

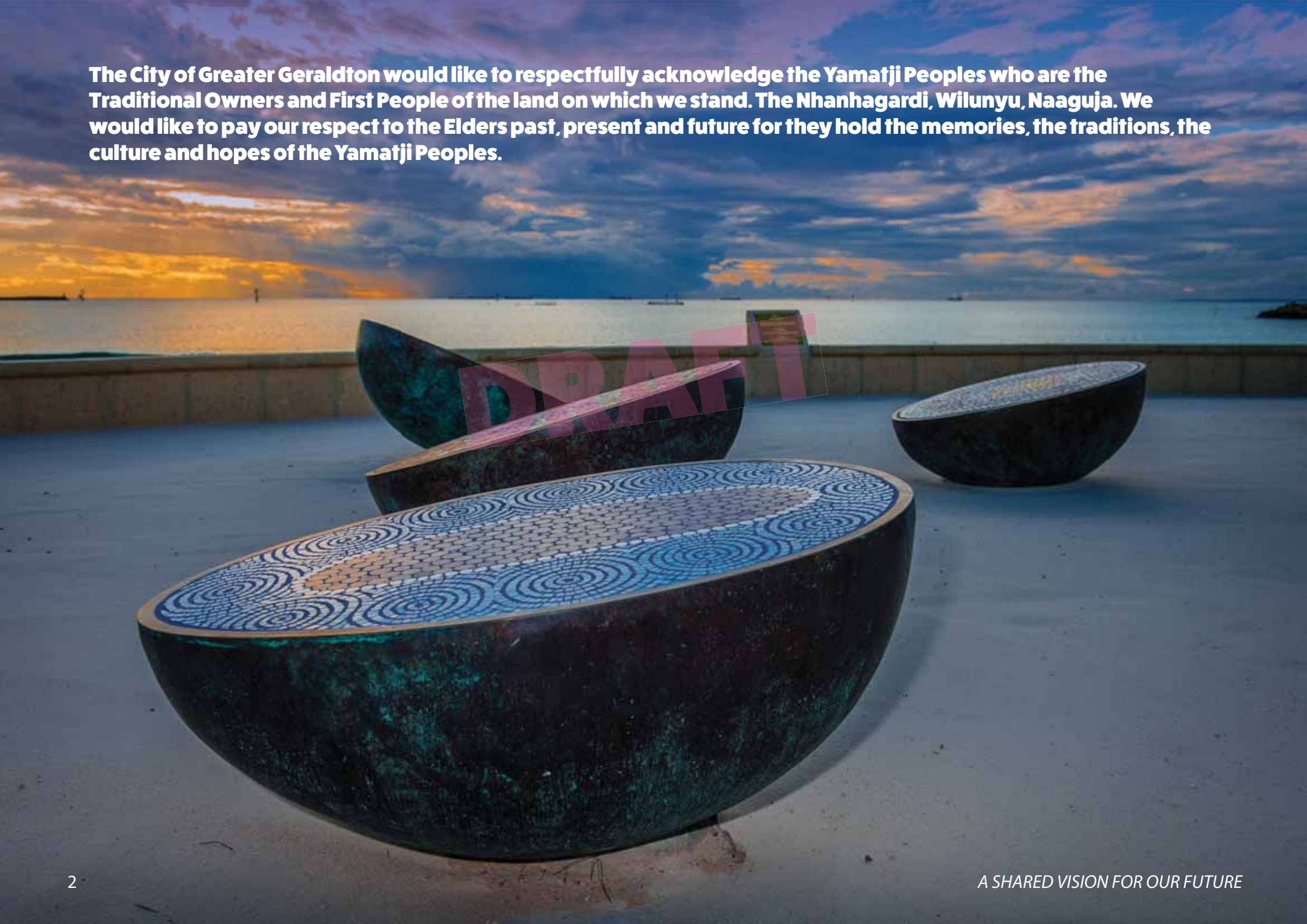
# GREATER GERALDTON 2031

## Strategic Community Plan

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**The City of Greater Geraldton would like to respectfully acknowledge the Yamatji Peoples who are the Traditional Owners and First People of the land on which we stand. The Nhanhagardi, Wilunyu, Naaguja. We would like to pay our respect to the Elders past, present and future for they hold the memories, the traditions, the culture and hopes of the Yamatji Peoples.**



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A Message from our Mayor  
**Shane Van Styn**

Welcome to Greater Geraldton 2031 - our shared vision to help us thrive and prosper as we continue our transition through a period of amazing change.

The next decade is set to be an exciting and rewarding time for all of us in Greater Geraldton as our regional centre continues to grow with a spotlight on our region's potential in the renewable energy, tourism and mining sectors.

This plan encompasses the wisdom of our community and their aspirations for this great part of the world.

It highlights our role as an emerging global city underpinned by our commitment to serve the communities within it.

Our four key strategic directions reflect what matters the most to us as a progressive community: protecting our environment, growing our economy, creating an inclusive community where there exists a sense of place and pride and good leadership. These are the goals towards which we are committed.

They also highlight our greatest strengths: our diversity, our resilient people, our idyllic location and our enviable lifestyle.

Thank you for delivering the dream and we look forward to working with you to make our home a better place for everyone.

  
Shane Van Styn



A Message from our CEO  
**Ross McKim**

We thank all who contributed their time in the major review of our Strategic Community Plan.

Encompassing the passion, commitment, sincerity, and love for the place we all call home, this plan articulates a courageous vision for our future and for generations to come.

It represents the highest level of planning we undertake at local government level. It will inform our policies and actions for the next 10 years and beyond.

In a two-year journey, we have sought your feedback to make this happen in ways beyond traditional measures to understand your needs.

