

A sunset scene over a body of water. The sky is a mix of orange, yellow, and blue, with some clouds. The water reflects the sky and the silhouettes of trees on the far bank. A large, dark, leafless tree branch is in the foreground on the right. At the bottom of the page, there is a decorative pattern of white squares of various sizes on a dark blue background.

Acknowledgement of Country

In releasing this Strategic Community Plan, all peoples within the local government region of Broomehill-Tambellup wish to pay respect to the Traditional Owners, home of the Kaneang and Goreng people, for their 60 000 years of custodianship of the lands of which people live, work and visit. All people pay their respect to Elders past, present and emerging. Broomehill-Tambellup's Noongar culture is one of celebration and further good is to flow through shared reflection of the regions culture.

The Great Southern has been home to a significant population of Noongar people for tens of thousands of years, with the Great Southern borders now encompassing the ancestral lands of the Menang, Kaneang and Goreng Noongar peoples, and parts of the Wudjari and Willman land. The Great Southern falls within the Wagyl Kaip and Southern Noongar portion of the Southern Native Title settlements.

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Broomehill-Tambellup's Community Vision

*a region driven by
community spirit*



Thank you from our Shire President

It is with great pleasure I present the Strategic Community Plan 2023 to 2033. This plan has been created by the people of Broomehill and Tambellup for the people of Broomehill-Tambellup. It was created through a series of community engagement sessions, both online and face-to-face. Thank you to those spirited locals who contributed.

During this engagement, one message stuck with me. We must do something extraordinary – otherwise we are going to be in the same position at the end of the strategic phase and the one after that. Our population will be declining, we may lose some of our services, and we'll be searching for answers. Therefore, it's time to do things differently.

Through the engagement process the sense of pride in our region was proved as our strength. This plan harnesses that strength and ignites confidence in progressing our future. We now have a common vision: By 2033 we are to be stamped a 'region driven by community spirit'. We have the enthusiasm for enhancing Broomehill-Tambellup's point-of-difference, to really drive towards this position.

Through the 2022 engagement, community members have also chosen four values for the community; 'commitment, care, friendship and inclusion'. As a shire and community we need to act on and celebrate these values to further enable us all to achieve our visionary position.

I encourage every community member to embrace and become involved in our new plan. If individuals or community groups get involved with one or more of the

outcomes, numbers one to nine – and drive that piece forward, our achievements can be extraordinary. The Shire is there to support us all, however if we rely on the Shire to achieve this plan alone, with its limited funds and workforce, our goals identified in this plan are unlikely to be achieved.

Tourism is one area that has been identified as a key means of developing our shire's potential for growth. In the plan, Outcome 9, and specifically part 9.1- Anytime trails and adventures are a great example of a simple and relatively cheap way of encouraging people to stop over in Broomehill and Tambellup. I'm committing to providing supportive labour on these 'trails' projects. I'm also committing to investing in parts of Outcome 3 – An appreciated culture. I will step-up my commitment to reconciliation, history, art, diversity and recreation to achieve this Outcome.

I understand that change starts with each and every one of us so I encourage all community members to commit to any or many, small or large, pieces in this plan. We will gain much confidence in driving our community forward, by such a personal commitment.

It is no wonder that this 2023 to 2033 Strategic Community Plan is called 'People Power'. The power of the Broomehill-Tambellup people is greater than the Shire's power alone. Let's do this together.

Shire of Broomehill-Tambellup
Shire President Cr Michael White



A message from our CEO

Kaya. Welcome to Kaneang and Goreng country in the Shire of Broomehill-Tambellup.

As your new CEO, I look forward to the Shire of Broomehill-Tambellup enabling 'People Power'; Broomehill-Tambellup's new Strategic Community Plan. The Plan looks ten years into the future, and highlights the actions needed for the first four years of that journey.

This plan is well-organised, succinct and ready for action. Thank you to our community members for contributing ideas to provide such a succinct plan. There has been further thought invested in this planning through assessing some good case studies around regional Australia. These case studies have backed the concept of 'People Power'. Yet 'People Power' can only have impact in an area where there is much pride – something that comes out in spades in Broomehill and Tambellup.

Broomehill-Tambellup's new Strategic Community Plan works like a jigsaw. There are nine pieces to the jigsaw which the community and the Shire can action. There are three extra pieces that the Shire is taking on – these are indicated in grey and are numbered 10, 11 and 12. The plan encourages any and all community members to contribute to numbers one to nine. Community members may wish to contribute parts of the pieces, such as 4.1 for those contributing to accommodation at the Imperial Hotel, or 8.2 for community members who wish to help with the Tambellup's Railway Precinct development, and 1.3 if you are interested in storytelling and communications.

