

STRATEGIC COMMUNITY PLAN 25-35

Draft Strategic Plan 25-35

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Strategic Community Plan

2025 - 2035



Our Vision

Plantagenet, building a sustainable and respectful community, where the environment is preserved and natural beauty and diversity provide opportunities for all.

Our Mission

To enhance the quality of life for the people of Plantagenet and the region, through the provision of leadership, services and infrastructure.



Our Profile and History

The Shire of Plantagenet is located in the southern part of the Great Southern Region of Western Australia. Mount Barker, the Shire's commercial centre lies in the middle of the Shire. In addition to Mount Barker, the Shire includes the settlements of Kendenup, Narrikup, Rocky Gully and Porongurup.

The main economic activities of the region revolve around agriculture and food processing, with a strong basis in local supply chains. The economy of the Shire is changing and diversifying, with a move away from silviculture (tree farming) in recent years and the development of small businesses across other sectors.

Local attractions include the Porongurup Range (including the Granite Skywalk), Stirling Range, several wineries/cellar sales, a museum based within the original police station, St Werburgh's Chapel, Frost Park thoroughbred racing facility, Tower Hill/Pwakkenbak lookout, Roundhouse and Mitchell House Arts Centre.

The area has a proud Noongar heritage and has been home to noteworthy indigenous artists and sportspeople. European settlement of the area dates from the 1830s, with land used mainly for sheep grazing. Population was minimal until the early 1900s when land was subdivided. Gradual growth continued from the post-war years, particularly from the 1980s. Demographics are also changing, with a significant population of Hazara refugees settling in the area and raising young families.

Our Commitment to the Community

- Integrity through honesty, ethical behaviour and trustworthiness.
- Professionalism through understanding our roles and responsibility, the need to work efficiently and strive for excellence.
- Supportiveness by being patient, caring and friendly.
- Responsibility by taking ownership.
- Customer focus by understanding needs, being proactive and responsive.

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Key Statistics for the Shire

359km

Distance from Perth
(from Mount Barker)

4,875 km²

Area

402km

Length of sealed roads

51km

Distance from Albany
(from Mount Barker)

9

Number of elected
members (Shire)

941km

Length of
unsealed roads

2,588

Number of dwellings

3,843

Number of electors –
a 7.2% increase

5,669

Population (ABS 2023 ERP)
(5,263 in 2019) –
a 7.7% increase

3,933

Number of rate
assessments

11

Number of bushfire
brigades

Demographic Trends

The population of the Shire of Plantagenet increased by 7.7% between 2019 and 2023 (ABS) and is expected to continue increasing due to enviable location, natural environment and the lifestyle enjoyed by those living in a small country community close to all services and amenities. The number of families choosing the Shire as their home between 2016 and 2021 also increased by 6.2%. This rapid growth presents particular challenges for the community, highlighting the importance of this plan and corresponding informing strategies.

Integrated Planning & Reporting Framework

What is integrated planning and reporting?

Integrated planning and reporting provides all local governments a framework for establishing priorities and to link this information to operational functions. All WA local governments are required to undertake the Integrated Planning process. This Strategic Community Plan will be subject to a major review, including community engagement, in 2029. In addition, the Council priorities will be reviewed and updated via a minor review in 2027 to reflect any changes to regional and local priorities, the budget and to service levels.



What is the relationship between the plans?

