



City of  
Greater Geraldton  
a vibrant future



Strategic Community Plan  
2025 - 2035

# Your Voice Our Future

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**“** **WHAT WE HEARD**

*We have the best of all worlds. We have the ocean, we have the red dirt, we have a city and smaller rural lifestyles. We have as a whole a lifestyle to suit everyone.*

**”**



## Acknowledgement of **COUNTRY**

The City of Greater Geraldton would like to respectfully acknowledge the Yamatji people who are the Traditional Owners and First People of the land on which we stand.

We would like to pay our respects to the Elders past, present and future for they hold the memories, the traditions, the culture and hopes of the Yamatji people.



## Message from **MAYOR Jerry Clune**

We are delighted to present our Strategic Community Plan 2025 – 2035 Your Voice, Our Future (the Plan). This is more than just a document to us; it is a blueprint for our City's future that reflects the aspirations and values of our greatest asset - our community.

Following extensive consultation across all parts of our locality, this Plan represents the vision for Greater Geraldton and how we will collectively work towards achieving it. The Strategic Community Plan captures the community's aspirations for our city and will guide our efforts over the coming 10 years.

Our Plan outlines key priorities that will guide our efforts over the coming years. It focuses on connections so that we feel safe and included, a

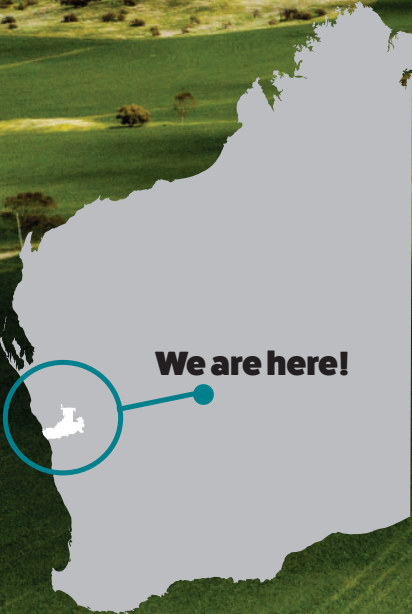
greener outlook for both our environment and service delivery, a resilient and diverse economy whilst harnessing our community feel along with strong leadership and lobbying.

I am extremely proud of this document including the work our team has completed to capture our community's vision for Greater Geraldton, and invite you to join us in this exciting journey as we work together to build a brighter future for Greater Geraldton.

Your continued support and engagement are crucial to the success of this plan. We will thoroughly measure our outputs to ensure we're delivering for the community and celebrate as many achievements together as possible.







**We are here!**

**MULLEWA**



Total Municipal Area:  
10,083 square km

**GERALTON**

HOUTMAN  
ABROLHOS  
ISLANDS

**GREENOUGH**

**WALKAWAY**





## HOUSING

Median price  
as at Dec 2024

**\$450,000** HOUSE  
**\$520/wk** RENT



## VISITORS

Door numbers

**33,480**



## AIRPORT

2024 PASSENGERS

**141,462**

## GERALDTON PORT



Vessel visits  
**397**

Total Trade Throughput **17.3MT**

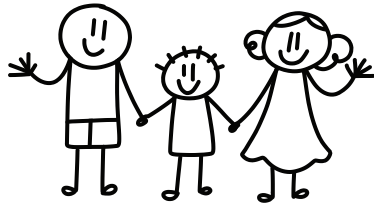


Total Trade Exports  
**16.4MT**



Total Trade Imports  
**0.90MT**

## RESIDENT POPULATION



**41,914**

## UNEMPLOYMENT

As at Sept 2024  
**3.5%**



## CGG EMPLOYEES

Total FTE

**318**



## TOTAL AREA

City of  
Greater Geraldton

**9,908km<sup>2</sup>**



## BUILDING ASSETS

City of  
Greater Geraldton

**190**



## RATEABLE PROPERTIES

GRV Residential Properties **19,493**

UV Rural, Farming and Mining Properties **1,107**

Exempt Properties **1,587**



## TERTIARY EDUCATION

STUDENTS ENROLLED

Geraldton  
University Centre  
Vocational  
Education

**300**  
**5,052**



## GROSS REGIONAL PRODUCT

Greater Geraldton  
**\$4.4B**

Midwest  
**\$9B**

## TOP ICONIC ATTRACTIONS



1. Abrolhos Islands
2. HMAS Sydney II Memorial
3. Museum of Geraldton
4. St Francis Xavier Cathedral
5. Point Moore Lighthouse
6. Mullewa Wildflowers