By the community and Shire working together to achieve this plan, Broomehill-Tambellup will travel further along its unique visionary position of being 'a region driven by community spirit'.

According to all 'regional small town' research, growth in these nine areas need not be large - in fact lots of little improvements are considered more effective than one or two big efforts. Also, through research, what is most effective in regional small towns, is when a community spirit is encouraged and even fuelled. In Broomehill-Tambellup, we have such spirit, the Shire is now here to harness, elevate and enable that spirit.

One further matter, though, must be considered. Broomehill-Tambellup's population has been declining for some time. To ensure sustainability of our schools, services, housing even roads, the community and the Shire must commit.

On top of the nine community jigsaw pieces, the Shire is adding three further outcomes. We call these outcomes 'support' outcomes. These three are Shire leadership, trust and performance and region-wide knowledge and data. The Shire commits to change in these three areas.

If you wish to commit to the first four years of 'People Power', in a small or large way, please come forward and the Shire can assist in your endeavours.

Thank you for your engagement to form 'People Power'; Broomehill-Tambellup's Strategic Community Plan 2023 to 2033.

Shire of Broomehill-Tambellup
CEO Anthony Middleton

About Integrated Planning and Reporting

Planning

The Broomehill and Tambellup community came out in a small force, yet a personal and creative one during the 2022 community engagement phase.

Consequently the Strategic Community Plan for 2023 to 2033 has been formed. This is the guiding document for the next four years until the next Strategic Community Plan is formed in 2026. These plans are for 10 years, but are updated every four years.

This Strategic Community Plan, now uniquely titled “People Power”, has been created with the community views as required within the WA Government’s Local Government Reform Program. Planning, with an integrated planning and reporting framework, is a nationally consistent approach and is a process legislated under the Local Government Act.

The Strategic Community Plan is the guiding document for both the community and the Shire of Broomehill-Tambellup and also potential partners and investors.

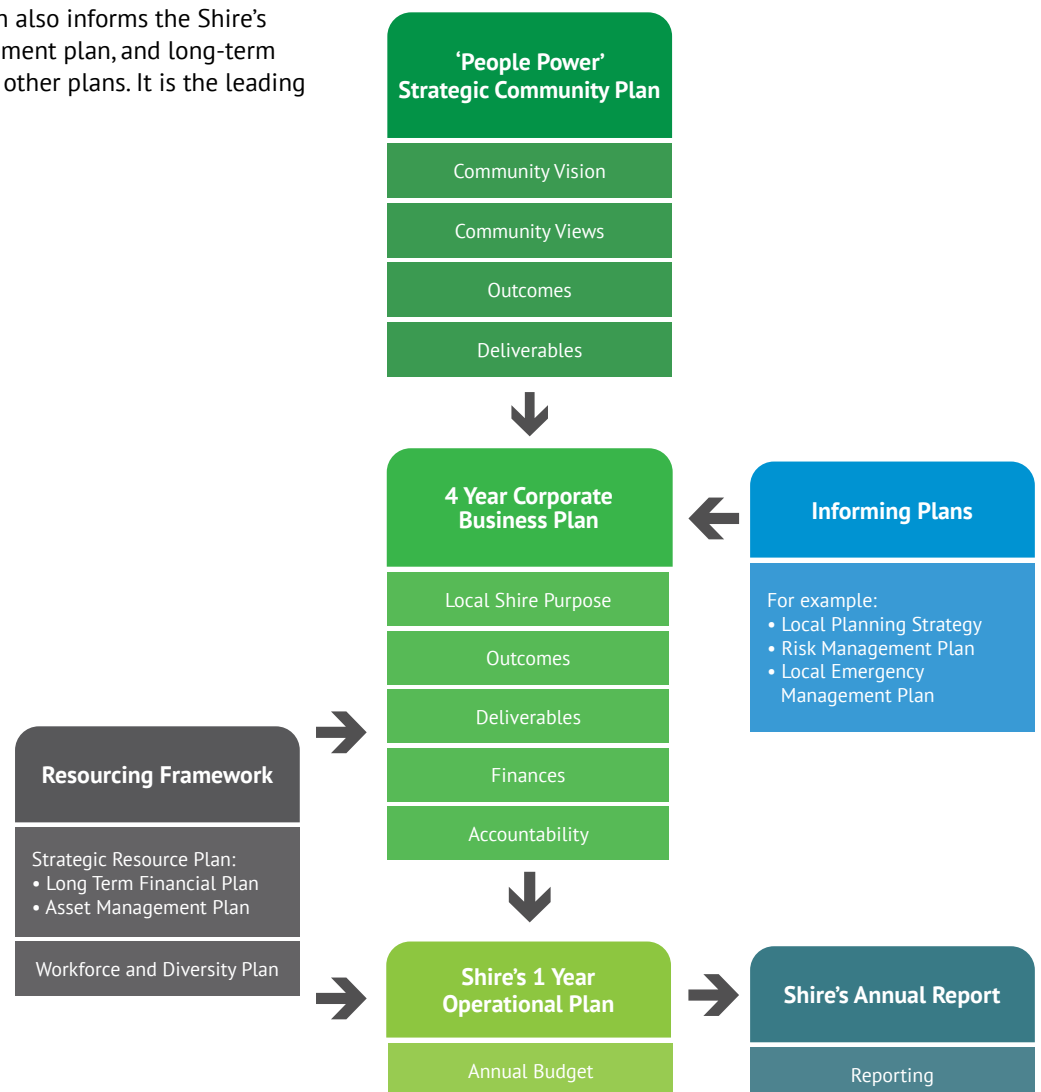
The Strategic Community Plan also informs the Shire’s workforce plan, asset management plan, and long-term financial plan, amongst many other plans. It is the leading plan of all.

