



# Shire of Boyup Brook



Restore Renew Revitalise

Strategic Community Plan 2021-2031

**DRAFT**

# CONTENTS

<b>President's Message</b>	2
<b>About Our Plan</b>	3
Integrated Planning and Reporting Framework	3
Community Engagement	4
Community Participation	4
Community Feedback	5
🏠 Built Environment	5
🌱 Social and Community	5
📊 Economic Development	6
🌿 Natural Environment	6
🔍 Governance and Organisation	6
Delivering our Plan	7
<b>Our Shire Profile</b>	8
Our Economy	8
Our Heritage	8
Our Facilities	9
Our Environment	9
Our Community	10
Our Key Challenges and Risks	10
<b>Our Resourcing Capacity</b>	11
<b>Ongoing Review of Our Plan</b>	11
Planning Timeframes	11
<b>Our Vision</b>	12
<b>Key Imperatives</b>	13
<b>Goals and Objectives</b>	14
<b>Our Commitment to the Community</b>	14
🏠 Built Environment	15
🌱 Social and Community	16
📊 Economic Development	17
🌿 Natural Environment	18
🔍 Governance and Organisation	19
<b>Measures of Success in Key Areas</b>	20
<b>Plan Development and Implementation</b>	21
<b>How Can You Contribute?</b>	22



# PRESIDENT'S MESSAGE

**Welcome to the Strategic Community Plan 2021 – 2031, the guiding document for the Shire of Boyup Brook over the next 10 years.**

**We acknowledge and pay our respects to the traditional custodians of the land on which we meet and work.**

I am pleased to present the Shire of Boyup Brook's Strategic Community Plan for 2021-2031. This Strategic Community Plan is important because it guides the next decade of decision making and corporate planning for our Council. The Plan outlines our community's shared vision and aspirations for the future.

Developing a vision that reflects the unique character of our community is an essential part of future planning for our Shire. This must be undertaken in consultation with the community. Community feedback was gathered through a range of activities including sending out postcards to the community, face to face workshops and an online survey asking them to share their vision, thoughts and ideas to help us plan for the future of Boyup Brook. The resulting range of varying opinions obtained from our community was vital in shaping our Plan.

I would like to thank each and every community member who contributed to developing this plan for the future. I trust that you will join Council in embracing our new Strategic Community Plan and help us bring this new plan to life, for the Shire of Boyup Brook.



Cr Richard Walker  
Shire President

# ABOUT OUR PLAN

The Purpose of our Strategic Community Plan is to:

- Identify and acknowledge community aspirations and articulate a shared vision for the future
- Coordinate decision making and build close working relationships with other organisations in the community
- Provide a long term focus for the delivery of services and facilities by the Shire and other organisations working with and within the community
- Identify Council's strategic priorities for the Boyup Brook Community

## Integrated Planning and Reporting Framework

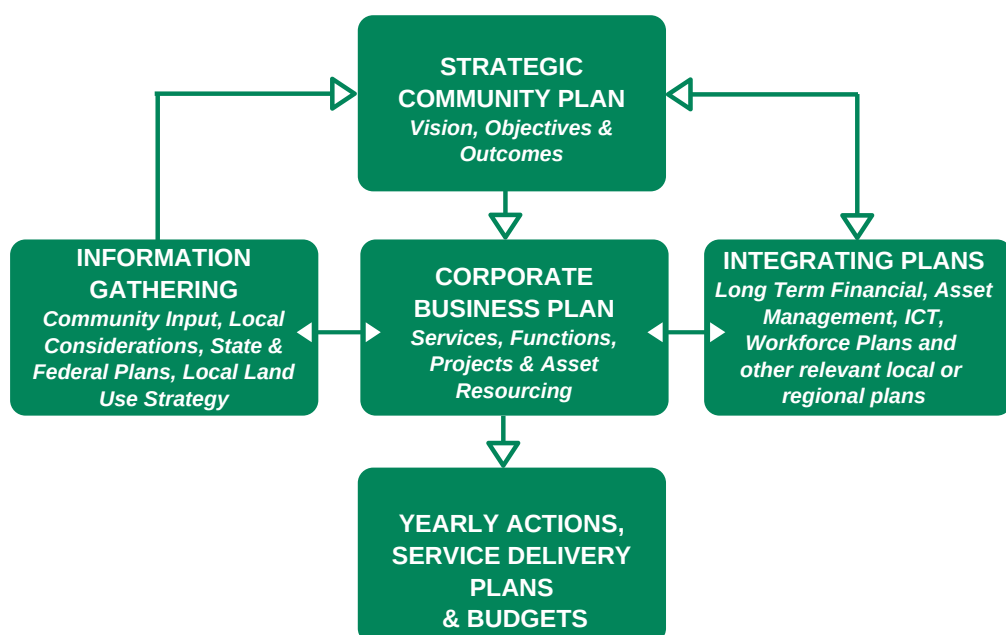
All local governments are required to prepare a plan for the future of their district in accordance with Section 5.56(1) of the *Local Government Act 1995*. The Shire has developed an Integrated Planning and Reporting Framework that will enable it to sustainably and strategically meet the needs of the Boyup Brook community. The objective of this framework is to have a stronger focus on place shaping and wellbeing with a greater level of community engagement. This framework comprises the following three key documents:

**Strategic Community Plan** - The Strategic Community Plan is the highest level planning document in the Integrated Planning and Reporting Framework. This Plan is designed to be a 'living' document that guides the development of the Shire over the next ten years.

**Corporate Business Plan** - The Corporate Business Plan is the operational plan that maps the Shire's key priorities, projects, services and actions over the next four years. It provides the detailed actions for the first years of the Strategic Community Plan.

**Annual Budget** - The Annual Budget is a detailed financial plan for each year, covering all aspects of the Shire's operations that reflects the resources generated (revenue) and those consumed (expenditure). Year One of the Corporate Business Plan and the Long Term Financial Plan establishes the basis for the Annual Budget.

The Strategic Community Plan and Corporate Business Plan are informed by a number of other key documents shown in the diagram to the right.





## Community Engagement

**249** Postcard  
responses

**89** Workshop  
attendees

**75** Online Survey  
responses

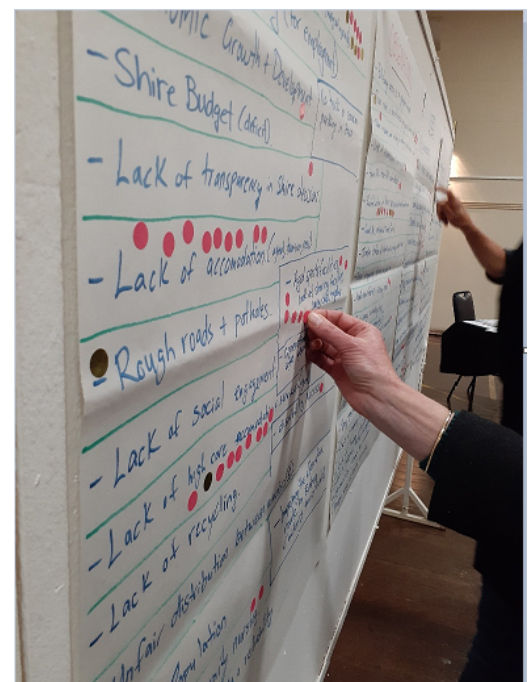
The Shire, with input from the Boyup Brook community and other stakeholders, has developed a Strategic Community Plan incorporating shared vision, goals and objectives. In the initial stages of development, research was undertaken across the quadruple bottom line, examining Social, Environment, Economic and Governance factors to inform appropriate decisions for our local community. This included a review of the Commonwealth and State Government plans as well as long-term demographic changes and impacts. To ensure we are a sustainable and growing community, the risks and challenges facing our community were also analysed. Community feedback was critical to understand our identity, build our shared vision and provide the opportunity to develop key areas of need, opportunity and community priorities.

755 postcards were posted out to the community as well as placed at businesses and schools. A total of 249 responses were received. Community workshops consulted all age groups and included:

- St Mary's Primary School workshop – 7 attendees
- Boyup Brook High School workshop – 15 attendees
- Community Resource Centre informal discussion – 2 attendees
- Evening community workshop – 39 attendees
- Morning community workshop – 19 attendees
- Hockey oval informal discussion – 7 attendees

Top priorities highlighted in these meetings were: facilities for sport, the aging population, community infrastructure, encouraging new business, the need for shovel ready projects and improved planning, revitalisation of the river, waste management, the need for accommodation across the spectrum and the importance of maintaining population growth.

