GSDC was a very diverse, covering 11 local governments. Whilst the region's economy was largely based on agricultural production there was the potential for the development of a mine (Southdown) by Grange Resources.

Key points made by Mr Manning included:

- due to the location of the Southdown mine site it was likely that the Shire would be impacted should a decision be made to proceed with development
- challenge of providing amenities in communities and holding the population, the GSDC assists in a number of ways including:
  - enhancement of visual amenity of communities
  - aged accommodation initiatives
  - strategic land use planning strategies
  - regional infrastructure planning framework;
  - regional economic strategic framework;
  - regional investment blueprint
  - regional water supply plan; and
  - priorities to facilitate Royalties for Regions funding initiatives
- important for the Shire to maintain a contemporary town planning scheme
- lack of reliability of essential services including water, sewerage and power within the Shire
- health services need to be maintained and improved particularly in Bremer Bay
- limited availability of industrial land in Jerramungup
- housing (tenancy) is at capacity with no houses available for rent; and
- importance of town centre vision by the Shire in Bremer Bay

Department of Sport and Recreation - Great Southern – the CEO and BHW interviewed Mr Chris Thompson, Regional Manager, and Ms Samantha Stevens, Regional Officer, on Tuesday 10 July 2012 by telephone.

The representatives of the Department of Sport and Recreation provided an overview of current relationships with the Shire. They advised that whilst a regional sport and recreation plan had not been prepared for the Great Southern region there were however a range of opportunities for grant funding available. A club development officer had been employed across the region for the past three years. The contract for the position was up for renewal in 2013.

## Community Submissions

The Shire also received a number of submissions from people unable to attend the workshops.

The key outcomes of the submissions are as follows:

- Roads
  - Continued maintenance of road infrastructure.
- Community development
  - Maintenance of and improvements to Paperbark Park including drainage, rubbish collections, playground equipment, BBQs and ablution facilities be upgraded with consideration for solar powered water heating; and
  - Redevelopment of the Jerramungup airstrip that it is suitable for emergency service such as medical evacuations and fire support.
- Sporting facilities
  - Maintain Jerramungup swimming pool and investigate pool usage during school hours day.
- Health
  - Shire to advocate for funding with the Health Department for improved medical facilities at Bremer Bay; and
  - Development of a new medical centre in Jerramungup with the scope to allow space for visiting medical professionals and handle emergencies
- Business development
  - Create more land for light industrial in Bremer Bay.
- Tourism
  - Development of tourism in Jerramungup with an acknowledgement of the various components of the history of the community.

## ASPIRATIONS

The Shire in developing the Plan has grouped its aspirations and priority areas identified within the community and Council workshops into a number of themes. These have been further grouped into four pillars that reflect the key components in achieving sustainability from a community perspective.

The four pillars are:

- Pillar 1: Environmental Aspirations
- Pillar 2: Social Aspirations
- Pillar 3: Economic Aspirations
- Pillar 4: Cultural Aspirations

The aspiration, activity and key component identified during the community and Council workshops are outlined below:

Environmental	Activity	Key components
Aspiration 1: A carbon neutral community where renewable energy, water harvesting and fossil fuel alternatives are explored, tested and applied.	Regional Development Strategy (GSDC)	<ul style="list-style-type: none"> <li>- Biomass</li> <li>- Wind</li> </ul>
	Local Planning Policy 17: Water Conservation (existing)	<ul style="list-style-type: none"> <li>- Mandate rainwater tanks</li> </ul>
Aspiration 2: A growing community that embraces well designed and sustainable development.	Local Planning Strategy (existing)	<ul style="list-style-type: none"> <li>- Provision of commercial, residential and industrial land</li> </ul>
Aspiration 3: An environmentally conscious community where reduced waste to landfill is supported by best practice facilities.	Regional Waste Management Plan (existing)	<ul style="list-style-type: none"> <li>- Regional landfill facility in Ravensthorpe</li> <li>- Upgrade of transfer facilities</li> <li>- <u>Opening hours</u></li> <li>- <u>Recreational vehicle sewerage "dump"</u></li> <li>- <u>Development of a composting system</u></li> </ul>
Aspiration 4: An environmentally astute community where human needs are met while conserving our natural and built environment.	Dieback plan (existing)	<ul style="list-style-type: none"> <li>- Education</li> <li>- Vehicle wash down</li> <li>- <u>Install dieback signage on entrance/exit to beaches</u></li> </ul>
	Natural Resource Management Plan (New)	<ul style="list-style-type: none"> <li>- Coastal management</li> <li>- Group coordination</li> <li>- NRM Officer</li> <li>- Partnerships with key agencies</li> </ul>
	Fitzgerald Biosphere Renomination (existing)	<ul style="list-style-type: none"> <li>- Education</li> <li>- Awareness</li> <li>- Participation</li> <li>- <u>Ownership</u></li> <li>- <u>Development of interpretative centre</u></li> </ul>
	Climate Change Policy (New)	<ul style="list-style-type: none"> <li>- Carbon footprint</li> <li>- Land use</li> <li>- Coastal infrastructure and setbacks</li> </ul>
	Municipal Inventory (existing)	<ul style="list-style-type: none"> <li>- Local heritage value</li> <li>- State significance</li> </ul>