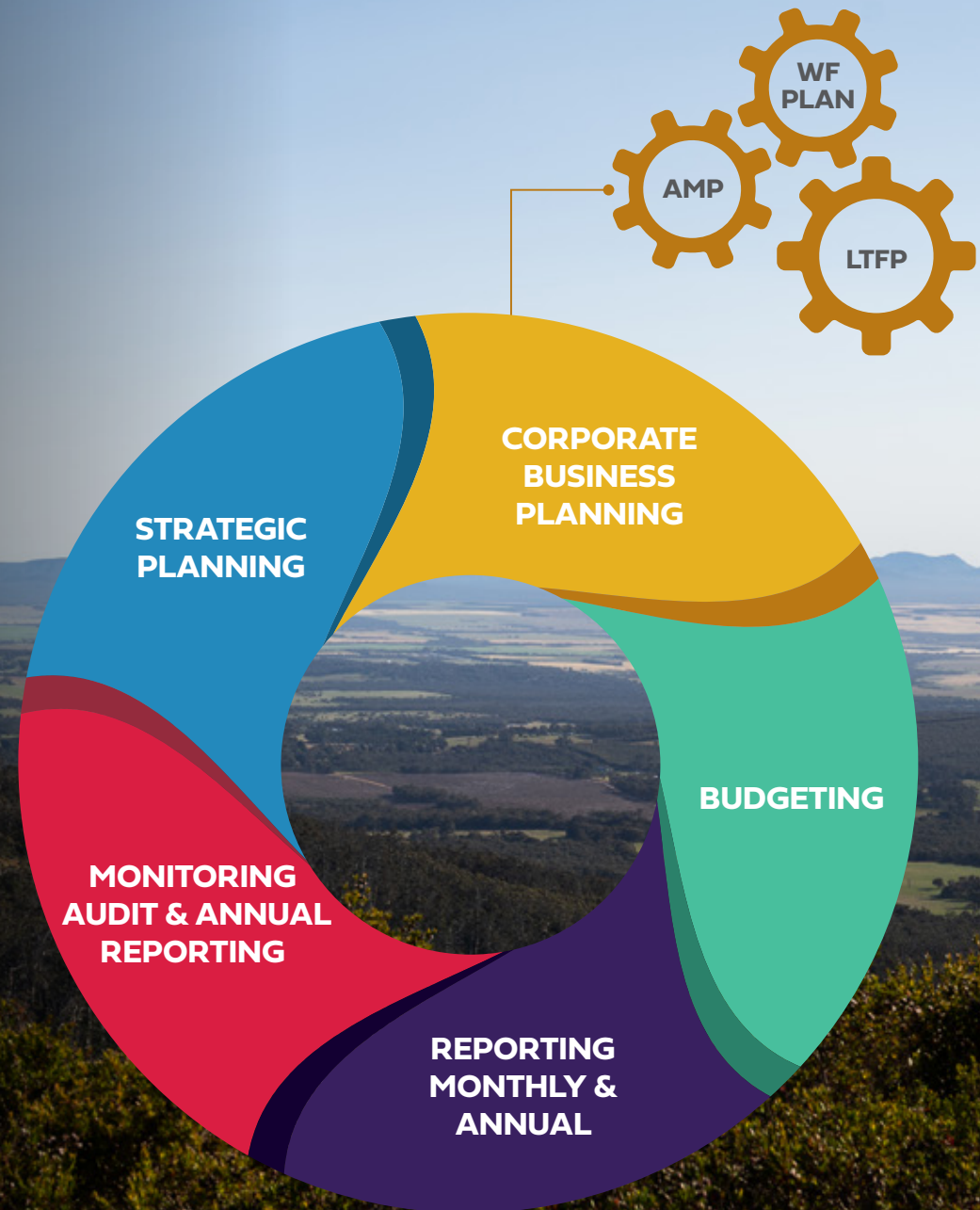
This document sets the direction and priorities for Plantagenet until 2035 and beyond. The Corporate Business Plan is the first step towards achieving these community aspirations and sets out the key actions for the next four years against the four key pillars depicted in this 2035 vision. This plan has been reviewed with particular reference to the results of a community scorecard survey undertaken in December 2023.

Under the integrated planning and reporting framework, there are a number of strategies and plans that are required to inform the Corporate Business Plan (shown as cogs on the diagram). 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; and
- Long Term Financial Plan.