Findings from the community consultation are detailed in the Strategic Planning 2020 Consultation Outcomes Report. The report is available on the Shire website.



# Community Priorities



## Built Environment

Improvement of the built environment addressing the desire for new facilities as well as maintaining and upgrading current facilities and infrastructure.

Recurring themes:

**Sport:** Sporting infrastructure including the development of the sport and recreation precinct, general sport and recreation facilities, playgrounds and skatepark.

**Infrastructure for the aged:** Aged accommodation, independent living units, high care facilities, hospital and Lodge accommodation.

**Roads:** Increasing road safety, improving the gravel roads and bituminising more roads.

**Accommodation:** Increase accommodation including visitor accommodation and housing.

**General infrastructure:** Maintaining and consolidating existing infrastructure as well as providing new and better facilities for the community.

**Streetscapes and paths:** Creating desirable streetscapes and increasing and improving the path network accessibility.

**Industrial:** Developing an industrial area to encourage industry.

**Caravan Park:** Improve and upgrade the Flax Mill Caravan Park.

**Other:** Improving memorials, general town revitalisation, hospitality infrastructure, parking, waste infrastructure and airstrip upgrade.



## Social/Community

Maintaining and improving services for the aged, support for youth, community safety, creating a vibrant engaged community and finding new and more effective ways to deliver services and amenities.

Recurring themes:

**Community Spirit:** Develop a vibrant inviting town with a strong community spirit, welcome new people to town, promote Boyup Brook as a safe and inclusive place to live.

**Beautify the town:** Develop the river, utilise and promote the natural environment, encourage colour and artwork.

**Maintain and improve services:** Retain medical services in town. There is a desire to have evening meals available.

**Education:** Strong desire to retain year 10 and maintain vibrant education options for the town.

**Aged services:** Desire to maintain and increase services for the aging population.

**Events:** Desire for more events to engage the community and attract tourists.

**Youth:** Desire to engage the youth in the community through more youth centred activities.

**Transport:** Improving transport services and networks

**Other:** There was a desire for improved hospitality services. There is also a desire to increase community driven projects and encourage volunteering.





## Economic Development

Supporting business development, tourism, and initiatives to create more local jobs to stimulate our economy, increase population and number of visitors.

Recurring themes:

**Tourism:** Strong desire to develop tourism in Boyup Brook and increase tourism promotion, develop tourist attractions, improve tourist information and signage.

**Industry and new business:** Encourage and attract new businesses and local investment.

**Increase employment:** Strong desire to increase employment opportunities for all ages.

**Other:** Create events to attract tourism, land development, investigate new business opportunities including waste reduction and recycling and reuse industry.



## Natural Environment

Delivering quality green spaces and sustainable lifestyles; supporting and encouraging recycling; responsibly promoting our natural assets including the river, wildflowers and fauna as well as encouraging sustainable agriculture and climate resilience.

Recurring themes:

**Resources:** Increase resilience through the development of sustainable, renewable resources.

**Waste:** Improve waste management and increase recycling. There is a desire for community involvement developing innovative waste management strategies.

**Water:** Improve water security, increase rainwater tanks and water storage, investigate water harvesting opportunities.

**Nature:** Protect the natural environment including flora and fauna.

**Other:** Community plant nursery and community garden, fire preparedness, pest and weed management, pollution.



## Governance and Organisation

Demonstrating strong leadership, with improved planning and consultation, community services and infrastructure development. Making goal orientated decisions for long term benefits of the Shire and the Community.

Recurring themes:

**Shire administration and services:** Shire to improve the governance and administration services. Desire for improved waste management services. Increased planning and strategy development.

**Leadership:** Shire to provide strong collaborative leadership and display a commitment to progress. A stable local government with increased transparency, accountability and improved communication and consultation.

**Rylington Park:** Improve and utilise Rylington Park.







**Council:** For Councillors to listen to the community and have more engagement with the community. A progressive, accountable Council with no vested interests.

