



## Message from the Chief Executive Officer

This is a pivotal time for the Shire of Broomehill-Tambellup, and I am thrilled to present our Corporate Business Plan, a roadmap of exciting initiatives that will navigate our community through a significant period of progress and development over the next four years. This plan is our blueprint for advancing the quality of life for our residents, driving economic growth, and ensuring a sustainable future for our Shire.

Our vision is to build a vibrant and resilient community which honours its heritage while embracing the opportunities ahead. As we look to the future, our focus will be on leveraging our strengths, addressing

our challenges, and pursuing initiatives that will contribute to long-term success.

This business plan outlines our strategic priorities, operational objectives, and the steps we will take to achieve them. By concentrating on key areas such as infrastructure improvement, economic development, and community engagement, we are setting a clear path toward a more prosperous and sustainable future for our Shire.

Thank you for your continued support and collaboration. Together, we will work to achieve our vision for the Shire of Broomehill-Tambellup and make meaningful progress for our community.

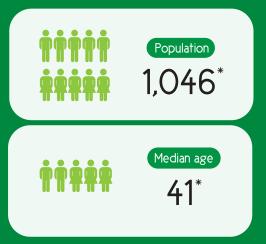
Karen Callaghan **Chief Executive Officer** 



## **Demographic & Financial Snapshot**

Data Source \* ABS Census 2021 + Great Southern Development Commission







Aboriginal and Torres Strait Islander Population

13%\*



Roads – Sealed 272km



Roads – Unsealed 754km



Average Annual Budget \$13.6m



Total Assets \$162m



Rate Assessments

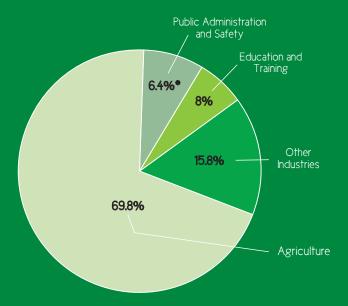


Rate Income \$3.07m



FTE Employees 31.65

## Top Employing Industries







## **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 Identity
- 1.2 Brand Spotlight
- 1.3 Storytelling and Communications
- 1.4 Piggy-back Brand

#### 2. A United Community

- 2.1 Wellbeing and Safety
- 2.2 Volunteering
- 2.3 Community Creativity

## 3. An Appreciated Culture

- 3.1 Community Reconciliation
- 3.2 History Appreciation
- 3.3 Open to All Campaign
- 3.4 Colour
- 3.5 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 Quality House and Land Options
- 4.4 Accommodation of the Future Project

### 5. Healthy Existing Businesses

- 5.1 Telecommunications
- 5.2 Tambellup Business Enterprise Centre Activation
- 5.3 Business Support
- 5.4 Tambellup School Maximisation Program

### 6. Attracted New Businesses

- 6.1 Trade Incentive
- 6.2 Noongar Business Development
- 6.3 Visitation Stopover Services
- 6.4 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

### By Dec 2026 we have;

**SoBT Shire Support** 

- 10. Grown Shire Leadership
- 10.1 Community Engagement Program
- 10.2 Community Training and Development
- 10.3 Contribution to the Environment
- 10.4 Workforce Development

### 11. Delivered Shire Trust and Performance

- 11.1 Monitoring and Reporting
- 11.2 Financial Sharing
- 11.3 Workforce Satisfaction
- 11.4 Community Revenue

#### 9. Unique BT Interactions

- 9.1 Anytime Trails and Adventure 9.2 Anytime Gardens, Parks
- and Play9.3 Community Shared Experiences

#### 12. Collected Regionwide Knowledge

- 12.1 Community Data
- 12.2 Shire Data
- 12.3 Celebrating Milestones
- 12.4 SoBT digital literacy



## **Community Values**

Commitment

Care

**Friendship** 

**Inclusion** 

# Implementing the Strategic Direction

This Corporate Business Plan outlines the organisation's key priorities and actions over the next four years and sets a road map to achieve the community's aspirations as outlined in People Power, the community's ten-year Strategic Plan which was adopted by the Council on 17 November 2022. This plan integrates the community's aspirations into the Shire's operations and sets out the specific actions that will deliver on the objectives and strategies outlined in People Power, and as such, has been titled The Implementation of People Power.

## What is the relationship between the plans?

People Power in the Strategic Plan sets the direction and priorities for the Shire of Broomehill-Tambellup until 2033. The implementation of People Power in the Corporate Business Plan is the mechanism for achieving our community aspirations. It sets out the key actions for the next four years against the four key pillars depicted in the 2033 vision.