Social	Activity	Key components
Aspiration 5: An active community supported by fit for purpose sport and recreation facilities.	Sport Infrastructure Strategy (existing)	<ul style="list-style-type: none"> <li>- Upgrade lighting Boxwood Hill Sports Club</li> <li>- New tennis facility Jerramungup Sports Club</li> <li>- <a href="#">Jerramungup Sports Pavilion upgrade</a></li> <li>- <a href="#">Continued maintenance of community sporting facilities</a></li> </ul>
	Recreation Strategy (New)	<ul style="list-style-type: none"> <li>- Establish Community Arts Committee</li> <li>- Community bus</li> <li>- Increased Pool usage</li> <li>- <a href="#">Trails plan</a></li> <li>- <a href="#">Community art program</a></li> <li>- <a href="#">Development of boat launching facilities</a></li> </ul>
Aspiration 6: An engaged and informed community, defined by strong civic leadership, sound governance and transparent decision making.	Integrated Communications and Customer Service Strategy (existing)	<ul style="list-style-type: none"> <li>- Website review</li> <li>- Community newsletter review</li> <li>- <a href="#">Customer service app development</a></li> <li>- <a href="#">Develop welcome packs for new residents</a></li> <li>-</li> </ul>
	Human Resources Strategy (existing)	<ul style="list-style-type: none"> <li>- Resource sharing</li> <li>- Training and professional development</li> <li>- <a href="#">Succession</a></li> <li>- <a href="#">Locating of staff resources in Bremer Bay</a></li> </ul>
	Code of Conduct (existing)	<ul style="list-style-type: none"> <li>- Better decision making</li> <li>- Greater community participation</li> <li>- Greater accountability</li> </ul>



Aspiration 7: A healthy community where residents feel safe, secure and self-assured.	Medical Services and Infrastructure Strategy (existing)	<ul style="list-style-type: none"> <li>- Retain local health professionals</li> <li>- New health facility in Bremer Bay</li> <li>- Refurbish health facility in Jerramungup</li> <li>- Provide quality housing for health professionals</li> </ul>
	Local Emergency Management Arrangements (existing)	<ul style="list-style-type: none"> <li>- Bushfire preparedness</li> <li>- Resource to risk</li> <li>- Supply of fire appliances</li> <li>- <a href="#">Development of Jerramungup airstrip suitable for emergency use</a></li> </ul>
	Bremer Bay Town Centre Master Plan (existing)	<ul style="list-style-type: none"> <li>- Provision for aged care accommodation</li> </ul>
Aspiration 8: A community that embraces lifelong learning where education is accessible to people of all ages.	Workforce Plan (new)	<ul style="list-style-type: none"> <li>- Traineeships</li> <li>- Professional development</li> </ul>
	Community education programs (new)	<ul style="list-style-type: none"> <li>- Early intervention programs (Smart Start)</li> <li>- Shared facilities e.g. pool, parks &amp; reserves</li> <li>- Vocational training opportunities</li> </ul>

