

Draft Greater Geraldton 2031 Strategic Community Plan Community Feedback Report

Background

The public comment period for the Draft Strategic Community Plan ran for three weeks from 29 April to 19 May 2021. Members of the community were given the option of providing feedback either online or in hard copy formats. Hard copies of the Draft Plan and feedback forms were available at the Geraldton Regional Library, QEII Seniors and Community Centre, Mullewa District Office and City Civic Centre.

The feedback period was promoted via a media release and consultation page on the City’s website. Advertisements promoting the public comment period were placed in the Geraldton Guardian on 30 April, 7 May and 14 May 2021, in the Mid West Times on 5 May and 12 May 2021 and in the May edition of the Mullewa Mail community newsletter. Emails inviting members of the community to provide feedback were sent to various City databases including schools, community groups, seniors, sports and recreations clubs and organisations, etc... A social media campaign ran on Facebook with posts promoting the feedback period on 29 April, 10 May, 14 May and 17 May 2021.

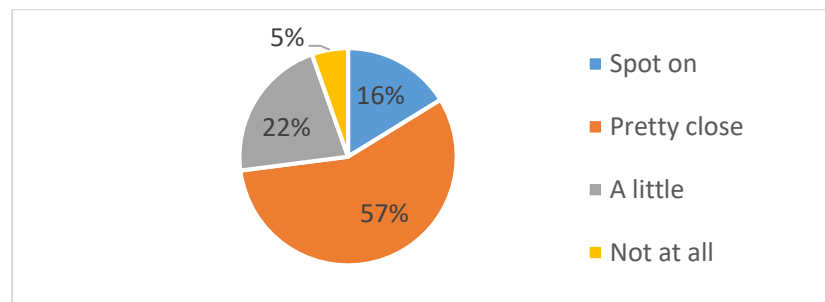
Community Feedback

During the public comment period, 38 community members provided their feedback on the Draft Plan. Overall, the majority of respondents agreed the Draft Plan reflected the views and aspirations of the community. Specific feedback on aspects of the Draft Plan follow.

Vision Statement

The majority of respondents or 73%, agreed that the vision statement reflects community views.

Answer	No of responses
Spot on	6
Pretty close	21
A little	8
Not at all	2



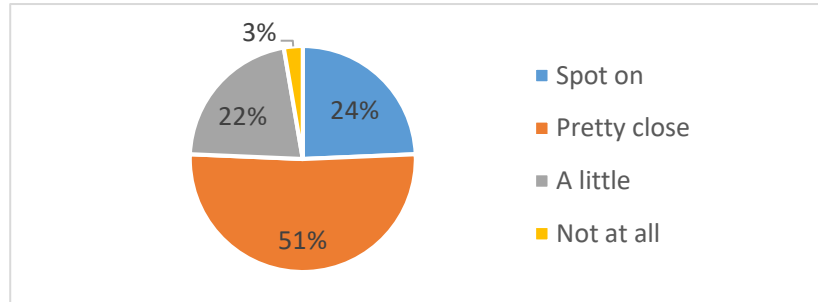
Comments on vision statement	Action/Recommendation
Need more protection of our natural environment. Including more greening of Geraldton and protection of existing trees. Aldi development site was a disgrace (chopping down mature trees). We no longer can afford to do things the old way.	Noted
Very city-centric; Greater Geraldton should encompass our whole region, not just the city.	Increase of Greater Geraldton images used.
We are doing this all now, nothing will change as words on paper mean nothing, might be great to read and a little feel good moment, the people need to see action, you need to create jobs and private enterprise. Cutting red tape and tourism. We have tourism centre in the middle of town with five caravan bays, this should be on southern end of Geraldton so they can pull in take their time and plan their stay, caravans aren't going to come in to a congested town, stressful visit, like asking road trains to park at McDonalds.	Noted
Overall, the CGG Strategic Plan celebrates growth and opportunity.	Noted
We had a similar vision years ago but seem to be struggling to get there. I must say over the past couple of years things have improved.	Noted
CGG has no hope to be the regional capital, you need to get real and recognise that. You should include supporting local business and community groups through supportive structures, plus diversity etc.	Covered under the Outcomes: 2.1 Local business is empowered and supported 1.6 Community capacity, innovation and leadership is encouraged
I don't believe this address the single most important factor surveyed, climate change and environment to the same level that residents expect, they are looking for leadership and change, this doesn't present a way forward for this.	Covered under Outcome: 3.2 Regional leader in adapting to climate change Supported by: Declaration of Climate Emergency Climate Change Adaptation Plan Coastal Hazard Risk Management & Adaptation Plan
What does regional capital city mean?	Regional Capital refers to the regional capital city of Western Australia.
Needs to mention the arts.	Covered under Outcome: 1.10 A place where people have access to, engage and celebrate arts, culture, education and heritage