Under the integrated planning and reporting framework, there are a number of strategies and plans that are required to inform the Corporate Business Plan. These informing plans aim to ensure the Shire's resource capabilities are matched to the community's needs and desires. The major informing strategies are:

- Workforce Plan
- Asset Management Plan
- Long Term Financial Plan





## Key Pillar 1: Point of Difference

Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	mulcators	
<b>1.1 Identity</b> Continual commitment to promote Broomehill-Tambellup as a region driven by community spirit.	Develop, adopt and implement a Corporate Communications Strategy and Corporate Style Guide.	Operational	~	~			Deliver a Corporate Communications Strategy and Corporate Style Guide by June 2025. Ensure a 5% annual increase in social media engagement and website traffic from June 2025 to June 2026	Office of the Chief Executive Officer
1.2 Brand Spotlight Exploration of holding an event to affirm Broomehill-Tambellup as the region driven by community spirit.	Develop, adopt and implement an Events Strategy.  Investigate coordination of a community forum to consider options for events.	Operational		~	~		Coordinate a community forum by June 2025. Deliver an Events Strategy by June 2026.	Organisational and Community Development
1.3 Storytelling and Communications Community and Shire-driven collection and promotion of 'local legends or legendary stories'.	Collaborate with the Broomehill Heritage Group and The Corner Shop Museum to explore avenues for publication of local stories.	Operational			~	~	Schedule quarterly meetings with Broomehill Heritage Group and The Corner Shop to develop local story pathways.	Organisational and Community Development
<b>1.4 Piggy-back Brand</b> Working strongly with partnerships to piggy-back Broomehill- Tambellup on partners' brands.	Develop, adopt and implement a Partnership Engagement Strategy.	Operational		~	~	~	Deliver a Partnership and Engagement Strategy by June 2026. Ensure an increase in new partnerships developed by June 2027, which assists the Shire to deliver its strategic and operational objectives.	Office of the Chief Executive Officer



2. A United Comn	nunity							
Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28		
2.1 Wellbeing and Safety The community and	Develop, adopt and						Deliver a Health, Wellbeing, and Safety Strategy and Plan by June 2027.	
Shire working more boldly to provide advanced wellbeing programs for all ages. This also includes	implement a Health, Wellbeing and Safety Strategy and Plan.	Operational and New	~	~	~	~	Deliver a Tambellup Youth Precinct Five Year Plan by March 2025.	Organisational and Community Development Office of the Chief Executive Officer
further development of neighbourhood safety programs, facilities and products and a Youth Centre upgrade.	and implement a Tambellup Youth Precinct Five Year Plan.						Ensure an 80% completion to date rate on milestones in the Tambellup Youth Precinct Five Year Plan.	Executive officer
2.2 Volunteering 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.	Support the promotion of volunteering opportunities.	Operational	~	~	~	~	Ensure the ongoing promotion of volunteering opportunities are listed on the Shire's social media and website. Include in the Workforce Plan the consideration of Shire volunteer placements.	Organisational and Community Development
2.3 Community Creativity The Shire, partners and community forming a 'BT Community Chest', being four grant rounds per year.	Develop, adopt and implement a Community Grants Guideline.	Operational and New	~				Deliver a Community Grants Guideline by February 2025.	Finance and Administration

Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	mulcators	
3.1 Community Reconciliation 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'.	Develop, adopt and implement a Reconciliation Action Plan.			~	~	~	Deliver a Reconciliation Action Plan by December 2027. Implement 25% of the actions in the Reconciliation Action Plan by June 2028.	Organisational and Community Development
<b>3.2 History Appreciation</b> Working with partners to complete the Municipal Inventory Review program and subsequent storytelling, and actioning specific heritage works in the future.	Develop, adopt and implement a Heritage Strategy and Plan which includes but is not limited to the: Broomehill Four Buildings Conservation Plan Tambellup Conservation Plans of Five Significant Places Broomehill Heritage Precinct Five Year Plan.	Operational and New		~	~	~	Deliver a Heritage Strategy and Plan by June 2027. Implement 25% of the actions in the Heritage Plan by June 2028.	Organisational and Community Development
3.3 Open to All Campaign 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.	Develop, adopt and implement an Open to All Campaign and Plan.	Operational			~	~	Deliver an Open to All Campaign and Plan by June 2027. Implement the actions of the Open to All Plan by June 2028.	Organisational and Community Development
3.4 Colour  Community-driven colouring-in focus on art in the region as a means to increase community spirit in a unique Broomehill-Tambellup manner.	Develop, adopt and implement a Placemaking Strategy and Plan.	Operational and New			~	~	Deliver a Placemaking Strategy and Plan by June 2027. Implement 25% of the actions in the Placemaking Plan by June 2028.	Office of the Chief Executive Officer
<b>3.5 Recreation</b> Community and Shire recreation program that stimulates community spirit and maximises interaction.	Develop, adopt and implement a Placemaking Strategy and Plan.	Operational and New		~	~	~	Deliver a Community Development Strategy and Plan by June 2027. Implement 25% of the actions in the Community Development Plan by June 2028.	Organisational and Community Development



