



Strategic Community Plan 2018-2028



***‘THE ROAD AHEAD WILL REFLECT THE SPIRIT THAT DRIVES THE
COMMUNITY WHO TRAVEL TOGETHER TOWARD A SHARED FUTURE’***

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PRESIDENT'S MESSAGE

Background

This Strategic Community Plan is the outcome of comprehensive conversations and interactions with the community and businesses of our Shire. This process has captured the Community's current aspirations and needs while creating a vision for the future of Broomehill –Tambellup, that will help us to work together to protect what is good about the region now while enhancing positive development and growth into the future.



Community messages

Key words we heard from the community were:

friendly - community - peaceful - rural lifestyle - opportunities - roadhouse - businesses - employment - tourism -sport - natural environment and accommodation

A clear message was received that the community want to be involved in development and decision making, while fostering cross generation interaction and connections. Maintaining the peaceful, rural and friendly lifestyle was mandatory, but they want population growth and business development to ensure the towns remain sustainable and viable.

Planning the way ahead

The Shire is committed to a planned and consultative approach to community development, and service retention and growth that will be underpinned by cost effective strategies. This will ensure we are mindful of controlling rate rises and striving for the best value for our ratepayers while working towards their vision and objectives.

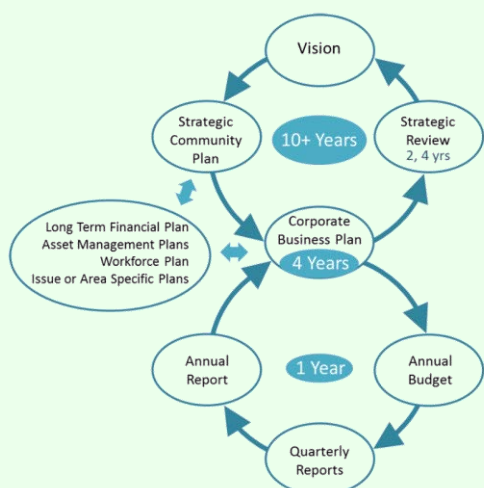
Cr Scott Thompson

President, Shire of Broomehill-Tambellup



OUR PLANNING FRAMEWORK

Diagram: The Strategic Planning Framework



Background

Legislative requirements of the WA Local Government Act for planning for the future will ensure the community sets a vision for the future that underpins programs, projects and services. It ensures the community can communicate their aspirations and needs in a formal manner and allows for integration across all facets of service and resource management planning. This process demonstrates sound governance and stewardship, and provides transparency for the community

The Plan outlines how the Shire will, over the long term, work towards the future that the Community Vision outlines, which is inspired by the community’s aspirations for the future. Looking to the future, the Strategic Community Plan will influence how the Shire uses its resources to deliver services to the community. The Plan forms the primary driver for all other planning undertaken by the Shire. The Strategic Community Plan is a key document that underpins planning and decision making in several ways, including:

- Giving guidance to Council when setting priorities, making decisions and integrating local planning initiatives
- Informing the decision making of other agencies and organisations, including community and Government agencies when planning for regional or local activities
- Provide a platform to pursue grants and other resources by demonstrating how specific projects align with aspirations of our community, and the strategic direction of the Shire;
- Inform potential investors and developers of our key priorities, and how we want to grow and develop;
- Engage local businesses, community groups and residents to want to contribute to shaping the future

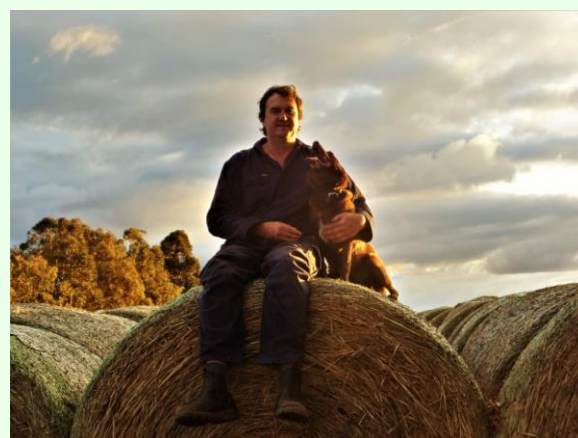
The strategies will be prioritised, and actions applied (after a further assessment of available resources) using the following priority timeframes as a guide:

Short Term	1 to 4 years	Corporate Plan 2018 - 2021
Medium Term	5 to 8 years	Corporate Plan 2022 - 2026
Long Term	8 to 12 years	Corporate Plan 2026 - 2030

- Short term priorities will be resourced and implemented through the Corporate Business Plan.
- Strategic performance indicators will be used to report back to the community on the Shire’s performance in achieving the outcomes.

