



2012 - 2022

Strategic
Community
Plan



City of
Greater Geraldton
a vibrant future



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FOREWORD

The *City of Greater Geraldton Strategic Community Plan 2012-2022* has been developed to deliver clear direction as the City continues to provide leadership in a challenging environment. This plan will support the development of improved services and outcomes for the people of Greater Geraldton and will continue to evolve with the ever changing climate of our region to support the needs of our community.

This plan has been developed drawing upon extensive community consultation which was undertaken as part of the 2029 and Beyond project along with input from various state, regional and local plans relevant to the City of Greater Geraldton.

Development of this plan has been supported by the Department of Local Government and funding from the Royalties for Regions Country Local Government Fund, which is administered by the Department of Regional Development and Lands.



GOVERNMENT OF
WESTERN AUSTRALIA

Department of **Local Government**

Department of **Regional Development and Lands**



ROYALTIES
FOR REGIONS

A creative city-region with the capacity to sustain a population of 80,000 – 100,000



which has a prosperous, diverse and sustainable community within an attractive Western Australian setting.

WHO WE ARE



People

Population
40,255*

Diversity
9.5% indigenous
21% born overseas
78.91% non-indigenous born in Australia

Median age
36

Home life

Households
72.1% family
24.9% lone
3% shared

Technology
72.8% internet
23.1% no internet

Top 5 languages spoken at home:
96% English
0.70% Italian
0.30% Vietnamese
0.25% German
0.19% French

Economy and Working life

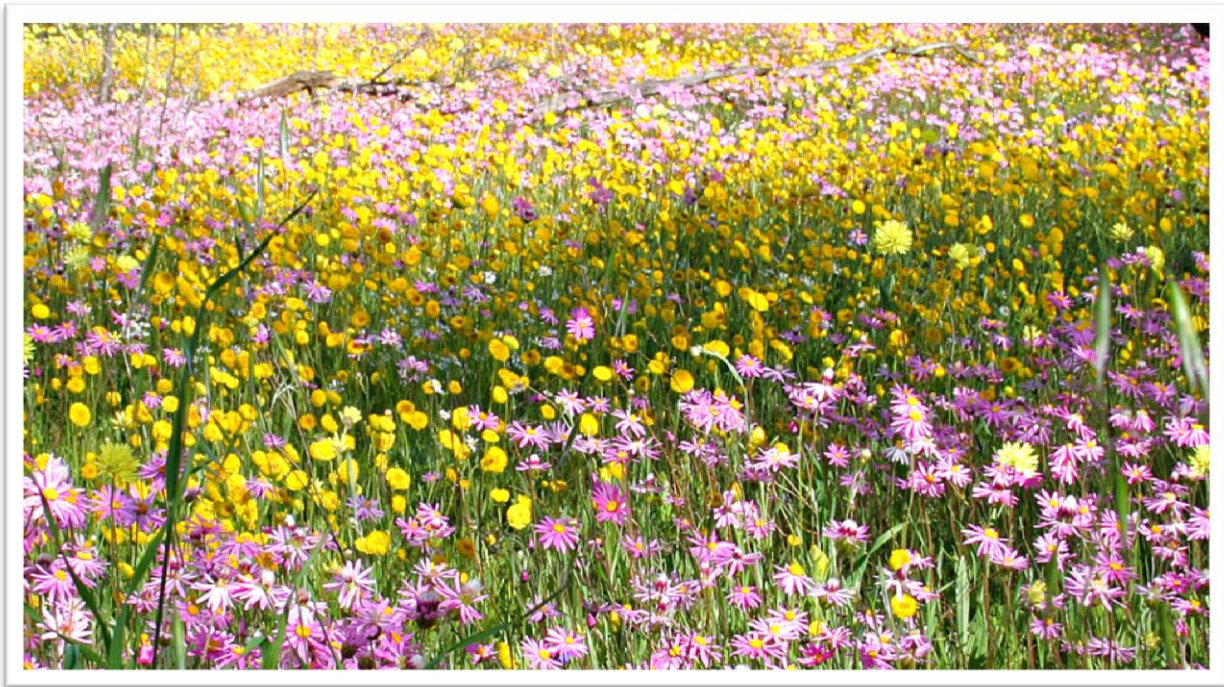
Gross regional product
\$2.801 billion

Top 5 employment industries:
14.24% Retail
11.27% Health care and social assistance
10.47% Education and training
7.55% Public Administration and Safety
7.44% Construction

Greater Geraldton boasts a strong and diverse economy based on fishing, mining, agriculture and tourism. The area around Geraldton enjoys a sunny Mediterranean climate with hot, dry summers and mild winters. The cooling southerly wind keeps the temperature pleasant during the summer months, giving Geraldton its reputation as an international mecca for kite and wind surfing.