The Shire has many other informing strategies and resourcing plans that guide and influence our future direction. They are as follows:



Informing Plans & Strategies

Register of Integrated Planning Documents, Strategies and Master plans – by responsibility area

Executive Services

- Strategic Community Plan (Imagine Plantagenet)
- Corporate Business Plan
- Council Policy Manual
- Delegations Register
- Workforce Plan
- Enterprise Agreements (Administration & Works)
- Equal Employment Opportunity Management Plan

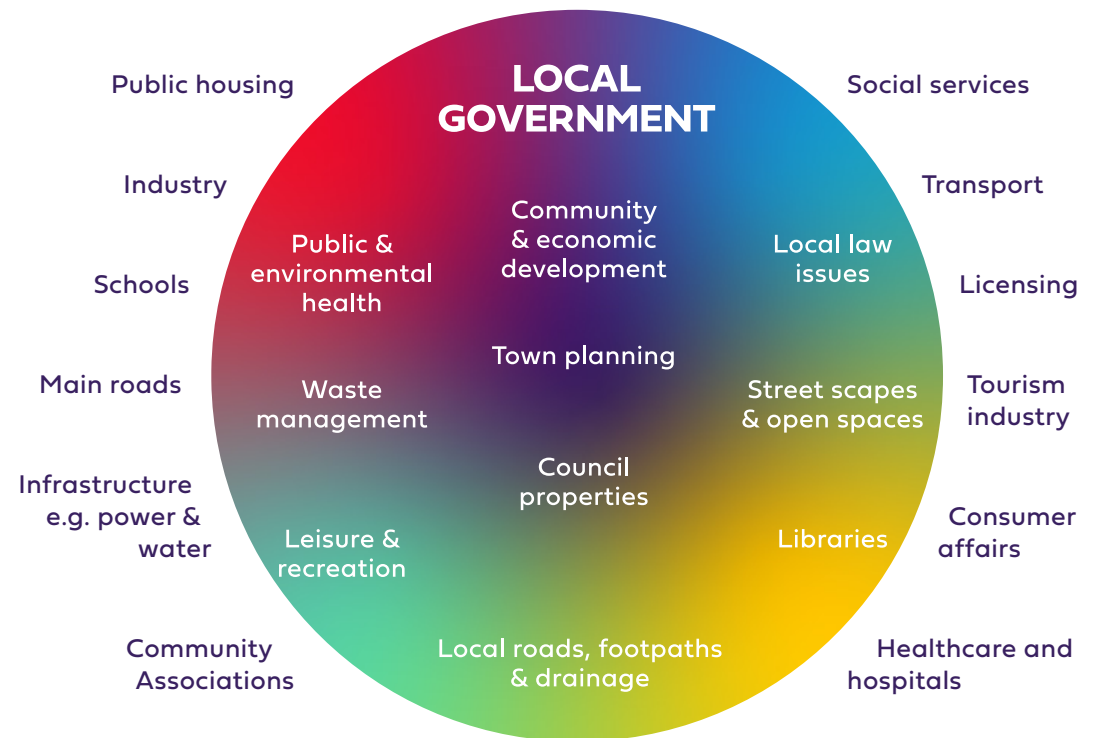
Corporate & Community		Infrastructure & Assets	Development & Regulatory
<ul style="list-style-type: none"> • Annual Budget • Annual Report • Long Term Financial Plan • Risk Management Guidelines • Business Continuity Plan • Record Keeping Plan 2023 • Freedom of Information Statement • Wilson Park Master Plan 2024 • Great Southern Regional Recreation Master Plan • Great Southern Regional Trails Master Plan • Plantagenet Trails Masterplan Review 2019 • Great Southern 2050 Cycling Strategy 		<ul style="list-style-type: none"> • Playground Strategy • Mount Barker Swimming Pool Master Plan / Concept Plan • Sport and Recreation Reserve Precinct Plans • Porongurup Hall Revitalisation Plan • Shire Art Condition Assessment and Refurbishment Plan • Disability Access & Inclusion Plan 2024 • Rocky Gully Place Plan 2024 • Narrikup Place Plan 2024 	<ul style="list-style-type: none"> • Asset Management Plan • Building Condition Report 2023 • Asbestos Management Plan • Plant Replacement Program • Ten Year Roads Program • Footpath Plan • Waste Management Plan
<p>To be developed:</p> <ul style="list-style-type: none"> • Information & Communications Technology Plan • Public Realm Mount Barker Town Strategy • Arts and Culture Strategy • Frost Park & Sounness Park Precinct Master Plan 		<p>To be developed:</p> <ul style="list-style-type: none"> • Depot Masterplan 	<p>To be developed:</p> <ul style="list-style-type: none"> • Local Planning Scheme No. 5 • Local Planning Strategy • Municipal Heritage Inventory • Mount Barker Regional Saleyards Strategic Plan • Developer Contributions Plan • Public Open Space Strategy • Municipal Heritage Strategy/Policy
<ul style="list-style-type: none"> • Reconciliation Action Plan • Kendenup and Porongurup Place Plans • Public Health Plan • Community Development Plan / Strategy 			