Reporting

It is the responsibility of the Shire of Broomehill-Tambellup to keep the community informed as to the progress of ‘People Power’. This will occur through quarterly reporting to the community in both number and written form, as confirmed in outcome 11 of this plan. This reporting will be completed at a much higher level in this strategic phase 2023 to 2026.

Reporting is released to the community through all Shire communications streams. The Shire of Broomehill-Tambellup also reports performance via the Annual Report. All communication about the Strategic Community Plan will contain language, numbering and branding of ‘People Power’ for clarity and transparency.

Broomehill-Tambellup’s Integrated Planning and Reporting hierarchy looks like this map below:



About Broomehill–Tambellup

The history of the place name

'Tambellup'

It is not confirmed as to the original meaning of the name Tambellup. It could be named after a 'place of thunder', or a 'place of tammers'. Could it be 'Toombellanup' being a 'place of thunder', or 'tammar' being the Aboriginal word for a marsupial that used to frequent the area? The area around Tambellup was settled by pastoralists in the late 1840s. In 1849, Surveyor General John Septimus Roe passed through the area, referring to a station at "Tambul-yillup". The spelling commonly used for the place then was "Tambelleup". The Great Southern Railway opened in 1889 and a station was established with the name Tambellup.

The Tambellup Town Trail, a series of three interconnecting trails, including the Town Trail; a 600m loop with information boards and plaques, the River Trail; a 2km walk north of the town with information boards, and the 1.5km Noongar Trail; following the Gordon River south of the town and takes in the landscape of the river and reserve.

The history of the place name

'Broomehill'

A group of settlers from the now extinct town of Ettakup (Ettakup) moved to Broome Hill to help establish of a township after the construction of the Great Southern Railway. The name Ettakup is an Aboriginal word pronounced 'Yee-ti-cup'. Broome Hill was named after Sir Frederick Napier Broome (1842–96) who was then the Governor of Western Australia. The official spelling of Broome Hill was changed to Broomehill in 1959. 'People Power' was in full force with the local Progress Association being formed in 1905 with C.J. Darcy taking the position of Chairman.

The Holland Track, a well-known walking and 4WD track, begins in Broomehill and ends in Coolgardie. The 700 kilometres track was established in 1893 by the pioneer John Holland through the bush via Newdegate to the goldfields at Coolgardie to open up the goldfields to the world during the gold rush'



1913

Broomehill General Store

Clune Bros. General Store 1913

Located in the Jones' Building, Broomehill

B.S.A. Motor Cycle
New shipment all models from £77

Harley-Davidson Motor Cycles
Special Models B.S.A. and standard high class machines. Call and inspect or terms.

Bicycle Tubes
made by Dunlops, 3s. 3d. each

Rogers
LIN

Old and Corro
(James W. Old, Proprietor)
OFFICE—Austral Terrace (next "Hotel")
Any Class of Carrying Promptly
All Trains Met and Goods Delivered

Wood Merchants

August 31 - - Last



1917

Picnic at Tambellup

22 November 1917

Source: State Library of Western Australia

OF—
CLOTHING
AT—
Establishment
ET—KATANNING
This month Customers
see new Prices.
N. MUST BE REDUCED

R. C.
and Clothier
SS, Manager

ROULET
CHEAPE
Good car in the world
higher priced cars
of Sales.