Economic	Activity	Key components
<p><b>Aspiration 9:</b> An economically diverse community where primary industry is supported by a strong secondary and service industry.</p>	Economic Development Strategy (New)	<ul style="list-style-type: none"> <li>- Investment attraction</li> <li>- Major infrastructure</li> <li>- <a href="#">Work with Grange Resources in the development of Southdown Magnetite Project</a></li> <li>- <a href="#">Improvements to South Coast Highway (including passing lanes)</a></li> </ul>
	Buy Local Policy (existing)	<ul style="list-style-type: none"> <li>- Build capacity of local business</li> <li>- Retain financial resources locally</li> <li>- <a href="#">Improved banking facilities (ATM)</a></li> </ul>
	Tourism Strategy (existing)	<ul style="list-style-type: none"> <li>- Destination marketing</li> <li>- Promotion</li> <li>- <a href="#">Development of tourist information centre</a></li> </ul>
<p><b>Aspiration 10:</b> A community where transport infrastructure is constructed and maintained using best practice principles.</p>	Asset Management strategy (New)	<ul style="list-style-type: none"> <li>- Good quality rural and urban roads</li> <li>- Contemporary directional and business signage</li> <li>- Completion Jerramungup Revitalisation Project</li> <li>- Heavy haulage access</li> <li>- New truck parking bays</li> <li>- <a href="#">Good quality footpaths with</a></li> <li>- <a href="#">Continued maintenance and improvement of parks and gardens</a></li> </ul>
<p><b>Aspiration 11:</b> A community where revenue is maximised and rating methodology is fair, equitable and transparent.</p>	Revenue Strategy (New)	<ul style="list-style-type: none"> <li>- Employment of grants officer</li> <li>- Borrowings</li> <li>- Investigate grant methodology</li> <li>- Development contributions scheme</li> </ul>
	10 Year Financial Plan	<ul style="list-style-type: none"> <li>- Rate setting</li> </ul>

	(existing)	statement - Plant replacement - Borrowings
<b>Aspiration 12: A community that provides a range of good quality and affordable private and government housing options aimed at attracting and retaining residents.</b>	Housing Plan (New)	- Staff housing in Bremer Bay - Good quality housing for professional staff in Jerramungup and Bremer Bay - Affordable community housing - <a href="#">Register of farm houses suitable for rent</a>

Cultural	Activity	Key components
Aspiration 11: A culturally aware community that recognises its heritage and the contribution that war settlement and indigenous people have made.	Cultural Mapping (New)	<ul style="list-style-type: none"> <li>- Recognition of localities</li> <li>- Cemetery refurbishment</li> <li>- Recognising history</li> </ul>
Aspiration 12: A vibrant community where civic and community events provide opportunities for expression.	Civic receptions and community events	<ul style="list-style-type: none"> <li>- Iconic event</li> <li>- Remembrance Day</li> <li>- Anzac Day</li> <li>- Australia Day</li> </ul>
Aspiration 13: An involved community where volunteering is fostered, encouraged, and supported.	Volunteer strategy (New)	<ul style="list-style-type: none"> <li>- Addressing decreasing participation rates</li> <li>- Recognising volunteers</li> </ul>
Aspiration 14: A community that provides programs and facilities to people with varying needs	Seniors strategy (New)	<ul style="list-style-type: none"> <li>- Aging in place</li> <li>- Increased participation</li> </ul>
	Youth strategy (New)	<ul style="list-style-type: none"> <li>- Education</li> <li>- Employment</li> <li>- Training</li> </ul>
	Disability Access and Inclusion Plan (existing)	<ul style="list-style-type: none"> <li>- Planning for better access</li> <li>- Inclusion</li> <li>- Community support</li> </ul>

## VISION

The Shire's Strategic Plan for 2009 -2014 states its Vision as:

*The Shire of Jerramungup will provide leadership to maintain our identity by promoting social and economic development whilst embracing our unique natural environment.*

One of the specific outcomes of the project was the development of a Vision statement. The Vision was reviewed during the Councillor workshop when it was agreed that the current wording outlined the principles which the Council wanted to underpin the new Plan.

It was agreed to leave the Vision as it is.