The Shire's Role and Responsibilities

The work of Local Government is varied and affects the day to day lives of most people in our community. The Council is committed to serving and recognising the varied needs of its varied communities, from its First Nations people, to descendants of early European settlers, more recent arrivals and our increasingly multicultural residents.

This plan prioritised the needs of the facilities and infrastructure that are maintained and renewed by the Shire of Plantagenet and also provides a summary of the services that are delivered directly by the Shire. In addition, the Shire advocates and provides support for a number of other services that it is not responsible for, including, but not limited to:

- Day care which is the responsibility of service providers
- Health care which is the responsibility of WA Country Health and health providers
- Major State road upgrades and maintenance which are the responsibility of Main Roads
- Privately owned infrastructure and buildings which are the responsibility of the owner
- Reliable power supply which is the responsibility of Western Power
- Telecommunications and the internet which is the responsibility of service providers
- DBCA in managing national parks and many reserves
- Educational facilities and services which are managed by the Department of Education and TAFE



How You Can Contribute?

This is the communities plan, and the Shire is here to guide and assist the community to achieve the outcomes of the plan. You can assist by:

- Attending and supporting local events and activities
- Celebrating our successes
- Becoming a volunteer
- Developing leadership and problem-solving skills in young people
- Doing regular exercise
- Driving safely
- Getting involved in sporting and recreational activities
- Getting to know your neighbours
- Having fun in our public spaces
- Joining a community group
- Keeping your neighbourhood clean and tidy
- Learning about local history
- Looking out for others
- Recycling
- Reporting damage to public infrastructure

Summary of Community Engagement

Engagement Reach:

Engagement Activity	Date	Venue	Attendees
Kendenup Community Forum	14/09/2021	Kendenup Town Hall	34
Mt Barker Community Forum	28/09/2021	Mt Barker Town Hall	22
Narrikup Community Forum	05/10/2021	Narrikup Town Hall	13
Porongurup Community Forum	07/10/2021	Porongurup Town Hall	39
Business After Hours Forum	21/09/2021	Mt Barker CRC	14
Mt Barker Tourism Board Forum	11/10/2021	Mt Barker Visitor Centre	9
Community Survey	2021	On-line & Hard Copy	158
Community Survey	2023	On-line & Hard Copy	315
Total Reach			673

What our Community Told Us (Community Aspirations)

The following provides a summary of community priorities emerging from the various engagement forums:

- The peaceful lifestyle, location close to the south coast and Stirling ranges, community spirit, safety and security, caring and supportive neighbours and community facilities, were recurring reasons that people value living in the Shire.
- Importance of road and footpath construction and maintenance.
- Importance of community safety, bushfire prevention and control.
- Access to a high standard of primary and allied health services and the potential to improve the feeling of health and wellbeing within the community.
- Retention of a 'country lifestyle' with accessible and high standard community, education and recreation facilities and services.
- Importance of preserving and protecting biodiversity and the value this brings to the lifestyle across communities.
- Remaining an inclusive and supportive community for all ages and abilities.
- Providing facilities and activities for the youngest and eldest generations of our community.
- A strong partnership between the Shire, business, and tourism.
- Importance of the Council and Shire connecting with our community using innovative communication techniques and tools.



