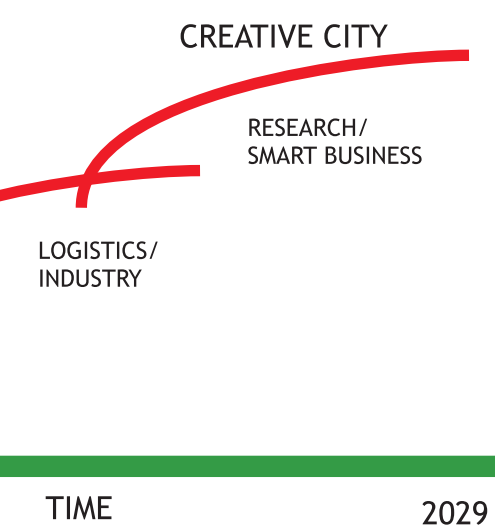
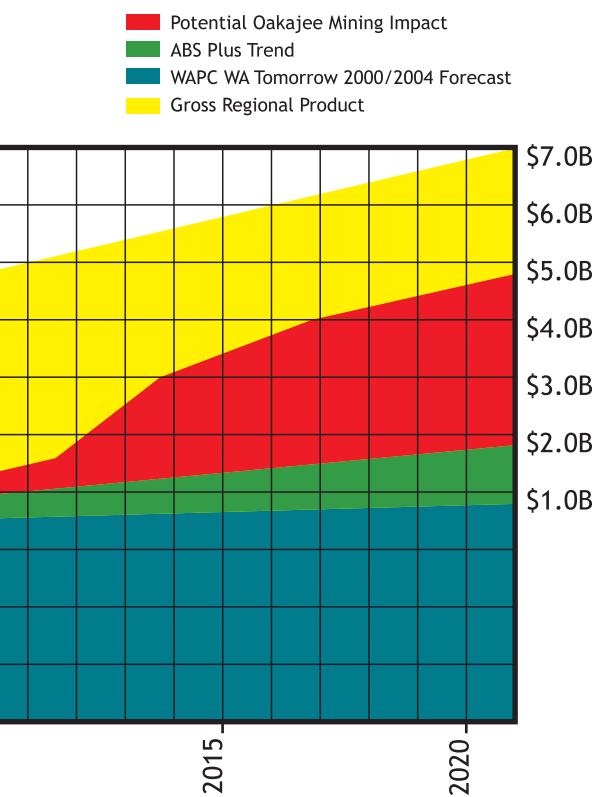


2029 and Beyond Project



Our Mission

It is important to show leadership and vision in the face of these challenges and to ensure we take advantage of and benefit from these once-in-a-generation opportunities.

A 'business as usual' approach will not work. Creating a culturally strong, sustainable and resilient future for our community requires that we all have a shared, compelling and clear image of what this community is and what it wants to become.

Reacting in an unstructured, ad hoc manner could easily result in a chaotic City, and ultimately one that is unliveable and unsustainable.

For these reasons, the City of Geraldton-Greenough is spearheading a community-based project called 2029 and Beyond.

This project is designed to affect a paradigm shift in planning- driven by a community "visioning" process coupled with planning best practice and an "Alliance Model" of governance.

The focus is to use community visioning as the foundation for a truly collaborative approach to long range planning for government, civic and private sector partners in the delivery of services to this community.

Every individual, organisation and the City itself needs to know where they want to be, and why and how to get there.

This proposal is being put forward to key stakeholders to:

- Develop an effective framework to engage the community in long range planning
- Establish a world-class framework for planning of resource-based communities
- Ensure that mistakes associated with rapid development of the Pilbara (shortages of housing, infrastructure, social services, etc.) are not repeated here
- Avoid the adverse impacts/ costs of dealing with important issues on a case-by-case basis
- Minimise the risk of community backlash and stalling of key decisions
- Develop our capacity for ongoing civil discourse on important community concerns
- Build greater consensus on strategic directions for our community

Communication, Conversation and Collaboration

The principles underpinning the 2029 and Beyond Project community engagement approach are:

1. Inclusive and respectful: we welcome and appreciate the diversity of cultures and opinions in our community and that the process must be respectful of the community's history and foundations
2. Commitment to action: the project is focussed on taking action to achieve the vision and following through to ensure it becomes a living plan
3. Proactive: positive, open, forward looking
4. Consensus seeking: In style and approach
5. Holistic: complete, exhaustive, comprehensive, embracing the sustainability model of society, culture, economy and the environment, looking at the full range of services, facilities and amenities, and addressing identified needs for the well-being of all community members
6. Transparent: participatory, accessible, no hidden agendas, open
7. Ethical: honesty, transparency and integrity

The project will also employ a variety of methods and tools to seek as widespread engagement of the public as possible.

These include:

- Newsletters** to communicate progress and offer opportunities to become involved
- Website** to provide progress reports and encourage contribution to ongoing conversation.
- Facebook** to encourage participation and uncensored dialogue as we progress on our journey.
- LinkedIn** to enable an international network of professionals to engage and participate.
- Media** to ensure accurate and timely information is communicated.
- Surveys** to offer another opportunity to contribute thoughts and ideas
- Forums** to bring the conversation to you. Contact us if you would like your agency, group or club to have a facilitated deliberative forum.
- The Community Summit** A large scale interactive summit will provide an opportunity for the community to hear from world renown thought leaders, share understandings of their future, and prioritise what is important to be included in the community vision.



A vision by and for the community of Greater Geraldton City Region

"What is a sustainable world? Delightfully diverse, safe, healthy and just world, with clean air, water, soil and power - economically, equitably, ecologically and elegantly enjoyed."

William McDonough

Project Mission

City Led - Community Owned

To ensure a progressive, liveable and sustainable future that meets the needs of our current community without compromising the ability of future generations to meet their needs.

This will be done by providing strategic leadership in developing and implementing integrated plans and actions in partnership with all sectors of the Greater Geraldton City Region community.



A Climate of Opportunity

Our Heritage

Geraldton, the Mid West's capital, is a family friendly place to live and work. Its enviable lifestyle is matched by a comprehensive range of quality education, health and community services and facilities. Heritage buildings, stunning monuments and world-class museums abound in this natural landscape, reflecting the rich Indigenous, maritime and pioneer history of our region and setting the scene for today's thriving community

Opportunities

From fishing to tourism, mining to agriculture, small business, government, health, law and education, people from all walks of life are attracted to Geraldton's climate of opportunity.

A \$4.5 billion northern rail link and port is proposed at Oakajee, just north of Geraldton. Subsequent development of the port industrial estate would see development of support industries requiring a large skilled workforce.

Stage Two of the multi-million dollar Southern Transport Corridor has opened the way for greater mining and agricultural export opportunities.

Over \$6 billion will be invested in new iron ore mines, offering significant direct and indirect employment opportunities.

The region is bidding for the €2.5 billion Square Kilometre Array, a radio-astronomy project that would deliver unparalleled visibility and bring new scientific opportunities for the area.

