

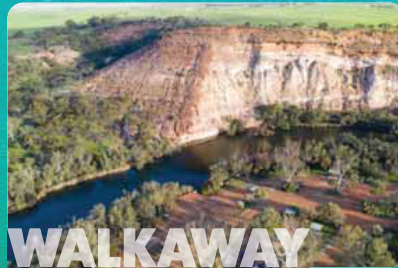
GREATER GERALDTON 2031

Strategic Community Plan

A shared vision that draws on the wisdom of our community outlining our community's vision and aspirations and underpins the City of Greater Geraldton's actions over the next 10 years.



GREENOUGH



WALKAWAY



MULLEWA

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.

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.

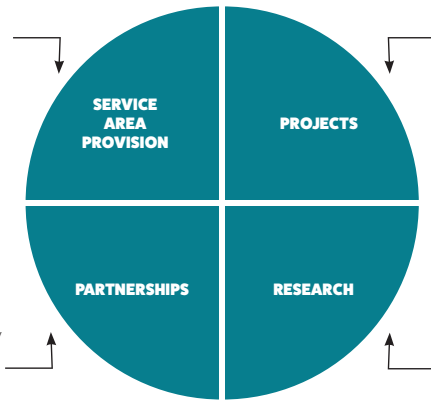
How will the City deliver on the vision?

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.

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.

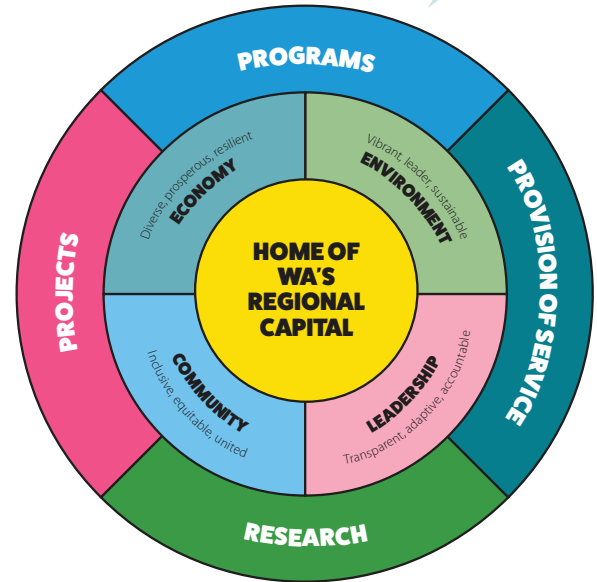


Projects represent a significant way for the City to achieve community outcomes. A project can contribute to achieving more than one outcome. Projects are based on whether or not they assist with achieving one or more outcomes.

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.

Explaining this diagram:

The centre of this diagram represents the vision we are working towards. Wrapped around that are the four Strategic Directions developed in consultation with our community to help us achieve that vision. Each 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.



GREATER GERALDTON 2031 ON A PAGE

Strategic Direction	Aspiration	Outcomes - What Will Happen	Supporting Strategies	City Role*
COMMUNITY	Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Reconciliation Action Plan Disability Access and Inclusion Plan Public Arts Strategy 2020-2025 Heritage Strategy 2017-2022 Community Safety & Crime Prevention Plan Vibrancy Strategy 	
ECONOMY	A healthy thriving and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	
ENVIRONMENT	Our natural environment has a voice at the table in all our decisions. We are a leader in environmental sustainability.	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	
LEADERSHIP	A strong local democracy with an engaged community, effective partnerships, visionary leadership and well informed decision-making.	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	

*City Role



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.

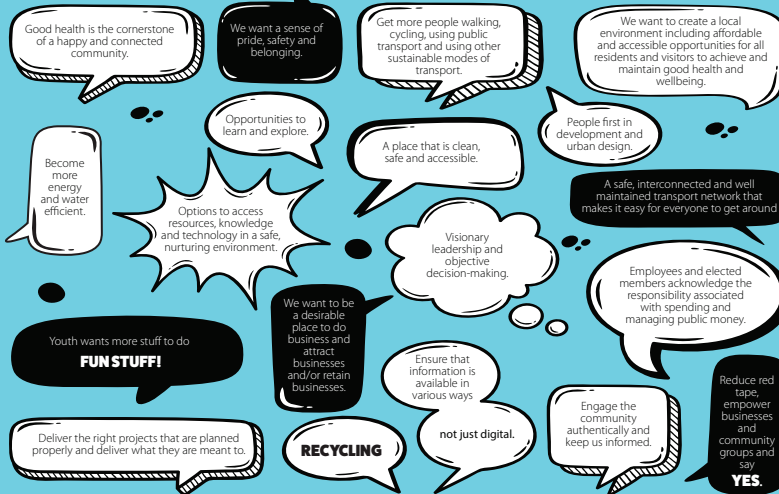
Having a new Strategic Community Plan represents the beginning. Turning the vision into reality by beginning to deliver on our strategic directions are the essential next steps.

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 under 'Have your say' or via the City of Greater Geraldton Facebook page.

WHAT WE HEARD



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