



• N 2031

Strategic Community Plan

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.



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A Message from our Mayor
Shane Van Styn

Welcome to Greater Geraldton 2031 - our shared vision to help us thrive and prosper as we continue our transition through a period of amazing change.

The next decade is set to be an exciting and rewarding time for all of us in Greater Geraldton as our regional centre continues to grow with a spotlight on our region's potential in the renewable energy, tourism and mining sectors.

This plan encompasses the wisdom of our community and their aspirations for this great part of the world.

It highlights our role as an emerging global city underpinned by our commitment to serve the communities within it.

Our four key strategic directions reflect what matters the most to us as a progressive community: protecting our environment, growing our economy, creating an inclusive community where there exists a sense of place and pride and good leadership. These are the goals towards which we are committed.

They also highlight our greatest strengths: our diversity, our resilient people, our idyllic location and our enviable lifestyle.

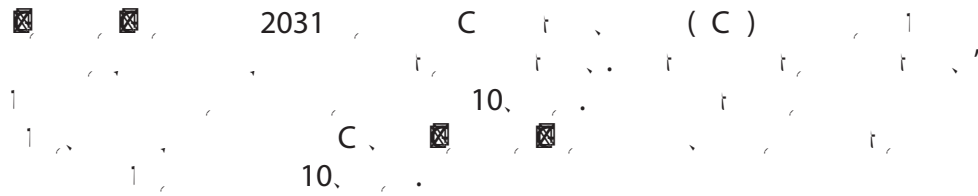
Thank you for delivering the dream and we look forward to working with you to make our home a better place for everyone.

A stylized, handwritten signature of Shane Van Styn in black ink.



We thank all who contributed their time in the major review of our Strategic Community Plan. Encompassing the passion, commitment,

Strategic Context



The SCP represents the highest level of strategic planning undertaken by local governments. It is legislatively required as part of the Integrated Planning and Reporting Framework under the Local Government Act 1995 for the purposes of:

- Ensuring the community is involved in the setting of a long-term vision;
- Providing Council with a clear understanding of the community's well-being priorities, aspirations, needs and wants; and
- Guiding the priority setting within the City's Corporate Business Plan.

The diagram below explains where this SCP fits into the Integrated Planning and Reporting Framework.

For more information on integrated planning and reporting in Western Australia go to www.dlgsc.wa.gov.au.

USING THE PLAN

- Council, Council, Council :
- Defines priorities, processes, and short and long term plans
 - Prioritises budget and resource allocations
 - Plans its infrastructure, land use, service and asset management and operations
 - Directs its workforce planning
 - Determines its key strategies and plans
 - Develops its position on issues
 - Reports to Council
 - Evaluates our performance



The role of Council

Key to Council's role is listening to our community and understanding its desired level of service and demand for key facilities and programs and balancing expectations with what the community is prepared to pay for.

LEADER

We understand the community's aspirations and challenges. We plan and provide direction through policy and best practice.

PROVIDER

We provide a range of infrastructure, services, facilities and programs that meet the needs of the community.

COLLABORATER

We support and collaborate with the community, private sector and government at all levels to deliver tangible benefits to the community.

PLANNER

We use our professional expertise to undertake research, provide information, and in consultation with stakeholders, develop pathways to achieve our aspirations, and resolve identified issues. We will undertake this work from a whole of community perspective.

CAPACITYBUILDER

We work with community groups and government agencies to meet local needs. We assist community groups to obtain the necessary resources through partnerships with other agencies.

ADVOCATE





We are the voice of the community. We advocate for the best possible outcomes for our community.

How to read this plan

This diagram explains the key headings and terminology to help you navigate this plan:

City Role

Council has a custodial role in working towards each community outcome, however is not wholly responsible for achieving them. Responsibility rests with everyone including other

Strategic Direction	Aspiration	Outcomes - What Will Happen	Supporting Strategies	City Role*
	<p>Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.</p>	<p>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</p>		
				
				
				

How will the City deliver on the vision?

