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**Elizabeth Hyde**

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**From:** Nathan McQuoid <nathanm@westnet.com.au>  
**Sent:** Tuesday, 30 August 2016 4:48 PM  
**To:** Elizabeth Hyde  
**Subject:** DRAFT Community Plan  
**Attachments:** N McQuoid comments Community Plan 2016 - 2026.pdf

Dear Rob and Brent,

Please find attached my submission to the draft Community Plan 2016 - 2026.

Well done on the draft plan, it has some excellent directions, aspirations, objectives and measurements. My submission outlines how I think some adjustments, additions and a subtraction or two could help improve the plan and the outcomes that will flow from it.

I hope that my comments will be taken as constructive, as I share your quest to improve our community and economy, and sustain our enviable setting.

Kind regards,

**Nathan**

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## Shire of Jerramungup Draft Community Plan 2016 – 2026

Nathan McQuoid comments, August 30 2016

### General

A good first draft, although it needs some adjustments to make it more closely reflective of the issues and opportunities at stake, to ensure the objectives and measurements are relevant to the aspirations, and that the measurements are relevant to the objectives and effective in meeting them.

The plan has excellent aspirations; some could do with verbs added for clarity of cause.

Some background demographics of the Shire would add value to the plan and provide substantiation of objectives and identify gaps between the current knowledge and the aspirations recently captured. This should be at the front as part of *At a Glance* to set the scene. See also the last comment.

If environment is the first strategic direction, it should be supported with stronger objectives and measures that demonstrably match the aspirations.

The front cover images of documents are powerful subliminal immediate introductory statements and branding opportunities, and there is a great deal more to the Shire of Jerramungup than cereal grain, as the images throughout the draft plan attest. With this in mind, the wheat image on front cover should perhaps be reconsidered. The 2012 Community Strategic Plan had a canola crop on the cover, and a change of projected perception should be considered. Perhaps a more inclusive image that represents our Shire's enviable diversity, one of landscape with several elements visible, or a collage of images to do this, or rotate imagery for each plan update to a different representative feature. Notwithstanding, agriculture is certainly a vital and very significant part of the Shire's character.

The images used should have captions explaining content and the photographers acknowledged.

Distinctions should be made between objectives and actions, several objectives are actions and they could be adjusted to be clear objectives.

Include prospects and declarations of *quality* and *best-practice*. We are an enviable place and that deserves the highest practicable quality and best practice in infrastructure, development, governance and experiences.

Several of the measurements don't describe sufficiently effective outcomes. Reconsider them to ensure they relate to effectiveness and quality. For example, *metres of sealed paths and trails* is not necessarily a good measure of success; better measures could be *quality shared path trail master plans developed and implemented*, and *trails and paths well used, with satisfied visitors and users*.

## **Strategic Direction 1 Environment**

Opening statement should include ocean as *coastal and ocean environment etc*, and say *recognised internationally for its biodiversity as the western half of Fitzgerald Biosphere etc*.

*Where are we now and where do we want to be* statements don't reflect the opening paragraph statement, they should be changed to reflect the statement's description and intent.

Only two aspirations, yet described as the *key aspirations* in the opening background paragraph. Drop the word key. Notwithstanding, there needs to be more objectives, see below.

The opening statement states "*The key aspirations in this area reflect the Shire's location and proximity to Fitzgerald River National Park... etc*" is not effectively reflected in the two current aspiration's objectives, an additional aspiration or aspirations are needed to support the full intent of the opening statement.

The natural environment of the Shire has many sensitive, defenceless, unique and famous assets, which the Shire and community are custodians of, and which requires diligent, skilled and committed stewardship. This can be supported well by Aspiration 1.1.

**Aspiration 1.1 Environmental Stewardship.** Notwithstanding the above, an excellent Aspiration providing a platform for relevant, necessary and affirmative objectives. Improved environmental stewardship is needed, and this plan update provides an ideal opportunity to identify and develop this imperative.

The aspiration sentence could be improved to say: *To be a leader in governance, adoption of new technology, and in designing and implementing initiatives to protect the environment and deliver environmental benefits to the Shire.*

The objectives listed are ok, although the require significant strengthening and better relevance as follows:

- Objective 1.1.3. The protocols don't exist. Adjust objective to say: *Develop and implement best-practice environmental management protocols for Council works and infrastructure delivery.* Ensure dieback management and protection is included front and centre in the protocols.
- Objective 1.1.4. As the objective stands it is not Environmental Stewardship. The objective must be altered to state unequivocally (and provide environmental stewardship) that: *Council strongly opposes offshore oil and gas exploration and extraction, because it threatens our environment, economy, tourism, and reputation.* It is critical that this be Council's position, given the world-class environmental phenomenon, sustainable tourism, international profile, economic opportunities and our reputation that are at risk. This plan is the ideal place to state this position and stamp our reputation. Or, drop the mention of offshore oil and gas exploration altogether.

To spell it out: The phenomenon of the orca and associated wildlife (and fishery) ecosystem bonanza in the Bremer Canyon apparently exists due to the



abundance of nutrients produced by the natural venting of hydrocarbons from under the canyon seafloor. It is understood that oil and gas drilling could destroy or severely impact this natural venting by depressurising the hydrocarbon field, resulting in the collapse of the nutrient bloom and its enormous reliant ecosystem, and our opportunities with it.