Summaries of the Key Discussion at Town Hall Meetings

Kendenup

The peaceful setting, quiet, and sense of community is valued. The need for youth events in Kendenup was a common theme: although there were some comments about facilities for children and youth, the majority of comments were around providing events. The resounding message was that drainage/sewerage and road improvements are needed; drainage to deal with the mosquito problem, sewerage and road improvements to allow further development.

Although the current low population was valued and expansion not widely supported, it was accepted that the shop in town needs support to be able to continue. Economic diversity was discussed, with jobs outside of manual labour and food processing required. Transport issues were also raised.

Mount Barker

The family friendly nature of the town is valued. Both seniors and youth issues were strongly represented. Seniors' issues included medical costs and service availability, housing and transport – both public and the provision of a community bus. Comments around youth focused on before and after school childcare, school holiday programs, a drop-in centre and improved facilities at Wilson Park. Outdoor recreation opportunities are important. The multicultural and indigenous members of the community should be celebrated, and growth encouraged through migration.

The Shire providing volunteer support was raised, including support with grants. There were calls for the Shire to lobby the State government on relevant issues.

Narrikup

Several community members chose Narrikup due to working in Albany but wanting to live in a rural setting. Wanting to be in a bushland/natural environment was important to many. The community connection and sporting opportunities were also strongly valued.

Community events were raised by multiple participants – there were suggestions for markets, movie nights, street parties and seniors' events. The community are keen to drive these suggestions themselves with support from the Shire. Home care services were discussed to enable local residents to age in place, as was public/community transport.

Road safety issues with the Albany Highway intersections were a concern. Conservation of bushland was also a dominant issue. The need for better internet was discussed at length.

Many community members feel strongly about limiting agricultural development near the townsite, particularly piggeries.

Porongurup

The conservation of the National Park dominated the conversation. Many residents had long family histories with Porongurup or had specifically moved there to be near to the National Park.

Conservation issues included weed control, road reserve management, better consultation on fire plans, feral animal control and a strong pushback against any development of any kind in the National Park, including trails. Investment in the Porongurup Hall and its facilities was requested. Infrastructure issues included poor internet connectivity. Some Shire maintenance issues were raised, and there was a request for extended business hours at the admin office and more frequent information sessions for the Porongurup community.

Rocky Gully

A discussion was held with members of the Rocky Gully community that covered amenity issues in the townsite. It was acknowledged that although some of these problems are the responsibility of private property owners, there are also issues within the Shire's remit. The community feels that improving public spaces would in turn encourage pride by private property owners. The possibility of promotion of the bushland around Rocky Gully for tourism purposes was raised.

Business Sundowner, CRC

Although this discussion was focused on supporting local business, tourism and economic growth, there were similarities with the town hall sessions. The lack of after school childcare was seen as a limiting factor for women/parents of young families to be able to work locally.

Large events were strongly supported by participants, for example the injection of visitor spends into local businesses from weekend-long festivals. Infrastructure issues included CBD parking, street lighting and the need for reliable and affordable high-speed internet. Prominent amenity issues such as the old school site were raised.