## TOP FIVE INDUSTRIES BY OUTPUT

Mining **\$1,409M**

Construction **\$1,106M**

Manufacturing **\$666M**

Rental, Hiring & Real Estate Services **\$658M**

Transport, Postal & Warehousing **\$625M**

## TOP FIVE INDUSTRIES BY EXPORT

Mining **\$1,223M**

Agriculture, Forestry & Fishing **\$307M**

Manufacturing **\$293M**

Transport, Postal & Warehousing **\$285M**

Construction **\$254M**

## Our recent **ACHIEVEMENTS**

At the City of Greater Geraldton, we are fortunate to be in a position to help shape our City and our community, and make it a great place to live, work, study, invest and visit.

Since our previous Strategic Community Plan, we have accomplished several significant achievements in line with our community's priorities, including - public infrastructure upgrades in Mullewa, Walkaway and Greenough as well as Geraldton to improve connectivity, amenity and boost our economy; supporting our community during the COVID-19 pandemic and STC Seroja; critical public works to improve sustainability of our natural and built environment and improve our resilience to climate change; engaging with our community to review and update plans and strategies; and recognition of our work on behalf of our community, through numerous state and national awards.

**“** WHAT WE HEARD  
*Location to beaches, basic services and facilities, includes diverse industry and wildflower country encompassing Mullewa and districts.* **”**

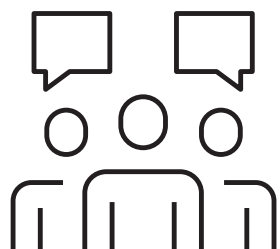




# Your Voice, **OUR FUTURE**

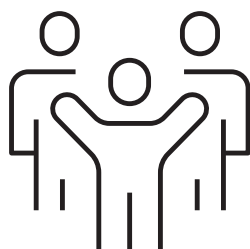
We engaged extensively with our community in the development of this plan. We provided a range of opportunities to provide feedback through workshops, pop-up events and an online survey. We are grateful for the time and effort of the community when contributing their experience and views to this process.

## WHO WE HEARD FROM



### Number of people

Survey	<b>853</b>
Pop-ups/Drop ins	<b>300</b>
Staff sessions	<b>137</b>
Workshops	<b>22</b>



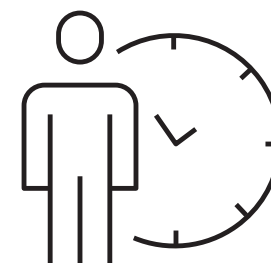
### Ages of people\*

14 and under	<b>4%</b>
15 - 34	<b>22%</b>
35 - 64	<b>59%</b>
65 - 85+	<b>15%</b>



### Location\*

Suburbs represented	<b>55</b>
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### Years lived in City\*

10+ yrs	<b>65%</b>
1 - 10yrs	<b>29%</b>
Under 1yr	<b>3%</b>
Non Resident	<b>3%</b>

*\*Statistics from survey respondents only*

## What we **HEARD**

### **The community loves:**

- The City's coastal and natural environment
- The convenience and proximity of facilities and services
- The strong sense of community and small-town feel

### **Going forward, the community would like the City to focus on:**

- Improving community safety and crime prevention efforts
- Enhancing the built environment and improving recreational infrastructure
- More greening and protection of the natural environment
- Providing better access to activities and services for a wide range of community members

### **People identified the following top challenges that need to be addressed:**

- Community safety
- Housing
- Health services
- Waste management and recycling
- Population growth

The City has an established community engagement practice and regularly engages with the community and stakeholders to inform plans, strategies and projects. Input from these processes over recent years has also contributed to the development of this plan.