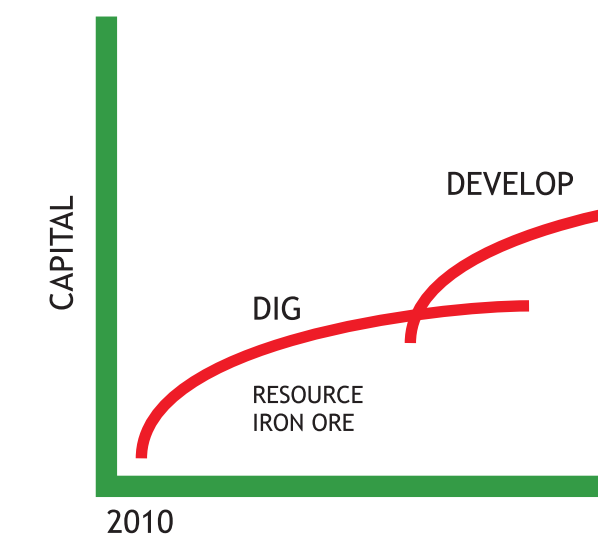
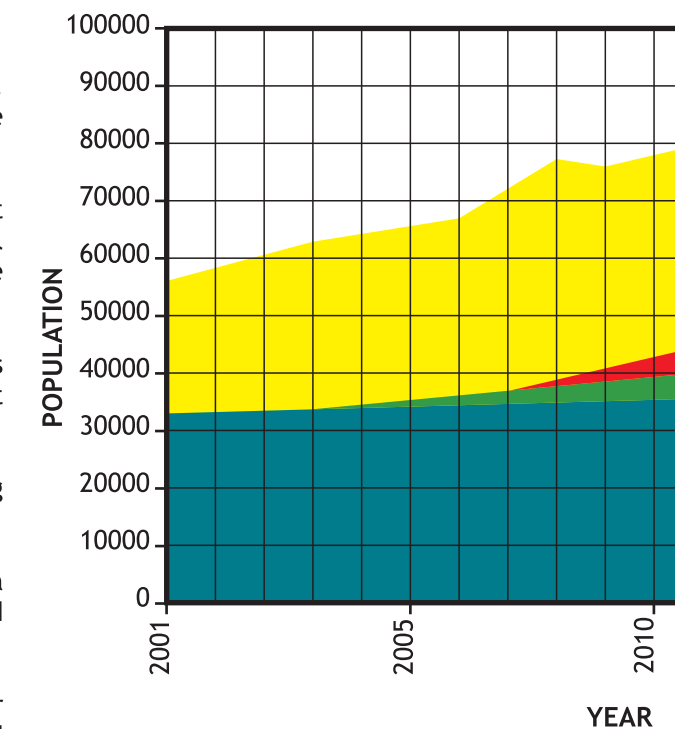
Science, information and communication technology will be further enhanced by the National Broadband Network rollout in Geraldton and the growth of the renewable energy production sector.

Recognising and having pride in our past and what makes our community unique - while anticipating and planning for the potential impacts of rapid change - will be essential in planning for this exciting future.

Our Future

In addition to rapid population growth, there are many factors that will impact on Geraldton's enviable lifestyle. These include global trends such as climate change, diminishing resources and changes in population demographics. There is potential for significant impact on our large agricultural and fishing industries.

GERALDTON POPULATION IMPACTS



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Mail: 2029 and Beyond
City of Geraldton-Greenough
PO Box 101, Geraldton, WA 6531

Our Goals

To develop a robust community vision that will lead and inform the development of plans approved by the Minister and gazetted as:

- Greater Geraldton Region Plan
- Greater Geraldton Region Structure Plan
- Local Planning Strategy
- Town Planning Scheme

Our Outcomes

- A governance framework and structure to ensure an informed strategy and an inherent understanding of trends and issues
- Daily planning underpinned by a shared and overarching vision
- A potential model for other resource impacted communities and 'Transition Towns'

The ultimate outcome will be the 2029 and Beyond - Community Action Plan.

