

City of Greater Geraldton

Community Plan Workshop

13 May 2017



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Background

In June 2013, Council adopted the Strategic Community Plan 2013-2023 in accordance with the Department of Local Government's integrated strategic planning transitional arrangements (s. 5.56 of the Local Government Act).

Every second year, the process enters a Strategic Review. The Strategic Review alternates between the minor and major versions. In 2015, a minor desktop review was conducted and focused on resetting the Corporate Business Plan. A major review, which involves re-engaging the community on vision, outcomes and priorities, was undertaken in the first half of 2017.

Engaging with the Community

The City implemented a staged approach to engage with the community on its Strategic Community Plan, which began with a random telephone survey followed by the Community Plan Workshop.

The objective of the Survey and Workshop was:

To determine the community's aspirations and priorities for the City region for the next ten years.

The results from this community consultation will supplement other engagement outcomes achieved via the Community Panels, the Community Summit, the Your City Your Say online engagement forum, the Growth Plan and the Mullewa Services Summit Survey and Workshops.

Promotion of the workshop was widely undertaken and included: a media release; advertisements in the Geraldton Guardian and on the Everything Geraldton online platform and e-newsletter; email invitations sent to members of the community engagement database; posters displayed at various City facilities; numerous Facebook posts and Facebook advertisements on the City Facebook page; City website consultation page and a dedicated website page.

Community Survey

A telephone survey of 400 randomly selected residents matching City of Greater Geraldton community demographics (age, gender, ethnicity, and ward) which measured the performance of the City of Greater Geraldton was undertaken between 12 April and 1 May 2017.

The survey was designed and structured to provide a comprehensive feedback relating to the City's core activities, services and infrastructure, and to provide a wider perspective of performance. It included assessment of reputation, the willingness of residents to become involved with Council's decision-making and gaged satisfaction across a range of lifestyle related measures.

Survey results relevant to activities at Community Workshop were presented during the course of the Community Plan Workshop.

The Community Plan Workshop

The half-day Community Plan Workshop was held on Saturday 13 May 2017 at the Geraldton Multipurpose Centre Function Room. Fifty-one members of the community registered to attend the workshop, 34 attended and eight members of the community participated as 'walk-ins'. All

members of the Executive Management Team attended and were available to answer questions. The Mayor and five Councillors also attended as observers. Workshop participants were seated at tables in small groups of six-seven people.

The workshop featured a number of short presentations to provide participants with the information required to help inform discussions held during three World Café sessions. A World Café is a structured conversational process in which groups of people seated at tables discuss a topic.

The workshop began with City of Greater Geraldton Mayor Shane Van Styn welcoming members of the community to the Workshop, acknowledging Country and encouraging participation.

The Mayor’s welcome was followed by a presentation by City Chief Executive Officer Ken Diehm about why the City was engaging with the community on its Strategic Plan. The presentation included background information on the Local Government Act and the requirement for the City to develop a Strategic Community Plan, which in turn, informs the following documents:

- The Corporate Business plan;
- The Workforce Plan
The Asset Management Plan
- The annual budget;
- Quarterly reports; and
- The Annual Report.

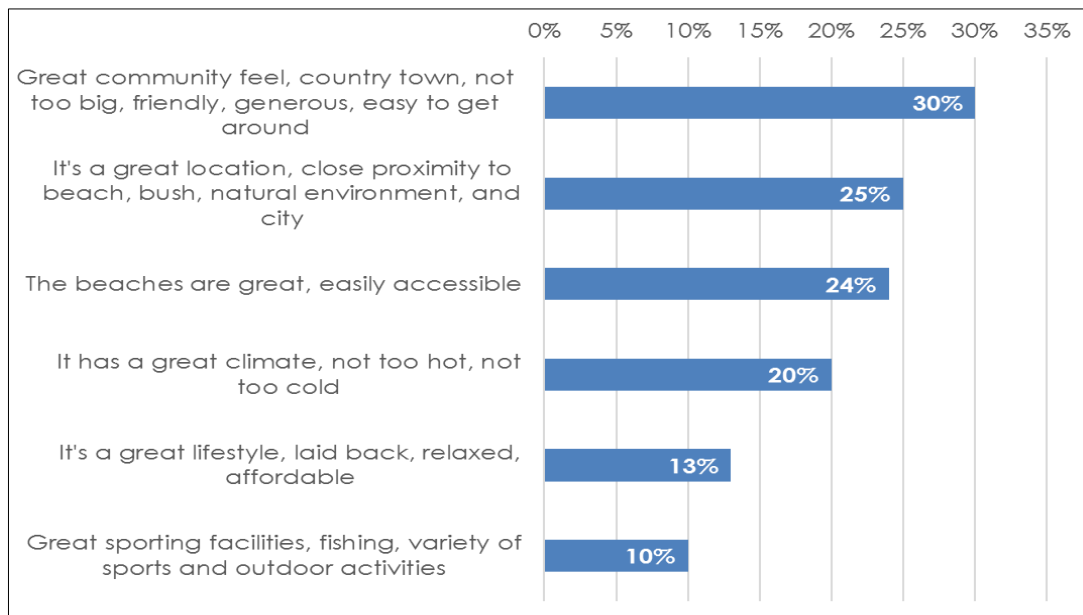
The presentation was followed by an opportunity for participants to get to know one another better by introducing themselves to others seated at their tables and sharing one interesting thing about themselves.