## Key Pillar 2: Economy

4. Versatile Accor	nmodation							
Outcome	Actions	Funding Type		Dura	ation		Key Performance	Accountable Unit
			24/25	25/26	26/27	27/28		
4.1 Broomehill Short Stay Accommodation Renewal Building of more short- stay accommodation in both Broomehill and Tambellup.	Implement the Broomehill Caravan Park Five Year Plan.	Operational and New	~	~	~	~	Ensure an 80% completion to date rate on milestones in the Broomehill Caravan Park Five Year Plan.	Office of the Chief Executive Officer
4.2 Tambellup Short Stay Accommodation Development Developing the Tambellup Caravan Park and creating cabin style accommodation for workers and visitors. This also requires exploring further RV and camping options.	Develop, adopt and implement a Tambellup Caravan Park Five Year Plan.	Operational and New	~	~	~	~	Deliver a Tambellup Caravan Park Five Year Plan by March 2025.  Ensure an 80% completion to date rate on milestones in the Tambellup Caravan Park Five Year Plan.	Office of the Chief Executive Officer
4.3 Quality House and Land Options Expediting house and land releases, and investing in quality Shire or community-owned houses.  4.4 Accommodation of the Future Project 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.	Review, adopt and implement a revised Housing and Land Strategy and Plan, which includes new builds for key worker accommodation.	Operational		~	~	~	Deliver a revised Housing and Land Strategy and Plan by June 2026. Implement 30% of the actions in the Housing and Land Plan by June 2028.	Office of the Chief Executive Officer



5. Healthy Existin	Actions	Funding Type					Key Performance	Accountable Unit
Outcome	Actions	runung type			ation		Indicators	Accountable offic
<b>5.1 Telecommunications</b> The advocacy for improvement of black spots, and assisting community members to share telecommunication hot spots.	Undertake an analysis of mobile and internet black spots in the Shire.	Operational	24/25	25/26	26/27	27/28	Report on the findings to the Great Southern Development Commission to ensure they are in a position to advocate for addional communication towers in the Shire effectively.	Finance and Administration
5.2 Tambellup Business Enterprise Centre Activation Maximisation and promotion of the Tambellup Business Enterprise Centre. Maximisation requires creative community minds and a partnership between BEC, Shire and community groups.	Develop, adopt and implement an Economic Development	Operational		~	~	~	Deliver an Economic Development Strategy and Plan by June 2026. Implement 30% of the actions	Office of the Chief Executive Officer
5.3 Business Support Stimulate business interaction through events, education, sharing and celebrating. This is the Shire supporting a 'shop local' philosophy.	Strategy and Plan.						in the Economic Development Plan by June 2028.	
5.4 Tambellup School Maximisation Program Maximisation of the Tambellup School through out-of-hours adult learning and extra- community activity.	Investigate the potential for use of the Tambellup School for out of hours activites.	Operational	~				Report to the Council by November 2024, any potential out of hours activities which could be undertaken.	Organisational and Community Development

Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	malcators	
<b>6.1 Trade Incentive</b> Community members and Shire enabling tradespeople to be attracted to Broomehill and Tambellup through unique and extraordinary programs.	Develop, adopt and implement an Economic Development Strategy and Plan.	Operational		~	~	~	Deliver an Economic Development Strategy and Plan by June 2026. Implement 30% of the actions in the Economic Development Plan by June 2028.	Office of the Chie Executive Officer
6.2 Noongar Business Development Noongar community members increasing their confidence in business progress, through partners and community support, to develop minor or major business concepts.	Provision of Shire network support channels for Noongar business development.	Operational		~	~	~	Ensure the ongoing promotion of Shire network support channels to the Noongar community.	Organisational and Community Development
6.3 Visitation Stopover Services The community and Shire investing in stopover improvements to ensure visitors and local have access to basic provisions.	Complete an audit of all exisiting Shire signage. Develop, adopt and implement a Signage Plan.	Operational		~	~	~	Report on the findings of the Shire signage audit to the Council by June December 2026. Deliver a Signage Plan by March 2027. Implement 40% of the actions in the Signage Plan by June 2028.	Infrastructure and Assets
6.4 New Business 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 valueadding to current business and industry.	Develop, adopt and implement a Local Planning Strategy. Amalgamate the Town Planning Schemes.	Operational		~	~	~	Deliver a Local Planning Strategy by December 2025. Deliver an amalgamated Town Planning Scheme by June 2027.	Office of the Chie Executive Officer