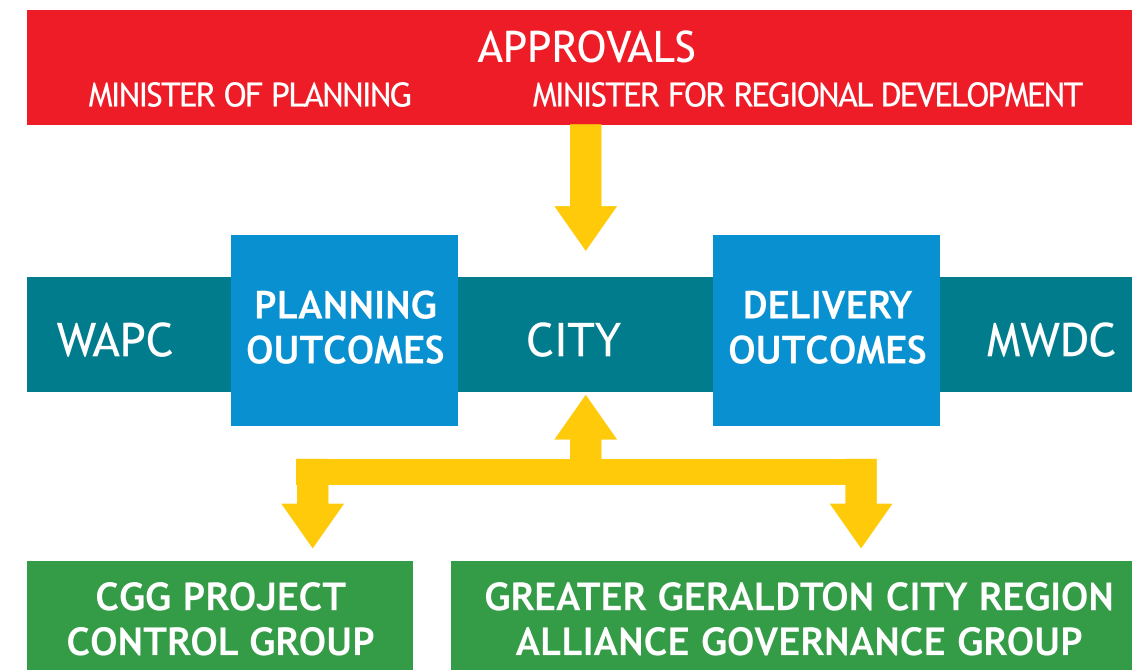
Partnerships, Working with the Best
To achieve these aims the City needs to work with the best and is calling on the public sector, private sector and individuals to be part of the journey of creating a community and region that can grow, thrive and sustain itself.

Whether it's your time and energy to participate, or your capacity to acquire and deploy other resources to enable, facilitate or assist our process - we invite you to contact the City and become part of this process.

Partnership benefits

- Demonstrating your organisation's commitment to the future of our community
- Having direct involvement in the future planning for our growing City Region
- Fostering proactive and productive work force planning for the future
- Partnering in sustainable development
- Ensuring you and your organisation's activity is recognised in planning for the City Region

PROPOSED GREATER GERALDTON CITY REGION PLANNING GOVERNANCE FRAMEWORK



The City of Geraldton-Greenough has identified we need to develop strategies and take action towards that to create a sustainable city region four over-arching goals, through fifteen theme areas. This is illustrated below, showing the interdependence between environmental, social, governance and economic aspects of our City Region.

ENVIRONMENTAL

Are we contributing to enhancing our natural environment by:

- Protecting high priority natural resources, including areas of high biological diversity?
- Promoting appropriate development with no net loss of environmental assets or benefits, for example through over-extraction, pollution or physical degradation?
- Encouraging our community to act as stewards for the environment locally, and globally?
- Reducing vulnerability and risk related from environmental change and resource shortages?

Green Infrastructure

A future Greater Geraldton Region should be a place where we co-exist with the natural environment rather than developing in conflict with it. "Green infrastructure" - a network of living green spaces - is the focus of this co-existence. Green infrastructure will fulfil a fundamental role in helping us to address climate change, public health, biodiversity and community cohesion.

Waste

Managing waste generated by industrial, commercial and domestic activities is a major challenge. We will investigate strategies for waste minimisation and re-use, as well as alternative waste treatment processes, from simple green waste mulching, to sophisticated technologies such as high temperature furnaces that destroy waste materials and use the heat to generate energy into the grid. Kerbside recycling facilities for urban areas will be part of the infrastructure to support fundamental change.

Water

Water is a precious and scarce resource. We will partner with other agencies and the community to develop strategies to reduce water consumption, improve water quality and manage water better. The aim is to significantly cut our water consumption per person with a strong emphasis on reducing consumption of potable water.

Coastal

Our community has strong affections for our unique coastal environment. This natural asset is fundamental to our quality of life. The Coast is under threat from rapid growth and an expanded urban footprint. We are working on ways to manage coastal growth in a holistic and sustainable manner. Our aim is to offer world class public open space, green corridors and natural beauty, providing a hub for the enjoyment of current and future generations of residents and visitors.

Natural Resource Management and Biodiversity

Natural Resource Management (NRM) can be described as the sustainable management of our natural resources (land, water, marine and biological systems). High quality NRM is vital if we are to ensure our ongoing social, economic and environmental well-being.