World Café Session 1

Workshop engagement began with the first World Café session in which participants were asked to share with others at their table the one thing they liked most about living in the City region and to record their ideas on a PostIt note. Following the discussion, each table was asked to share one of the common themes they heard. PostIt notes were collected at the end of the session and displayed in the room for all to see. Participants provided the following themed answers.

• Beach lifestyle with vibrant amenities	• City amenities in a country lifestyle
• Coastal community	• Social capital
• Relaxed but active lifestyle without stressful commuting	• Social development and enjoyment
• Active accessible facilities offering high quality services	• Community spirit, vibrancy and diversity
• Accessibility to a rich natural environment	• Safe community
• Nice sized city – amenities are close by within 5-10 minutes	• Good access to rural community and Perth
• Holiday lifestyle with effortless daily tasks	• Relatively affordable housing
• It has everything most people need	• Richness of heritage
• Beautiful Foreshore to walk or ride a bike along	• Great climate
• Still pristine environment	

The first World Café session concluded with a presentation on the top six answers to a similar question asked in the community survey.



The workshop proceeded with a second presentation from City Chief Executive Officer Ken Diehm about the business of local government and provided information on the following topics and how they impact the direction the City will take in the coming years.

- Roles of Local, State and Federal Governments;
- How the City funds its projects, programs and services;
- The challenges the City faces including an asset renewal backlog, reductions in State and Federal government funding;
- 19% reduction in Staff and \$10 million reduction in expenses;
- Reduction in rate rises from 7.6% to just over 3% annually;
- The operating surplus deficit position;
- Projected income over the next six years; and
- Ongoing and continuous improvements.

City of Greater Geraldton Mayor Shane Van Styn then presented a short review of some the projects, plans, strategies and programs delivered by the City since 2013. The presentation highlighted two major milestone documents, The Growth Plan and the Local Planning Scheme No. 1, and covered the following areas.

- | | |
|-------------------------|----------------------|
| • Tourism | • Events |
| • Arts and Culture | • Key Infrastructure |
| • Access and Inclusion | • Environment |
| • CBD Vibrancy | • Young People |
| • Sports and Recreation | • Community |
| • Having you say | |

World Café Session 2

The second World Café session followed these two presentations. Participants were asked to imagine it was 2027 and the plan to make Geraldton a great place to live has worked. A friend is thinking of moving to the City region and calls to find out what it is like. Participants were asked to discuss at their tables how they would like the City to be like in ten years' time and to record their ideas on PostIt notes.

Following the discussion, each table was asked to share one of the common themes they heard. PostIt notes were collected at the end of the session and displayed in the room for all to see. Participants provided the following themed topics and answers.

Economy

- Strong vibrant economy
- The CBD is well developed, vibrant, attractive and features an arts and culture centre, markets and artworks
- Geraldton is the capital of micro-businesses and is thriving due to NBN
- Extended trade in retail and hospitality
- The shopping mall (Marine Terrace) is vibrant and full of specialty shops
- Families want to live here because of employment opportunities
- An economy that can handle retail giants whilst supporting niche corner shops
- All industries developed to ensure a broad based resilient economy exists
- There are enough amenities and services that we no longer have to travel to Perth
- Geraldton offers fantastic medical facilities and services
- We mint our own money 'Champion Bay dollar'
- The whole city is beautiful not just the CBD and Foreshore
- Community spaces and community gardens have been developed in the suburbs
- Hire cycle points are located along the Foreshore
- Housing is affordable
- Inner City living has increased