Geraldton is the major regional centre of Australia's Coral Coast overlooking the Indian Ocean and is a thriving city steeped in indigenous and pioneering history. The city has all the major services, cultural, shopping and sporting facilities you would expect in a city, yet a more relaxed pace of life, typical of the country. Geraldton is within easy driving distance to Perth, being 424km north of the State capital. It has regular air services and exports to the rest of the world via the Geraldton Port.

* Australian Bureau of Statistics 3218.0 March 2012



The Greenough area, Walkaway area and surrounding district has some of Western Australia's premier heritage buildings. The district reflects the high value agricultural land that has been farmed since its settlement over 170 years ago.

Mullewa and the surrounding district has become one of Western Australia's primary agricultural areas, with broad-acre grain farms producing in excess of 250,000 tonnes annually. The Mt Gibson iron ore mine near Talling Peak has also brought new opportunities and increased tourism to the area. Localities in the Mullewa ward include Tenindewa, Pindar, Tardun, Devils Creek, Wongoondy, Ambania, Nunierra and West Casuarinas. The strong bonds that exist within the Mullewa community make it a town of great pride, culture and history. Situated an hour's drive inland from Geraldton, Mullewa sits in the heart of the wildflower region of Western Australia and is proud to be known as the heart of wildflower country. The town is considered as the gateway to the North's vast pastoral and mining land and is well known for its beautiful church, designed and built by priest architect Monsignor John Hawes.

Social and cultural facilities and infrastructure and services are of a high standard in Greater Geraldton. Education at all levels is catered for by numerous public and private schools and tertiary institutions including Durack Institute of Technology, Batavia Coast Maritime Institute, the Geraldton Universities Centre and the Combined Universities Centre for Rural Health.

World class facilities - including the WA Museum Geraldton, Regional Art Galleries, Regional Libraries, Queens Park Theatre and Community-based Arts and Cultural Groups, among others - highlight Greater Geraldton's cultural diversity. A wide range of sporting facilities and community sports clubs also operate in Greater Geraldton.

*The City of Greater Geraldton
looks forward to building on our
great assets and working with
our strong and dynamic
community towards
a vibrant future.*

WHERE WE CAME FROM



The traditional custodians of the land we now call the Mid West region consist of several language groups including the Amangu people, Naaguja people, Wajarri people, Nanda people, Badimia people and Western Desert people. Collectively known as Yamaji, this group's history in the Mid West dates back at least 40,000 to 60,000 years. Yamaji culture continues to have a strong presence in the region.

In 1839 George Grey's party conducted the first survey of the area by land, in which he observed a river "about five and twenty yard wide" which he named the "Greenough" after George Bellas Greenough, president of the Royal Geographical Society.

The area had attracted interest from Lieutenant Grey as possessing fertile farming land and presented a natural port from which to ship lead being mined in Northampton, 50km to the north.

Drawn by the areas abundant resources, Europeans first settled here in 1850, Geraldton was originally named after the then Governor of Western Australia, Sir Charles Fitzgerald.