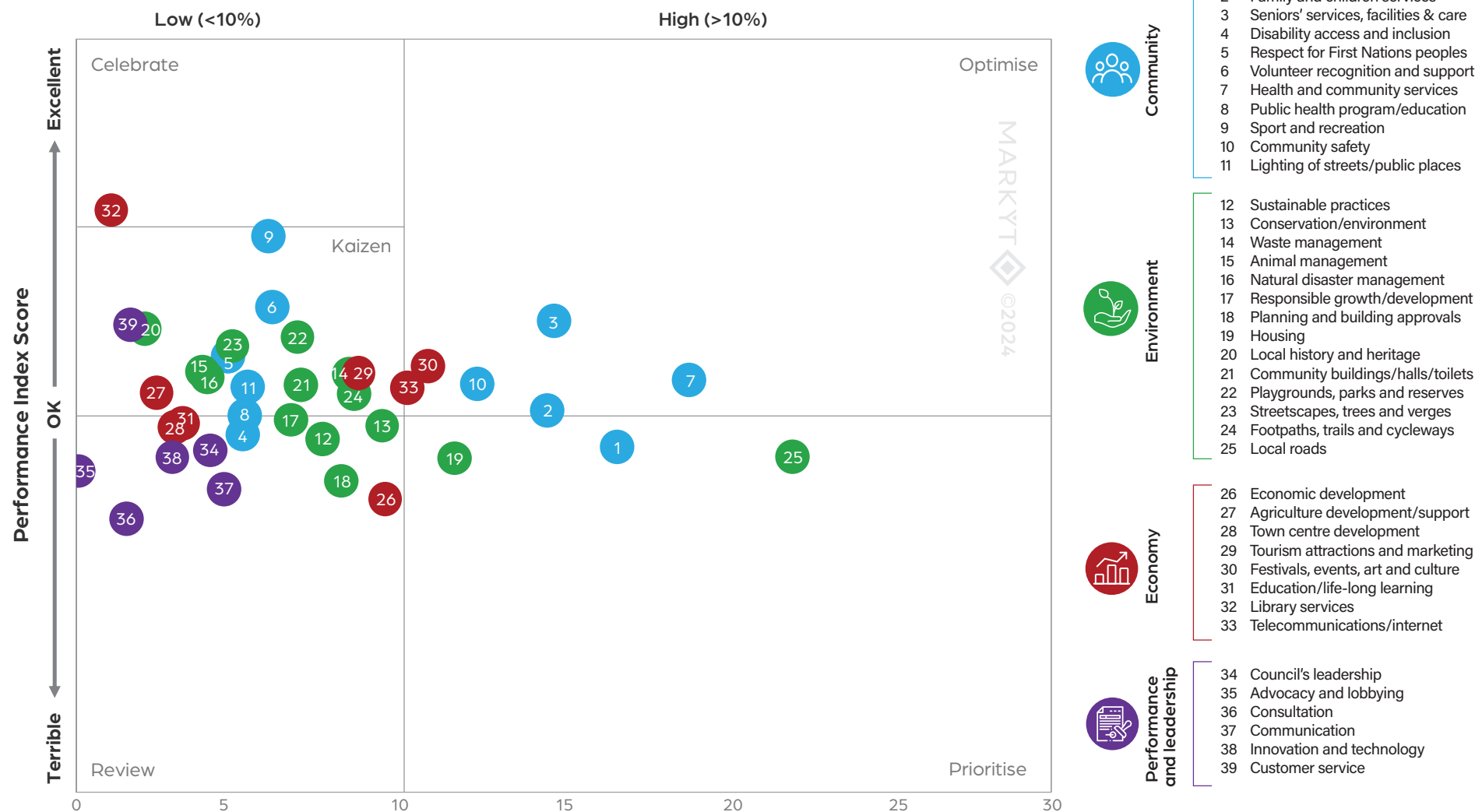


Local Priorities

To understand local needs and priorities, the Shire of Plantagenet commissioned an independent review. In 2023, 337 community members completed a MARKYT® Community Scorecard. The top priority was local roads, followed by health and community services, then services for children, youth, families and seniors. Secondary priorities include community safety, access to housing and economic development.

MARKYT® Community Priorities

COMMUNITY PRIORITIES (% of respondents)



MARKYT

Community Scorecard

The Shire of Plantagenet participates in the MARKYT® Benchmarking Excellence Program to monitor and benchmark service levels.