We engaged with thousands of people from all areas of our community throughout the local government area.

I would like to thank the thousands of people who had their say and made it clear to us what our strategic priorities should be.

This plan is the result of all that feedback and we ask for your ongoing support in delivering the dream!

Ross McKim

# Strategic Context

Greater Geraldton 2031 Strategic Community Plan (SCP) is a shared vision that draws on the wisdom of our community. It outlines our community's vision and aspirations for the next 10 years. This plan underpins everything we do at the City of Greater Geraldton by informing our actions over the next 10 years .

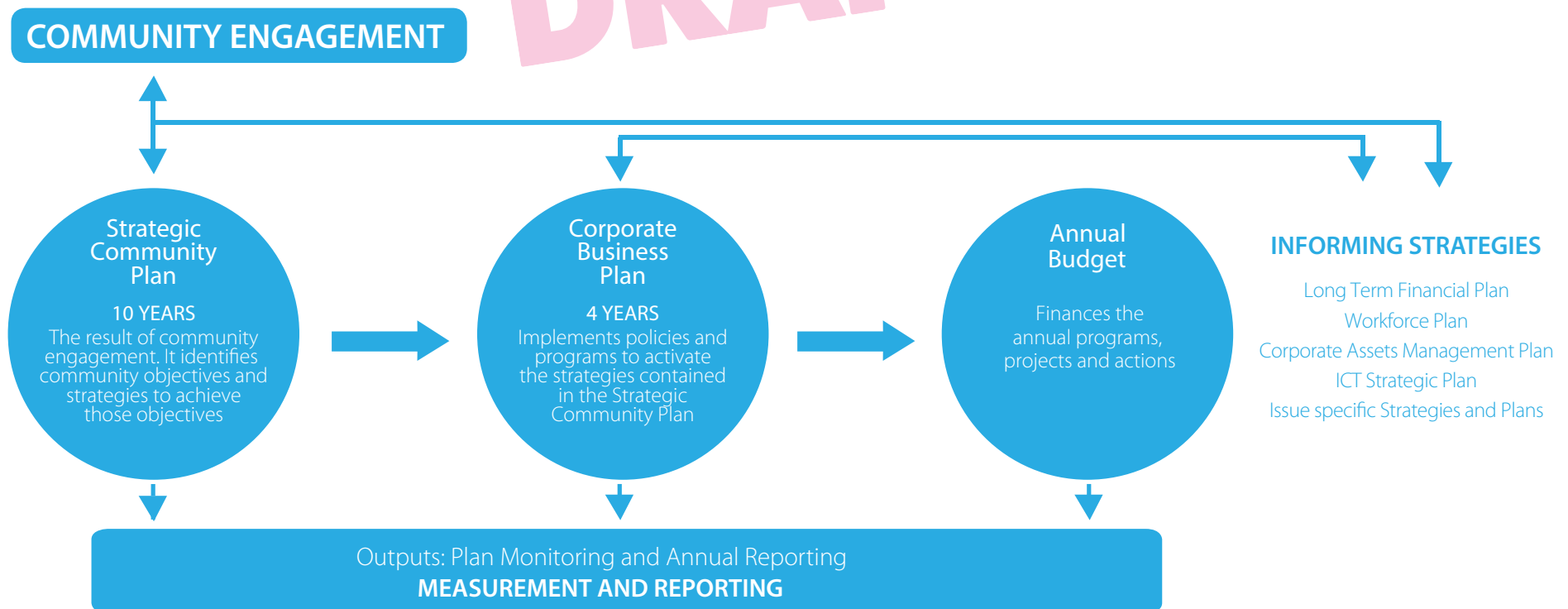
The SCP represents the highest level of strategic planning undertaken by local governments. It is legislatively required as part of the Integrated Planning and Reporting Framework under the Local Government Act 1995 for the purposes of:

- Ensuring the community is involved in the setting of a long-term vision;
- Providing Council with a clear understanding of the community's well-being priorities, aspirations, needs and wants; and
- Guiding the priority setting within the City's Corporate Business Plan.

The diagram below explains where this SCP fits into the Integrated Planning and Reporting Framework.

For more information on integrated planning and reporting in Western Australia go to [www.dlgsc.wa.gov.au](http://www.dlgsc.wa.gov.au).

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# USING THE PLAN

The Strategic Community Plan will underpin how the City of Greater Geraldton:

- Defines priorities, processes, and short and long term plans
- Prioritises budget and resource allocations
- Plans its infrastructure, land use, service and asset management and operations
- Directs its workforce planning
- Determines its key strategies and plans
- Develops its position on issues
- Reports to Council
- Evaluates our performance

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**“ The dream for our community  
is built on the wisdom of  
our community ”**

*Mayor Shane Van Styn*

# OUR COUNCILLORS

L-R: Cr Kim Parker, Cr Simon Keemink, Cr Jerry Clune, Cr Sally Elphick, Cr Jennifer Critch, Deputy Mayor Tarleah Thomas, Mayor Shane Van Styn, Cr Steve Douglas, Cr David Caudwell, Cr Peter Fiorenza, Cr Natasha Colliver, Cr Robert Hall, Cr Victor Tanti





# The role of Council

The City of Greater Geraldton Council takes a lead role in the implementation of this Plan however; we do not do this on our own. Responsibility for achieving our long-term goals rests with all levels of government, businesses, industry groups, community organisations and individuals.

Key to Council's role is listening to our community and understanding its desired level of service and demand for key facilities and programs and balancing expectations with what the community is prepared to pay for.



## LEADER

We understand the community's aspirations and challenges. We plan and provide direction through policy and best practice.



## PROVIDER

We provide a range of infrastructure, services, facilities and programs that meet the needs of the community.