<p>Pretty close to those who bothered to take part. I suspect the indifferent and uninterested may have similar views but then again, maybe not. These exercises tend to draw in the "committed" and boosters while the large mass of residents stay outside the process. While that is to be expected, it can skew the results.</p>	<p>Noted</p>
<p>Enviably lifestyle really? Dream on.</p>	<p>Noted</p>
<p>I would like to see everyone play an important role to making this City more enjoyable, entertaining and a safer community.</p>	<p>Noted</p>
<p>A lot to read and understand but it is well thought through. Hopefully we will see changes for the better future. Thank you</p>	<p>Noted</p>
<p>I don't believe being 'loud' is the correct word for community visions.</p>	<p>Change made to the Community Aspiration. Now reads: Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.</p>
<p>Geraldton is pretty backward when it comes to racial, sexuality, and gender minorities.</p>	<p>General comment not relevant to the document.</p>
<p>Needs to include healthy community. From the "What we heard" page of the draft it was clear that healthy communities was a focus for the community. Other indicators can be built around it</p>	<p>Noted and change made to Outcome. Now Reads: 1.4 Community safety, health and well-being is paramount.</p>

Leadership Outcomes

The majority of respondents or 75%, agreed that the leadership outcomes will enable the City to fulfil the community’s vision.

Answer	No of responses
Spot on	9
Pretty close	19
A little	8
Not at all	1



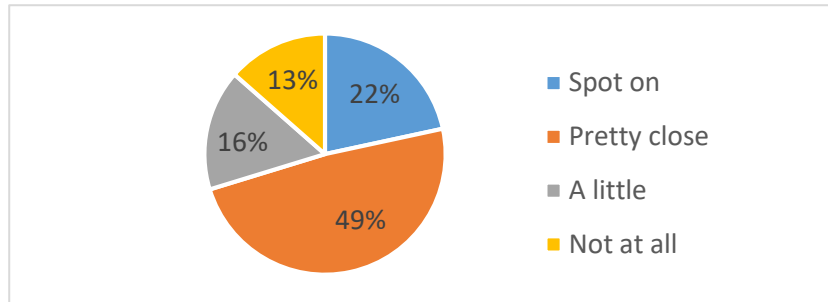
Comments on Leadership Outcomes	Action/Recommendation
Accountable leadership supported by a skilled and professional workforce is a key issue. More transparency needed.	Noted
It will be good to see this.	Noted
Too much waffle not enough substance.	Noted
This should be your outlook right now, and if it’s not I’m concerned	Noted
Achieving the rhetoric will be the difficult part	Noted
I would like to see employees from the CGG apply this vision as many employees do not seem to engage in these strong values. Are these values reinforced during meetings, team-building activities etc.?	Noted
Authentically? Should reflect majority feel of community.	Changes made to Outcome. Now Reads: 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner
Authentically engaged, does that mean genuine community consultation?	Changes made to Outcome. Now Reads: 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner

A whole bunch of fuzzy motherhood statements expressed in the language of modern, "socially engaged" corporates. However, almost impossible to disagree with regardless of what may actually occur.	Noted
At the moment decision making is based on popular belief that the world will end in the next ten years and not on the real needs of the community like power and water that is affordable for all. Nuclear, solar, coal and wind all can be utilized.	Covered under Outcome: 2.5 Our competitive advantages are built upon and our business success is celebrated.
Making sure businesses stay afloat and everyone helping one other to ensure they do not run at a loss.	Covered under Outcome: 2.1 Local business is empowered and supported.
The community vision I do hope it follows the right path.	Noted
Lots of words little action	Noted
Accountable leadership should be supported by a "diverse", skilled and professional workforce. There needs to be greater diversity within council. Leadership needs broader accountability (not just financial) and to lead by example not just in governance and decision-making. They must also be accountable in their words and actions as public figures and representatives.	Covered under Outcome: 4.7 Council understands its roles and responsibilities and leads by example Supported by: Code of Conduct Local Government Act
What are the Council's decision making criteria? High level only – lots of 'value' around transparency and the community wanting to know how their opinions are taken into consideration.	The community's criteria for good decision making, developed by both Community Voice Citizen Juries, has been combined and added to the document.