Tourism

- Geraldton is a top 10 must see Australian destination
- Geraldton is attractive to travellers and tourists
- The airport is extended
- Geraldton is one of WA's 'tree change' and retirement capitals

The Environment

- Recycling infrastructure has been put in place so we can collect and process recycled materials
- We have family friendly amenities such as parks and playgrounds, the bush and walk trails
- Our beaches are clean, accessible and revegetated and the coastline is protected
- We are greening the City and planting trees everywhere
- We lead the pack in sustainable energy and are powered by renewable energy
- Natural areas (i.e. Chapman River Park) are permanently protected

Transport

- We have more cycle and footpaths and they are linked and integrated
- Heavy haulages trucks are detoured away from the City on the bypass
- Train line to Perth is restored
- There is public transport to outlying settlements such as Walkaway, Greenough, Mullewa
- Transport is integrated, safe and flows well for drivers, cyclists and pedestrians reducing our reliance on light vehicles

Sports and Recreation

- QEII has expanded and baby boomers are operating the facility themselves
- Activities for an aging population are offered in surrounding districts
- An entertainment/recreation centre is developed to provide a safe environment for bowling, skating, laser tag, alternative sports, etc...
- Informal activities have increased
- There are more skate parks throughout the suburbs
- Lower socio economic suburbs get an equitable share of POS improvements

Society

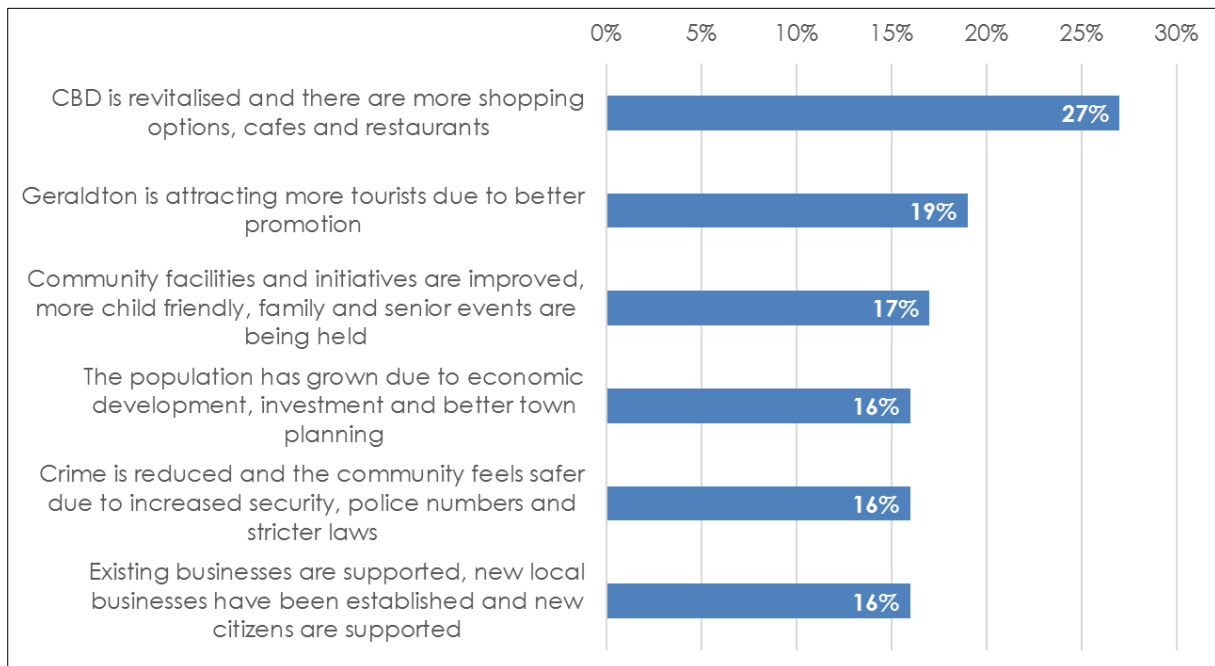
- We have a safe, vibrant and inclusive community where everyone belongs
- Each subdivision has a community meeting area with a communal coffee shop
- We are a creative caring connected community
- There are ongoing opportunities for equitable, social engagement
- Our suicide, drug abuse and crime rates have reduced
- Recognition of Aboriginal culture through arts, cultural tours and environmental management
- GUC has expanded and is educating both local and international students
- Events have increased
- Heritage and history are recognised
- Our population is 50,000

Education

- Geraldton is a 'university' city
- Geraldton is a regional leader in innovation, education, arts and small business
- We have a university hub specialising in dryland forestry and agriculture



The session concluded with a presentation on the top six answers to a similar question asked in the community survey.