## COLLABORATER

We support and collaborate with the community, private sector and government at all levels to deliver tangible benefits to the community.



## PLANNER

We use our professional expertise to undertake research, provide information, and in consultation with stakeholders, develop pathways to achieve our aspirations, and resolve identified issues. We will undertake this work from a whole of community perspective.



## CAPACITY BUILDER

We work with community groups and government agencies to meet local needs. We assist community groups to obtain the necessary resources through partnerships with other agencies.



## ADVOCATE


We are the voice of the community. We advocate for the best possible outcomes for our community.

# How to read this plan

This diagram explains the key headings and terminology to help you navigate this plan:

## City Role

Council has a custodial role in working towards each community outcome, however is not wholly responsible for achieving them. Responsibility rests with everyone including other levels of government, businesses, industry groups, community organisations and individuals.

Strategic Direction	Aspiration	Outcomes - What Will Happen	Supporting Strategies	City Role
<b>LEADERSHIP</b>	A strong local democracy with an engaged community, effective partnerships, visionary leadership and well informed decision-making	4.1 Meaningful customer experiences created for the people we serve 4.2 Decision making is ethical, informed and inclusive 4.3 Accountable leadership supported by a skilled and professional workforce 4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities 4.5 A culture of safety, innovation and embracing change 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner 4.7 Council understands its roles and responsibilities and leads by example 4.8 Deliver secured technology that supports sustainability, the environment, service delivery and the community 4.9 Collaboration and strategic alliances with Local Government partners delivers results for common aspirations	Corporate Business Plan Customer Service Plan Community Engagement Framework ICT Strategic Plan 2020-2024 Long Term Financial Management Plan Workforce Development Plan Risk Management Framework Business Continuity Management Plan Fraud & Corruption Control Plan Strategic Asset Management Plan Compliance Management Plan Safety Management Plan Strategic Internal Audit Plan Recordkeeping Plan Code of Conduct Local Government Act	

## Strategic Direction

These are the areas of focus for achieving the 2031 vision and provide structure for this Plan. They have been developed in consultation with our community.

## Aspiration

These are the aspirations that relate to each Strategic Direction developed in consultation with the community.

## Outcomes – What will happen

These are high-level statements reflecting the aspirations of the community and what the City will work towards. The City will be measured against how well these are achieved and over time, they may be modified, removed or new ones added depending on their relevance to community need.

## Supporting Strategies

The City has a range of documents that provide more detail in the delivery of each strategic direction. Targeted community engagement undertaken has informed these documents during their development.

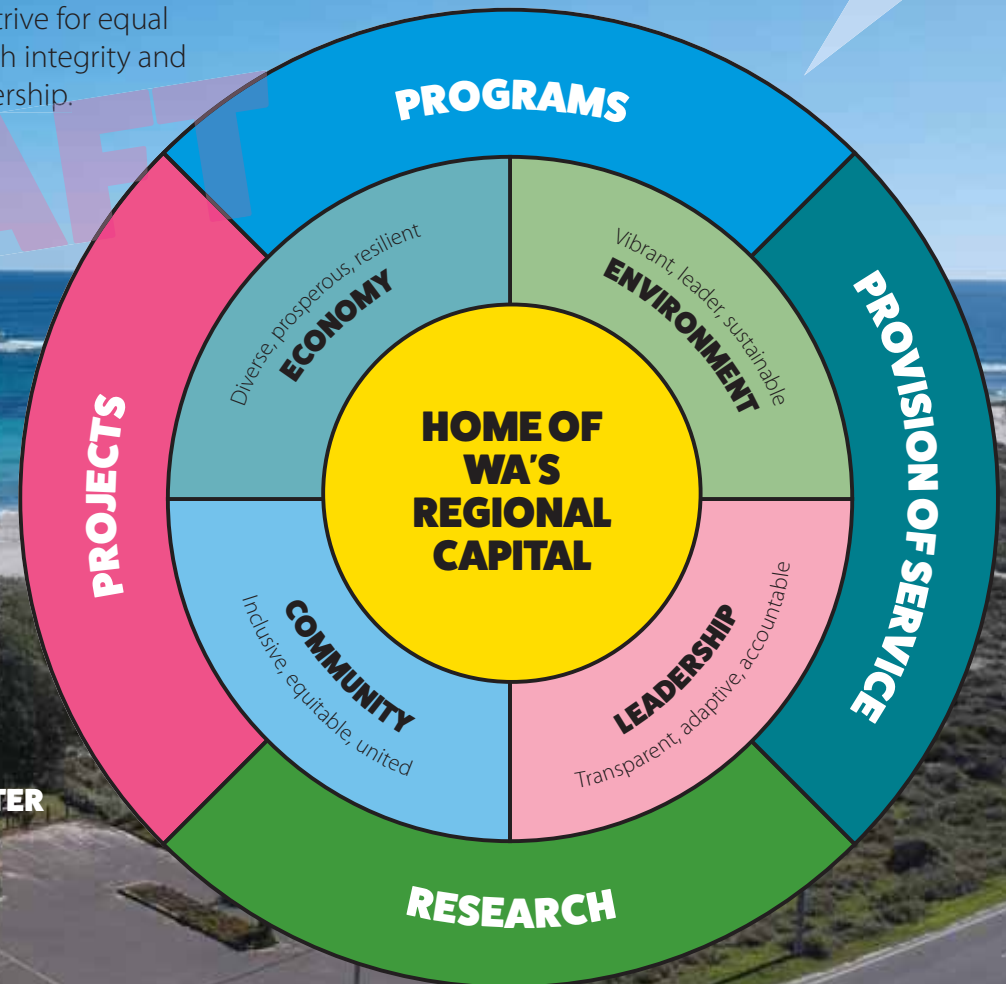
# THE VISION

## Home of WA's Regional Capital

It is 2031, Greater Geraldton is the home of the regional capital city in Western Australia. Vibrant public places and spaces support our enviable lifestyle. We will be a recognised leader in the protection of our natural environment and our people will thrive and prosper. We will celebrate our cultural heritage and history. We support business growth through industry diversification, education and employment opportunities. As an inclusive community, we will strive for equal rights and access for all. We will face challenges by working together in unity with integrity and creativity. We will achieve this on the foundation of open and collaborative leadership.