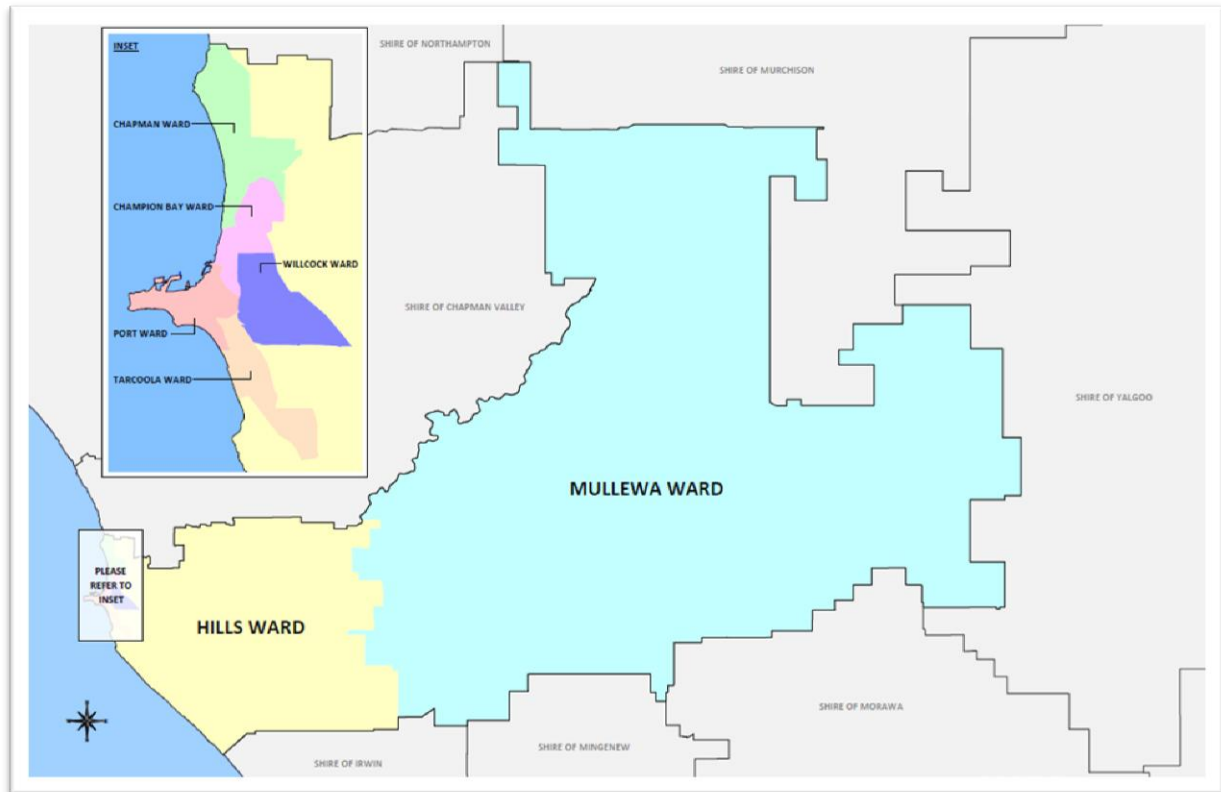
Geraldton was gazetted as a municipal district in 1871. In 1951, Geraldton and Greenough merged and in 1961 became the Shire of Geraldton-Greenough. In 1965 the locality split into two – The Town of Geraldton and the Shire of Greenough, and then later, on 22 April 1988, Geraldton attained city status.

Initially, Greenough included all of the Murchison, which parted from Greenough in 1875 and Mullewa, which formed a separate locality in 1911.

On 1 July 2007 the two steadily growing localities amalgamated once again to become City of Geraldton- Greenough. In 2011, the City joined with the Shire of Mullewa and became the current City of Greater Geraldton, a partnership which has enabled greater capacity for stronger and more effective advocacy of our community.

HOW WE ARE GOVERNED

The City of Greater Geraldton was established on 1 July 2011 with the amalgamation of the former City of Geraldton-Greenough and the Shire of Mullewa. The Greater Geraldton local government district has a total population of 40,255* and an area of 12,483 square km.



The City consists of 7 wards: Chapman, Port, Tarcoola, Hills, Willcock, Mullewa and Champion Bay and is governed by 14 Councillors and a popularly elected Mayor.

The elected Council is responsible for the delivery of good governance and the setting of local laws, policies, strategy, delegations and the budget. They are also responsible for appointing a Chief Executive Officer.

The Chief Executive Officer is responsible for all the City's operations, compliance and executive functions.

Integral to the City's operations is the 110 pieces of legislation which prescribes how we provide service to the community and in some cases, constrains our capacity to recover costs.

* Australian Bureau of Statistics 3218.0 March 2012

OUR INTEGRATED PLANNING FRAMEWORK



The *City of Greater Geraldton Strategic Community Plan 2012– 2022* is a reference point for residents, organisations, businesses and all levels of government. It forms the basis of the City of Greater Geraldton’s planning, informing the Corporate Business Plan, long-term financial plan, asset management plans, operational plans and influences potential funding opportunities. This plan provides direction for the region, our community and business sectors in planning for Greater Geraldton’s vibrant future.

How do we plan to achieve the community’s vision?