Environmental Outcomes

The majority of respondents or 71%, agreed that the environmental outcomes will enable the City to fulfil the community’s vision.

Answer	No of responses
Spot on	8
Pretty close	18
A little	6
Not at all	5



Comments on Environmental Outcomes	Action/Recommendation
Way too much destruction of natural habitat including the amount of rope and general garbage coming onto the beaches from the fishing industry.	Environmental aspects covered under Outcome: 3.4 A desirable and sustainable built and natural environment responsive to community aspirations Supported by: Local Biodiversity Strategy Coastal Hazard Risk Management & Adaptation Plan *NOTE: Regulation of the Fishing Industry is a State Government responsibility.
Trees are not valued and when trees are planted the attrition rate is diabolical. Trees are planted and then not taken care of to get them to establish themselves.	Covered under Outcome: 3.1 A City that is planned, managed and maintained to provide for environmental and community well being Supported By: CBD Revitalisation Plan and its reference to 40% Canopy Cover Target.
Geraldton needs more trees. Recycling is too small at the moment, far more needs to be done locally.	Noted. New Outcome included: 3.7 Moving towards a circular economy Supported by: Strategic Waste Management & Recycling Action Plan CBD Revitalisation Plan and its reference to 40% Canopy Cover Target.

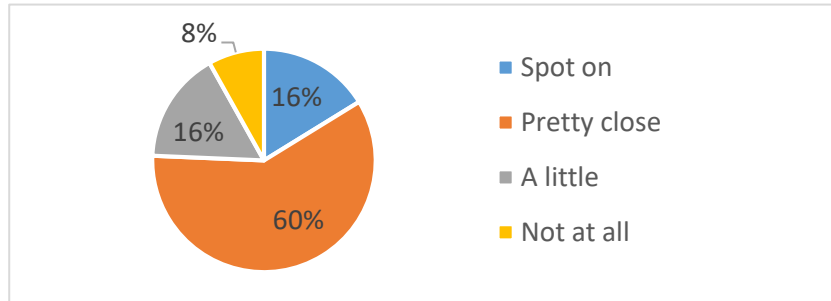
Maybe there could be a reference group to evaluate proposed Council decisions accordingly. At the moment it seems no such thing happens.	This is the role of the community elected Council.
Actually, plant the million trees a bit faster and talk about doing it a bit less.	Noted
This should be your outlook right now, and if it's not I'm concerned.	Noted
Would like to also see a roofed, closed in market on old blue heelers site, Bring crafters into the terrace, create Income from stall rentals, create more foot traffic west end of Marine Terrace, fits with creative theme.	Noted
The land management needs improvement. We are seeing an increase of invasive weeds but hit and miss with the money being spent for eradication. E.g. One year we had a large spend on African Box eradication, the following year no funds available - therefore the first years effort were a waste of money.	Covered under Outcome: 3.5 An integrated emergency and land management approach. NOTE: The City is only responsible for land it owns. Landowners are responsible for weeds on their own properties.
Recycling; is that in the plan?	New Outcome included: 3.7 Moving towards a circular economy Supported by: Strategic Waste Management & Recycling Action Plan
I don't believe this address the single most important factor surveyed, climate change and environment to the same level that residents expect, they are looking for leadership and change, this doesn't present a way forward for this	Covered under Outcome: 3.2 Regional leader in adapting to climate change Supported by: Declaration of Climate Emergency Climate Change Adaptation Plan Coastal Hazard Risk Management & Adaptation Plan
So many increased parking spaces and so little promotion done for active transport and facilitating walking buses, closed streets for school kids at school pick up and drop off etc. This is a "car" culture that really need to change and unless the CGG believe in this, environment, climate and mental and physical health will continue to suffer.	Covered under Outcome: 3.1 A City that is planned, managed and maintained to provide for environmental and community well-being Supported by: City of Greater Geraldton Integrated Transport Strategy.
Recycling?	New Outcome included: 3.7 Moving towards a circular economy Supported by: Strategic Waste Management & Recycling Action Plan