### Explaining this diagram:

The centre of this diagram represents the vision we are working towards. Wrapped around that are the four Focus Areas developed in consultation with our community that will help us achieve that vision. Each focus area has the values our community said were important to them. The outer circle highlights the four methods the City of Greater Geraldton has to deliver on the vision.



### OUR ROLE



**LEADER**



**PROVIDER**



**COLLABORATER**



**PLANNER**







**CAPACITY BUILDER**



**ADVOCATE**

# GREATER GERALDTON 2031 ON A PAGE

\*See symbol explanations on page 9

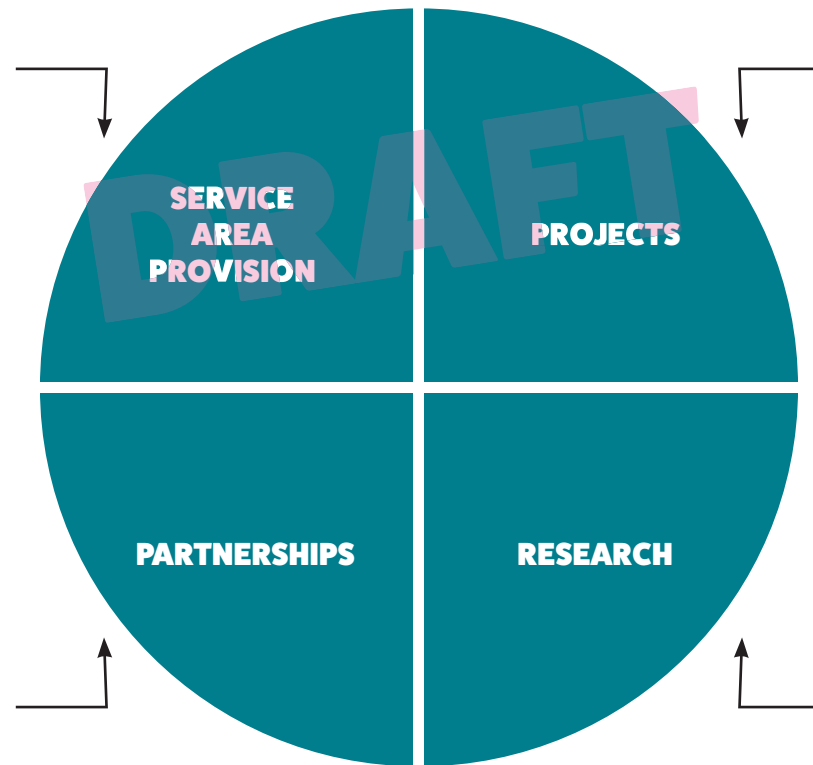
Strategic Direction	Aspiration	Outcomes - What Will Happen	Supporting Strategies	City Role*
<b>COMMUNITY</b>	Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.	1.1 Enhanced lifestyle through spaces, places, programs and services that foster connection and inclusion 1.2 We are a community accountable for our actions 1.3 Pride in place and a sense of belonging is commonplace 1.4 Community safety, health and well-being is paramount 1.5 The opportunity for all to reach their potential exists 1.6 Community capacity, innovation and leadership is encouraged 1.7 Reconciliation between Indigenous and non-indigenous communities is supported 1.8 Active living and recreation is encouraged 1.9 A strong sports culture exists through well-planned facilities 1.10 A place where people have access to, engage in and celebrate arts, culture, education and heritage	Reconciliation Action Plan Disability Access and Inclusion Plan Public Arts Strategy 2020-2025 Heritage Strategy 2017-2022 Community Safety & Crime Prevention Plan Vibrancy Strategy	
<b>ECONOMY</b>	A healthy thriving and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.	2.1 Local business is empowered and supported 2.2 Efficient and accessible intrastate and interstate connectivity 2.3 The voice of the community is heard at regional, state and national forums 2.4 A desirable place to live, work, play, study, invest and visit 2.5 Our competitive advantages are built upon and our business success is celebrated 2.6 A diverse and globally recognised regional capital	Geraldton Jobs and Growth Plan 2019- 2023 City Centre Revitalisation Plan Tourism Destination Management Plan Geraldton Airport Master Plan Events Strategy 2020-2025 Annual Corporate Supply Procurement Plan RV and Caravan Parking Strategies	
<b>ENVIRONMENT</b>	Our natural environment has a voice at the table in all our decisions. We are a leader in environmental sustainability.	3.1 A City that is planned, managed and maintained to provide for environmental and community well being 3.2 Regional leader in adapting to climate change 3.3 A well-maintained, SMART, sustainable, liveable City valued by the community 3.4 A desirable and sustainable built and natural environment responsive to community aspirations 3.5 An integrated emergency and land management approach 3.6 The natural environment is valued, protected and celebrated 3.7 Moving towards a circular economy	Declaration of Climate Emergency Integrated Transport Strategy Strategic Waste Management & Recycling Action Plan Climate Change Adaptation Plan Public Open Space Strategy Residential Development Strategy Local Biodiversity Strategy Geraldton 2050 Cycling Strategy City Centre Transport Planning & Car Park Strategy Local Planning Strategy Coastal Hazard Risk Management & Adaptation Plan Groundwater Licence Operations Strategy	
<b>LEADERSHIP</b>	A strong local democracy with an engaged community, effective partnerships, visionary leadership and well informed decision-making.	4.1 Meaningful customer experiences created for the people we serve 4.2 Decision making is ethical, informed and inclusive 4.3 Accountable leadership supported by a skilled and professional workforce 4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities 4.5 A culture of safety, innovation and embracing change 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner 4.7 Council understands its roles and responsibilities and leads by example 4.8 Deliver secured technology that supports sustainability, the environment, service delivery and the community 4.9 Collaboration and strategic alliances with Local Government partners delivers results for common aspirations	Corporate Business Plan Customer Service Plan Community Engagement Framework ICT Strategic Plan 2020-2024 Long Term Financial Management Plan Workforce Development Plan Risk Management Framework Business Continuity Management Plan Fraud & Corruption Control Plan Strategic Asset Management Plan Compliance Management Plan Safety Management Plan Strategic Internal Audit Plan Recordkeeping Plan Code of Conduct Local Government Act	