Chevrolet Australian body, full equipment.
American body, usual equipment.
We purchased the first Chevrolet Car loaded in W.
pleased have we been with its great efficiency, and
together with the great improvement made from this
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1950

Tambellup Shearing Sheds

Badjaling/Winmar collection of photographs

Source: State Library of Western Australia



Our Community Trends:

Community Engagement 2022

In September 2022, the Broomehill and Tambellup people came together to express their long-term vision for the region. A sample of **66** residents and workers contributed to the community engagement phase, from both Broomehill and Tambellup. A further **20** provided their views through an online or written survey, or via email.

Here are the Broomehill-Tambellup community member's wishes:

Through engagement, Broomehill-Tambellup's common words and phrases to explain its point-of-difference includes:

Good sense of humour

Everyone is family

Community spirit

Town of Friendship

Great natural resources

Harmony

Place to live, work, and raise a family

Over the next ten years, the community has asked for the Place to live, work, and raise a family to be delivered by their fellow community members:

1. Advancing the connection within all cultural groups.
2. More accommodation; small scale, seasonal and tourism accommodation.
3. Meeting/gathering places to be alive and vibrant.
4. Recognising and celebrating natural attractions.

Community members are calling upon fellow community members to deliver the following BLUE SKY ideas:

- 22%** said culture and heritage (eg Noongar tourism)
- 22%** said built form (eg playground)
- 15%** said events (eg Tambellup Show, a caravan and camping show)
- 15%** said agricultural initiatives (eg agricultural university, agricultural training centre)

Community members are calling upon fellow community members to deliver the following within the next four years:

- 26%** said improved public spaces
- 26%** said more people
- 19%** said more range of services
- 15%** said more short-term accommodation
- 15%** said improved cultural inclusion





"We find it hard to sell ourselves, we don't appreciate what we've got, and we lack confidence."

"Communities are looking forward and taking more ownership."

"We wish to set up on-farm accommodation, but we'd need less red tape."

"Community cropping and co-operatives are successful."

"There's still quite the difference between Broomehill and Tambellup – I think this is okay though."

"We have businesses wanting to set up in town but they can't come because there's nowhere for them to live."

"We need to project ourselves as a strong community, with strong clubs and pubs."

"All towns around Australia have a museum – we need to do something different to a museum to attract people here."

"I get a lot of compliments about the Broomehill caravan park."

"It would be good to better look after the after-hours activity to decrease the risk of crime."

"It's hard to get involved in Broomehill if you are not sporty."

"Economic development is the only way we can grow."

"Let the kids do their artwork on brick walls and tennis courts."

"Since 2006, Broomehill Village has built 43 units and they are all filled."

"We have a lot of retirees, singles and couples but not many families. School numbers are down – halved in numbers."

"If we rethink how we speak with each other, to help the other person understand, we'll help all of us to work together better."

"The service quality is good, but the quantity is not."

"The region is covered in telecommunication black spots."

"We need to find the one idea that sets us apart from every other place."

"Care, love and respect is what we need in our community."

"Parking must be maintained."

"We need to knock down derelict houses and restore the heritage buildings."

"Our farmers are not willing to support new businesses when they do try and set up here."

"We would benefit from attracting new industry here like Gnowangerup and Hyden have by opening up land, and providing support through rates rebates whilst they are establishing."

"I'd like the Noongar farm to be home to a shearing school instead of the one at Rylington Park."

"I wish for facilities for electronic vehicles."

"We could be the carbon credit capital of WA."

"When a person dies, we get 150 to 200 people at their funeral."

"Our social services are okay, but we need to do more in mental health."

"People who like to live in this area are retirees and young families on a basic wage. We should focus on this target group."

"It can be quite lonely in the country, but everyone looks after each other."

"We would love to capture the stories around the Old Reserve. And put a plaque up to recognise and pay respect to the historical significance of the land."