Following the Councillor workshop the Shire decided that further work on the Vision was required as it was considered the wording was "too corporate". As a consequence the following Vision has been developed:

*In 2025, the Shire of Jerramungup:*

*Will be recognised internationally as an active world biosphere reserve. A carbon neutral, well designed, Green Star Community where conservation and the sustainable use of natural resources is monitored, researched and continually refined.*

*Will be a safe, inclusive and resilient community. A place where visionary leadership, strong governance, good health, adequate housing, opportunities to work and high standards of education are realised.*

*Will be a rural destination where people want to live and visit, linked to external markets by a first class road transport system. A robust economy supported by broad acre agriculture, livestock, aquaculture, agroforestry, tourism and an emerging resources sector.*

*Will be a location where community comes first and high rates of volunteerism support a range of events and activities. A place where cultural heritage is recognised, embraced and promoted.*

## **CONCLUSION**

This is the report on the community engagement process undertaken by BHW and is presented for the purpose of assisting the Council in developing the Shire of Jerramungup Community Strategic Plan for a 10 year period until 2022.

BHW wishes to express its appreciation to the President, Council and CEO of the Shire and acknowledges the community support provided to the process and hopes that this report will aid the planning process.

## APPENDIX 1

Dear Resident

### Community Strategic Planning

**Do you think the Shire of Jerramungup allocates resources in the right areas? Do you think that more/less money should be spent on roads, buildings and recreation?**

**If you are interested in your local government's future, then this is your opportunity to get involved and express your views and aspirations!**

The Shire of Jerramungup has commenced a process to develop a new community strategic plan. This plan will establish the community's vision for the Shire's future (12+ years) and will reflect the community and local government's aspirations and priorities.

To commence this process, four (4) professionally facilitated community workshops will be held in Jerramungup and Bremer Bay. These workshops will aim to involve the community in establishing a long term vision for the local government through the identification of community well-being issues, aspirations and priorities.

Workshop No.	Date	Time	Location
1	10 July 2012	11:00am – 1:00pm	Jerramungup Community Resource Centre
2	10 July 2012	6:00pm – 8:00pm	Jerramungup Community Resource Centre
3	11 July 2012	11:00am – 1:00pm	Bremer Bay Town Hall
4	11 July 2012	6:00pm – 8:00pm	Bremer Bay Town Hall

It would be great if you could attend. Please contact the Shire of Jerramungup on (08) 9835 1022 to RSVP by 29 June 2012.

Yours sincerely



Bill Parker  
CHIEF EXECUTIVE OFFICER



#### Apple iPad Door Prize

By attending a community strategic planning workshop, you will go into the draw to win one (1) of two (2) Apple iPads (1 x Bremer Bay & 1 x Jerramungup)

## APPENDIX 2



### Community Strategic Planning

**Do you think the Shire of Jerramungup allocates resources in the right areas? Do you think that more/less money should be spent on roads, buildings and recreation?**

**If you are interested in your local government's future, then this is your opportunity to get involved and express your views and aspirations!**

The Shire of Jerramungup has commenced a process to develop a new community strategic plan. This plan will establish the community's vision for the Shire's future (12+ years) and will reflect the community and local government's aspirations and priorities. The plan will drive the development of local government area/place/regional plans, resourcing and other local government informing strategies (such as workforce, asset management, services etc.).

Four (4) professionally facilitated community workshops will be held in Jerramungup and Bremer Bay.

Workshop No.	Date	Time	Location
1	10 July 2012	11:00am – 1:00pm	Jerramungup Community Resource Centre
2	10 July 2012	6:00pm – 8:00pm	Jerramungup Community Resource Centre
3	11 July 2012	11:00am – 1:00pm	Bremer Bay Town Hall
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Please contact the Shire of Jerramungup on (08) 9835 1022 to RSVP by 29 June 2012.