A whole bunch of fuzzy motherhood statements expressed in the language of modern, "socially engaged" corporates. However, almost impossible to disagree with regardless of what may actually occur.	Noted
The engineers of this policy need to go back and check when climate change started and check what period. The industrial revolution which was when in the time table? Oh that's right the end of the little ice age. So if we didn't have an increase in temp them we would still be in the little ice age period Oh and the cycles do change over hundreds and thousands of years.	Covered under Outcome: 3.2 Regional leader in adapting to climate change Supported by: Declaration of Climate Emergency Climate Change Adaptation Plan Coastal Hazard Risk Management & Adaptation Plan
Make sure we get recycling bins in the next five years.	New Outcome included: 3.7 Moving towards a circular economy Supported by: Strategic Waste Management & Recycling Action Plan
Helping the younger generation to learn and appreciate how beautiful this city really is.	Covered under the Outcomes: 1.3 Pride in place and a sense of belonging is commonplace 1.10 A place where people have access to, engage and celebrate arts, culture, education and heritage.
Forget climate change	Noted
Like to know how this is delivered in practice	Refer CGG Corporate Business Plan 2021 - 2025
SMART cities are more than simply cities which prioritise active transport. While I appreciate that other outcomes will contribute as well, mentioning active transport as part of the explanation of this outcome, serves to somewhat exclude other SMART city opportunities.	Covered under Outcome: 3.3 A well maintained, SMART, sustainable, liveable City valued by the community.

Economic Outcomes

The majority of respondents or 76%, agreed that the economic outcomes will enable the City to fulfil the community's vision.

Answer	No of responses
Spot on	6
Pretty close	22
A little	6
Not at all	3



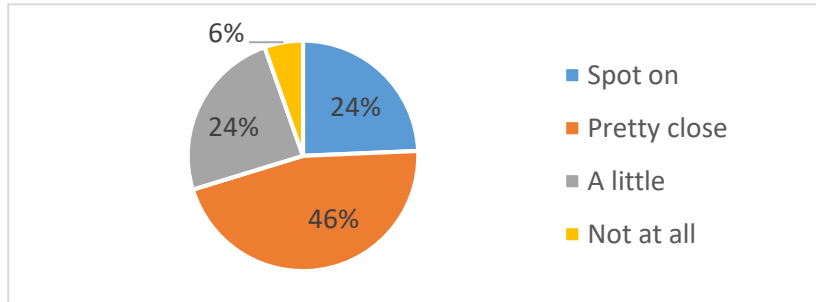
Comments on Economic Outcomes	Action/Recommendation
A regional capital or THE regional capital?	THE regional capital
Easy access is good if it is also easy to close off. COVID-19 is not just for today.	Note the feedback
This should be your outlook right now, and if it's not I'm concerned	Noted
As a family we chose to live, work and invest our time into this our City. Community voice, support and empowerment of local business and industry is fundamental for our prosperous future.	Covered under Outcomes: 2.1 Local business is empowered and supported 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner
Voice not just heard but also actually acted upon.	Covered under Outcome: 2.3 The voice of the community is heard at regional, state and national forums
Sounds good. Let's make it happen.	Noted
Pretty close to what the business boosters and their council supporters would like to think. "Globally recognised regional capital" - come on, really? I grew up and lived in Sydney and Melbourne. Geraldton is a country town, albeit a big one. And that's okay. Sometimes, being good enough is just that.	Noted

The current rate rises and grand plans are pricing the average income earner and the less privileged out of the Geraldton region. Seems based on attracting the wealthy overseas investors e.g. Abrolhos Island resort only the wealthy will be able to afford to use. This is not a community project and does not benefit the community.	Noted
The pursuit of fake climate change challenges will ensure the economy is always in the red and the community poor.	Noted
Supporting local businesses to get a head start and create a better future.	Covered under Outcome: 2.1 Local business is empowered and supported
We as a community need a place where it's in the open so everyone can be heard, and having a place where written communication can be dropped off.	Covered under Outcome: 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner
Ridiculous rates only hurt the low economic community	Covered under Outcome: 4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities
The vision is great but what exactly will be done and when?	Refer CGG Corporate Business Plan 2021 – 2025
Being a diverse and globally recognised regional capital should also include for renewable energy. Not just intra/interstate connectivity via air, but also via rail and road (which are more environmentally sustainable options). Also, need to consider positioning Geraldton for efficient online connectivity to support economic growth when physical travel is limited, and to compete with the growing online market.	Covered under Outcome: 2.5 Our competitive advantages are built upon and our business success is celebrated. 3.2 Regional leader in adapting to climate change

Community Outcomes

The majority of respondents or 70%, agreed that the community outcomes will enable the City to fulfil the community’s vision.