Climate Change

Too often, our key decisions have been made based on the assumptions of past climate conditions. Given that major climate changes are anticipated in the coming decades, these historical conditions are no longer appropriate for our decision-making. Adjustments made to cope with the impacts of changing climatic conditions will be an essential aspect of our future planning.

SOCIAL

Are we contributing to the development of a safe, healthy, creative and diverse community by:

- Providing equal, essential and timely services for all community members?
- Stimulating cultural and social diversity and stability?
- Meeting the active and passive recreation needs of the community?
- Reducing barriers to participation and inclusion?

Human Services Infrastructure

Essential infrastructure goes far beyond 'hard' infrastructure (roads, drainage, electricity and water supply, etc). Other services need to be considered such as health, education, housing, law and order, community safety, leisure and recreation, pursuit of cultural aspirations, celebration of cultural heritage, and support for well-being of the frail-aged, seniors, families, youth and children.

CULTURE

Are we contributing to a vibrant culture and lifestyle with a strong sense of identity, belonging and creativity?

Heritage, Culture and the Arts

Inclusiveness, acceptance and celebration of diversity are the foundations for a sense of shared community, of cultural vitality and identity, and a strong feeling of connection. Knowing how our community culture is changing and evolving should inform planning for many other aspects of our future. The creation of places and spaces for cultural expression and celebration of culture (both traditional and contemporary) through the Arts is an essential part of that plan.

GOVERNANCE

Are we contributing to governance systems that empower our community to create their desired future and reach their aspirations by:

- Empowering the City to make the right decisions towards our community's vision?
- Empowering locally-based Government (State and Commonwealth) staff to make decisions with minimal referral to the capitals and head offices?
- Recognising City and regional identity, autonomy and capacity for leadership?
- Promoting transparent, collaborative and inclusive decision-making?

Regional Identity and Empowerment

An essential element for the future success of Geraldton and its associated region is to ensure an appropriate level of independence, autonomy, and empowerment. A key object is to create a framework enabling the devolution of capacity and autonomy to the regions and specifically empowering the regions to undertake more locally based decision making. This reflects the local advantage of knowledge, capacity and engagement.

Portfolio, Program and Project Management

Every level and aspect of local governmental services can benefit from careful attention to best practice management and rational, efficient service delivery: portfolio management - doing the right combination of projects in the right sequence; program management - doing the right things; and project management - doing things right.

Community Visioning, Engagement

Community visioning, engagement and public participation will form the foundation for the 2029 and Beyond project. It will ensure a truly collaborative approach to long range planning for government, civic and private sector partners in service delivery to this community. Our approach is dependent on high levels of community participation and engagement resulting in ownership of the visions, outcomes and deliverables.

ECONOMIC

Are we contributing to a strong and diverse economy, which provides for the long-term sustainability and viability of our region by:

- Encouraging diverse and innovative projects, businesses and investments?
- Creating consistent policies and frameworks to provide greater certainty for investors?
- Attracting investment in upgrading and maintaining infrastructure and services?
- Growing the number, strength, size and capacity of local businesses?

Science, Education and Innovation

Our community depends upon its people, their knowledge and skills. Diversification of the industry base, targeting knowledge-intensive innovative sectors, will promote stability and increase productivity. It is important that a "smart" sector of the workforce is developed locally as well as attracted to the region, ensuring highly trained, qualified future employees for new industry.