World Café Session 3

During the third World Café participants were asked to discuss with each other what the City needs to focus on to create the City region they want and to record their ideas on PostIt notes. Following the discussion, each table was asked to share one of the common themes they heard. PostIt notes were collected at the end of the session and displayed in the room for all to see. Participants provided the following themed topics and answers.

Economy

- Encourage and support small local business by reducing rates
- Encourage/promote small business to come to our region
- Focused CBD retail strategy
- CBD vibrancy and a cohesive City Centre
- Increase CBD building maintenance, regeneration and infill year on year
- Deregulate trading hours
- Promote shopping local
- Develop more 'village' shopping hubs in the suburbs
- Rural hub vibrancy in Mullewa
- More employment opportunities
- More retail developments
- Adapt to new technologies
- Better shopping centres
- Target priority innovative actions to leapfrog traditional thinking to new economies, education, technology and sustainable living
- Get the best advice from experts who have done this before

Housing

- Affordable housing for low incomes earners, smaller homes, small hubs of houses like across from TAFE
- Private investment in low socio economic housing
- Council housing or homes for the homeless (i.e. 1 room and a toilet block, residents employed to keep area clean)
- Remediate/enhance/rejuvenate lower socio economic areas
- No permanent residents allowed in tourist caravan parks

The Environment

- More recycling
- Community gardens
- Renewable energy: become 100% renewable powered and advertise this
- Plants trees along all streets
- Plant more trees and include edible landscapes
- Careful planning of ocean usage that considers the interaction between power crafts versus people powered

Sports and Recreation

- Youth drop-in centre for music development and sharing
- Access to all for sports and arts
- Build a new major recreational centre
- More sharing of existing facilities so smaller groups can have access (i.e. basketball courts and netball centre)
- Make all facilities (Aquarena, sporting, Geraldton Senior College after hour), free and open longer hours as it will reduce crime and drug use as in Ireland

Education and Governance

- Improve education opportunities
- Educate the community on how local government works
- More random involvement in workshops
- Run a weekly promotion in the newspaper or Everything Geraldton celebrating our achievements
- Be true to 2013-2013 plan. Don't lose the golden goose

Industry and Transport

- Move the port out of the City
- Build the bypass road for heavy haulage vehicles
- Drop the speed limit to 60kms from Southgates to the Chapman Valley Road Roundabout
- Plan for people to be less reliant on light vehicles
- Improve public transport between small communities and the CBD
- Build a better and safer network of bike paths
- Become the Amsterdam of WA – bike commute in town no cars

Tourism

- A strong focus on tourism and promotion of the city region
- Identity as 'Batavia Coast'
- Entry statement: Paint a mural on the silos
- More tourism facilities for long term stays, hotels and caravan parks
- More engagement between Mullewa, Greenough and Geraldton - create reasons to visit each region
- More promotion of our rich cultural heritage, maritime heritage, geo heritage and wildflowers
- Increase tourism and access to the Abrolhos Islands which is sustainable and low impact
- Increase tourism by increasing trade similarly to Margaret River
- Maintain and attract more festivals and events
- Extend the airport

Society

- Social investment is considered just as important as economic investment
- More youth involvement and interaction
- More ongoing inclusion and diversion alternatives such as activities to encourage social participation
- Invest in social programs that divert young people away from crime. i.e. School holiday program
- Community and social development strategy
- Inclusive spaces and programs that bring all aspects of community together
- Look beyond the Foreshore and find places of social interaction east of the highway (i.e. nature play, arts projects, bush walking tracks)
- Focus on people. Continue to fund or increase funding to local arts, sports, youth, education and engagement
- Mobile art workshops to be delivered in the suburbs
- Innovation. Find what makes us unique and build on that
- More programs for the homeless, soup kitchens, public toilets, showers, cupboards for their things, fridges, tree food
- Reduce crime

The session concluded with a presentation on the top six answers to a similar question asked in the community survey.

- Tourism and promotion of the City
- Community safety, tackle social issues
- Economic development
- Support youth (facilities, employment, education)
- Improve foreshore and mitigate coastal erosion
- City centre revitalisation

The workshop concluded with the outlining of next steps, which included collating workshop results; writing and sharing a workshop report with participants; and workshop results being used to inform the new Strategic Community Plan. The workshop closed with the draw for an iPad.