## **APPENDIX 3**

[BHW Consulting PowerPoint to be inserted]

## APPENDIX 4

### Outcomes of Community Workshops

Workshop One – Tuesday 10 July 2012 - Jerramungup

#### Where are we now?

- Town appearance – quality control lacking in some road works;
- Towns size increasing though farm families are reducing;
- Year 7 education policy may impact on community;
- Volunteers in 25-45 year bracket lacking;
- Sports obsessed;
- Lack of knowledge and recognition of biosphere;
- Lack of welcome/information pack for new residents
- Maintaining services but lacking volunteers
- Concern for the future of health services eg. Doctor
- Concern at reduction of population if more foreign investors buy within Shire

#### Where do we want to be?

- More diverse and recognised for history and environment;
- Town entry – west;
- Locality recognition;
- Biosphere
- Activities for children that are no sport based
- Need sporting facilities looked after
- Keeping local school going strong and keep good principal
- Concern at community nurse
- Develop another attraction to town such as aviary
- Complete the revitalisation project – signage

#### How do we get there?

- Social and electronics media
- Electronic signboard for visitors and locals
- Improved signage for key business and facilities
- Establish a Jerramungup/Bremer Bay Regional Art Council
- Sourcing and maintaining funding
- Investigate the bird aviary for a tourist attraction to bring people to the top of town
- Do up old houses in town or possibly sell for block value to attract more people
- Encouragement for small business

## Workshop two – Tuesday 10 July 2012 - Jerramungup

### **Where are we now?**

- Lacking signage
- Encourage more people to the community and business
- Shop local
- Shrinking community
- Ordinary sporting facilities – poor level of maintenance
- Not enough for young people
- Too few people – losing young people
- At risk of foreign ownership
- Larger community
- Lack of “footfall” through businesses in town
- Agricultural community the viability is shrinking therefore to expand is vital but this does not bring more people into the district
- Lack of informative signage or information to attract people to the town
- Constituents need to understand more of what Council employees roles are
- Lack of certain services eg. Mechanics – Shire to share with community
- Concerns over future health services ie. loss of full time nurse
- A grounds person for sporting grounds
- Corporate farming – what will be the impact for the future good or bad
- Traffic can drive through without going through the town
- More services to encourage retirees to settle in the Shire
- Lack of cultural events
- Need to also encourage younger families who have got trades
- Lack of housing to encourage new people, businesses, professional and families
- Lack of housing limits available services eg. nurses, mechanics
- Good infrastructure – resource centre, recreation facilities, playground, school
- Lack of people to drive and support businesses

### **Where do we want to be?**

- Thriving community
- Happy community is a healthy community access to schooling, sporting facilities, local health care
- Encourage small business and families – incentives to encourage business to establish eg mechanic
- Attract more businesses
- More land to start businesses
- Shire having a permanent groundsperson
- Shire to encourage more apprenticeships
- Larger population
- More housing

- Well rounded community with a wide spread of population ie. young to very old with employment, good health and recreation facilities that cater for all ages
- Have available housing to encourage professional, families and workers
- Encourage larger community with more diversity socially
- Viable trades people to move to town and give them appropriate housing
- Encourage corporate farms to shop local
- Not like Ongerup
- A growing community that can attract businesses and people and can maintain essential services

### **How do we get there?**

- Incentives to encourage business to establish eg mechanic
- More housing
- Welcome package
- Release more land for town housing and industrial needs
- Larger motel to cater for coaches
- Good restaurant to have entertainment and family evenings
- Subsidise new businesses and encourage apprenticeships
- Encourage old people to stay – have a lot to offer eg. health services
- Chemist
- Retain Police service
- Improved communications
- Have encouragement to get people to the town
- Major promotion – tourist info ration centre
- Attract workers – major industry centred around farming needs
- Housing project
- Using biosphere status to create sustainable development and industry
- Shire projects
- All businesses need to improve services they offer
- With Shire/business owners, subsidise new trades people ie. Shire underwrite at least a minimum of 20% work for the new trades, rest to come from businesses and community
- Incentives/subsidies to build and invest in houses and business
- Maintain medical services and current infrastructure and amenities
- Promote the history and biosphere to attract tourism and awareness
- Promote incentives

## Workshop three – Wednesday 11 July 2012 – Bremer Bay

### Where are we now?

- Hidden treasure
- Stagnant missing promotion
- One road in/out problem
- Signage – low profile on highway
- Strong two town approach – less identity in rural and regions
- Confusion in what is Shire's responsibility main rad or Shire road
- Medical services good but facilities are poor
- CRC effective/popular and provides a good service
- Adequate sport facilities (Boxwood and Bremer Bay)
- Town centre planning
- Upgrade of some roads required
- No youth centre
- Often no ranger services
- No off road vehicle policy
- Not enough walk trails
- Natural bush – environment in general
- Isolated from the world
- Clean beaches/white beaches magic/unique
- Good community
- Need better services – lack of rubbish collecting outside of town – no tip facilities at Gairdner River and Boxwood
- Distance required to travel for services
- District communities feel segregated – don't feel consulted as a community (Gairdner River and Boxwood)