Economic Development and Diversification

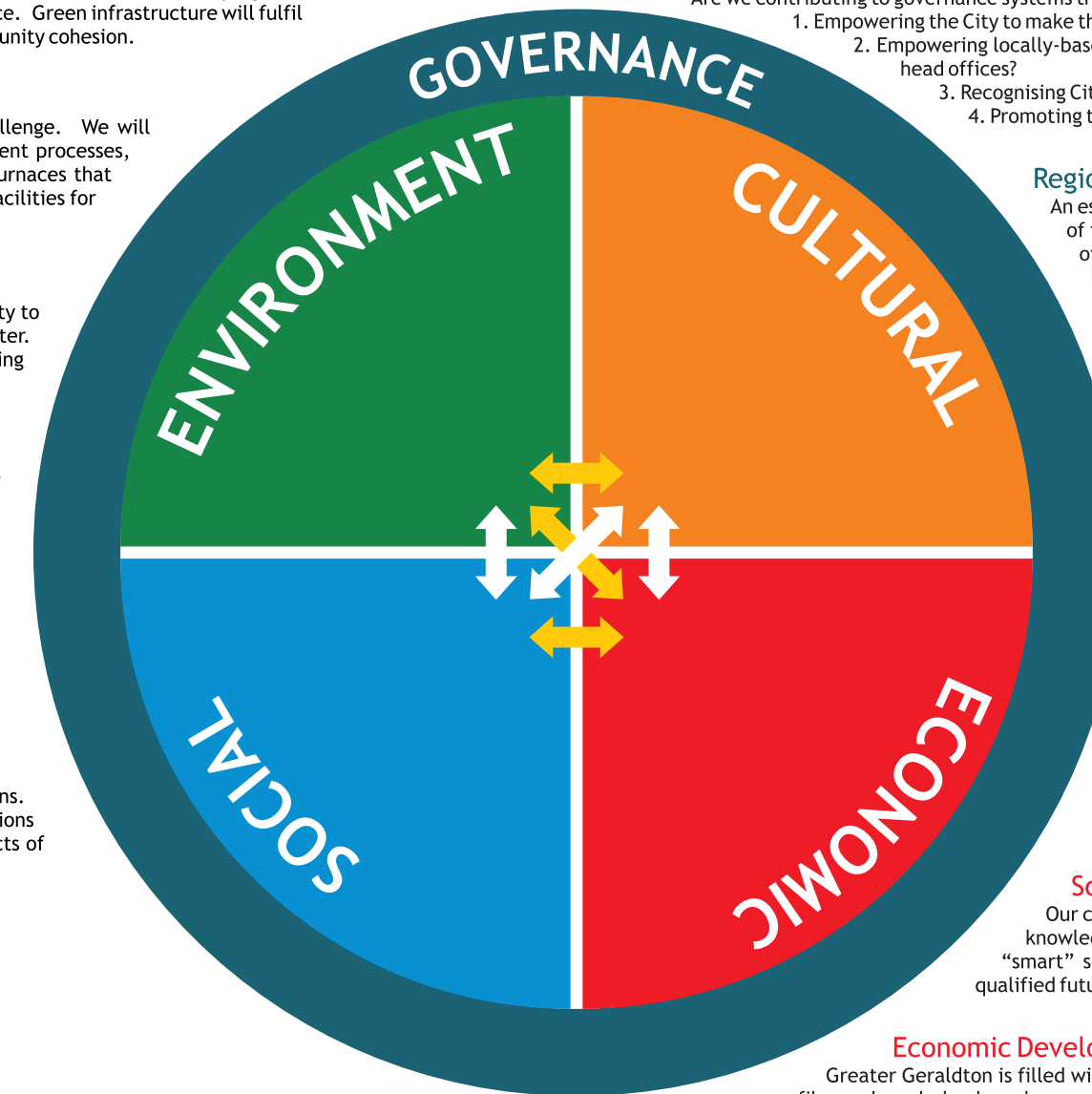
Greater Geraldton is filled with opportunity to pioneer 21st century sustainable living in a growth environment with the ability to set our profile as a knowledge-based economy. We need to explore and embrace economic opportunities to ensure our community's long term economic sustainability in harmony with our natural environment.