The City of Greater Geraldton’s Corporate Business Plan is a 4 year plan including the City’s prioritised strategies and actions towards achieving the community’s vision set out in the Strategic Community Plan.

The Corporate Business Plan details resource capabilities such as workforce, asset and long term financial planning associated with the prioritised strategies and actions included in the plan. This plan is adopted by council and is reviewed annually.

Integrated planning provides the City with an in-depth understanding of its capacity to resource not only current projects but those planned for the future. The City's Asset Management Plans, Workforce Plan and Long Term Financial Plan ensure the management of assets and resources enabling current and forecasted future needs to be met and planned for and adequate funding resourced to support the City's progress towards achieving the community's vision.

The City's Corporate Business Plan includes workforce planning, asset management plans and long term financial planning, these informing strategies are referenced during the City's operational planning process to confirm its capacity to deliver the actions set in the Corporate Business Plan.

How will we know that we are getting there?

We will monitor our progress towards our community vision through the measures outlined under each of our guiding principles.

The strategies and actions set out in the City's Corporate Business Plan – those identified as strategies to achieve the community's vision within the Strategic Community Plan, will be used to develop our annual operational plans and set key performance indicators for each of our departments.

The City will provide an annual report to the community on its progress towards achieving the goals set out in the Strategic Community Plan.

How was this plan developed?

The *City of Greater Geraldton Strategic Community Plan 2012 – 2022* has been developed through the following process:

Community Consultation through 2029 and Beyond Project

Critical community issues forum and consultation process launch - Recruitment of Community Champions - Formation of Alliance Governance Group - World Cafes Community Survey - Deliberative Forum - Big Sky, Big Ideas Festival - Launch of CivicEvolution - Launch of website - Formation of working group to investigate social media and social networking engagement avenues - Foreshore Community Information and Celebration - The 'Geraldton Feel' campaign - Conversation Cafes - Designing Our City Forum - Open your Eyes project



Data collection and analysis



Draft Strategic Community Plan

Community feedback



Council Adoption of the Greater Geraldton Strategic Community Plan 2012-2022

DRAFT

The consultation process used in the development of this plan was governed by the City of Greater Geraldton’s Engagement Policy principles:



COMMUNITY ENGAGEMENT

In order to provide increased opportunity for community involvement in the decision making for the future of our region, the 2029 and Beyond Project was developed. A number of civic deliberation events were held, supported by innovative social media. These events focussed on developing a shared vision and action plan for the future that considers global, regional and local trends.

2029 and Beyond is a long-term initiative to improve sustainability in Greater Geraldton by implementing ‘deliberative democracy’ as a way of life. Deliberative democracy is a participative governance process where the community – ordinary citizens, all levels of government, industry and the non-government sector, learn and undertake new ways of cooperative problem solving and collaborative decision-making.

The year 2029 was chosen not only for the long range planning window it provides but also for its historical significance to our region. The year 2029 will be the 400 year anniversary of the abandonment of the Batavia Mutineers on the coast of Western Australia, a short distance from the City of Greater Geraldton.

To date, this engagement project has involved more than 2000 members of the Greater Geraldton community from a diverse demographic range including indigenous, youth, senior, multicultural, disabled, white collar and blue collar. This community engagement was used as the basis for the development of the *City of Greater Geraldton Strategic Community Plan 2012-2022*.

Consulting with You – 2029 and Beyond



COMMUNITY ASPIRATIONS



1. Culture

Vibrant arts, culture and education

We value our cultural heritage, our Aboriginal and Torres Strait Islander and multicultural communities; our creativity and our life-long learning opportunities.

How we can achieve this

1.1 Our Heritage

1. Recognising, protecting and restoring heritage sites and buildings
2. Recognising, protecting and integrating the use of City Region icons
3. Recognising and celebrating Yamaji people and their languages and culture
4. Promoting Aboriginal and Torres Strait Islander history and communities

1.2 Multiculturalism

1. Recognising and celebrating cultural diversity
2. Integrating multicultural people through community based projects and programs

1.3 The Arts

1. Fostering and facilitating art in all its forms

2. Facilitating and promoting Aboriginal and Torres Strait Islander art
3. Fostering and facilitating community arts and cultural events
4. Attraction of large art exhibitions