OUR PLACE AND OUR PEOPLE

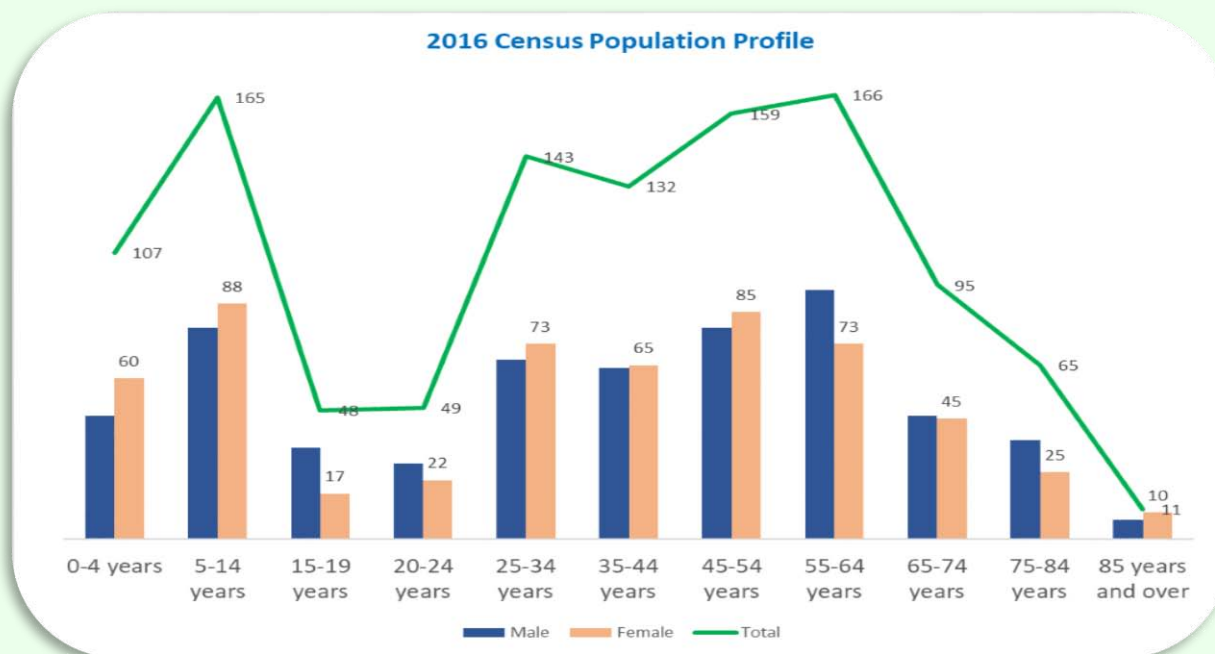
The Shire of Broomehill Tambellup is a progressive rural community located in the Great Southern region of WA and is a predominantly wheat and grain growing area with an interest in aquaculture, viticulture, horticulture and tourism. The Shire has two towns, Broomehill Village and Tambellup, both of which offer the advantages of a rural lifestyle with the convenience of most essential services, including recreational and leisure options, plus government, health and education services.



The Shire of Broomehill – Tambellup covers the former individual Shires of Broomehill and Tambellup, which merged in July 2008. The main Shire office is in Tambellup, and staff also offer services such as processing of driver and vehicle licenses, animal registrations and payments of Shire accounts at the Broomehill office. The Broomehill Library is located at the Broomehill Shire office while the Tambellup community can access their library services at the Tambellup Community Resource Centre. The district has experienced changes in work/life balance as farming continues to employ more technology, and in due course, less local labour.

In addition, there has been a change in community involvement as farmers have to meet the demands of rural production and strike a balance between work, community and family life. This can have a negative effect on availability for volunteering in areas such as ambulance, fire, sporting and community activities that are heavily reliant on local support.

As new residents move to our towns seeking the rural lifestyle, the challenge will be to engage them in the culture of participation and volunteering which assists in building community spirit in general.



Tourism is a relatively small but important link in the economic prosperity of the district, and tourism activities present some opportunity to advance our local economy.