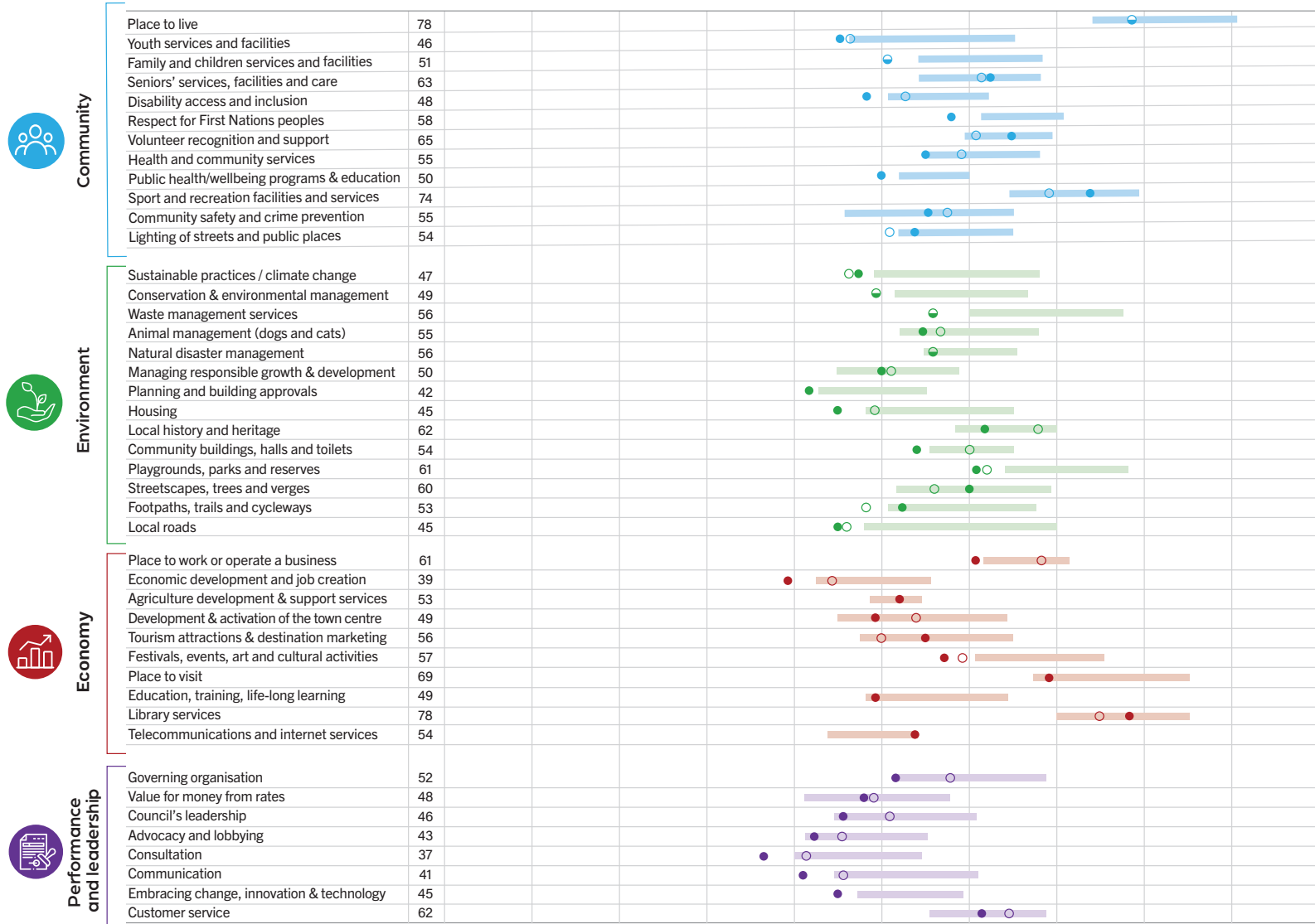
Council aims to be above the MARKYT® industry average and strives to be the industry leader in all areas. This chart shows Council's Performance Index Score out of 100 compared to the MARKYT® Industry Standards.