Community outcomes are achieved through a range of delivery methods. 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.



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.

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.

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Measuring Success



Community Satisfaction

The City measures the success of the SCP by seeking feedback from the community through a community satisfaction survey. The trends in the information received helps the City to determine how the SCP is performing.

Financial Performance

The annual budget provides an update on the programs and projects funded, completed on time and whether they are within budget estimates. It allows the tracking of performance from a Financial and Corporate Business Plan perspective.

Economic Data

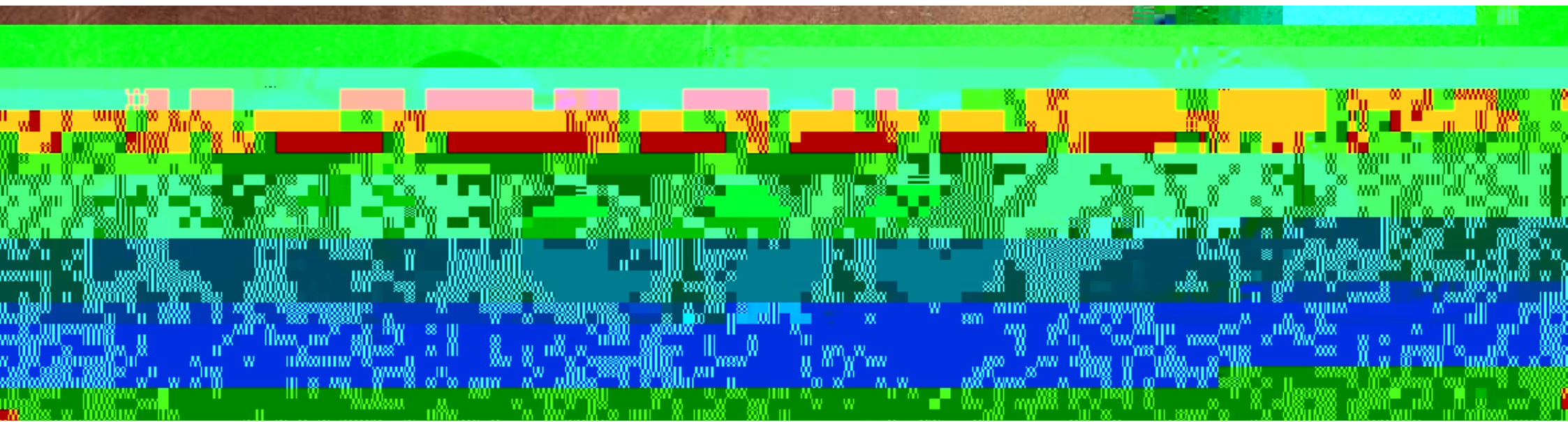
Australian Bureau of Statistics data is used to map trends in demographic and economic movements.

Key Performance Indicators

The Corporate Business Plan sets out a range of key performance indicators that include the tracking of key projects and a review of operational efficiencies and achievements. Council receives a quarterly report on these.

Annual Report

The Annual Report produced at the end of every financial year 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 performance. It outlines the major initiatives scheduled to continue or commence in the next financial year. Any significant changes made to the Strategic Community Plan and Corporate Business Plan during the financial year are included.