- Objective 1.1.6. Change to make it relevant to the aspiration by saying: *Protect the Shire's pristine natural environment to help attract people to the region and strengthen the local economy.*

The current measurement is irrelevant to environmental stewardship, although it is an excellent measurement and useful elsewhere, and should be added to 3.3 *Tourism Promotion and Development*.

The measurements for 1.1.6. should be:

- *Development, planning and activities designed and implemented to ensure environmental protection is effectively considered and achieved.*
- *That tourism associated with the natural environment is ecologically sustainable, particularly that associated with the orca phenomenon.*
- *Successful engagement with environmental authorities, agencies and technical experts in developing and implementing environmental stewardship.*
- *Recognition for the Shire of Jerramungup for the quality of its natural environment and stewardship.*

The objectives can be improved by adding:

- *Advocating for the finalisation of the Bremer Canyon Commonwealth Marine Reserve, and the inclusion of the orca hotspot that is currently outside the reserve.*
  - *Measurement: Bremer Canyon Commonwealth Marine Reserve proclaimed, including the addition of the orca hotspot.*
- *Develop the community and sustainable economic development opportunities presented in the Fitzgerald Biosphere program, including the addition of the Bremer Canyon Commonwealth Marine Reserve into Fitzgerald Biosphere.*

Measurements:

- *Opportunities for community development from the Fitzgerald Biosphere Program understood.*
  - *Working with the Shire of Ravensthorpe and the Biosphere Implementation Group to develop opportunities.*
  - *Bremer Canyons Commonwealth Marine Reserve inclusion in Fitzgerald Biosphere as an expanded site advocated to Government and UNESCO.*
- *Strengthen links between Council and the Shire community with Fitzgerald River National Park and the Department of Parks and Wildlife.*
    - *Measurements: Council participate strongly in the Fitzgerald River National Park Advisory Committee.*

- *Train Shire Councillors and Staff in the natural values of the shire, environmental stewardship, and the development and delivery of exemplary environmental stewardship protocols and practices.*

Measurement:

- *Training packages developed and implemented.*
- *Environmental stewardship practices designed and implemented.*
- *Recognition and support for Shire's environmental stewardship success.*

The primary measurement for the objective "Continue the delivery of *fire mitigation strategies across the Shire* " should be: *The Bremer Bay Bushfire Mitigation Study results and recommendations report delivered and implemented.* This objective and measurement, along with the Key Agency Partner DFES should be moved to Aspiration 2.4 for greater relevance, as it isn't primarily an environmental objective. The current measurement "*number of controlled burns*" is not a measure of risk and hazard reduction and will not effectively lead to better fire protection, because many of the shire's vegetation communities, particularly near the coast, are made thicker and more hazardous by the regeneration stimulus provided by burning, and it does not address the other issues related to risk and hazard. This measurement should be removed and replaced with that suggested above, as well as the additional measures: *Durable vegetation fire hazard mitigation measures developed and implemented,* and *Bushfire risk effectively understood and managed.*

### **Aspiration 1.2 Environmental Planning and Restoration**

Adjust Aspiration to: *Best-practice Environmental Planning, Climate Change Mitigation and Restoration*

Revise the Aspiration to *Environmental Planning, Climate Change and Restoration.* See Aspiration response 2.4 below.

## **Other Strategic Directions**

### **Aspiration 2.2 Improved Liveability**

In objective 2.2.4. *Improved shared paths, trails and cycle ways*, replace the measurement “metres of sealed paths and trails” with the two more relevant measurements:

- *Quality shared path trail master plans developed and implemented, and*
- *Trails and paths well used, with satisfied visitors and users.*

### **Aspiration 2.3 Healthy and Happy Community**

An excellent aspiration. Include the objective: *A greater inclusion of Noongar people and the effective consideration of their aspirations and priorities.* And the measurements:

- *Noongar people engaged and involved to their satisfaction.*
- *Noongar cultural sites recognised and conserved.*
- *Noongar language and stories included in information and interpretation.*

### **Aspiration 2.4 Emergency Management and Climate Change**

Remove climate change from this aspiration and include it in a revised Aspiration 1.2 *Best-practice Environmental planning, Climate Change Mitigation and Restoration.* Include the objective: *Investigate and better understand the effects of climate change in the Shire, on natural systems, community assets and enterprises.* Measurement would be *impacts and change patterns better understood and mitigation measures developed.*

Adjust Aspiration to: *Best-practice Emergency Management*

See also last paragraph in Aspiration 1.1 response.

Perhaps *an increase in volunteer participation* could be a useful measurement for 2.4.1.

### **Aspiration 3.1 Industry Development**

Support for tourism must be included as a primary objective. Tourism is the greatest opportunity for sustainable development, as an industry, given the outstanding marine and terrestrial natural assets and proximity to them the Shire area has.

Consider adjusting Aspiration to *Quality Industry Development.* Although the word *Development* implies a desired state or ‘doing’.