**Other:** Increased safety in town, land and planning considerations, financial stability and security.

## Delivering Our Plan

The Shire is committed to implementing the Strategic Community Plan. In accordance with the Integrated Planning and Reporting Framework, the Shire will review its four year Corporate Business Plan to set priorities and actions which directly link to the goals and objectives identified as priorities in the Strategic Community Plan.

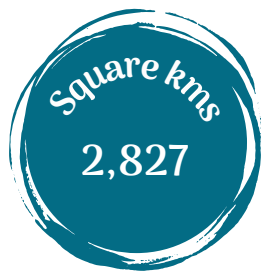
A series of informing project and service delivery plans will also be developed alongside the Corporate Business Plan to deliver the Strategic Community Plan objectives. Where aspirations cannot be achieved by local government alone, the Shire and the community will work together to achieve the best possible outcome. The Shire will advocate or partner and respond in a way that can make a positive contribution, including identifying and maximising funding opportunities to support the goals in this Plan.

Shire's Role			Example
	Lead	Plan and provide direction through policy and practices	Council will take a leadership role in unifying the community
	Provide	Provide physical infrastructure and essential services	Council provides a swimming pool and manages waste
	Fund	Provide funds or other resources	Council provides community grants for not for profit community groups
	Regulate	Be responsible for the enforcement of statutory requirements	The Shire conducts regular public health inspections to ensure provision of safe food, water and environment
	Partner	Collaborate with external stakeholders to deliver services and projects	The Shire is committed to working with other government agencies operating in the Shire
	Advocate	Proactively represent the community	Council will advocate for improved education in the Shire or lobby for greater regional investment

Long term resourcing strategies will be employed to maximise the chances of successfully meeting community objectives. The Strategic Community Plan was developed with an understanding of our current financial workforce and asset resource capacity. Review and further development of the Asset Management Plan, Workforce Plan and the Long Term Financial Plan will further refine future resource levels for consideration during the operational planning (documented in the Corporate Business Plan) and Annual Budget processes.



# OUR SHIRE PROFILE



Boyup Brook is the "Country Choice" and a great place to live, work, and play. The Shire covers an area of 2,827 square kilometres and includes the localities of Boyup Brook, Dinninup, Kulikup, Mayanup, Tonebridge, McAlinden and Wilga. Centrally located, the Shire borders the seven Shires of Bridgetown-Greenbushes, Collie, Cranbrook, Donnybrook-Balingup, Kojonup, Manjimup and West Arthur. Boyup Brook is a small, connected community, attracting a range of people from all walks of life. According to the most recent census (2016), there are 1,702 people living in the Shire. Of those 50.2% are male and 49.8% female. Aboriginal and Torres Strait Islander people make up 1.2% of the population. The median age of people in the Shire is 49 years. Children aged 0-14 years make up 18.6% of the population and people aged 65 years and over make up 24% of the population. The Shire has a very low unemployment rate of around 4.9%.

## Our Economy

Boyup Brook is an inclusive community that is founded primarily on agriculture. The town services surrounding sheep, beef cattle, oat, canola and barley producers as well as vineyards, timber and olive plantations and emerging cottage industries. The annual economic output for the Shire is estimated at \$256 million.

The Shire of Boyup Brook is committed to working with the private sector to build the local economy through commercial, industrial, and residential projects. Focus is given to economic development projects which will create new jobs, increase property values, and/or generate new revenue within the community.



## Our Heritage

Boyup Brook is rich in history. Prior to European settlement, Aboriginal people of the Bibbulmun tribe inhabited the Boyup Brook Shire. Boyup Brook originated from the Aboriginal word "Booyup", which means "Place of Big Smoke" or "Place of Big Stones".

The first European explorer to cross the Blackwood River, A.C. Gregory, carved his initials on the 'Gregory Tree' north-east of Boyup Brook in 1845. By 1882 there were 19 families within the district.

The town, which was originally gazetted as 'Boyup' in January 1900, was established where the brook runs into the river. The name was changed to Boyup Brook in 1909 to match the railway station that was built to connect the town to Donnybrook. The railway was then extended to Kojonup and Katanning in 1911. In 1940, during the Second World War a flax mill was built in the town. The Boyup Brook Flax Mill was the last flax mill in Australia to close down in the 1960s and is now the site of the caravan park.