Answer	No of responses
Spot on	9
Pretty close	17
A little	9
Not at all	2



Comments on Community Outcomes	Action/Recommendation
In embracing reconciliation will we recognise indigenous ownership of land?	Covered under Outcome: 1.7 Reconciliation between Indigenous and non-Indigenous communities is supported
Must always remember access = allow for an aging population to remain health and active. Not just about the young minority. But don't forget them either	Covered under Outcome: 1.8 Active living and recreation is encouraged
Places for budding musicians to get together and play music needs to be encouraged into the Terrace, music will revitalise precincts as it always draws people and encourages feel good atmosphere	Covered under Outcomes: 1.1 Enhanced lifestyle through spaces, places, programs and services that foster connection and inclusion; 1.3 Pride in place and a sense of belonging is commonplace Supported by: CBD Revitalisation Plan
I think that it should address a strong 'family culture' through inclusive facilities for all rather than just focusing on sports facilities. Community halls and playground spaces for children and community groups to use are just as valuable to the community as sporting grounds and stadiums.	Covered under Outcomes: 1.1 Enhanced lifestyle through spaces, places, programs and services that foster connection and inclusion 1.3 Pride in place and a sense of belonging is commonplace
Not 'All people' is achievable - remove the all part.	Change made
Pretty close.	Noted

Safety and wellbeing not so much	Noted
It seems like the outcome for sport is better defined than that for arts and culture. The existing Corporate Business Plan has most outcomes for 1.1 Our Heritage and the Arts "ticked off". How can we get more information regarding the planned activities which will meet the aspirations for "A place where people have an appreciation of arts, culture, education and heritage"?	Refer CGG Corporate Business Plan 2021 – 2025
Not recognised - is celebrated! Arts just appreciated? How about recognised as an integral part of a healthy community and economy.	Change made to Outcome. Now reads: 1.10 A place where people have access to, engage and celebrate arts, culture, education and heritage.
I suspect some varying emphases within the local populace - more sport than culture. However, pretty much in line with what everyone would like to have.	Noted
Go back to basics and look after the essentials of local government tasks.	Noted
I think the aspiration sentence could be changed to better reflect the outcomes.	Change made to the Community Aspiration: Now reads: Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.
Creating more homeless shelters. Offering more jobs to cater for different skills and needs.	Public housing is state government responsibility. CGG role is to advocate. Covered under Outcome: 2.3 The voice of the Community is heard at regional, state and national forums.
The different festivals are organised well and different cultural is accepted well.	Covered under Outcome: 2.4 A desirable place to live, work, play, study, invest and visit Supported by: Events Strategy 2020-2025
The indigenous community are not interested in reconciliation, the racism is too high.	Covered under Outcome: 1.7 Reconciliation between Indigenous and non-Indigenous communities is supported Supported by: Reconciliation Action Plan

<p>I like the values and aspiration expressed in the plan, but it lacks detail and links to specific recommendations from other engagement activities and processes that have occurred over the last four years.</p>	<p>Refer to the City's website and CGG Corporate Business Plan 2021-2025</p>
<p>It doesn't focus on healthy communities specifically. There are components but I think it should be more of a priority as the indicators would all be able to come under the healthy community. The requirement to have a public health plan for local government is not even listed as an indicator, which doesn't highlight the public health plan as a priority. This should be incorporated used and then used well as there would be many positives for the other issues of environment, leadership and economy as well. The community have said a healthy community is a priority (from the "what we heard") so it would be good to see the local government prioritise it too. This would be through the active development and implementation of the public health plan.</p>	<p>Noted and change made to Outcome. Now reads: 1.4 Community safety, health and well-being is paramount</p>
<p>I would flip the first point and say that connected communities are the cornerstone of good health. So the local environment needs to include affordable, accessible and social opportunities. Community wellbeing must go beyond providing facilities for a healthy lifestyle - it needs to include healthy public policy and health-promoting environments, especially in relation to determinants of health (e.g. social support networks, gender, housing, food security, sanitation and hygiene, etc.). A broader, or more diverse, sporting culture needs to be supported (to enhance broader / more diverse participation) - this goes beyond continuing to support the existing sporting culture.</p>	<p>Covered under Outcomes: 1.4 Community safety, health and well-being is paramount 1.8 Active living and recreation is encouraged 1.9 A strong sports culture exists through well-planned facilities</p>
<p>Replace 'Reconciliation between Indigenous and non-Indigenous communities is embraced' with words that are more active. Perhaps 'The whole Greater Geraldton community is actively participating in reconciliation between Indigenous and non-Indigenous communities'.</p>	<p>Noted. Change made under Outcome. Now Reads: 1.7 Reconciliation between Indigenous and non-Indigenous communities is supported</p>
<p>Get rid of Centrelink.</p>	<p>This is a Federal Government responsibility.</p>