“

WHAT WE HEARD

*Geraldton is a good place to live, a lot of diversity, for employment.*

”

“

WHAT WE HEARD

*Location, we have good port infrastructure, for agriculture and mining. Our cray fish industry goes from strength to strength*

”





## Our **VISION**

*Growing Greater Geraldton,  
together.*

## Our **PURPOSE**

*To create a strong, healthy and secure  
community through collaboration,  
partnership and good leadership.*



## Our **STRATEGIC THEMES**



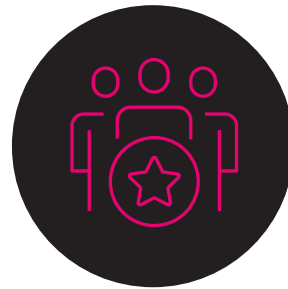
### **Connected**

An engaged and diverse community where everyone feels included and safe.



### **Liveable**

A protected and enhanced natural environment with facilities and services to support community health and wellbeing.



### **Thriving**

An economically diverse and prosperous City, driving sustainable growth while preserving our local spirit.



### **Leading**

A progressive City where informed decisions, strong advocacy and a culture of innovation drives sustainable regional growth.

#### **How do we deliver this plan?**

The City of Greater Geraldton 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.

To fulfil our purpose, we will:

- **Provide** services, programs and facilities for the benefit of our community
- **Support** others to deliver services and programs, through financial or in-kind support

- **Partner** with others to facilitate the delivery of services
- **Advocate** to others, to ensure our community's priorities are at the forefront of planning and delivery of services and infrastructure.

*You will find the core services provided by the City, with a list of key actions to be delivered against each of the strategic themes, in our Corporate Business Plan (CBP). The CBP is the four-year action plan that demonstrates how the City will implement the community's vision for the future.*

#### **Major projects**

The City is delivering several major projects in the coming years to help deliver the community's vision for the future. Projects such as the Olive Street Housing Project, Maitland Park Redevelopment, Geraldton Airport upgrades, Stow Gardens Playground and Youth Activity Area, and CBD Revitalisation are aimed at improving the quality of life for our community.





## Connected

An engaged and diverse community where everyone feels included and safe.

### Goals:

1. Provide safe and inviting public spaces for people to enjoy
2. Foster collaborative partnerships to improve community safety, security and social cohesion
3. Support and celebrate the City's diverse community through programs, initiatives and events, that build social connections
4. Be an inclusive City by promoting and celebrating the full diversity of our community, including cultures, identities, backgrounds and abilities







## Liveable

A protected and enhanced natural environment with facilities and services to support community health and wellbeing.

### Goals:

1. Prioritise greening the City's streetscapes and public spaces, with a focus on pathways and open space areas
2. Improve maintenance and connectivity of the City's transport network, including expanded active transport opportunities
3. Manage and protect the City's natural environment, and identify strategies to mitigate climate change
4. Improve waste management and recycling opportunities to support a sustainable future
5. Invest in community and recreation infrastructure, to support current and future needs
6. Support the community by advocating to State and Federal Government for better access to programs and services that improve community health and wellbeing







## Thriving

An economically diverse and prosperous City, driving sustainable growth while preserving our local spirit.

### Goals:

1. Support existing businesses and attract new investment, contributing to a vibrant CBD and other key activity centres
2. Support and champion our diverse mix of industries, encouraging innovation and local employment opportunities
3. Plan for the sustainable growth of the City, balancing the needs of current and future populations
4. Advocate for and support the development of diverse housing options to meet current needs and future demand
5. Support and promote diverse tourism offerings, making the City a destination of choice







## Leading

A progressive City where informed decisions, strong advocacy and an enabling culture drives sustainable regional growth.

### Goals:

1. Engage with the community to enhance decision-making
2. Efficiently and effectively deliver community services and projects, through optimal use of our resources
3. Financial sustainability, actively seeking and leveraging external funding to deliver for the community
4. Continued focus on strong advocacy to ensure that Federal and State projects, programs and funding are aligned with our community's priorities
5. Provide the community with clear and accessible information about the City's programs, services and decisions
6. Ensure high quality governance activities enabling transparency and accountability



## State and regional **CONTEXT**

State Government strategies, plans and projects have an impact on how local governments operate. These need to be considered when planning for the future of our City. For example, a significant change that will influence our City is the State Government's reforms to the Local Government Act 1995, with changes expected to be legislated throughout the life of this plan.

We've highlighted some examples of key strategies below that relate to the priorities identified by our community.