### Where do we want to be?

- Want to deal with population change/tourists
- Aged care resources
- Lobby for aged care and health resources
- Shire infrastructure such as public toilets
- Community transport/ hire bus for social gathering and aged care
- Active men's shed
- Keep young people with employment more than just seasonal
- Cat Wash down for jarrah dieback - cleaning of vehicles
- Completion of town centre with continued consultation
- Entry statements
- Upgrade road access to Bremer Bay
- Advocacy/liaison Main Roads WA and Department of Environment and Conservation
- More passing lanes South Coast Highway
- Consistent power supply
- Better water service

- Permanent police presence
- Better park facilities at Paperbark Park – playground BBQ facilities
- BBQ's and shelters at Pelican Park and Fisheries Park
- Improve water qualities and quantities
- Renewable energy – wind turbines
- Holiday programs – youth activities
- Stormwater management
- Re-sheeting of gravel roads
- Drainage of gravel roads
- Boat launching facilities
- Access for 4wd, motorbikes and dogs on beaches
- Upgrade tourist information bays
- Fisheries offices based in Bremer Bay
- Better signage in town and from highway
- Fitzgerald National Park signage
- Tourist information
- Shire ranger presence in Bremer Bay

#### **How do we get there?**

- Shire Councillors from Bremer Bay to input into decision making
- Provide facilities for police presence during peak periods (school holidays and long weekends)
- Barbeques working and useable – Paperbark Park, Pelican Park, Fisheries Beach
- Walk trails – community involvement and funding – Port Henry, Dillon Bay
- Bremer Bay roads eg Emma Street
- Footpaths in Bremer Bay suitable for seniors/buggies
- Shire advocacy generally
- Power supply inconsistent
- Water quality and supply
- Dieback prevention - Department of Environment and Conservation education maybe at Visitor Centre
- Department of Environment and Conservation – Friends of National Park Advisory Committee
- Passing lanes – Main Roads – South Coast Highway

## Workshop four – Wednesday 11 July 2012 – Bremer Bay

### Where are we now?

- Shire is developing well over past few years
- Bremer Bay as it is has attracted people
- Unique, good climate, beaches, beauty
- Services are limiting factor
- Hindered business people
- On Bremer Bay time
- One road in one road out
- Industrial indecision
- Poor subdivision developments (small blocks no public space)
- Like Bremer Bay the way it is – beautiful beaches – maintain its character but still needs to be viable town to make it work
- Seasonal place – very disjointed community
- Classic small town challenges – activities around sport
- Huge volunteer input
- Everyone does their own thing
- Love the natural environment
- Limited employment opportunities
- Lack of aged care facilities
- Want a main street in Bremer Bay not a back street
- Medical facilities need upgrading
- Roads need to ebb grader ion a regular basis
- Upgrade car park at main beach and include toilets, showers BBQs
- Agriculture
  - Diminishing number of farmers – bigger landholdings
  - Do more landscape planning – unproductive land for biofuel
- Shire
  - good structure
  - increased diversity of people
  - good leadership
  - developing community culture
- Environment
  - Great natural environment
  - People want to be here due to the major environmental assets such as biosphere, pristine beaches
  - Diversity of landscapes
  - Great marine
  - Tourism for families a sense of place

### Where do we want to be?

- With some responsible development – 10 to 20 acre lots – no blocks under 700m<sup>2</sup>
- A welcoming environment in town