Objective should be: *Support and further develop tourism as a primary sustainable economic driver.* Measurements would be:

- *Increase in the range of activities, visitors numbers and length of stay, and the in the spread of the visitor season.*
- *Wider recognition of Shire by tourism organisations and the broader community as a quality natural destination.*

Remove any reference to offshore gas and petroleum exploration. This dangerous industry is unlikely to do anything worthwhile for the Shire of Jerramungup; instead it would seriously damage our sustainable world famous nature and the tourism and economic opportunities that come from these quite unique assets. Support for such dangerous and damaging exploration would damage our reputation for our poor



stewardship of the assets. It is at odds with Aspiration 1.1, and indeed several of the other aspirations.

Make nature conservation an additional recognised industry for the Shire, particularly the Corackerup Precinct with its conservation properties, attraction for conservation programs, conservation property owners, environmental restoration and very significant investment.

### **Aspiration 3.2 Economic Diversity**

Another excellent aspiration. It's a useful and good idea to have the Fitzgerald Biosphere Program in this Economic Diversity Aspiration, given the Program's sustainable development agenda. The objective should be adjusted to better support the realisation of its potential: Adjust "*Participate in the successful UNESCO renomination of the Fitzgerald Biosphere and leverage its economic potential*" to say *Participate in the successful UNESCO renomination of the Fitzgerald Biosphere, embrace its opportunities and leverage its economic potential.*

Add the measurements:

- *Better understanding of the ideals and benefits of the Man and Biosphere Program.*
- *Sustainable tourism and nature-based visitor support are the priority of Biosphere Program activities for the life of the plan.*

Just participating in the renomination is missing an opportunity for greater benefits to be yielded in international branding, attracting visitors, sustainable community development based on our natural assets, and helping stake our claim as one of the worlds great natural places and destinations.

### **Aspiration 3.1 Tourism Promotion and Development**

Consider adjusting aspiration to *Quality Tourism Promotion and Development* to better imply a desired state.

*Point Anne*, should be spelt *Ann*, and its *Fitzgerald River National Park*

Include the objective: *Support the upgrade of Gordon Inlet road to enable more sustainable and all-season access to Gordon Inlet and The Doubtfuls area.*

### **Aspiration 3.4 Service and Infrastructure Provision**

Objective 3.4.3. Is lobbying the objective? Or is it better placed as an action and measurement for objective 3.4.2?

### **Page 20: At a Glance**

Makes the statement: *The area is recognised for its grain and livestock production with sheep, beef, cattle and grain farming the main industry.* There is a bit more to the Shire, community and our external profile than this! Our enviable diversity of qualities and other natural and cultural assets should be described and evoked here. This should be at the beginning of the document and expanded as described at the beginning of this submission.



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### **Shire of Jerramungup Community Plan 2016 - 2026**

Dear Robert,  
Thank you for the opportunity to comment on this draft Community Plan.  
I have a number of comments and suggestions as set out in the following pages.

In general, what I have found in my review is that the objectives are sound and commendable (and well expressed) but the measures are either not at all meaningful or they are in conflict with the objective. There is a tendency in reviewing such documents to look at each aspiration and objective in isolation but the risk is that we overlook some of the key conflicts. In this regard, for example, I read the aspirations of biodiversity conservation/nature based tourism as being in direct conflict with the document's measurement for achieving bushfire risk mitigation. I do hope my comments on this item and the others I have highlighted below are viewed as being constructive feedback that is aimed at advancing this important plan for the community's future.

Kind regards,  
Ian Weir

A handwritten signature in blue ink, appearing to read 'Ian Weir', written over a horizontal line.

30 August 2016



Aspiration 1	Objectives Environmental Stewardship	Measurement	Comment
1.1.1	Invest in renewable and energy efficient options for Council buildings	Increase in renewable power generated	<ol style="list-style-type: none"> <li>1. I suggest it would be better to measure this NOT in the amount of renewable power generated BUT in the amount of reduction in carbon emissions. This is the principle that the National Construction Code applies to building certification. For example the Shire might invest in renewable energy technology that is high in embodied energy and has a short life span – so the important reduction in carbon emissions might be zero.</li> <li>2. This is not a “measure” because there needs to be a <u>target in the increase by 2026</u> – clearly an increase in renewable power could equate to just one PV panel (so how much, how many and when?)</li> <li>3. Electrical power security for Bremer Bay businesses is a huge problem – there needs to be greater reliability and that needs to be via low carbon emission technologies – eg a local solar farm, and perhaps incentives for businesses and homeowners to install renewable energy.</li> <li>4. So the “Objective” is a little short-sighted - it needs to be broader to encompass the <u>community</u> not just the <u>administration’s offices/buildings</u>.</li> </ol>
1.1.2	Continue the delivery of fire mitigation strategies across the Shire	Increase in number of controlled burns & maintenance of strategic breaks	<p>The objective is good BUT the measure is illogical, dangerous and unworkable - nor is it in alignment with “environmental stewardship”.</p> <p>The measure is illogical because: how many controlled burns and strategic firebreaks is enough? The measure has no limit! If fuel reduction via controlled burns has NO limit then this cannot be aligned with the community’s objective to manage and sustain biodiversity.</p> <p>If this is the only measure then it is dangerous and <u>increases risk</u></p>