## Our Facilities

Boyup Brook has a variety of community facilities including a Medical Centre, 12 bed hospital and Citizen's Lodge aged care facility. The Boyup Brook District High School caters for all students from kindergarten to year 10 on separate primary (K-6) and middle school (7-10) sites. St Mary's is a private, co-educational, Catholic primary school catering for students from K-6. The Early Learning Centre offers quality childcare Tuesday to Friday. **Boyup Brook has a Community Resource Centre (CRC) which provides community information, services and activities. In 2021 the library will relocate to the CRC, improving services to the community.**

Boyup Brook has a variety of facilities for a small town and offers sports for all ages including football, tennis, cricket, bowls, badminton, golf and more! The Boyup Brook swimming pool is a key community facility that offers water aerobics classes, swimming lessons, toddlers pool, diving board, gym, barbecues and lots of shaded green grass.

**Boyup Brook Shire is the only local government in Western Australia that provides an emergency Ambulance service for all of its permanent residents free of charge. The Shire has a Memorandum of Understanding with St John Ambulance Boyup Brook for this service.**

## Our Environment

Our local environment is valued, supporting quiet, simple, peaceful but active lifestyle choices. The natural environment including the Blackwood River and State forests need to be carefully managed and it is vital that our fertile farming land is preserved.





# Our Community

## Population

1,702



Male 50%

Female 50%

Median Age

49 years

While the overall population of Boyup Brook has grown since 2006 the main growth is in the over 55 age group. Since 2001 there has been a 54% increase in the 55-64 year age group and a doubling of the 65+ age group. The youth and young adult populations have remained relatively constant since 2006 as has the working age 25-54 age group.

Information from the 2016 Census

## Family Composition



Couple without children 53.7%



Couple with children 36.4%



One parent family 10%



## Our Roads



Sealed Urban Roads 15.21 kms



Sealed Rural Roads 184.09 kms



Gravel Rural Roads 841.45 kms



## Industry & Employment



Sheep Farming 16.5%



Grain Farming 8.8%



Beef Cattle 7.8%



Local Government 4.1%



Retail 3.3%

## Our Key Challenges and Risks

Our Plan needs to respond to the risks and local issues which have been identified and considered during the consultation process. Issues identified and addressed include:



Community Infrastructure Maintenance & Management



Preservation of Essential Community Services



Ageing Population



Road Infrastructure Safety



Housing & Availability



Business & Development



Resourcing Capacity



Governance & Stewardship

# OUR RESOURCING CAPACITY

The first year of the Plan will be one of consolidation for the Shire and our new leadership team. The workforce and financial status of the Shire has been reviewed during this planning process. A new organisational structure has been implemented with an increased focus on managing financial, physical assets and human resources to form a solid base for the future. There will be steady progress towards the identified objectives and the community will be kept informed of progress.




Our financial capabilities are limited by our capacity to grow the Shire's revenue streams. This includes the ability to source external funding from grant programs, balanced with how much our community can sustain in the way of rate increases.

For example, the Infrastructure Asset Management Plan has identified that we currently have a renewal funding gap. Our Long-Term Financial Plan modelling details a range of financial management strategies to assist us in addressing the funding gap for buildings, roads and bridges, which will allow us to deliver the desired community outcomes.

## ONGOING REVIEW OF OUR PLAN

We will undertake a desktop review of our Strategic Community Plan every two years; and a full review every four years which is when we will seek further input from our community. This will ensure that our Plan continues to be relevant and that we are able to respond to the demands of the current environment.

### Planning Timeframes

	<b>Short Term</b>	1-4 years	Corporate Business Plan 2020-2024	Must be able to be fully resourced
	<b>Medium Term</b>	5-8 years	Corporate Business Plan 2024-2028	Can be planned but not readily resourced
	<b>Long Term</b>	9-12 years	Corporate Business Plan 2028-2032	Opportunistic-subject to affordability or third party involvement





# Our Vision

*Growing our community together and bringing Boyup Brook to life.*

*Our Shire will be:*



A place for people, with a sense of community, one that is active, vibrant, engaged and connected.