Top three themes from Broomehill-Tambellup's 2022 Community Engagement are:

Natural Places

Accommodation

Cultural Connection



Junior Primary School's student's vision of the future

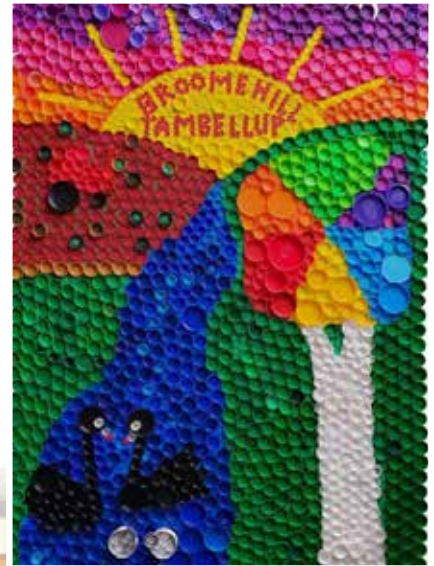
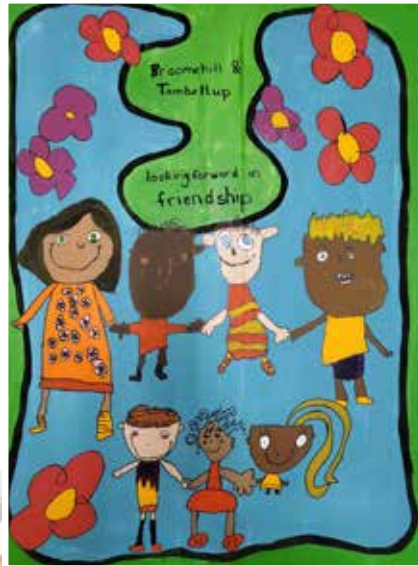
2022 winning entry in 'Showcase in Pixels' at Yagan Square Perth.
Category–Junior primary school.

Mrs. Virginia Baker's art class years PP–3.

Acrylic paint and marker on recycled cardboard.

"When looking for inspiration for this year's entry the children were asked two questions. Firstly, what is it that they like about living where they live? Secondly, what would you change about where you live? They had many different ideas but there were two overriding themes. They wanted to make sure **the environment was looked after** in future years but one thing they did not want to change was the friendships they had and the **friendly feeling of where they live**. The children were asked to create a picture of what a good friend looks like.

It was heart-warming to see and confirm that friends come in all shapes and sizes. In the artwork the blue represents the Gordon River which flows through the heart of Broomehill-Tambellup. The surrounding green represents the natural environment that the children want to preserve. The flowers have a two-fold representation: the appeal of nature through a child's eye and the giving of gifts in friendship. The pictures created show what a good friend looks like through a child's eye. They are holding hands to represent the friendship that not only the children have but also the people within the community. It is through this friendship that we can all face change."



Top two themes from the primary school students when considering their future are:

Friendly Community

The Environment

Broomehill–Tambellup Success 2017 to 2022

According to the community, the successes in the last strategic phase were:

- The community cropping in Tambellup
- The bowls greens
- The CWA roof
- Development of the Broomehill Caravan Park
- The accredited Visitor Centre
- A youth worker supporting youth development.
- The 'Strong and Proud' youth program
- The re-building of the Pavilion
- Amalgamation of the sporting clubs
- The re-build of the heritage trails
- Houses being built in Broomehill
- The Broomehill fire station
- Community Co-operative buying the Imperial Hotel, Broomehill
- The Antique Fair attracting about 160 people
- The extensions to CBH
- The frontage to the museum and hotel at Broomehill
- The communities looking forward and taking ownership
- The housing and independent living units
- The new deli and staff adding value and friendship



Strategic Community Plan-on-a-Page

A plan for the aspirational strategic phase 2023 to 2033, with delivery within this current four-year phase 2023 to 2026. This plan is to be delivered by all community members, if they so desire, including contribution by the Shire of Broomehill-Tambellup workforce.



Community Vision *a region driven by community spirit*

Broomehill-Tambellup Point-of-Difference

By Dec 2026 we have;

1. A Distinct BT Brand

- 1.1 BT identity
- 1.2 BT brand spotlight
- 1.3 BT storytelling and communications
- 1.4 BT piggy-back brand

2. A United Community

- 2.1 BT well-being and safety
- 2.2 BT volunteering
- 2.3 BT community creativity

3. An Appreciated Culture

- 3.1 BT community reconciliation
- 3.2 BT history appreciation
- 3.3 BT 'Open to All' campaign
- 3.4 'Colour BT'
- 3.5 BT recreation

Broomehill-Tambellup Economy

By Dec 2026 we have;

4. Versatile Accommodation

- 4.1 Broomehill short-stay accommodation renewal
- 4.2 Tambellup short-stay accommodation development
- 4.3 BT quality house and land options
- 4.4 BT accommodation-of-the-future project