			<p>because:</p> <ol style="list-style-type: none"> <li>1. It assumes "control" when there is absolutely no guarantee of control.</li> <li>2. It is a strategy that turns fire fighters in fire "fighters" who have a vested interest in not extinguishing fires that should otherwise be contained.</li> <li>3. It assumes that controlled burns reduce fuel loads when there is evidence in FRNP/Point Henry/Bremer Bay that increased frequency of fires (controlled or otherwise) actually INCREASES fuel loads by encouraging fire-dependent species, and therefore it again <u>increase risk</u>.</li> <li>4. It is a strategy that assumes that one method fits all: that "the bush needs fire". It ignores the significant issue that many vegetation communities in THIS region such as the Kwongkan Shrubland Threatened Ecological Community which surrounds and is within the Bremer Bay townsite (for example) – are actually critically threatened by too-frequent fire, they not protected by fire.</li> </ol> <p>The measure clearly needs to satisfy the first principle: <b>that bushfire risk to the community is reduced</b>. So a detailed risk assessment needs to be done beforehand and then a set of milestones/benchmarks established on a 5-10-15-20 year frequency.</p> <p>These risk assessments have to be assessed against the three universally accepted priorities of asset protection: 1 Human Life; 2. Physical Assets and 3, the environment. So the risk to the environment (eg biodiversity conservation) is an important consideration. <u>Best practice</u> bushfire risk mitigation does not place the environment in opposition to bushfire risk mitigation but as a key asset to be protected. This is the approach of the NSW-RFS and Local Governments through NSW's extreme fire prone areas – where such best practice approaches have been tested</p>
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			and adopted. Following the risk assessment first principle – there will follow a number of <u>methods</u> of reducing risk, importantly these are methods not “measures”. These methods would include: Yes, controlled burns (where practical), community warning systems, strategic fire breaks, asset design (including Shire buildings), subdivision design, encouraging the retrofitting of existing housing stock and so on.
1.1.3	Implement modern environmental protocols for Council works and infrastructure delivery	Increase In the number of protocols introduced annually	Again this is not a measure i.e. could be just one more protocol adopted! (I am assuming here that in the near future there will be another document that sets out the actual targets). Nevertheless the measure is not meaningful. It needs to relate to best practice in environmental stewardship (while implementing council works and infrastructure) - relevant to this region/community : such as: <ul style="list-style-type: none"> <li>• Mitigation and containment of dieback;</li> <li>• protection of threatened ecological communities and biodiversity generally;</li> <li>• and containment and eradication of invasive weeds such as Coastal Tea Tree.</li> </ul>
1.1.4	Formalise a Council position on the prospect of offshore oil and gas exploration and mitigate any potential impact on the Bremer Canyon and associated marine	Adoption of policy position	The Objective is commendable BUT there also needs to be a review and careful consideration (at local govt level) of the burgeoning ORCA-related tourism industry. I am concerned here that the SoJ is basing and encouraging economic development on a very sensitive environmental phenomenon. I do not believe this is a sustainable industry - I foresee strict regulation of this industry in the very near future and I encourage the SoJ to mitigate against this risk to local businesses.



	life			
1.1.5	Development of modern, accessible, cost effective and innovative waste disposal options	Reduction in operating costs of waste services	Reduction in costs might be achieved by 2026 but the SoJ should envisage an increase in costs in the short term if an investment in innovation is required.	
1.1.6	Promote the Shire's pristine natural environment to attract people to the region and strengthen the local economy	Adoption of destination marketing strategy	<p>The objective aims too low because this is not "promotion" that is important, rather it is <u>economic development and economic sustainability</u>. So this objective and the measure should be about more visitors and about meaningful economic sustainability through tourism. For example (measure): "Increase in tourist visitation through the calendar year with particular emphasis on traditionally quiet periods at the economic centres of Jerramungup and Bremer Bay. In winter Year 2020 aim is 5000 more visitors to BB and 2026 10,000 more than 2016 numbers.</p> <p>Promotion happens on the ground more than in the media (word of mouth). EG Controlled burning in high visitation areas such as Bremer Bay townsites would be in conflict with this. IE It is what is done on the ground in the community that matters not the promotional material that attracts people.</p>	
<b>Aspiration 1</b>	Additional Comment re LG <u>Sustainability Officer</u>		It is my considered view that the Shire of Jerramungup needs a dedicated and suitable trained <b>Sustainability Officer</b> . I have first-hand experience working with such officers in Local Governments in the Sydney region. These personnel have expertise first and foremost in Landscape Ecology and	

			<p>biodiversity conservation and often direct and inform fellow members on LG staff on the appropriate policies and approaches to land use planning and management – achieving balanced outcomes of environmental sustainability and bushfire risk mitigation.</p> <p>I encourage the Shire of Jerramungup to benchmark this best practice in sustainable development in NSW against its own process which presently – by default rather than be design – encourages the engagements between community members and LG to be characterised by animosity and tension rather than in the spirit of “shared responsibility”.</p> <p>(The SoJ Sustainability Officer would ideally be shared with the shire’s Fitzgerald Biosphere partner – the Shire of Ravensthorpe)</p>
<b>Aspiration 1.2</b>	<b>Environmental Planning and Restoration</b>		
1.2.1	No comment		
1.2.2	No comment		
1.2.3	No comment		
1.2.4	Ensure that new development is well designed and sustainable, where community needs are met while conserving our natural and built environment	Increase in properties connected to the reticulated water and sewerage infrastructure	<p>The objective is sound This measurement aims too low and is only just one of the measures. This measure needs to be articulated through the <u>first principle</u> of environmental sustainability which is <u>biodiversity conservation</u>. It also needs to be broadened from just the individual house. So it should be based on minimising impact to the natural environment from all development including industry, housing, agriculture and infrastructure through:</p> <ul style="list-style-type: none"> <li>• Management of weed infestation and minimisation of soil erosion through wind and water.</li> <li>• Controlling effluent and toxic chemicals</li> <li>• Minimizing natural vegetation clearing</li> </ul>