# How will the City deliver on the vision?

The City of Greater Geraldton will use this plan to inform its new four year Corporate Business Plan. The Corporate Business Plan is developed to translate community outcomes into operations. It details the services, operations and projects prioritised for delivery within the next four years.

The City of Greater Geraldton's approach to delivering community outcomes revolves around four main delivery methods.

Service area provision (e.g. Parks) is the main way of achieving community outcomes. A service area can contribute to achieving more than one outcome.



Projects represent a significant way for the City to achieve community outcomes. A project can contribute to achieving more than one outcome. Projects are based on whether or not they assist with achieving one or more outcomes.

Partnerships, also known as collaboration and/or advocacy, are a crucial way in which the City seeks to achieve community outcomes. Partnerships based on long-term and mutual benefits identified between parties are the focus. They assist in achieving community outcomes, via collective efforts and collaboration with like-minded bodies working together for the greater good.

From time to time, research will be needed to assist with improving the way the City achieves a community outcome, provides a service or implements a project. Research on a particular topic or issue may contribute to achieving more than one outcome. Research will be initiated based on its ability to provide the relevant evidence to inform decision making. Research has the most impact on the City's ability to improve service provision or improve projects that are implemented.

# Measuring Success

The SCP undergoes a major review every four years and a minor review every two years. The City's performance against community outcomes in the SCP is measureable and monitored in a number of ways:

## Community Satisfaction

The City measures the success of the SCP by seeking feedback from the community through a community satisfaction survey. The trends in the information received helps the City to determine how the SCP is performing.

## Financial Performance

The annual budget provides an update on the programs and projects funded, completed on time and whether they are within budget estimates. It allows the tracking of performance from a Financial and Corporate Business Plan perspective.

## Economic Data

Australian Bureau of Statistics data is used to map trends in demographic and economic movements.

## Key Performance Indicators

The Corporate Business Plan sets out a range of key performance indicators that include the tracking of key projects and a review of operational efficiencies and achievements. Council receives a quarterly report on these.

## Annual Report

The Annual Report produced at the end of every financial year is a record of achievements during the previous 12-month period beginning 1 July and ending on 30 June. It contains an overview of the Strategic Community Plan and the Corporate Business Plan together with information about actions, achievements and budget performance. It outlines the major initiatives scheduled to continue or commence in the next financial year. Any significant changes made to the Strategic Community Plan and Corporate Business Plan during the financial year are included.



# Greater Geraldton at a glance

Located over 400kms north of the state capital, Perth, in the Midwest Region, Geraldton is the major centre for the Local Government area known as Greater Geraldton. It encompasses the communities of Geraldton, Greenough, Mullewa and Walkaway.

With an enviable mix of coastal and rural lifestyles, the Greater Geraldton area offers beautiful places to live, work, study and play with opportunities backed by strong industry sectors that continue to grow.



## TOTAL AREA

of City of Greater Geraldton  
**9,908km<sup>2</sup>**



## MEDIAN HOUSE PRICE

**\$269,000** HOUSE

**\$202,000** UNIT

**\$110,000** LAND

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## NUMBER OF BUSINESSES

in City of Greater Geraldton  
**3,134**



## RESIDENT POPULATION

**38,632**

## RATEABLE PROPERTIES



GRV Residential Properties

**17,935**

GRV Non Residential

**1,548**

UV Rural, Farming and Mining Properties

**1,074**

Exempt Properties

**1,591**



## GROSS REGIONAL PRODUCT

Greater Geraldton

**\$3.7b**

Midwest region

**\$6.6b**

## Top THREE Industry Sectors

### BY OUTPUT

Construction

**\$1,074.6m**

Manufacturing

**\$756m**

Services

**\$727m**

### BY EXPORT

Mining

**\$457.8m**

Manufacturing

**\$382.2m**

Agriculture/Fishing

**\$301.6m**

### BY EMPLOYMENT

Health Care & Social Services

**2,376**

Retail

**1,980**

Education & Training

**1,819**

*Remplan data as at June 15 2021*

# Community Participation

The most important aspect of preparing this plan was to engage our community and draw on their wisdom to understand where we as a community want to be in 2031.

Engaging with the community is an ongoing process in which the City regularly seeks ideas and feedback on the projects, programs and services delivered. The City also collaborates with residents to develop plans and strategies to make our community a better place to live, work and play.

Between November 2019 and February 2021, our community participated in the Community Voice - Shaping our Future Project. This was the biggest

community engagement campaign in over five years and provided the chance for the community to have their say on services provided by the City and potential future capital works projects. It also drew out participant's aspirations for the future.