- A different Council representation model – more even representation from the two towns
- Some youth facilities to encourage young people back to town
- Sporting facilities – skate park
- Aged care
- Community garden
- Oil recycling
- 2<sup>nd</sup> hand shop at the refuse site
- Enhanced nature strips and verges
- Rain water tanks on all new houses
- Improved roads and footpaths
- Development of aged care facilities
- Better health care facilities accessibility to a doctor
- No where to go for a coffee – no real social/community meeting place like a coffee shop
- More things for kids (teenagers)
- Support a community infrastructure on the coasts set up as a coffee shop social community centre at Fisheries Park
- Would like to see surf club lifesavers at Blossoms
- Need to find a balance between what/why people come to Bremer Bay and being environmental sensitive
- Good signage
- Health centre
- Commercial and industrial land close to town
- Upgrade beach car park
- Up grade airstrip
- Upgrade access to the beach for rescues
- More emphasis on getting grants
- More Shire staff living and working in Bremer Bay
- Natural Resource Management Strategy
- Agricultural and marine landscapes
- Community expectations that Shire will embrace partners in natural resources in an exemplary manner as it is a jewel and will create opportunities
- Improved health services
- Improved communications – internet, mobile phone, radio
- Improved airport facilities for FIFO
- Town planning with a connected industrial and social plan

#### **How do we get there?**

- With funding from grants – definitely not rate increases
- A decrease in community apathy – need forward thinking people
- Business encouragement
- Employ a grants officer to source funds
- Lobby politicians for stronger representation in rider to assist with funding
- Improve relationships between all tiers of government



- Jerramungup vs Bremer Bay local fairer representation required
- Jerramungup/Bremer Bay divide needs to be worked out
- Recognition of how special Bremer Bay is
- Supporting volunteers
- Government agencies employees based in community
- Create something (such as an attraction) that is unique about Bremer Bay to attract more people
- Set out a two year plan that is achievable
- New building for the health centre
- More equitable rate distribution between town and rural and between Jerramungup and Bremer Bay
- Proactive in getting more grants to achieve outcomes (grants officer)
- Basic clean up of Bremer Bay
- New medical centre – negotiate with Health Department
- Lobby government agencies for grants
- Negotiate with Department of Environment and Conservation to get rid of the strip of bush near John Street
- Shire embraces the biosphere objet through the Biosphere Improvement Group (BIG)
- Collaboration on the development of an interpretative centre at Jerramungup and Bremer Bay with appropriate interpretative signage
- Dieback in partnership with Department of Environment and Conservation and MRWA develop suit bale rid networks
- Educate and train the community, councillors on what the biosphere is
- Develop a trails network in a sustainable way
- Collaboration with FBG, SCMG and SCNRM to get prioritise coastal works done though funding sources provided to enhance recreational opportunities
- More land use planning for the less productive land to be used for biomass power plant – aim to be self sufficient with power

**Where are we now?**

- Strong civic leadership
- Independent and financially viable
- Proactive
- Limited diversity – economic rural sector
- Respect opinion
- Appropriate representation
- Poor health infrastructure
- Inconsistent health services
- Part way through strategic planning process
- Updating financial plan
- Redeveloping a roadworks plan
- Have great communication system within the community
- Very strong leadership group in office and cohesive group of Councillors

**Where do we want to be?**

- Good health infrastructure including housing
- Greater diversity of revenue
- Sustainable population growth
- Stronger connection to the past
- Retaining aged and youth
- More diverse employment base
- Well known location – water station
- Prefer to be not amalgamated
- Capitalise on assets, environment, agriculture and economic resources
- Encourage wider source of funds for linkage of everything (power, water, roads)
- In position to “grab” all funding available for clean green energy
- Look to obtain as much funding as possible to seal road to park
- Recognise the importance of the biosphere
- Linkage to
  - Dieback
  - Tourism
  - DEC's strategic plan – total care of Swamp Rd, Devils Creek Rd, Quiss Rd
  - Biosphere
- Work tother with Shire of Ravensthorpe
- More on the complete town centre in Bremer Bay and full of business
- More and secure industrial land
- Housing – maintain the level and quality of housing for Shire employees
- Apprenticeship scheme
- Rationalisation of unused assets
- After 10 years win a tidy town competition

### **How do we get there?**

- Financial assistance to professional (doctor)
- More political lobbying
- Fully integrated strategic planning framework
- Modern town planning scheme and strategy
- Expand opportunities for resource sharing
- New developments demonstrating energy efficiency
- Environmental responsibility
- Local tradespeople
- Succession planning – Shire, Jerramungup District High School
- Access housing funds to keep jobs/people in the area
- Promote awards– apply to promote great feelings such as tidy towns, best gardens