5. Healthy Existing Businesses

- 5.1 BT telecommunications
- 5.2 BT BEC activation
- 5.3 BT business support
- 5.4 TA school maximisation program

6. Attracted New Businesses

- 6.1 BT trade incentive
- 6.2 BT Noongar business development
- 6.3 BT visitation stopover services
- 6.4 BT new business

Broomehill-Tambellup Lifestyle

By Dec 2026 we have;

7. Celebrated Natural Environments

- 7.1 Gordon River advancement
- 7.2 Indigenous significance sites
- 7.3 Boot Rock Reserve
- 7.4 Tambellup Water Reserve

8. Enjoyed Built Environments

- 8.1 Broomehill Heritage Precinct renewal
- 8.2 Tambellup Railway Precinct development
- 8.3 Tambellup Civic and Community Precinct exploration

9. Unique BT Interactions

- 9.1 Anytime trails and adventure
- 9.2 Anytime gardens, parks and play
- 9.3 Community shared experiences

SoBT Shire Support

By Dec 2026 we have;

10. Grown Shire Leadership

- 10.1 SoBT community engagement program
- 10.2 SoBT community training and development
- 10.3 SoBT contribution to environment
- 10.4 SoBT workforce development

11. Delivered Shire Trust and Performance

- 11.1 SoBT monitoring and reporting
- 11.2 SoBT financial sharing
- 11.3 SoBT workforce satisfaction
- 11.4 SoBT community revenue

12. Collected Region-wide Knowledge

- 12.1 SoBT community data
- 12.2 SoBT Shire data
- 12.3 SoBT celebrating milestones
- 12.4 SoBT digital literacy

Community Values

Commitment

Care

Friendship

Inclusion

Key Pillar 1

a region driven by community spirit

'People Power': Our Strategic Community Plan

Broomehill-Tambellup Point-of-Difference

1. A Distinct BT Brand

- 1.1 BT identity
- 1.2 BT brand spotlight
- 1.3 BT storytelling and communications
- 1.4 BT piggy-back brand



- 1.1 This is a continual commitment to promote that Broomehill-Tambellup is the region driven by community spirit. This is the next stage brand development (such as signage consistency, banner poles, message consistency, and story telling tools)
- 1.2 This is the exploration of holding an event to affirm Broomehill-Tambellup as the region driven by community spirit (such as a once-every-four-year attraction of an art installation, digital projections, music or sport event). This may also be a social enterprise product promoting BT.
- 1.3 This is the community and Shire-driven collection and promotion of 'local legends or legendary stories' (such as the roadside farm equipment, Gordon River swans, local wild orchids or hockey limousine).
- 1.4 This is working strongly with partnerships (such as Great Southern Development or private partners) to piggy-back Broomehill-Tambellup on partners' brands.

2. A United Community

- 2.1 BT well-being and safety
- 2.2 BT volunteering
- 2.3 BT community creativity



- 2.1 This is the community and Shire working more boldly to provide advanced wellbeing programs for all ages (such as the Albany Youth Support Association, Strong and Proud, Active Farmers and OFFFLL). This also includes further development of neighbourhood safety programs, facilities and products and a Youth Centre upgrade.
- 2.2 This is community and Shire assisting and growing new-age BT-spirit, volunteering models and celebrating the spirit created through volunteering. This includes school and youth volunteering 'action-oriented' programs to develop the volunteers-of-the-future.
- 2.3 This is Shire, partners and community forming a 'BT Community Chest', being four grant rounds per year, for 'innovative community spirit' projects (such as social enterprise concepts, support of co-operative projects, environmental initiatives or art programs).

3. An Appreciated Culture

- 3.1 BT community reconciliation
- 3.2 BT history appreciation
- 3.3 BT 'Open to All' campaign
- 3.4 'Colour BT'
- 3.5 BT recreation



- 3.1 This is a community-wide and celebrated Reconciliation Action Process to enable the Broomehill-Tambellup region to be even more spirited and renowned to achieve the vision of 'a region driven by community spirit'.
- 3.2 This is community and Shire working with partners to complete the Municipal Inventory Review program and subsequent storytelling, and actioning specific heritage works in the future.
- 3.3 This is a four-year campaign which actively encourages adherence to community values to better build an inclusive environment for all people by encouraging all businesses, groups, clubs and Shire to take the 'Open to All' pledge and maintain a safe and welcoming environment.
- 3.4 This is a community-driven colouring-in focus on art in the region as a means to increase community spirit in a unique Broomehill-Tambellup manner (such as painting of basketball courts, inviting an artist-in-residence, painting all front doors).
- 3.5 This is a community and Shire recreation program that stimulates community spirit and maximises interaction (such as orienteering, fun run, wildflower walks, bike rides, Indigenous tours and Gordon River swims).