The Shire covers around 2,813 square kilometres in the Great Southern Region of WA. The Shire includes 272 km of sealed roads and 754km of unsealed roads. We have a stable population, numbering 1144 people at the 2016 census, an increase of 5 people from the 2011 census.

FROM COMMUNITY ENGAGEMENT TO 'THE PLAN'



Engagement Survey Response Rates

Surveys and Postcards - 70 responses

40% Males 60% Females

95% Permanent Residents

Workshop Attendances

Broomehill Community 13

Tambellup Community 19

Indigenous Community 25

Total 127 - Represents 11% of the Population



STRATEGIC COMMUNITY PLAN

Vision

Building prosperity and community spirit through individual commitment, partnerships and collaboration to enhance our way of life

Overarching Goal

To have a peaceful and friendly rural lifestyle with thriving towns

Key themes of 2018 Community Engagement

- Maintain safe and harmonious environment
- Seek opportunities for increased integration across generations and population groups.
- Investigate local employment opportunities to retain and increase population
- Increase youth engagement and provision of activities for young people
- Retain current services and facilities and add others where possible
- Maintenance and improvement of the built and natural environment
- Maintaining and enhancing community inclusion in the towns
- Supporting the community to increase activities and enhancements to their towns while recognising and valuing their individual history and cultures.
- Increasing opportunities to attract tourists, visitors and new residents to retain and increase businesses

It was a key feature in the engagement process that there were very few issues raised relating to the way the Shire governs or provides services or functions to the Community.

The following issues or comments were noted:

- ‘Accountability at all levels of governance and taking a holistic attitude to issues arising’
- ‘Seeing more of the Councillors’
- ‘More community input’
- ‘Road upkeep and heavy trucks on the road causing damage’
- ‘Levels of rate rises’
- ‘Tip opening time to match Deli opening hours on Sundays’
- ‘No amalgamation with bigger Shires’
- ‘Keep the Town nice, clean and good toilets’

These points have been captured in the Key Results Areas (KRA) that follow, to guide decision making and planning for the next four years. Each KRA outlines what Council will focus on in planning or decision making that contributes to fulfilling the Community's Vision.

Where the Shire cannot address an issue or desire for services, they will work with others or advocate on behalf of the Community. Comments, suggestions and feedback from the engagement process will be kept on record in a 'book of knowledge' that will be referred to if increased funding or changing environments allow for opportunities to progress some of them.

Key Results Areas

With deference to the definition of the word Pep, we want to engage with the lively spirits in our community and work together in an animated manner to revitalize our towns, while maintaining our peaceful and friendly rural lifestyle. We can make our towns visitor destinations and attract more population because we know it takes people to energize our unique places.



In the following pages, the Shire's commitments are presented in a summarised register. The exploration of each theme follows PEP.

KEY RESULT AREAS, DESIRED OUTCOMES AND STRATEGIES

A vibrant, safe and harmonious community is the result of the spirit and culture generated by working together for a common purpose or goal. Engagement, inclusion and local jobs have been identified by the community as important factors in maintaining population and enhancing services and facilities in both towns. A collaborative approach by Council and the Community is the desired approach to achieving objectives.

KRA One – Our People

Desired Outcome

To have a cohesive, diverse and inclusive community supported by quality services and facilities. These will be supported by a Council demonstrating effective leadership and good governance.

Role of Council

Facilitate,
Advocate,
Actively Pursue
Opportunistic

Objectives

1.1 Our community is safe, connected, harmonious and inclusive

- 1.1.1 Promote inclusive community participation and engagement in Council and community events and activities
- 1.1.2 Encourage and support opportunities for development and participation of our youth
- 1.1.3 Promote and support activities that enhance the community’s sense of safety and wellbeing

F/A/AP

1.2 Our community has services and facilities that meet our needs and expectations

- 1.2.1 Support agencies to enhance locally delivered services and activities for all members of the community
- 1.2.2 Provide and promote accessible services and facilities for youth
- 1.2.3 Advocate for quality internet and mobile infrastructure to enable access by all residents

F/A/AP

1.3 Our community provides opportunities to enhance local employment

- 1.3.1 Investigate work experience, traineeship and apprenticeship opportunities within the Shire
- 1.3.2 Advocate for Work-ready and skills development programs to be delivered in the community for youth and the unemployed

F/A



Outcome Measures will include:

- Community satisfaction
- Crime Statistics (stable/decrease)
- % of community participating in council engagement process (increase)
- Statutory financial ratios (maintain healthy ratios)
- Unqualified Audit

KRA One – Our People (continued)

Objectives

1.4 Organisations in our community demonstrate strong leadership and commitment

1.4.1 Provide support to our community groups to achieve outcomes that benefit the community

1.5 Our Shire demonstrates strong leadership, effective governance and efficient service delivery to our community

1.5.1 Promote excellence in governance, compliance, regulation, reporting, customer service and delivery of outcomes that are in the best interests of our residents

1.5.2 Engage effectively with residents and other stakeholders

1.5.3 Attract and retain a quality workforce to enable effective delivery of services

Role of Council

F

AP



KRA Two – Our Economy

Desired Outcome

To maintain an environment in the towns and rural areas of the Shire that is conducive to tourism, business and population retention and growth.

Role of Council

Facilitate,
Advocate,
Actively Pursue
Opportunistic

Objectives

2.1 Our community provides a unique tourism and visitor experience

- 2.1.1 Build and promote the brands of our towns
- 2.1.2 Support the development of initiatives, events or local experiences aimed at attracting visitors to our community
- 2.1.3 Develop and support options for short stay visitor accommodation
- 2.1.4 Promote and support local and regional tourism initiatives

F/AP

2.2 A stable population base is important to the sustainability of our community

- 2.2.1 Develop and support options for diversity in housing across all generations
- 2.2.2 Market and promote the Shire as a destination for a visit or for relocation for an enhanced lifestyle
- 2.2.3 Explore opportunities to release or sell land for residential development
- 2.2.4 Support and promote local educational options and health services

F/A/AP/O

2.3 Our Shire actively supports existing local businesses and encourages new business initiatives

- 2.3.1 Encourage and facilitate appropriate development in the Shire
- 2.3.2 Develop and implement policies and initiatives to support local businesses
- 2.3.3 Advocate for improved telecommunications infrastructure in the region for industry and the community

F/A/AP



Outcome measures will include:

- Community satisfaction
- Visitor statistics – caravan parks (increase)
- Census data – population, demographics (stable/increasing)
- # and value of development and building applications (increase)
- Employee retention rates (maintain/increase)
- Shire local spend (increase)

KRA Three – Our Places

Desired Outcome

To have appealing town centres and surrounding rural areas that reflect their unique history and culture, connected by quality transport infrastructure and well managed natural environments

Role of Council

Facilitate,
Advocate,
Actively Pursue
Opportunistic

Objectives

3.1 The history, heritage and culture of our communities is reflected in attractive townscapes

- 3.1.1 Investigate and implement options for cultural interpretation
- 3.1.2 Develop, maintain and enhance town streetscapes and public areas

F/AP/O

3.2 Our community and Council are environmentally aware and engaged

- 3.2.1 Provide effective management of waste in the Shire
- 3.2.2 Investigate and support innovative solutions for sustainable energy and water use
- 3.2.3 Provide effective environmental management of Council's land and reserves

AP

3.3 Our transport networks are safe and efficient

- 3.3.1 Maintain a program of ongoing improvements to our transport networks

AP

3.4 Our Council facilities and infrastructure are managed sustainably to meet current and future needs

- 3.4.1 Implement a program of maintenance, servicing and renewal of Council assets to maximise life and performance

AP



Outcome measures will include:

- Community satisfaction
- Statutory asset management ratios (maintain healthy ratios)
- % of waste diverted from landfill (increase)

MEASURING AND COMMUNICATING OUTCOMES

The Shire of Broomehill - Tambellup will undertake a formal internal assessment of its progress towards achieving the commitments annually and will report outcomes in the Annual Report.

The community will be informed of the interim results in the required desktop review and update of this Plan in 2020. At the end of the four-year cycle activated by the Corporate Business Plan in 2022 the community will be re-engaged and invited comment on the Shire's progress. During these assessments, the existing commitments may be altered and new commitments added to align with changing community aspirations.

In many instances, the achievement of the community's aspirations will require the involvement of others including individuals, businesses, and community organisations, Commonwealth, State and other Local Governments.

The measurable activity to be undertaken by the Shire of Broomehill - Tambellup is highlighted in each commitment. For example, where the commitment is to facilitate or actively pursue, the measurable outcome is the process used by the Shire to address a community aspiration and the progress to date at the time of reporting.





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