## Key Pillar 3: Lifestyle

Outcome	Actions	Funding Type		Dura	ition		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	mulcators	
7.1 Gordon River Advancement Upgrading of the Gordon River site, including BBQ stand, grasslands, toilets, benches, children play, signage, storytelling of its historical significance and possible event organisation.	Implement the Gordon River Walk Trail and Facilities Five Year Plan.	Operational and New	~	~	~	~	Ensure an 80% completion to date rate on milestones in the Gordon River Walk Trail and Facilities Five Year Plan.	Office of the Chief Executive Officer
7.2 Indigenous Significance Sites Identification and celebration of significant Noongar sites, for private and community recognition, storytelling and heritage preservation.	Work with the community to develop a register of significant sites and stories.	Operational	~	~	~	~	Deliver an Indigenous Significant Site Register by September 2028.	Organisational and Community Development
7.3 Boot Rock Reserve Beautification and recognition of the Boot Rock Reserve including public access, preservation of native flora, weed clearing and restoration works for wildflower walks.	Develop, adopt and implement a master plan which also incorporates the Boot Rock Reserve Management Plan.	Operational		~	~	~	Deliver a Boot Rock Reserve Master Plan by June 2026. Implement 30% of the Boot Rock Reserve Master Plan Actions by September 2028.	Organisational and Community Development
7.4 Tambellup Water Reserve Beautification and recognition of Tambellup Water Reserve, with focus on flora hotspot and weed clearing.	Develop, adopt and implement a master plan for the conservation and rehabilitation of flora and fauna.	Operational		~	~	~	Deliver a Tambellup Water Reserve Master Plan by September 2026. Implement 30% of the Tambellup Water Reserve Master Plan Actions by December 2028.	Organisational and Community Development



Outcome	Actions	Funding Type		Dura	ition		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	Illuicators	
8.1 Broomehill Heritage Precinct Renewal The renewal of the Broomehill Heritage Precinct including footpaths, seating, interpretive panels, photo opportunity sites, static machinery displays, and advocacy with Coolgardie to support and promote the Track.	Develop, adopt and implement a Heritage Strategy and Plan which includes but is not limited to the: Broomehill Four Buildings Conservation Plan Broomehill Heritage Precinct Five Year Plan.	Operational and New		~	~	~	Deliver a Heritage Strategy and Plan by June 2027. Implement 25% of the actions in the Heritage Plan by June 2028.	Organisational and Community Development
8.2 Tambellup Railway Precinct Development Development of the Tambellup Railway Precinct including toilets, accommodation at the old Railway Station, signage, banner poles and EV charging options.	Develop, adopt and implement the Tambellup Railway Precinct Townscape Five Year Plan.	Operational and New	~	~	~	~	Deliver a Tambellup Railway Precinct Townscape Five Year Plan by June 2025.  Ensure an 80% completion to date rate on milestones in the Tambellup Railway Precinct Townscape Five Year Plan.	Office of the Chie Executive Officer
8.3 Tambellup Civic and Community Precinct Exploration 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.	Investigate existing land as an expanded civic and community precinct.	New	~	~			Report to the Council by September 2026, on any potential land which could be uti- lised as an expanded civic and community precinct.	Office of the Chie Executive Officer

Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	mulcators	
9.1 Anytime Trails and Adventure 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.	Develop, adopt and implement a Trails Masterplan.	Operational and New	~	~	~	~	Deliver a Trails Masterplan by October 2024. Implement 30% of the actions in the Trails Masterplan by June 2027.	Organisational and Community Development
9.2 Anytime Gardens, Parks and Play A community-driven parks and play upgrade, on top of projects unfolding in Outcomes 7 and 8, including painting and planting. A community 'Beautification Team' is formed, with funding allocated.	Complete an audit on all Shire parks and playground equipment. Develop, adopt and implement a Parks and Playgrounds Five Year Plan.	Operational and New		~	~	~	Report on the findings of the Shire parks and playground equipment audit to the Council by June 2025.  Deliver a Parks and Playgrounds Five Year Plan by March 2026.  Implement 30% of the actions in the Parks and Playgrounds Five Year Plan by June 2028.	Infrastructure and Assets
9.3 Community Shared Experiences An internal 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.	Support coordination and promotion of community-driven events.	Operational	~	~	~	~	Ensure the ongoing support and promotion on the Shire's social media, website and through other resoures, community driven events.	Organisational and Community Development