1.4 Education

1. Increasing educational opportunities including arts and culture, secondary, tertiary and trade

How we can measure our achievements

- Use of local public venues by arts community
- Participation in public local music and arts events
- Participation in Library programs
- Participation in art programs
- Participation in community projects
- Our connection to and awareness of culturally diverse backgrounds
- Support for multicultural associations and groups

2. Environment



A sustainable built form and natural environment

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

How we can achieve this

2.1 Revegetation-Rehabilitation-Preservation

1. Promoting environmental groups and working with existing groups
2. Sustainably maintaining public open spaces and recreational areas
3. Preserving, rehabilitating and enhancing natural flora and fauna corridors
4. Preserving, rehabilitating and enhancing native plants for traditional use
5. Preserving and managing the coastal environment in three distinct types based on high, moderate and low degrees of human interaction

2.2 Reduce-Reuse-Recycle

1. Increasing our understanding of our carbon footprint and the options required to reduce our impact on the environment
2. Promoting, researching and implementing green practices such as improved and innovative waste management, water reuse and renewable energy production

2.3 Sustainability

1. Researching, promoting and providing sustainable infrastructure, services, utilities and renewable energy schemes
2. Delivering projects utilising best practice to ensure timely, cost effective and quality outcomes
3. Promoting and planning innovative design for a sustainable lifestyle that enables low impact living and sustainable urban development
4. Fostering cultural change leading to more environmentally sustainable consumption
5. Becoming a bicycle and pedestrian friendly city

How we can measure our achievements

- Participation in natural area conservation and restoration
- Quantity of waste recovered for reuse and recycle through the community
- Participation in renewable energy data collection
- Community perception of Greater Geraldton as sustainable
- Participation in sustainability initiatives
- Growth of public transport and alternative transport systems
- Initiatives developed to progress carbon neutrality
- Initiatives demonstrating responsible water reduction and recovery



3. Social

A strong healthy community which is equitable, connected and cohesive

We value our sense of community, our small town feel and the lifestyle opportunities of our coastal location and bushland.



How we can achieve this

3.1 Recreation and Sport

1. Supporting the strong sporting culture that has shaped Greater Geraldton's identity and lifestyle
2. Encouraging informal recreation through well planned and developed public open spaces, cycle/walk paths and green streetscapes

3.2 Youth

1. Offering young people more opportunities for education, recreation and participation in their community
2. Creating opportunities for young people to be heard through school representatives and a youth council
3. Developing leadership and mentoring programs for young people

3.3 Family and Children

1. Providing accessible childcare services to accommodate the growing needs of our community
2. Promoting early childhood programs
3. Advocating parenting support initiatives including programs to support single parenting

3.4 Seniors

1. Creating a city that honours and ensures neighbourhood communities that are inclusive of seniors
2. Improving services and accommodation for an aging population including Aboriginal and Torres Strait Islander aged care facilities
3. Removing barriers to ensure seniors who are isolated are included in community life

3.5 Community Health and Safety

1. Creating a city that supports family living, the Aboriginal and Torres Strait Islander communities, multicultural groups, people with disabilities, young people and seniors
2. Encouraging the improvement of health services and facilities for the greater community including Aboriginal and Torres Strait Islander health facilities to support future population growth
3. Promoting healthy life style initiatives and living standards
4. Supporting volunteering to ensure sustainable levels of participation
5. Creating safer communities
6. Supporting Initiatives that address and / or discourage antisocial behaviour

How we can measure our achievements

- Availability of functional public recreational and sporting facilities and spaces
- Availability of public recreation and exercise spaces for animals
- Participation in social programs
- Participation in community engagement activities
- Participation in state, national and international events
- Our connection to and awareness of culturally diverse backgrounds
- Community involvement and awareness of physical activity and a healthy diet
- Level of volunteering within the community
- Community perception of public safety
- Participation in Mullewa youth programs
- Support for multicultural associations and groups



4. Economy

A dynamic, diverse and sustainable economy

We value a healthy thriving economy that provides diverse employment opportunities while protecting the environment and enhancing social and cultural outcomes.