A place with community and visitor facilities that are well maintained and further developed as required.



A place that is safe and secure. An inclusive place that nurtures its youth and aging population; and retains its health and medical services.



A place that grows with housing and employment opportunities expanding through economic development, which is based on our local comparative advantage.

# KEY IMPERATIVES

These key imperatives were derived from community feedback. Council has determined the most important issues, ambitions or projects that may have an impact on the achievement of the Strategic Community Plan over the next ten years. Local Governments often do not have the ability to deliver major infrastructure or services that attract and maintain population, employment, or tourism, but they play their role within jurisdiction and affordability. It is essential that they also support/advocate on behalf of the Community.



## Actively Pursue

- Economic development opportunities
- Increased land use
- Facility improvements
- Flax Mill precinct, Caravan Park upgrades and accommodation options
- Playground, sporting and recreation facility upgrades
- Improved water security
- Waste Management improvements
- Revitalisation of town centre, and river areas



## Encourage

- Preservation of our heritage and history
- Better utilisation of community facilities and Rylington Park
- Increased volunteer activity
- Tourism / visitor accommodation and facility development opportunities
- Rural and agribusiness activities and initiatives
- Initiatives that address climate change and environmental challenges
- Community events
- Buy local campaigns and business incubation opportunities



## Support / Advocate

- For the maintenance and improvement of service provision to our community
- Infrastructure and services for the aged, and initiatives to retain and attract older population and provide jobs
- Youth services and initiatives
- Initiatives that make our population grow
- Recycling industry / initiatives
- Investment in the region



# GOALS AND KEY OUTCOME AREAS

With the current economic environment and COVID 19 impacts, local governments must work within tight budgets and uncertain future funding from State and Federal agencies. This impacts on the Shire's ability to deliver project and community development activities. It is expected that in the short-term, the Shire will be operating with tight budgetary constraints to deliver on the commitments made to the community.

Council and officers will continue to advocate for increased grant funding and to support community applications that are outside of the jurisdiction of the Shire. The goals and objectives outlined in the following tables indicate what we aim to achieve or move towards in the next four years. The overarching focus is having a healthy and engaged community as well as to restore, renew and revitalise facilities.

## OUR COMMITMENT TO THE COMMUNITY

The Council is committed to the following goals and objectives that will be delivered through the Corporate Business Plan strategies:

Built Environment, Social and Community, Economic Development, Natural Development, Governance and Organisation.







# BUILT ENVIRONMENT

1

## Provide sustainable infrastructure that serves the current and future needs of the community

- 1.1 Maintain the Shire assets in a cost effective way
- 1.2 Construct / redevelop community and sporting facilities in a manner that maximises their life, capacity and function
- 1.3 Partner with key stakeholders to review, develop and maintain aged care facilities according to need
- 1.4 Partner with key stakeholders to ensure waste management facilities are managed and maintained sustainably
- 1.5 Increase road safety, improve road infrastructure, networks and parking

2

## Create a safe and inviting Community for locals and visitors

- 2.1 Partner with key stakeholders to improve streetscapes and revitalise the town centre
- 2.2 Develop and activate nodes and precincts to support effective land management, town planning and asset management
- 2.3 Implement measures to ensure appropriate public health, safety and accessibility

3

## Preserve the history and heritage of our built environment

- 3.1 Improve management and maintenance of all community, heritage and historic sites and facilities in the Shire
- 3.2 Restore, enhance and activate the Flax Mill site, accommodation and caravan park



### Community Outcomes

- Well maintained infrastructure
- Well designed and constructed facilities
- A town that attracts and retains people



### Measures

- Asset Management Ratios
- Community Satisfaction
- Useful Town Planning Scheme



### Who Will Contribute?

- The Shire
- Council
- Community
- Sporting Groups
- Business Groups



# SOCIAL AND COMMUNITY

1

## Support a healthy, active, vibrant community

- 1.1 **Facilitate** access to health facilities, services and programs to achieve good general and mental health and wellbeing in the community
- 1.2 **Facilitate** access to community, sport and recreation facilities, services and programs
- 1.3 Promote community participation, interactions and connections
- 1.4 Retain and grow population