Diversity of participants was key to the success of the Community Voice Project and was demonstrated through the demographics of the participants. The range of engagement activities undertaken by the City in the past four years is summarised below.

## COMMUNITY ENGAGEMENT SUMMARY



Community Surveys (with approximately 9,993 responses from Youth, Community, Elected Members, Staff and Peers)



Community Workshops (with approximately 695 people contributing over 2,000 participant hours)



Pop-up engagement activities with two high schools engaging 329 youth



23 detailed reports of engagement outcomes prepared and shared with Council and the community



23 Information Sessions held regarding the development of key strategies and projects with 399 participants in total



Formal feedback on the Strategic Community Plan from the community through a three-week public comment period



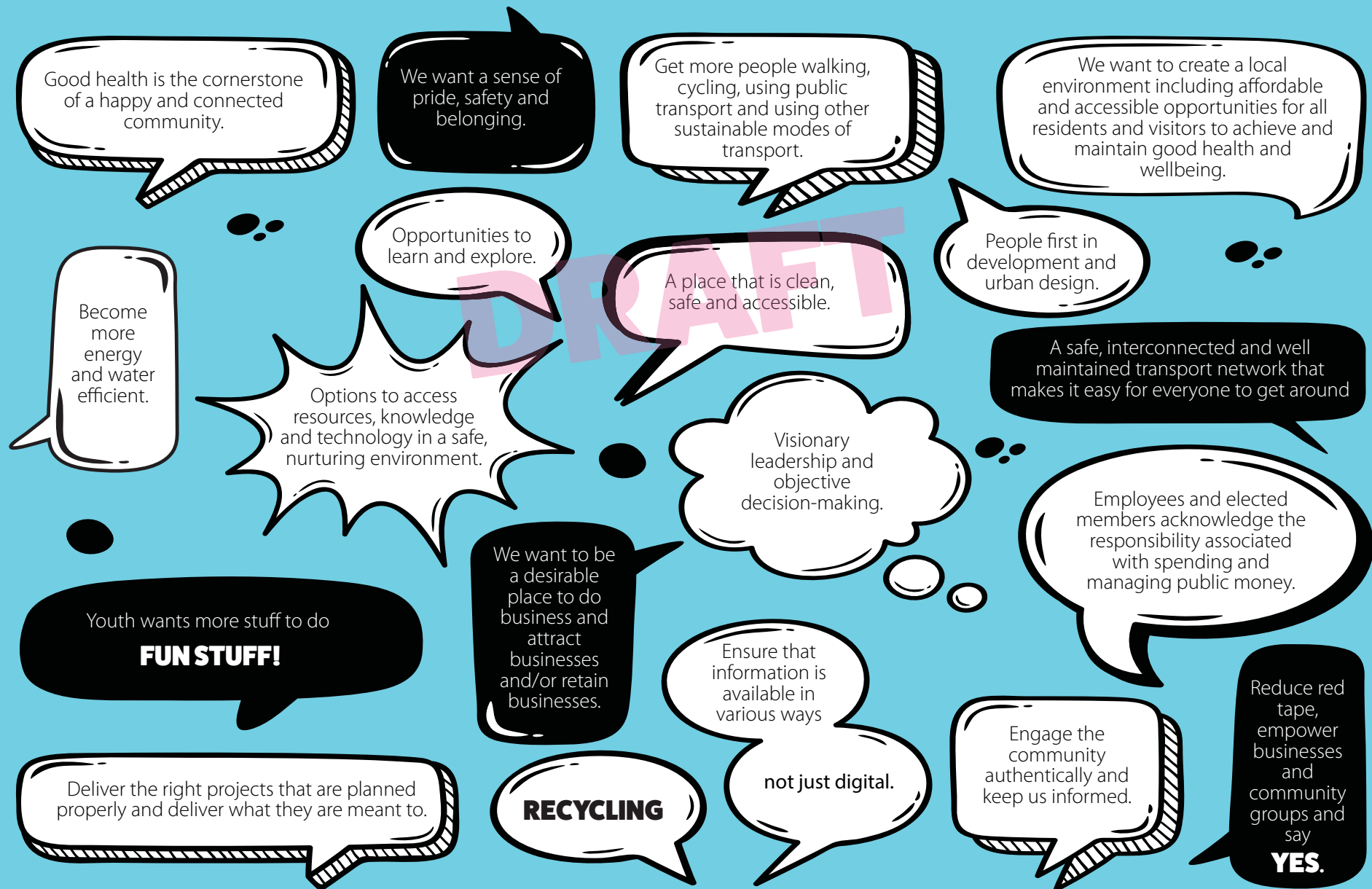
Digital engagement through 42 online surveys across the range of City Services



220 submissions were received in response to various public comment periods



# WHAT WE HEARD



# Community Values

What we value is important to the way we plan for our future. Values describe what is important to us and how we would like to live as a community.

1. **Transparency and Accountability** – Our community values genuine engagement. To know their input is valued, and there are clear processes of how that input has been used to inform decisions and directions of Council.
2. **Environment** – The most important aspect of this value is centred on maintaining our lifestyle and our natural environments for future generations.
3. **Sustainability** – Our community values sustainability. Sustainability should be raised across a number of areas including corporate responsibility and governance; management of public open spaces and built environment; increased recycling and waste management; climate change and carbon neutrality.
4. **Health, Wellbeing and Safety** – Our community values safe environments to live, work, play and study collaboratively developed through engagement, education and the provision of informal recreation facilities that enable healthy lifestyles for all.
5. **Inclusion, Accessibility and Equity** – Our community values that people of all abilities have equal opportunities to participate in community life and have their voices heard.
6. **Unity** – Our community seeks unity by working together, acknowledging our shared history and building strong relationships with all sectors of the community.
7. **Diversity and Prosperity** – Our community values prosperity built on diversity of businesses and industry, culture and the arts, engaged youth, education and accessible leisure opportunities.
8. **Vibrancy** – A vibrant central heart and surrounds, attractive to visitors, supportive to local businesses, embracing the energy of youth that utilises the power of the arts to create a unique destination.
9. **Leadership** – Our community values visionary leadership, sound and accountable governance, objective decision-making, resilience and adaptability.