The preferred target zone is shown as coloured bars.

Legend

- Shire of Plantagenet 2023 performance score
 - Shire of Plantagenet 2022 performance score
 - No change in performance from 2022 to 2023
 - Target Zone. Shading shows industry average to industry high from the MARKYT® Community Scorecard.
- For further information, visit catalyse.com.au

2023 Performance Measures



Key Pillar 1 – COMMUNITY

Goal: To foster community pride, safety, well-being and involvement through the provision of services

Community Pride

Strategy 1.1 – Provide and promote appropriate and safe spaces and activities to engage youth

Strategy 1.2 – Support festivals, events and activities that strengthen our sense of identity and celebrate our history and heritage

Strategy 1.3 – Continue to build meaningful relationships with our First Nations and multicultural communities and share stories

Safety & Well-Being

Strategy 1.4 – Improve the health and activity levels of our Community

Strategy 1.5 – Support the community in emergency and fire management planning, preparedness, response and recovery

Strategy 1.6 – Improve Safety on roads and in public open spaces

Involvement

Strategy 1.7 – An accessible community suitable for current and a future aging community.

Strategy 1.8 – Provide services, facilities and information that are accessible to people of all abilities

Strategy 1.9 – Encourage and support the retention and attraction of volunteers.

Strategy 1.10 – Assist volunteer organisations to have a clear strategic vision.

Key Pillar 2 – ENVIRONMENT

Goal: To provide and maintain contemporary infrastructure that supports exceptional service delivery and the protection and care of our unique natural environment, recognising its value as a recreation and tourism asset.

Built Infrastructure

Strategy 2.1 – Improve Shire roads, drainage and pathways to service local industry and social interaction

Strategy 2.2 – Develop flexible public open space for all community members to enjoy

Strategy 2.3 – Prioritise town halls and public buildings to enable community focal points and gathering spaces

Strategy 2.4 – Develop a range of community facilities that cater for all

Strategy 2.5 – Ensure a high standard of civic buildings, facilities and public amenities

Conservation and Environment

Strategy 2.6 – Protection of our natural environment for the enjoyment of future generations

Strategy 2.7 – Increase recycling and reuse capability and participation

Strategy 2.8 – Develop an awareness of, and response to, the effects of climate variation

Key Pillar 3 – ECONOMY

Goal: To develop and maintain a strong and diverse local economy that provides employment opportunities and a broad range of services

Support Existing Business

Strategy 3.1 – Attract inward migration and investment

Strategy 3.2 – Businesses are supported to establish and grow

New Strategy 3.3 – Secure our water supplies and increase community drought resilience

New Strategy 3.4 – Increase housing availability and diversity of options

Develop Our Economy

Strategy 3.5 – Lead and encourage development via a structured planning vision

Strategy 3.6 – Encourage development that is consistent with the individual character of each townsite

Strategy 3.7 – Advocate for telecommunications that support home and regional based business

Tourism, Arts & Culture

Strategy 3.8 – Support and facilitate the growing art and culture scene

Strategy 3.9 – Grow tourism that promotes our many natural assets, in a sustainable way

Key Pillar 4 – LEADERSHIP

Goal: To maintain an open and accountable professional organisation providing leadership for a thriving and unique community

Open & Accountable

Strategy 4.1 – Listen and consider the needs of each community

Strategy 4.2 – A Shire that is open and transparent with its community

Strategy 4.3 – Commitment to continuous improvement in service delivery

Community Leadership

Strategy 4.4 – A progressive Shire with diverse thinking

Strategy 4.5 – Advocate for improved family support services

Strategy 4.6 – Advocate the provision and promotion of services, home care and facilities that meet the needs of the community

Strategy 4.7 – Advocate for medical and hospital services



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