### **Population Growth**

The State Planning Framework guides how local authorities can frame their land-use planning, land development, transport planning and related matters. In relation to our City, a new Midwest Regional Planning Strategy is being developed by the State Government, to provide an overarching planning framework for the region. The State Infrastructure Strategy identifies needs and priorities to support WA's growing population, providing guidance on infrastructure directions for the future, including a focus on the Midwest.

### **Health and Wellbeing**

The State Government provides high level strategic directions on prevention, health promotion and health protection that aim to prevent disease, illness, injury, disability and premature death in WA, through the State Public Health Plan. This provides guidance to the City's Public Health Planning Process.

### **Community Safety**

The State Government has several strategies and plans to support a safe community, such as the Strategy to Reduce Family and Domestic Violence, the WA Road Safety Strategy and the At Risk Youth Strategy. Such plans provide a framework for the City to work within when addressing safety outcomes for our community.

### **Housing**

The WA Housing Strategy is a call to action for all sectors to work together to improve housing choices and access to suitable and affordable homes – particularly for the most vulnerable. The strategy promotes an increase in social homes, a diversified rental sector and building liveable, inclusive and connected communities that improve social and economic participation.



“

WHAT WE HEARD

*I love Geraldton and I'm raising three little people here. Please make Geraldton a safe place to raise our children, right now it doesn't feel safe!*

”



## State and regional **CONTEXT** (cont)

### **Protecting the Natural Environment**

The Western Australian Climate Change Policy sets out the State Government's plan for a climate-resilient community and a prosperous low-carbon future. The policy highlights their commitment to adapting to climate change and working with all sectors of the economy to achieve net zero greenhouse gas emissions by 2050.

### **Supporting our Local Economy**

Building on the Diversify WA economic framework, 'Future State' focuses on the most significant opportunities to drive international investment to support WA's economy. Nine targeted, sector-specific diversification opportunities have been identified based on their alignment with key global trends, potential for strong economic and social benefits, synergies with existing government commitments and industry investment and capability.

### **Waste Management and Recycling**

Western Australia's Waste Avoidance and Resource Recovery Strategy sets out objectives and strategies for transitioning the state towards a circular economy. With a focus on generating less waste, recovering more value and resources from waste, and protecting the environment through responsible

management of waste, the strategy provides the City with guidance for our future waste management and recycling practice.

### **State Strategic projects**

Geraldton is the main regional centre of the Midwest of Western Australia, providing us with a great opportunity to support, facilitate and leverage off significant state projects in the region. Projects such as the Port maximisation project and the Geraldton Health Campus redevelopment provide significant opportunities for our local community, through increased employment, boosting our local economy and providing significant infrastructure to the region.

The City will also seek to advocate for other significant projects to build a better future for our community, such as the upgrade of the Geraldton-Mount Magnet Road, the City inner-bypass from Brand Highway to the North West Coastal Highway, the redevelopment of the Mullewa Hospital and addressing telecommunications black spots. The City commits to advocating for funding to support the delivery of community priorities.



#### **WHAT WE HEARD**

*Restore natural bush areas rather than mowing around a few trees in the open spaces zoned 'environmental conservation'. Connection to nature has proven to improve mental health.*



# Measuring, reporting and resourcing the **PLAN**

The Strategic Community Plan undergoes a major review every four years and a minor review every two years. The City's performance against community aspirations is monitored and reported in a number of ways.

## Measuring

The City measures the success of the plan through several mechanisms, including feedback from the community through our ongoing community engagement practice, and performance measures identified in the Corporate Business Plan. The trends in the information received helps the City determine how we are performing.

## Reporting

Our Corporate Business Plan outlines the key projects and initiatives that will deliver on the community's priorities. We monitor progress and report to Council quarterly.

Our Annual Report is produced at the end of every financial year. This 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 performances.

We will also keep you updated through various communication channels, including newsletters, the City's website, social media platforms and other outlets.

## Resourcing the plan

This plan is delivered through a variety of revenue sources including rates, fees and charges, and state and federal grants. Our Long Term Financial Plan maps out the resourcing needs over a 10 year period, and an annual budget is adopted by Council every year to deliver against the community's priorities.

Council's advocacy efforts will continue, in order to secure state and federal funding support to deliver major infrastructure projects for our community.

“

### WHAT WE HEARD

*People caring for and connecting with each other would reduce issues of mental health, substance abuse, community safety and the like.*

”





City of  
Greater Geraldton  
a vibrant future



*For further information*

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