2

## Promote quality education, health, childcare, aged care and youth services

- 2.1 Develop and maintain partnerships with schools and police as appropriate
- 2.2 Advocate and lobby for the maintenance and improvement of service provision to our community
- 2.3 Improve support for youth and youth activities
- 2.4 Improve aged care services, accommodation and support

3

## Encourage the preservation of our culture, heritage and history

- 3.1 Partner with stakeholders to promote Boyup Brook, preserving our history for future generations and sharing the rich heritage of the Shire
- 3.2 Support and promote community events and activities



### Community Outcomes

- Active and healthy lifestyles
- Everyone can participate in sport and recreational programs and facilities
- Strong resilient community organisations and clubs
- Improved community health



### Measures

- Community satisfaction
- Community participation in events
- Community participation in sport and recreation
- Number of active local clubs and organisations



### Who Will Contribute?

- The Shire
- Community
- Sporting Groups
- Government Agencies
- Key Stakeholders



# ECONOMIC DEVELOPMENT

1

## Make land available for economic growth, development and improvement

- 1.1 Increase land availability for industry, housing, visitor accommodation and tourism infrastructure

2

## Be a business friendly Shire and create conditions for economic growth

- 2.1 Reduce red tape and promote a supportive business friendly culture
- 2.2 Partner with key stakeholders and support development of industry/business incubation, innovation and entrepreneurship using a planned approach
- 2.3 Promote and support Buy Local Campaigns
- 2.4 Support current and new technologies

3

## Support a strong and inclusive economy

- 3.1 Partner with key stakeholders to maximise economic development opportunities through regional and sub regional initiatives
- 3.2 Promote the town as a great place to visit, stay and live
- 3.3 Partner with key stakeholders to attract investment that will create jobs and support growth



### Community Outcomes

- A diverse and strong economy
- Access to dedicated industrial land for growth
- People want to visit and do business in the Shire



### Measures

- Completion of Local Planning Strategy
- Retention and growth of businesses and services
- Increased employment



### Who Will Contribute?

- The Shire
- Council
- Business Groups
- Government Agencies





# NATURAL ENVIRONMENT

1

Manage natural resources sustainably

- 1.1 Manage and conserve the natural environment, lands and water
- 1.2 Mitigate climate change and natural disaster risk
- 1.3 Improve water security and investigate drought proofing measures
- 1.4 Work with key stakeholders to manage land, fire, disease, introduced animals and weeds

2

Deliver a sustainable and progressive approach to waste management

- 2.1 Adopt and encourage renewable energy and sustainable practices
- 2.2 Manage waste facilities and reduce environmental impact
- 2.3 Increase awareness and encourage sustainable waste management practices

3


Manage responsible growth with respect for Boyup Brook's natural environmental heritage

- 3.1 Protect significant places of interest
- 3.2 Create attractive streetscapes, green spaces and riverside trails



Community Outcomes

- Conservation of important environments
- Reduced litter
- Reuse and recycling initiatives



Measures

- Community satisfaction
- Percentage of waste diverted from landfill
- Reduction in scheme water dependence
- Rehabilitation



Who Will Contribute?

- The Shire
- Council
- Community
- Key Stakeholders



# GOVERNANCE AND ORGANISATION

1

## Demonstrate effective leadership, advocacy and governance

- 1.1 Strengthen leadership, advocacy and governance capabilities
- 1.2 Provide transparent decision making that meets our legal and regulatory obligations, reflects the level of associated risk, and is adequately explained to the community
- 1.3 Improve our business and asset management systems and processes to meet our audit compliance and the needs of the community

2

## Improve financial sustainability

- 2.1 Improve short and long term financial management planning

3

## Effectively communicate and engage the community

- 3.1 Provide the community with relevant, timely information and effective engagement
- 3.2 Work with groups from across the community to address their concerns regarding facilities and services
- 3.3 Partner with key stakeholders to deliver community needs driven projects

4

## Increase stability and capability in Shire staff

- 4.1 Enhance the use of technology to improve customer focused service delivery
- 4.2 Reduce key staff turnover and provide training to increase staff efficiency and capability
- 4.3 Increase staff housing