Key Pillar 2

a region driven by community spirit

'People Power': Our Strategic Community Plan

Broomehill-Tambellup Economy

4. Versatile Accommodation

- 4.1 Broomehill short-stay accommodation renewal
- 4.2 Tambellup short-stay accommodation development
- 4.3 BT quality house and land options
- 4.4 BT accommodation-of-the-future project



- 4.1 This is the building of more short-stay accommodation in both Broomehill and Tambellup. The community is developing the Imperial Hotel in Broomehill - other community members/partners and the Shire can assist in fast-tracking this renewal.
- 4.2 This is the Shire developing the Tambellup Caravan Park and creating cabin style accommodation for workers and visitors. This also requires exploring further RV and camping options.
- 4.3 This is the Shire expediting house and land releases, and investing in quality Shire or community-owned houses.
- 4.4 This is the Shire and the community coming together to plan the housing needs of the future using strong data, good research and a community spirit to solve two-to-six year housing needs (including future housing for support living-off-farm).

5. Healthy existing Businesses

- 5.1 BT telecommunications
- 5.2 BT BEC activation
- 5.3 BT business support
- 5.4 TA school maximisation program



- 5.1 This is the advocacy for improvement of black spots, and assisting community members to share telecommunication hot spots.
- 5.2 This is the maximisation and promotion of the Tambellup Business Enterprise Centre. Maximisation requires creative community minds and a partnership between BEC, Shire and community groups (such as Community Cropping team).
- 5.3 This is a program of work to stimulate business interaction through events, education, sharing and celebrating. This is the Shire supporting a 'shop local' philosophy (such as stimulating Shire purchases at local store).
- 5.4 This is the maximisation of the Tambellup School through out-of-hours adult learning and extra-community activity.

6. Attracted New Businesses

- 6.1 BT trade incentive
- 6.2 BT Noongar business development
- 6.3 BT visitation stopover services
- 6.4 BT new business



- 6.1 This is community members and Shire enabling tradespeople to be attracted to Broomehill and Tambellup through unique and extraordinary programs (such as teaching trades, Community 'ShareSheds' and providing trade incentives)
- 6.2 This is Noongar community members increasing their confidence in business progress, through partners and community support, to develop minor or major business concepts (such as bush skill activities, and growth in the tree nursery/seeds enterprise).
- 6.3 This is the community and Shire investing in stopover improvements (such as Broomehill Roadhouse) to ensure visitors and local have access to basic provisions such as milk and fuel.
- 6.4 This is the Shire making it easy for any new business to be attracted to the area such as a supportive Town Planning Scheme, commercial and industrial land development and encouraging value-adding to current business and industry.

Our 2023 to 2033 “People Power” Case Study:

Imperial Hotel Broomehill: with ‘People Power’ rejuvenation



There is a nation-wide trend of local communities banding together to buy their local pubs.

As a sign of Broomehill-Tambellup’s distinctive ‘People Power’, more than 75 local community members, under the name of the Broomehill Village Co-operative, came together.



Community members are bringing new life to their 120-year-old Imperial Hotel, after two years of it sitting unloved.

The community's physical work began to renovate the historic site in June 2022.



Broomehill-Tambellup's
'People Power' continues
at the Imperial Hotel.

Key Pillar 3

a region driven by community spirit

'People Power': Our Strategic Community Plan

Broomehill-Tambellup Lifestyle

7. Celebrated Natural Environments

- 7.1 Gordon River advancement
- 7.2 Indigenous significance sites
- 7.3 Boot Rock Reserve
- 7.4 Tambellup Water Reserve



- 7.1 This is the upgrading of the Gordon River site, including BBQ stand, grasslands, toilets, benches, children play, signage, storytelling of its historical significance and possible event organisation.
- 7.2 This is the identification and celebration of significant Noongar sites, for private and community recognition, storytelling and heritage preservation.
- 7.3 This is the beautification and recognition of the Boot Rock Reserve including public access, preservation of native flora, weed clearing and restoration works for wildflower walks.
- 7.4 This is the beautification and recognition of Tambellup Water Reserve, with focus on flora hotspot and weed clearing.