How we can achieve this

4.1 Lifestyle and Vibrancy

1. Providing equity and choice in affordable and alternative housing to create urban village communities that will help to sustain our lifestyle
2. Acknowledging the need for smaller, denser housing types to accommodate population growth and diverse household sizes
3. Revitalising the CBD through economic, social and cultural vibrancy
4. Maintaining the port as a component of the City's history, identity and economy
5. Developing and promoting Greater Geraldton as a preferred cultural, environmental and agri/aquaculture tourism destination

4.2 Transportation

1. Developing more efficient transport options that are secure and safe to sustain our lifestyle
2. Integrating multimodal transport options into all future planning to reduce demand on light vehicles

4.3 Employment

1. Promoting and supporting sustainable agriculture, small scale farms and market gardens to bring people and market vitality to the area
2. Encouraging the development of a variety of industries that will offer diverse employment opportunities
3. Supporting new residents to join and grow our community
4. Supporting economic development initiatives and promotion of the region



4.4 Research and Technology

1. Encouraging the development of industries and services related to advances in telecommunications technologies and the National Broadband Network
2. Integrating research facilities and industries in the city region related to the Square Kilometre Array project
3. Implementing renewable and alternative energy technologies to power and increase our energy self-reliance
4. Encouraging the development of innovative entrepreneurs and new business models

How we can measure our achievements

- Strength of tourism
- Growth of City's public transport and alternative transport systems
- Investment in new developments
- Growth in industry sectors
- Gross regional product per capita/worker
- Employment rates and diversity
- Population growth
- Achievement of targets in the reconciliation action plan

5. Governance

Inclusive civic and community engagement and leadership

We value an open and trusting relationship between the community, Local Government and other decision makers



How we can achieve this

5.1 Community Engagement

1. Providing consistent community engagement where constructive feedback results in action
2. Promoting community involvement in decision making so it is collaborative and transparent
3. Fostering a more trusting relationship between the Council, City staff and the community to build trust through the engagement process
4. Facilitate more Aboriginal and Torres Strait Islander participation in engagement processes
5. Continuing community discussions on population targets
6. Facilitating youth involvement in community engagement

5.2 Planning and Policy

1. Responding to community aspirations by providing creative yet effective planning and zoning for future development
2. Supporting local procurement processes

3. Addressing cultural heritage issues and the preservation and enhancement of natural areas as part of the development process
4. Maintaining ease of living in a small sized city, satellite communities and rural communities
5. Supporting the creation of a 20 minute city where community infrastructure is accessible by car, bike or foot
6. Supporting decisions to create a long term sustainable city
7. Ensuring efficient and effective delivery of service
8. Continuously improving business and governance frameworks to support a growing community

5.3 Advocacy and Partnerships

1. Active participation in regional, state and national alliances such as the Western Australian Regional Capitals Alliance and Regional Capitals Australia
2. Partnering with key international communities through Sister City partnerships and Strategic Alliances.