# Outcomes explained

## 1. COMMUNITY

### ASPIRATION

Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.

### OUR UNDERLYING PRINCIPLE

The City is always looking to empower people to create their own opportunities and to enjoy a healthy, safe and social life at all stages of their lives no matter who you are.



### 1.1 Enhanced lifestyle through spaces, places, programs and services that foster connection and inclusion.

Good health is the cornerstone of a happy and connected community. Ultimately, we want to create a local environment including affordable and accessible opportunities for all residents and visitors to achieve and maintain good health and wellbeing.

### 1.2 We are a community accountable for our actions

In order to achieve the vision we must all work together and take responsibility for our role in making things happen. Collaboration is key.

### 1.3 Pride in place and a sense of belonging is commonplace

People want to belong and they want to know what should happen in their community. They want a place that makes them proud to live where they live.

### 1.4 Community safety, health and well-being is paramount

People are more likely to stay, visit or recommend a place that is safe and accessible. A place that provides facilities for a healthy lifestyle.

### 1.5 The opportunity for all to reach their potential exists

People that have opportunities to learn and explore ideas are happier and more productive. This means providing options for people to access resources, knowledge and technology in a safe, nurturing environment.

### 1.6 Community capacity, innovation and leadership is encouraged

By acknowledging the conditions that stop people from achieving their aspirations and meeting their needs, participation can be encouraged to strengthen capacities, bearing in mind that inequalities will exclude some from participating.

### 1.7 Reconciliation between Indigenous and non-Indigenous communities is supported

Acknowledging our shared history and building strong relationships to create a united and connected community.

### 1.8 Active living and recreation is encouraged

Our buildings and environments are innately accessible and inclusive to as many people as possible, regardless of age, gender, level of ability, cultural background, or any other differentiating factors that contribute to the diversity of our communities.

### 1.9 A strong sports culture exists through well-planned facilities

We continue to support the strong sporting culture that has shaped Greater Geraldton's identity and enables and promotes a healthy lifestyle.

### 1.10 A place where people have access to, engage in and celebrate arts, culture, education and heritage

Arts, culture, education and heritage are incredibly important in helping to reiterate, reinforce and create a sense of place. The arts are the cornerstone of vibrancy, contribute to a resilient local economy, and support community well-being.

# Outcomes explained

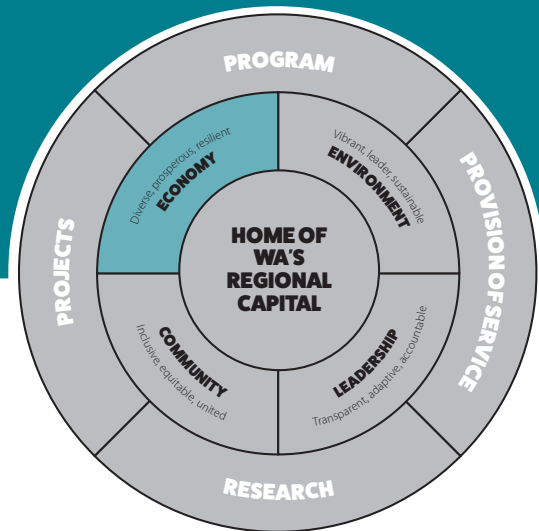
## 2. ECONOMY

### ASPIRATION

A healthy thriving and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric

### OUR UNDERLYING PRINCIPLE

By supporting and creating business opportunities, we retain and attract talent making it a great place to live, work, play, study and invest.



### 2.1 Local business is empowered and supported

Greater Geraldton is a desirable place to do business (small, medium, or large) and attract businesses and/or retain businesses already trading in the area. Equity, diverse local employment and entrepreneurship are important priorities in achieving this outcome. This means ensuring that the City reduces red tape, empowers businesses and community groups to show entrepreneurship and provides a resource for business education and marketing of the destination.

### 2.2 Efficient and accessible intrastate and interstate connectivity

Our community wants reliable, efficient and affordable access to air services that connect our community to services not available locally, increase visitation and help local business to grow.

### 2.3 The voice of the community is heard at regional, state and national forums

The City has an important role in advocating for the community's needs through partnerships with the private sector and all levels of government. This is essential to our economic growth and community's well-being.

### 2.4 A desirable place to live, work, play, study, invest and visit

Continue to promote Greater Geraldton to create business opportunities that retain and attract talent and drive visitation.

### 2.5 Our competitive advantages are built upon and our business success is celebrated

Focusing on what we are good at (our niche specialisations) enhances quality of life for all residents, improves social well-being and generates economic growth by attracting new businesses, residents and jobs to the area.

### 2.6 A diverse and globally recognised regional capital

We are a hotspot for producing safe fine food, providing marine services, have a rich maritime heritage and are an established international export hub for mineral and grain commodities.

# Outcomes explained

## 3. ENVIRONMENT

### ASPIRATION

Our natural environment has a voice at the table in all our decisions. We are a leader in environmental sustainability.

### OUR UNDERLYING PRINCIPLE

We value our natural and built environment and live sustainably, in balance with nature.