Land Use, Transport and Urban Form

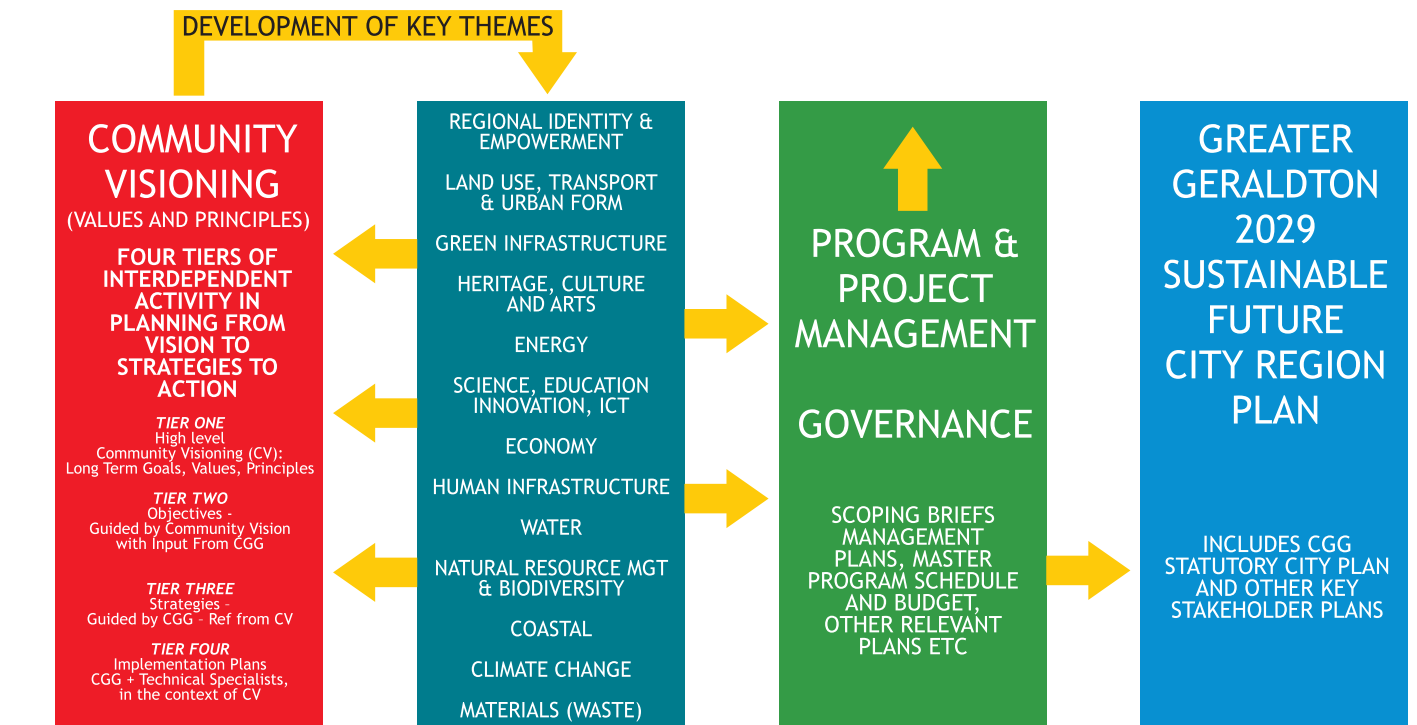
Land use planning, design and urban form will set up a sustainable infrastructure and urban framework built with a clear vision for the future. Core strategies will go beyond generic planning and design policies and principles to communicate understanding of place and a vision for the changing face of the region.

Energy

We need a sustainable energy supply. In 2010 we are confronted with the need to change the ways we use energy, and to find new sources of energy. This presents many challenges but also opportunities. The region has the opportunity to become a robust centre for renewable energy. There is a significant potential capacity (wind, solar, wave, geothermal & biomass) to deliver very high levels (to total) low/no carbon energy. This could drive the resources development, industry and logistics operations into the future.



2029 and Beyond Process



Objectives

- A well-designed, planned and achievable process
- The promotion and enablement of a more engaged and informed community
- Ownership of shared vision within the wider community
- A set of guiding principles for future decision making at various levels
- Vision-driven actions that are concrete and achievable
- Alignment of existing plans, programs and activities with the vision
- Informed Council development of a long-term plan for the region
- Consensus to help overcome the limits of past adversarial approaches to debate and decision making
- Fostering of growth of leadership in the region
- A new regional model for community development

Our approach is dependent on high levels of community participation and engagement, and ownership of the visions, outcomes and deliverables.