			<ul style="list-style-type: none"> <li>Protection of heritage structures and landscapes</li> </ul>
Aspiration 1.2	<b>Key agency partners</b>		<p>Key partners that need to be added to Aspiration 1.2 are:</p> <ul style="list-style-type: none"> <li>The Heritage Council of WA (protection of historic buildings and places)</li> <li>Federal Department of the Environment - for management of vegetation and landscapes protected by the EPBC act – such as Kwongkan Shrubland TEC – photo on your page 7)</li> </ul>
<b>Aspiration 2.1</b>	<b>Community Sport and Recreation</b>		
2.1.1	Continue support for community lead sporting infrastructure improvements and strong sporting clubs	<input type="checkbox"/> In the number of clubs with strategic plans	<p>This measurement is very short term (eg five years) – so it is essentially meaningless. The community doesn't need plans it needs more sporting infrastructure and events and so it needs to SoJ's support (not necessarily financial) to deliver on this aspiration.</p> <p>A measure could be “ by 20126 achieve a greater diversity of organised sports and sporting facilities across the shire to accommodate the diverse interests of the community (eg skate parks, motocross...)</p>
2.1.2	No comment		
2.1.3	No comment		
2.1.4	Improve parking and boat launching at Little Boat Harbour	Redevelopment of Little Boat Harbour	<p>The objective is short sighted – the aspiration is about sport and recreation not parking. Little Boat harbour objectives should be about: public safety (the dangerous utilisation of beach is likely to be worsened if the target is just improved parking); amenity (toilet facilities and universal access is poor); diversity of uses (scuba diving and small boating and swimming).</p> <p>Agreed that LBH needs redevelopment – but this should be guided by meaningful objectives, and measured by factors such</p>

			as: <ul style="list-style-type: none"> <li>reduction in risk from traffic accident to beach goers</li> <li>increased visitation by less able bodied</li> </ul>
2.1.5	Partner with the community to develop modern facilities for youth	<input type="checkbox"/> In the number of youth facilities	The measure is not merely the increase in youth facilities but rather more targeted such as: <ul style="list-style-type: none"> <li>Greater proportion of permanent population of Bremer Bay constituted by 12-20 year olds.</li> </ul>
Aspiration 2.1	<b>Key agency partners</b>		This needs to be increase to include: <ul style="list-style-type: none"> <li>the South Coast NRM who have been involved in discussions about the redevelopment of Little Boat Harbour for a number of years – potential avenue for funding,</li> <li>The Great Southern development Commission.</li> </ul>
<b>Aspiration 2.2</b>	<b>Improved Livability</b>		
2.2.1	No comment		
2.2.2	No comment		
2.2.3	No comment		
2.2.4	Improved shared paths, trails and cycle ways	<input type="checkbox"/> In the metres of sealed paths and trails	Again this is a meaningless measure. A better measure is increased utilisation of path network s throughout the shire (though improved promotion and improved visitor/local experience). The aim is to get people out of their cars and into the built and natural environment – not just to build more paths.
2.2.5	No comment		
2.2.6	Provide attractive town sites with fit for purpose facilities and services for retirees	Implementation of Access and Inclusion Plan	This objective aims far too low. The critical issue for Shire of Jerramungup is not retirees but the aged and infirm who find it very difficult to fulfil contemporary society's aim of "aging in place" in communities such as Bremer Bay – so they have to decamp to Albany. Yes we need an access and inclusion plan – but the real

				measure is an increased representation of the aged in our community as residents and visitors.
<b>Aspiration 2.3</b>	<b>Healthy and Happy Community</b>			
2.3.1	Develop a men's shed in Bremer Bay	Delivery of a men's shed in Bremer Bay		By when – in ten years?
2.3.2	Develop a men's shed in Jerramungup	Delivery of a men's shed in Jerramungup		As above
2.3.3	No comment			
2.3.4	No comment			
2.3.5	No comment			
2.3.6	No comment			
2.3.7	No comment			
2.3.8	No comment			
2.3.9	No comment			
2.3.10	Promote a drug free community	In the community's perception of the rate of drug use		Measure needs to be meaningful because changing perceptions does not change the problem (if it exists). Measure should be: Engage Health Department to conclude independent study of drug use in the shire and compare use with other regions.
<b>Aspiration 2.4</b>	<b>Aspiration 2.4 - Emergency Management and Climate Change</b>			It is problematic to make a direct link between emergency management and climate change, as if that is the only connection with climate change that is significant for this region. For example how does the community envisage managing the effects of Climate Change on Biodiversity? This emergency management aspiration clearly needs to be disconnected from "Climate Change". For example, how does increased Police presence in Bremer Bay mitigate against the effects of climate change?