8. Enjoyed Built Environments

- 8.1 Broomehill Heritage Precinct renewal
- 8.2 Tambellup Railway Precinct development
- 8.3 Tambellup Civic and Community Precinct exploration



- 8.1 This is the renewal of the Broomehill Heritage Precinct (including Broomehill Roads Board Museum, and Holland Track Start Point). The renewal includes footpaths, seating, interpretive panels, photo opportunity sites, static machinery displays and advocacy with Coolgardie to support and promote the Track.
- 8.2 This is the development of the Tambellup Railway Precinct including toilets, accommodation at the old Railway Station, signage, banner poles and EV charging options.
- 8.3 This is the exploration of the potential use of the old butcher and general store area, along the east side of Norrish Street, Tambellup, as a civic and community precinct.

9. Unique BT Interactions

- 9.1 Anytime trails and adventure
- 9.2 Anytime gardens, parks and play
- 9.3 Community shared experiences



- 9.1 This is an extraordinary trails program, to the level of trails being a Broomehill-Tambellup talking point. Some regional trails being linked with Noongar storytelling, highlighted by signage, plaques and digital support. Includes Yoorn Trails Series, in partnership with Great Southern Treasures.
- 9.2 This is a community-driven parks and play upgrade, on top of projects un-folding in parts 7 and 8, including painting and planting. A community 'Beautification Team' is formed, with funding allocated.
- 9.3 This is an internal BT events program, specifically designed to build community spirit (such as art experiences, quiz nights, dances, multicultural events, even social enterprise) where all and any community members come together to practice community spirit.

Key Pillar 4

a region driven by community spirit

'People Power': Our Strategic Community Plan

Broomehill-Tambellup Shire Support

10. Grown Shire Leadership

- 10.1 SoBT community engagement program
- 10.2 SoBT community training and development
- 10.3 SoBT contribution to environment
- 10.4 SoBT workforce development



- 10.1 This is a Shire, pre-planned, twice per year engagement program to build strong interaction between community and Shire.
- 10.2 This is a Shire sponsored shared learnings (such as community impact, leadership programs, guest speakers, junior Council program, and Councillors attraction program). A new 'Legacy Grants' program for community members to learn about 'community spirit'.
- 10.3 This is the way the Shire contributes to the environment (such as introducing Containers for Change, solar panels and EV charging sites).
- 10.4 This is the Shire and local businesses supporting traineeships and work experience programs.

11. Delivered Shire Trust and Performance

- 11.1 SoBT monitoring and reporting
- 11.2 SoBT financial sharing
- 11.3 SoBT workforce satisfaction
- 11.4 SoBT community revenue



- 11.1 This is the Shire workforce scoring all SCP pieces of work with a traffic light scoring system, and passing these results to all community members, quarterly.
- 11.2 This is the Shire workforce releasing financial trends and results quarterly, transparently indicating where funds come from for each piece of work. The Shire is working well with the community to develop new revenue options to achieve community-driven pieces of work.
- 11.3 This is the Shire advancing workforce satisfaction through reconciliation progress, celebrating milestone achievements, developing a sense of pride and confidence, and the workforce contributing to pieces of 'People Power' at any time.
- 11.4 This is the Shire and community working creatively together to build new revenue streams for community-driven 'People Power' activities.

12. Collected Region-wide Knowledge

- 12.1 SoBT community data
- 12.2 SoBT Shire data
- 12.3 SoBT celebrating milestones
- 12.4 SoBT digital literacy



- 12.1 This is the Shire inspiring community to collect and release specific data important to the community (such as number of businesses, blackspots, visitation rates, caravan park occupancy rates, property sales). Data is being used to attract funding, developing greater community and partner engagement.
- 12.2 This is the Shire collecting and releasing specific data on Shire-related activities (such as health provisions, roads, safety, traffic measures). Data is being used to drive advocacy and attract support.
- 12.3 This is the Shire and the partners, like the CRC, using mediums, like 'Topics', reinforcing factual storytelling, with data, to instil BT identity and celebrate community spirit. All community members will be increasing awareness of all activities, successes, data and uniqueness of BT, so as to spread united messages to external stakeholders.
- 12.4 This is the Shire helping the community to become ICT savvy, and supporting staff in the new ICT systems.

How to support 'People Power'

'People Power' is a unique plan – each community member is enabled to drive each piece of the plan, anytime. The Shire is very open to visits from community members if members wish to discuss. The Shire will hold two formal engagements sessions each year (see deliverable 10.1) where larger pieces of 'People Power' are discussed with full transparency and enjoyment. Community engagement for Broomehill-Tambellup's next Strategic Community Plan occurs in 2026.



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