How we can measure our achievements

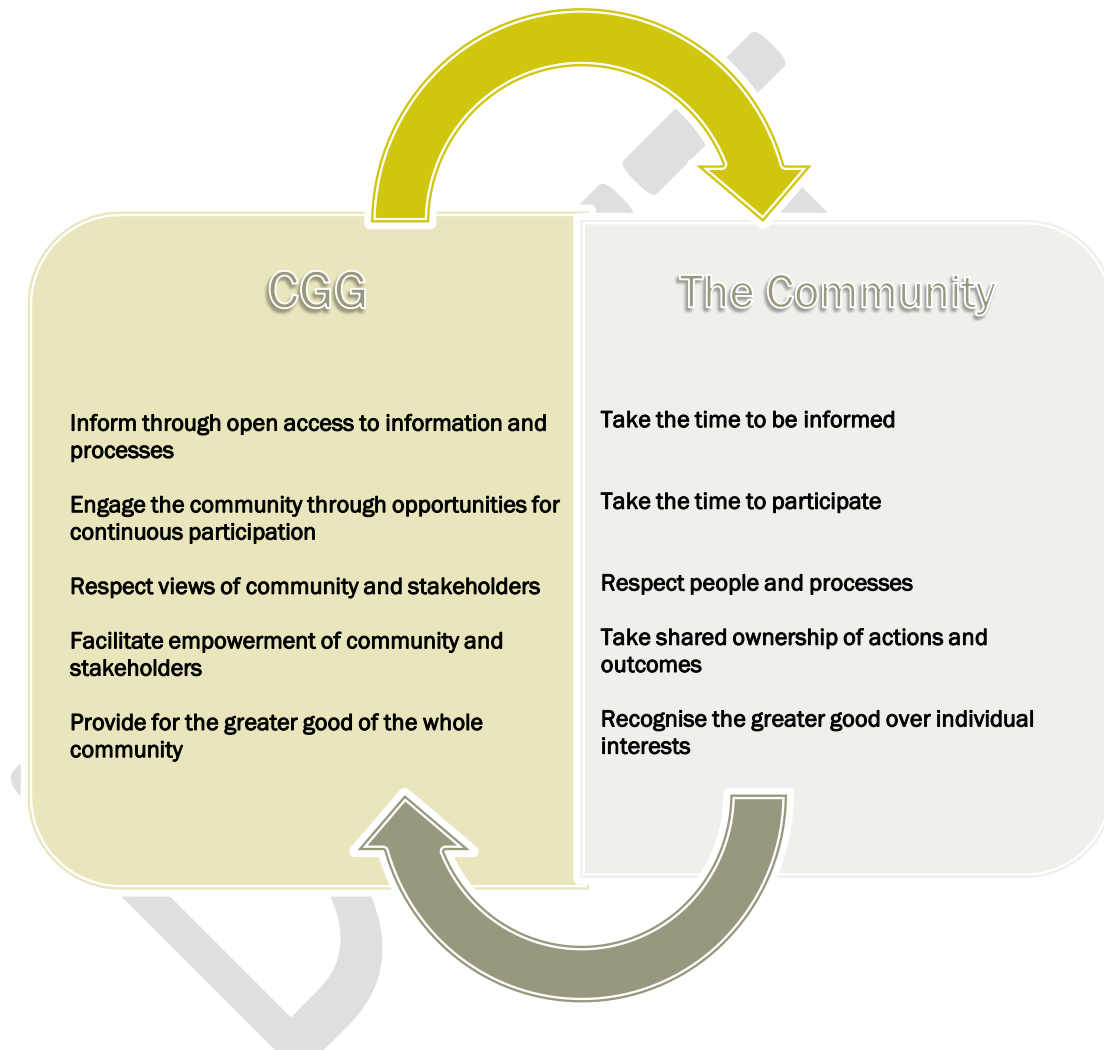
- Participation in community engagement activities
- Community perception of their ability to participate in decision making
- Community satisfaction with Greater Geraldton's programs, services and infrastructure
- Achievement of state and federal performance indicators
- Active outcomes from international partnerships
- Active outcomes from state and national partnerships
- Participation in progress associations and community groups



WORKING WITH YOU

This plan contains measures that will help us track the community's progress towards reaching its vision. Whilst the City has a significant role in the planning and development of our future, this responsibility is not ours alone. The City's ability to influence these measures varies and achieving the goals in this plan is a combined effort.

The City of Greater Geraldton and the community have a mutual responsibility for effective and positive partnerships and delivery of key outcomes for the benefit of the whole community.



Through the 2029 and Beyond project and development of this plan, the City has worked in partnership with various local businesses, community organisations, government agencies and business professionals. These partnerships will enable us to collectively progress towards our community vision.

The City of Greater Geraldton's integrated planning considers state and federal government strategies that affect our community and aligns with the strategic plans of mid-west regional development agencies, the Mid West Development Commission and Regional Development Australia – Mid West Gascoyne.

The City of Greater Geraldton is committed to accessing federal and state funding to support this plan in achieving the community's vision for a vibrant future.

About this document



Effective from: 30 June 2013

Expires on: 30 June 2022

Next desktop review: 2015

Next full review: 2017

Adopted by Council:

Public Notice provided:

Any modifications to the *City of Greater Geraldton Strategic Community Plan 2012-2022* will be done in accordance with sub regulation 9 of the Administration Regulations of the Western Australian Local Government Act.

Council adoption is required in order for any modifications to take affect and public notice of modifications will be provided.

The *City of Greater Geraldton Strategic Community Plan 2012-2022* is available on our website: www.cgg.wa.gov.au and at each of our customer service centres and libraries:

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Administration Centre
63 Cathedral Avenue
Geraldton WA 6530 Australia
Phone: 08 9956 6600
Fax: 08 9956 6674
council@cgg.wa.gov.au
www.cgg.wa.gov.au

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Mullewa Office
Corner of Thomas and Padbury Streets
Mullewa WA 6630 Australia
Phone: 08 9961 1007
Fax: 08 9961 1206
council@cgg.wa.gov.au
www.cgg.wa.gov.au



City of
Greater Geraldton
a vibrant future



Referencing External Plans and Initiatives

The City of Greater Geraldton considers a wide range of state and commonwealth plans and initiatives during its planning process to ensure our future direction aligns with and supports the direction of the Mid West region, the state of West Australia and national objectives.