2.4.1	Maintain a high standard of emergency planning and preparedness	All emergency plans are current and endorsed by partner agencies.	The objective assumes that there is in already place a high standard – when clearly this is not the case – there is <u>much room for improvement</u> . For example Bremer Bay does not even have a community FDI warning sign (meanwhile the facilities and equipment are great). So the objective needs to be re-written and the measures need to include: <ul style="list-style-type: none"> <li>• Adoption of community fire strategies</li> <li>• Improved community awareness of hard and improved awareness of risk from natural hazards.</li> <li>• Improved communication (to the community) of heightened risk conditions (such as high FDI days)</li> </ul>
2.4.2	No comment		
2.4.3	Facilitate an expansion of Police presence in Bremer Bay	p In operational hours spent in Bremer Bay	Measure needs to be reduction in crime, improved awareness of risk from climate change to communities, increased understanding of neighbourhood safer places and evacuation plans (tourists and locals alike).
2.4.4	No comment		
<b>Aspiration 2.5</b>	<b>Civic Leadership</b>		Needs to be continued demonstration of equity and ethical behaviour in LG workplace and interactions with community because the LG is a role model for the community.
2.5.1	No comment		
2.5.2	No comment		
2.5.3	No comment		
2.5.4	No comment		
2.5.5.	No comment		
<b>Aspiration 3</b>	<b>ECONOMY</b>		
3.1.1	No comment		
3.1.2.	No comment		
3.1.3			Needs to be clear reported in the community (eg Bremer Bay

	Improved power reliability	q In the number of power failures	businesses) and the actual data on power outages over say the last 10 years and then a target set for 5, 10 years on what the annual average should be down to. Otherwise this is meaningless – you can drive change with this measure because just one outage less means that you satisfy the objective.
3.1.4	No comment		
3.1.5	No comment		
3.1.6	No comment		
<b>Aspiration 3.2</b>	<b>Economic Diversity</b>		
3.2.1	No comment		
3.2.2	No comment		
3.2.3	No comment		
3.2.4	Participate in the successful UNESCO renomination of the Fitzgerald Biosphere and leverage its economic potential	Confirmation of UNESCO endorsement	<p>This is wonderful to see this in here. The measure however is very short term – so what is the measure in 5 years and 10 years?</p> <p>Suggestions:</p> <ul style="list-style-type: none"> <li>• By 2020 adoption of a Shire of Jerramungup and Ravensthorpe shared economic development plan that explored and imbeds the UNESCO Biosphere as an key economic driver.</li> <li>• By 2020 an increase in the number of tourism based and local produce business that leverage off the Biosphere 'brand'.</li> <li>• Promotion of The Fitzgerald Biosphere internationally as one of the key exemplar 'reserves' in the <u>global network</u> of Biosphere reserves – exemplifying an effective "zone of collaboration" between natural assets and human development.</li> <li>• Improved understanding within the communities of Bremer Bay and Jerramungup that these communities are sited <i>within</i> and not adjacent to the Fitzgerald Biosphere.</li> <li>• Key partner should also be</li> </ul>



3.2.5	No comment			
3.2	Key partners			<ul style="list-style-type: none"> <li>Key partners should also include: <ul style="list-style-type: none"> <li>• DPAW</li> <li>• UNESCO Man and Biosphere Program</li> </ul> </li> </ul>
<b>Aspiration 3.3</b>	<b>Tourism</b>			
3.3.1	Develop a destination marketing strategy focusing on Bremer Bay as a premium natural destination	Delivery of destination marketing strategy		Extremely short term measure – this is not 2026 measure. Needs to be improved visitation across all seasons to establish greater economic sustainability to Bremer Bay. Increasing visitation in the peak period with only add to the extremes in the highs and lows and won't add sustainability and robustness to the economy.
3.3.2	No comment			<ul style="list-style-type: none"> <li></li> </ul>
3.3.3	Maximise the economic value of the Shire's natural attractions including the Fitzgerald National Park, Bremer Canyon and local coastline	Delivery of destination marketing strategy		The SofJ should take great care before further promoting the Bremer Canyon experience. I am concerned that economic enterprise based on this natural phenomenon will be highly regulated in the near future. The Orcas are a great driver for international exposure but so too is the Biosphere, (and the FRNP and the three peninsular that are within the Biosphere). The measure is meaningless – need to be about increased visitation and increased number of business and enterprise.
3.3.4	Improved road access to Point Anne and Fitzgerald National Park	Delivery of new road infrastructure		New roads are needed but should not duplicate the East Mt Barren superhighway standard of infrastructure. Great care needs to be taken in the design and engineering of the roads so that they heighten the experience of journey rather than just destination arrival. (In this regard I suggest Main Roads is NOT a lead partner, but

<b>Aspiration</b>				
<b>3.4</b>	<b>Service and Infrastructure</b>			rather a contractor)
3.4.1	No comment			•
3.4.2	No comment			•
3.4.3	Lobby for improved roads including widening of South Coast Highway and better access to Fitzgerald River National Park.	Improvements in South Coast Highway including widening and construction of overtaking lanes	Objective should be more forthright: "Implementation of improved roads" – (particularly South Coast Highway). Measure should be 1 years, 5 years and 10 years – ie what does the community/LG want to see in place in 2026.	
3.4.4	No comment			•
3.4.5	No comment			•
3.4.6	No comment			•

End of commentary



20 August 2016

Dr. J. E. Wajon, FRACI, Comp IEAust  
16 Eckersley Heights  
Winthrop WA 6150  
Phone 9310 2936 (H) 0428 345 231 (M)

The CEO □  
Shire of Jerramungup  
PO Box 92  
Jerramungup WA 6337

DATE: 22/08/2016

RECORD: ICR1616493

FILE: CM PL 1

Dear Sir,

## JERRAMUNGUP DRAFT COMMUNITY PLAN

As a ratepayer of the Shire of Jerramungup and owner of a conservation-covenanted property at 643 Boxwood Hill Ongerup Road, Boxwood Hill, I am writing to make a submission on the Shire of Jerramungup's draft Community Plan.