## Key Pillar 4: Support

Outcome	Actions	Funding Type		Dura	ation		Key Performance	Accountable Unit
			24/25	25/26	26/27	27/28	Indicators	
10.1 Community Engagement Program Pre-planned, twice per year engagement program to build strong interaction between community and Shire.	Investigate and schedule a biannual community engagement program.	Operational	~	~	~	~	Deliver at least two community engagement events per year.	Office of the Chief Executive Officer
10.2 Community Training and Development 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'.	Support coordination and promotion of community directed training and development opportunities.	Operational	~	~	~	~	Ensure the ongoing support and promotion on the Shire's social media, website and through other resources, community directed training and development opportunities.	Organisational and Community Development
10.3 Contribution to the Environment Contribution to the environment.	Develop, adopt and implement a Sustainability Strategy.	Operational				~	Deliver a Sustainability Strategy by June 2028.	Office of the Chief Executive Officer
10.4 Workforce Development The Shire and local businesses supporting traineeships and work experience programs.	Review, adopt and implement a new Workforce Plan.	Operational	~	~			Deliver a Workforce Plan by December 2024. Implement 50% of the actions in the Workforce Plan by September 2025.	Office of the Chief Executive Officer



11. Delivered Shi	re Trust and Perf	ormance						
Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Unit
			24/25	25/26	26/27	27/28	maicators	
11.1 Monitoring and Reporting The Shire workforce scoring all Strategic Community Plan pieces of work with a traffic light scoring system, and passing these results to all community members, quarterly.	Develop and implement a traffic light dashboard reporting system for all Corporate Business Plan initiatives.	Operational	~	~	~	~	Provide quarterly traffic light dashboard progress against the Corporate Business Plan deliverables via the Ordinary Council Meeting, Topics, social media and Shire website.	Office of the Chief Executive Officer
11.2 Financial Sharing 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.	Investigate new ways of publicly reporting financial activity including the promotion of projects and initiatives for the community.	Operational	~	~	~	~	Ensure the circulation of financial data through various mediums is aligned to contemporary reporting trends.	Finance and Administration
11.3 Workforce Satisfaction 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.	Investigate formal and informal staff engagement opportunites and implement.	Operational	~	~	~	~	Deliver a Workforce Engagement Plan by December 2024. Implement 100% of the actions in the Workforce Plan by April 2025. Undertake staff satisfaction surveys every two years from 2025.	Office of the Chief Executive Officer
11.4 Community Revenue The Shire and community working creatively together to build new revenue streams for community- driven 'People Power' activities.	Support coordination and promotion of community driven revenue opportu- nities.	Operational	~	~	~	~	Ensure the ongoing support and promotion on the Shire's social media, website and through other resources, community driven revenue opportunities.	Organisational and Community Development

Outcome	Actions	Funding Type		Dura	ation		Key Performance Indicators	Accountable Uni
			24/25	25/26	26/27	27/28	inuicators	
12.1 Community Data Inspiring the community to collect and release specific data important to the community. Data is being used to attract funding, developing greater community and partner engagement.  12.2 Shire Data 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 Celebrating Milestones The Shire and their partners, like the Community Resource Centre, using mediums, like 'Topics', reinforcing factual storytelling, with data, to instil BT identity and celebrate community members will be increasing awareness of all activities, successes, data and uniqueness of BT, so as to spread united messages to external stakeholders.	Investigate the collection of data from a range of sources to support funding opportunities, trend analysis and reporting opportunities.	Operational	~	~	~	~	Monitor relevent local, regional, and state third party data sources to support informed decision making.	Finance and Administration
12.4 Digital Literacy Helping the community to become ICT savvy, and supporting staff in the new ICT systems.	Develop, adopt and implement an ICT Strategy and Plan.	Operational		~	~	~	Deliver an ICT Strategy and Plan by June 2026. Implement 30% of the actions in the ICT Plan by June 2028.	Finance and Administration