General Feedback

Comments	Action/Recommendation
Environment and sustainability of the environment. Recycling is too small at the moment, far more needs to be done locally.	New Outcome: 3.7 Moving towards a circular economy
Stop increasing Rates!	Covered under Outcome: 4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities
Less words more action.	Noted
All good ideas, would so suggest that we need more police presence at all hours to reduce opportunities for the light fingered	Covered under Outcome: 2.3 The voice of the community is heard at regional, state and national forums. *Note. Policing is a State Government responsibility. The City's role is to advocate.
1- Supervise contractors and check before payment. There have been some terrible blunders in the past. 2- Put more effort into places like 'The Chapman River Park'. The track surfaces, vermin control etc.	Covered under Outcomes: 3.4 A desirable and sustainable built and natural environment responsive to community aspirations 4.3 Accountable leadership supported by a skilled and professional workforce
The Council I am sure are aware of the lack of parking within the CBD. If all of the above is to be successful I feel for many of the actions the Council is aspiring to i.e. more tourism to the town, suitably and sufficient parking would in my mind be a fairly urgent need.	Noted
I love the graphics and photos. Geraldton is not all foreshore though and we should include the LSE suburbs, Chapman River, Sporting area etc.	Noted and some photos will be changed.
Keep up the good work! We need to always have visionaries and education for our community.	Noted
No.	Noted
It was great to see that the SCP could be applicable to the smaller communities of Walkaway and Mullewa as easily as it could be applied to Geraldton	Noted

I would like to have seen a wish list of projects for the community. For the future it would give the ratepayers and community some focus on what our council is striving to achieve in the future. I know funding might not be there for the infrastructure projects but it would let us know where our council would like to see us in 10-20 years.	Refer CGG Corporate Business Plan 2021 – 2025 and Long Term Financial Plan
I think more community consultation needed on decisions about lifestyle, public art, community objections, and promotion of the CGG. Also as the population ages, more safe housing options for seniors, and clear explanations of decisions that will affect the community, in particular seniors.	Noted Covered under Outcome: 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner
Overall, document seems to have an inward focus. I would have liked something about working with other local governments on common issues e.g. sea level rises need to be handled at least at State level, if not nationally. Need to build common fronts with other local governments on these kind of issues to get jobs done by appropriate level of government or realistic resources are supplied to local governments. In the words of the union movement, you need to "organise" members.	Covered under Outcome: 4.9 Collaboration and strategic alliances with Local Government partners delivers results for common aspirations
I agree to this plan as long as we can keep it sustainable and keeping this town safe, healthier lifestyles, and creating more jobs for youth.	Noted
More things for teenagers and young adults today as well as young families other then play grounds	Noted
Just need to keep to your words and make a difference. Thank you so much.	Noted
Stop with the words and actually do something.	Noted
I'm torn between "Spot On" and "A Little" and have been kind in putting spot on because there is no baseline measurement of where we are now and where will be in 2031. The general sentiments are great but it would be good to see some details of specific things that will be achieved with timelines against them. What about some SMART objectives?	Refer CGG Corporate Business Plan 2021 - 2025
Put marginalised demographics at the forefront of decision making, not the rich minority	Covered under Outcome: 1.5 The opportunity for all to reach their potential exists 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner

Include the public health plan and prioritise it.	Noted and change made to Outcome: 1.4 Community safety, health and well-being is paramount
The Public Health Plan - while not yet developed - will need to be done in the next couple of years and should be factored in as "Tool for Success" feeding into the Community Focus Area.	Noted and change made to Outcome: 1.4 Community safety, health and well-being is paramount Refer CGG Corporate Business Plan 2021 - 2025
Where are the clear strategies – if this strategic community plan is to guide us to 2031, and be measured against, it needs some strategies.	Refer CGG Corporate Business Plan 2021 - 2025