The City of Greater Geraldton's integrated planning considers external strategies that affect our region and aligns with the strategic plans of Mid West regional development agencies.

Vibrant Arts, Culture and Education	A sustainable natural and built environment	A strong healthy community	A resilient and dynamic economy	Active community leadership and engagement
<p>Department of Culture and the Arts Strategic Plan www.dca.wa.gov.au</p> <p>Mid West Development Commission SmartMidwest smartmidwest.com</p> <p>Department of Education Excellence and Equity Strategic Plan www.det.wa.edu.au</p> <p>Australia Council for the Arts Artform Sector Plans and Cultural Engagement Framework www.australiacouncil.gov.au</p>	<p>Main Roads WA framework www.mainroads.wa.gov.au</p> <p>WA Planning Commission Mid West Regional Planning Strategy www.planning.wa.gov.au</p> <p>Northern Agricultural Catchment Council Regional Natural Resource Management Strategy www.nacc.com.au</p> <p>Department of Water Strategic Plan www.water.wa.gov.au</p> <p>ICLEI – Local Governments for Sustainability Water Campaign www.iclei.org</p>	<p>Department for Communities Strategic Plan www.communities.wa.gov.au</p> <p>State Library WA Better Beginnings Initiative www.better-beginnings.com.au</p> <p>Department of Sports and Recreation Strategic Directions 5 www.dsr.wa.gov.au</p> <p>Department of Health Indigenous Youth Health Action Plan www.aboriginal.health.wa.gov.au</p> <p>Department of Health Strategic Intent www.health.wa.gov.au</p>	<p>Mid West Development Commission Mid West Investment Plan www.mwdc.wa.gov.au</p> <p>Tourism WA key initiatives document and long term planning strategy www.tourism.wa.gov.au</p> <p>Department of Transport A Vision for Western Australia's Ports www.transport.wa.gov.au</p> <p>Department of Transport Strategic Plan www.transport.wa.gov.au</p>	<p>Department of Regional Development and Lands Grants and Funding initiatives www.rdl.wa.gov.au</p> <p>Curtin University Geraldton - from a Local to Global Regional City www.rorynelson.com</p> <p>Regional Development Australia National Charter www.rda.gov.au</p> <p>Regional Development Australia Mid West Gascoyne Regional Plan www.rdamwg.com.au</p> <p>Infrastructure Australia National strategies www.infrastructureaustralia.gov.au</p>

The City of Greater Geraldton is committed to accessing federal and state funding to support its planning to achieve the community's vision for a vibrant future.

Tell Us What You Think



The *City of Greater Geraldton Strategic Community Plan 2012 – 2022* has been developed drawing upon extensive community consultation which was undertaken as part of the 2029 and Beyond project along with input from various state, regional and local plans relevant to the City of Greater Geraldton.

The achievement of this plan is the responsibility of the whole community and you are encouraged to participate in building a place and city that we will be proud of.

Your feedback is appreciated and will assist to ensure that this plan remains relevant and continues to represent the Greater Geraldton community's vision for our future.

How well does this plan meet your expectations for the future of this community? (please rate the plan using the scale below)

<u>1</u> It does not meet my expectations	<u>2</u> Only meets a few of my expectations	<u>3</u> Meets some of my expectations	<u>4</u> Meets most of my expectations	<u>5</u> Meets my expectations
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Are there any other opportunities which should be included in this plan?
(please provide details here)

Is there something in the plan you do not agree with?

(please provide details here)

Is there something you feel we have missed?

(please provide details here)

Is there something in the plan that you would like more information on?

(please provide details here)

Do you have any other comments?

(please provide details here)

Would you like to discuss your views with a City representative?

(please provide your details and the City will contact you)

Name:

Contact phone number:

Contact email address (if preferred):

Please check our website for details of current community engagement opportunities for this plan.

Please return this form to the City of Greater Geraldton.

In person: Cathedral Ave Civic Centre, 63 Cathedral Avenue, Geraldton
Mullewa District Office, Corner of Thomas and Padbury Streets, Mullewa

By email: council@cgg.wa.gov.au

By fax: 08 9956 6674

By post: PO Box 101, Geraldton 6531



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