### Community Outcomes

- The community is satisfied with Council's leadership and financial management
- Strongly developed professionalism of staff delivering services for the community
- The community is consulted about local issues and opportunities



### Measures

- Community satisfaction
- Community participation in events
- Integrated Planning and Reporting Framework
- Staff retention
- Financial ratios
- Asset management ratios



### Who Will Contribute?

- The Shire
- Council
- Community

# MEASURES OF SUCCESS IN KEY AREAS

All issues, concerns and aspirations have been assessed. Strategies on how these are to be achieved will be activated as appropriate through the Corporate Business Plan. These strategies will be resourced through the Long-Term Financial, Asset Management and Workforce Plans. Key success areas below will have a medium to long term timeline.

What is Boyup Brook like now?	What will it be like when we succeed?	How will we measure our success?
Our community facilities and main street are ageing and in need of maintenance, updating and enhancing to improve the visual appeal of the town.	Boyup Brook will be a vibrant and beautiful town that encourages people to stop for a short or long visit or stay for the lifestyle.	Visitor numbers to the town for work, events, tourism and holiday breaks increase, and businesses in the town are thriving.
Our sporting infrastructure and facilities are also ageing, and need to be included in the nodes and precincts master plan to ensure updating, maintenance, further development or enhancement is managed in a sustainable manner.	High quality sporting facilities in a precinct with a strong focus on participant and spectator experiences and needs.	A happy and healthy sporting community in a safe, inclusive and well-managed precinct. Increased number of active sporting groups.
We have limited opportunities to grow our population or business community due to the lack of available land for development.	Increased accommodation across the spectrum of need, retaining and increasing the population, businesses, jobs and services in our town and localities, providing benefits to the Shire as a whole.	Improved economic profile, a choice of accommodation types and a wide range of businesses and industries. Increased population across diverse age groups.
Health and wellbeing activities and facilities for youth and older people are limited and our Shire facilities underutilised.	Residents across all age groups will have the opportunity to get together to improve their social interaction opportunities as well as enhance their health and wellbeing.	Community facilities being utilised and there is an increase in community programs, events, activities and number of active groups
Visitor, heritage and other tourist attractions are disadvantaged due to low level of tourist or visitor facilities and accommodation to encourage people to stop and visit.	There will be more awareness of natural, heritage and tourism attractions to encourage traffic from the alternate Bunbury to Albany tourist route. More people will include Boyup Brook in travel plans.	Visitation numbers and accommodation occupancy rates are increased.
Our community indicate a lack of transparency, trust and effective communication with the Shire.	Strong connections, with the Shire, residents and business communities working together for a better Boyup Brook.	More visibility of Council and Shire leaders in the Community and effective communication through many channels. Improved community satisfaction.



# PLAN DEVELOPMENT AND IMPLEMENTATION

A rolling ten-year Strategic Plan is adopted by Council and is reviewed and updated every two years to ensure the directions set for the Shire of Boyup Brook remain relevant and responsive to external environment and economic changes. The principal objective of the plan is to provide a framework and strategic direction that informs the Council in decision making and resource allocation. Strategies will be implemented through the Corporate Business Plan that will address the priorities identified by Council in each four-year cycle. In developing this plan, the Council has considered the following internal and external informing and resourcing strategies and plans:

## Internal



**Corporate Business Plan**



**Long Term Financial Plan**



**Asset Management Plan**



**Workforce Plan**



**Disability Access & Inclusion Plan**



**Town Planning Strategies**



**Local Planning Strategy**

## External



**State Planning Strategy**



**Health Department Strategy**



**Regional Development Commission**



**Traditional Land Owners**



**Department of Transport**



**Regional Public Health Plan**

# HOW CAN YOU CONTRIBUTE?





DYLONGUP (Noongar name meaning *fog and mist possess this area*)  
Opening of the Boyup Brook Football Oval 1960

## Shire of Boyup Brook



55 Abel Street BOYUP BROOK WA 6244



PO Box 2 BOYUP BROOK WA 6244



(08) 9765 1200



[shire@boyupbrook.wa.gov.au](mailto:shire@boyupbrook.wa.gov.au)



[www.boyupbrook.wa.gov.au](http://www.boyupbrook.wa.gov.au)