### 3.1 A City that is planned, managed and maintained to provide for environmental and community well being

As the population increases, people and the environment are considered in our developments and urban design.

### 3.2 Regional leader in adapting to climate change

We acknowledge the changing environment, resources are finite and sustainability is important.

### 3.3 A well-maintained, SMART, sustainable, liveable City valued by the community

We acknowledge the importance of ensuring our projects are the right ones, well planned and delivering what they are meant to deliver. The more people walking, cycling and using sustainable modes of transport contributes to a better, social, economic and eco-friendly environment.

### 3.4 A desirable and sustainable built and natural environment responsive to community aspirations

The City's natural areas, parks, reserves, are increasingly important and valued as population increases. Energy and water efficiency must be considered and ongoing maintenance and renewal of assets continues.

### 3.5 An integrated emergency and land management approach

We build resilience and capacity to manage emergency events and work collaboratively to minimise impacts.

### 3.6 The natural environment is valued, protected and celebrated

Natural areas managed by the City are valued for their uniqueness, natural habitat, contribution to ensuring the sustainability of the City, and recreational values.

### 3.7 Moving towards a circular economy

Transitioning away from a Take-Make-Waste model of consumption towards an integrated waste management system that identifies opportunities to reduce-reuse-recycle and generate economic returns.

# Outcomes explained

## 4. LEADERSHIP

### ASPIRATION

A strong local democracy with an engaged community, effective partnerships, visionary leadership and well informed decision-making.

### OUR UNDERLYING PRINCIPLE

Leadership is about empowering and supporting people and community groups to get involved. This encourages active citizenship.



### 4.1 Meaningful customer experiences created for the people we serve.

We exist to serve our community and we understand we need to ensure that people receive information in various ways, at different times and in a way that is easy to understand.

### 4.2 Decision making is ethical, informed and inclusive

We recognise that the majority of the City's responsibilities are legislative. The City is responsible for the administration and where required, application and enforcement of a number of laws. Decisions are informed and the process transparent.

### 4.3 Accountable leadership supported by a skilled and professional workforce

People are the most important resources in the City's ability to achieve the vision in this plan. This outcome acknowledges the responsibility of employees and elected members associated with spending and managing public money.

### 4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities

Our community seeks a commitment to fiscal responsibility to ensure the City is in a position to adapt and respond to changes in economic conditions swiftly and efficiently.

### 4.5 A culture of safety, innovation and embracing change

There is a commitment by leadership and employees to consciously engage and embrace change in order to develop a culture of safety within the organisation.

### 4.6 A community that is genuinely engaged and informed in a timely and appropriate manner

The community looks to the City to ensure that the community is "authentically engaged" and kept informed. It has a responsibility to build relationships with residents, customers, community groups and other stakeholders.

### 4.7 Council understands its roles and responsibilities and leads by example

Visionary leadership, sound and accountable governance, and objective decision-making is expected.

### 4.8 Deliver secured technology that supports sustainability, the environment, service delivery and the community

Information technology adopted by the City enables it to undertake its legislative functions in a secure manner ensuring community information is protected. Utilise technology to improve customer experience and services.

### 4.9 Collaboration and strategic alliances with Local Government partners delivers results for common aspirations

The City has a role to play in developing strategic alliances with neighbouring shires and regional capitals to progress development of the region for our collective communities.

# Community Decision Making CRITERIA

Greater Geraldton 2031 – Strategic Community Plan articulates community aspirations and expectations. In order to achieve the vision, the City recognises that the prioritisation of actions must reflect the values and expectations of the community.

Through the community engagement process, the Community Voice Citizen Juries developed the

following framework it would like applied to the City's decision making process.

In using these criteria, the City can determine the best course of action and budget allocation for key decisions that affect future directions. Recognition of the criteria will ensure decisions are made in alignment with community expectations and preferences.

CRITERIA	CONSIDERATIONS
Community support and involvement in its planning and development	Does it have community support or has the community participated in its development? Does it support and contribute to community cohesion or generate pride in the community? Will the project, program or service be utilised?
Community value/benefit	Who values or benefits from it? The whole population, special interest groups, disadvantaged groups, seniors, young people, future generations?
Balancing growth and development while maintaining the small town feel	Does it reduce car use, traffic jams, and urban sprawl? Does it enhance cycling, walking, public transport, activity centres/hubs community meeting places? Will it improve accessibility? Does it support population growth and development? Does it encourage economic growth and diverse employment opportunities?
Protection and enhancement of the natural environment	Does it balance the natural environment with community's current wants/needs and those of future generations? Will it support sustainable living? Will it reduce our carbon footprint?
Protection and enhancing cultural diversity and heritage	Will it ensure heritage and culturally significant areas are protected and enhanced for current and future generations? Does it support all cultures with recognition of Aboriginal Australians as the first inhabitants of our land and enhancing community harmony?
Financial benefit and ongoing costs	Does it provide value for money? Will it contribute to a thriving economy and creation of jobs?

## Keeping our Community Involved

The preparation of this plan was one of the most extensive community engagement processes undertaken by the City in the past decade. It fully involved residents and stakeholders in seeking to understand their needs and wants in order to collect information to inform a new Strategic Community Plan that sincerely reflects the community's collective expectations.

Having a new Strategic Community Plan represents the beginning. Turning the vision into reality by beginning to deliver on our strategic directions are the essential next steps.

How will the community hold the City accountable for our bold new vision? The conversation does not stop here.

We want to continue to involve our community in decision making. By providing effective communications, we will ensure we have an informed community for many years

Stay connected by either visiting [cgg.wa.gov.au](http://cgg.wa.gov.au) under 'Have your say' or via the City of Greater Geraldton Facebook page.



City of  
**Greater Geraldton**  
a vibrant future



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