In prefacing my comments, I note that a very high priority of the community as described in the draft Community Plan is Tourism Promotion, which has a rating of 8 out of 10, as is Environment and Climate Change. This should be compared to a rating of 3 for Roads upgrading and maintenance. I also note that the community gave a priority of 3/5 for Council to financially support community groups who attract and service tourists, while also indicating with a priority of 3/5 that Council's current roadworks budget is adequate.

In view of this, it is my recommendation that greater emphasis be given to the management of roads for the maximisation of biodiversity and tourist values. Many tourists come to the region to experience the wonderful wildflowers in this area. While the focus of visitors may be, and rightly so is, on the Fitzgerald River and Stirling Range National Parks, the roadsides both within and outside these National Parks are significant attractions in themselves with the ready accessibility and extensive displays of a wide diversity of wildflowers which are (and would continue to be) present along well maintained road verges.

Currently, there appears to be little understanding of the importance of minimally disturbed natural road verges in attracting visitors to the region. The Gondwana Link partnership has undertaken considerable work over the past 18 months, including with the Great Southern Development Commission, the Albany campus of the University of Western Australia and private operators, on how conservation focused visitation can be substantially increased to provide significant social and economic benefit. This would be compromised if road verges of important focal areas are trashed and rendered very unattractive to visitors.

It is therefore necessary to include in the Community Plan under Strategic Direction Environment 1 an Objective and Measurement which addresses the appropriate, environmentally sensitive management of roads and roadsides. This Objective should stress the necessity to maintain roads safe for travellers with minimum clearing while



retaining the maximum amount of native vegetation with an absence of non-native (weed) species.

An appropriate Objective in Aspiration 1.2 would be "Construct and maintain roads so that roadsides are protected, recognised and valued for their biodiversity and tourist potential".

An appropriate Measurement would be "An increase in the number of designated Flora Roads and roadsides with a very high vegetation condition rating".

This Aspiration should be supported in the section "Where we want to be..." by a statement such as "A community of residents, businesses and organisations recognised for their excellence in environmental management and performance" rather than the current statement of "A community of residents, visitors and businesses that strive to continuously improve their environmental performance"

I look forward to this being included in the Final Community Plan.

I also look forward to receiving a copy of the final Plan.

Yours faithfully,

Dr J.E. Wajon



DATE: 29-08-2016

RECORD: 1CR1616530

23 August 2016

FILE: CM-PL-2

G.K.Golowyn, MIEAust, CPEng, NER  
57 Duffy Road  
Carine WA 6020  
Phone 6180 1541 (H) 0466 945 775 (M)

The CEO  
Shire of Jerramungup  
PO Box 92  
Jerramungup WA 6337

Dear Sir,

## JERRAMUNGUP DRAFT COMMUNITY PLAN

As a regular visitor to the Shire of Jerramungup, the Fitzgerald River and Stirling Range National Parks and a conservation-covenanted property at 643 Boxwood Hill Ongerup Road, Boxwood Hill, I am writing to make a submission on the Shire of Jerramungup's draft Community Plan.

In prefacing my comments, I note that a very high priority of the community as described in the draft Community Plan is Tourism Promotion, which has a rating of 8 out of 10, as is Environment and Climate Change. This should be compared to a rating of 3 for Roads upgrading and maintenance. I also note that the community gave a priority of 3/5 for Council to financially support community groups who attract and service tourists, while also indicating with a priority of 3/5 that Council's current roadworks budget is adequate.

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I look forward to this being included in the Final Community Plan.

I also look forward to receiving a copy of the final Plan.

Yours faithfully,



G.K. Golowyn

## Elizabeth Hyde

---

**From:** ganddmattthews@gmail.com on behalf of Gary Matthews  
<gdmattthews@ozemail.com.au>  
**Sent:** Tuesday, 30 August 2016 1:51 PM  
**To:** Elizabeth Hyde  
**Subject:** Jerramungup Draft Community Plan

DATE: 30/08/2016

RECORD: ICR1616532

FILE: CM PL.1

The CEO Shire of Jerramungup

Dear Sir

I have recently been in contact in regard to roadside vegetation clearing within the Shire. As a result of this interest I became aware of the Jerramungup Draft Community Plan which has been out for comment. I have read through the document and I feel that it has been excellently constructed and presents a comprehensive and thoughtful Draft Plan for the future.

While reading I made notes intending to submit comment on the document. I have since had the opportunity to read the comments already submitted by Dr Eddy Wajon. His submission covers all the points that I had intended to raise. Therefore rather than take up both your and my scarce time I wish to fully support and reiterate the issues raised by Dr Wajon.

I would particularly encourage you and the Shire to resolve the tension between the priorities of roads vs tourism so that the region can take advantage of the unique and iconic natural asset that is within its borders. As well as agriculture, forestry and fishing, employment opportunities exist within the local community based on the appreciation of the local environment.

I would also add to Dr Wajon's remarks, that when the Shire is considering the needs of possible off-shore oil and gas exploration, that it sympathetically identify environmentally non-invasive sites, both marine & landbased for a service provision centre. I would suggest adding the Dept of Fisheries to the agency reference list for this issue.

To confirm that the Shire is to be congratulated on the initiative of developing a Community Plan and respectfully wish you every success completing a balanced, sustainable document and its formal acceptance by your community.

Yours sincerely  
Diane Matthews  
7 Bridget Place  
Shelley WA 6148  
0421647746







DATE: 23.08.2016

RECORD: ICR1616496

FILE: CM.PL.1



Your Ref: CM.PL.1  
Our Ref: Z1:0085/U1:0055  
Enquiries: Russell Pritchard

18 August 2016

Mr Brent Bailey  
Chief Executive Officer  
Shire of Jerramungup  
PO Box 92  
JERRAMUNGUP WA 6337

Dear Mr Bailey

#### SHIRE OF JERRAMUNGUP DRAFT COMMUNITY PLAN

Thank you for the opportunity to provide comment on the Draft Community Plan as received by the Great Southern Development Commission on 9 August 2016.

The Commission has reviewed the draft document and can provide the following feedback:

- The draft plan is comprehensive and broadly aligns with the Great Southern Regional Investment Blueprint.
- The three strategic directions: Environment, Community and Economy, are noted.
- The first two strategic directions align with the Regional Imperative "Community and Environment".
- The other strategic direction within the Plan, Economy, aligns with the Regional Imperatives "Economic Growth and Diversification" and "Essential Infrastructure and Services".
- Most of the objectives link into the Transformational Project (TP) Area 7 "Strong Communities".
- Several objectives link into TP 1 Growing Value, including Objective 3.2.2, "implement policies and initiatives to support local small business and agricultural prosperity" – which is consistent with a 'business as usual' setting for agriculture.
- Some of the objectives link to TP 2 "Access to Energy", TP 3 "Water for Growth", TP 4 "Avenues to Opportunity", and TP 5 "Connected Great Southern".
- There are some references to TP 6 "Destination of Natural Choice" including the objectives in Aspiration 3.1 "Tourism Promotion and Development".

In summary, the Plan should provide a sound strategic community planning framework for the Shire of Jerramungup through to 2026. The GSDC will work with the Shire in its planning to meet defined strategic objectives. In this, the draft document's alignment with the Great Southern Regional Investment Blueprint is of particular importance.

If you wish to discuss any of the comments in more detail please contact Russell Pritchard at GSDC Albany office on 9842 4888.

Yours faithfully

A handwritten signature in black ink, appearing to be 'B. Manning', written in a cursive style.

*For* **BRUCE MANNING**  
**CHIEF EXECUTIVE OFFICER**

## Elizabeth Hyde

---

**From:** Brent Bailey  
**Sent:** Thursday, 18 August 2016 10:09 AM  
**To:** Danielle Wisewould  
**Subject:** FW: Shire of Jerramungup - Draft Community Plan

Please file

---

**From:** Campbell Fletcher [<mailto:Campbell.Fletcher@westernaustralia.com>]  
**Sent:** Wednesday, 17 August 2016 11:29 AM  
**To:** Brent Bailey  
**Cc:** Stephanie Frere; Vicki Robertson  
**Subject:** FW: Shire of Jerramungup - Draft Community Plan

Good afternoon Brent,

Thank you for the opportunity to comment on the Shire of Jerramungup's Draft Community Plan.

Tourism WA supports the tourism initiatives outlined in the Plan, including the intent to utilise the Shire's natural assets and attractions to grow the tourism industry.

Kind regards,  
Campbell

**Campbell Fletcher**  
Policy and Planning Manager



**WESTERN  
AUSTRALIA**  
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Enquiries: Lindsay McCartin  
Our Ref: 04/12944-02 (D16#510734)  
Your Ref: OCR1616407 CM.PL1

DATE: 1/9/16  
RECORD: ICR1616545  
FILE: CM.PL1

30 August 2016

Chief Executive Officer  
Shire of Jerramungup  
PO Box 92  
JERRAMUNGUP WA 6337

Dear Brent

### INVITATION TO COMMENT – DRAFT COMMUNITY PLAN

I refer to your letter dated 3 August 2016 seeking comment on the Shire of Jerramungup's Draft Community Plan.

Main Roads has reviewed the Draft Community Plan and has the following comments:

Main Roads has funding for improvement works on the South Coast Highway between Albany and Jerramungup that will improve the amenity, safety and passing opportunities of this road. The Pfeiffer to Cheynes Beach Section of the highway has been programmed for construction in 2016/17.

Main Roads will advise the Shire of Jerramungup on any new approved funding proposals on the South Coast Highway that will improve access and safety to the Jerramungup Shire.

Yours sincerely,

Lindsay McCartin  
**Network Manager**