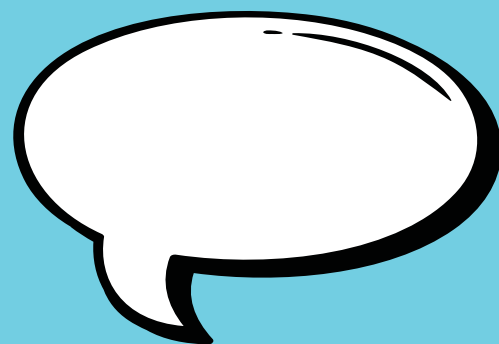


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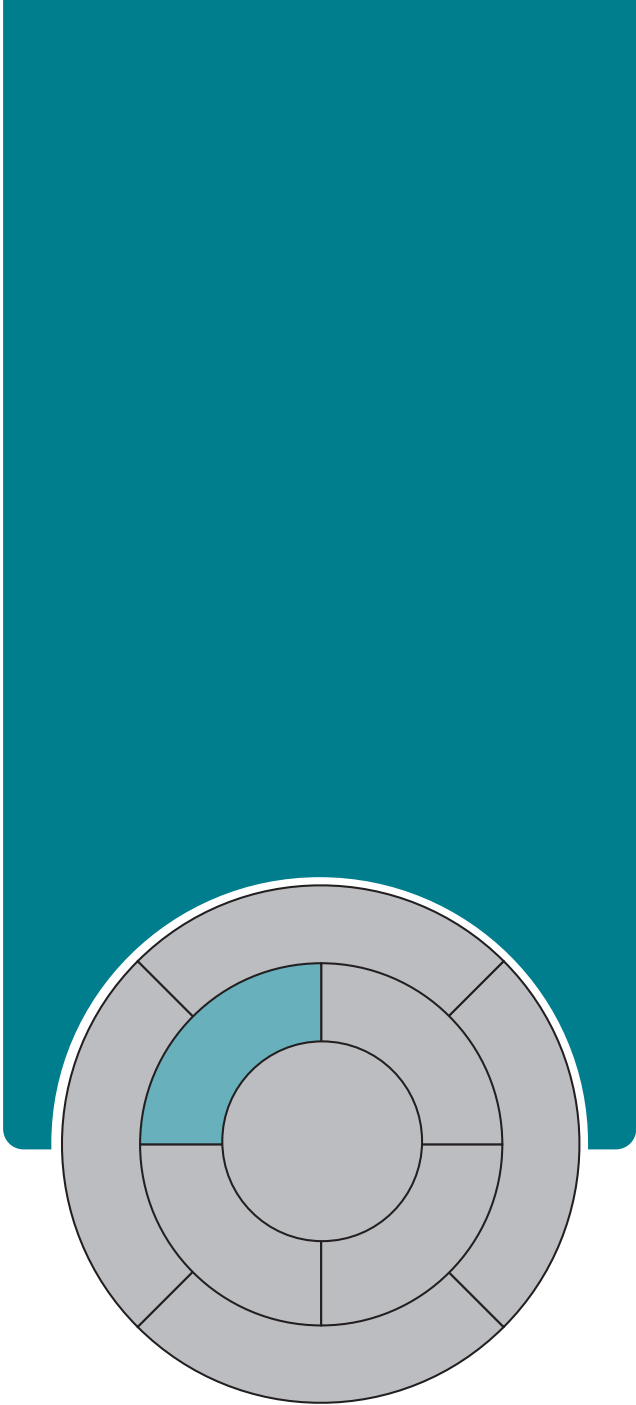
\$202,000 UNIT

\$110,000 LAND



1. **Transparency and Accountability** – Our community values genuine engagement. To know their input is valued, and there are clear processes of how that input has been used to inform decisions and directions of Council.
2. **Environment** – The most important aspect of this value is centred on maintaining our lifestyle and our natural environments for future generations.
3. **Sustainability** – Our community values sustainability. Sustainability should be raised across a number of areas including corporate responsibility and governance; management of public open spaces and built environment; increased recycling and waste management; climate change and carbon neutrality.
4. **Health, Wellbeing and Safety** – Our community values safe environments to live, work, play and study collaboratively developed through engagement, education and the provision of informal recreation facilities that enable healthy lifestyles for all.

5. **Inclusion, Accessibility and Equity** – Our community values that people of all abilities have equal opportunities to participate in community life and have their voices heard.
6. **Unity** – Our community seeks unity by working together, acknowledging our shared history and building strong relationships with all sectors of the community.
7. **Diversity and Prosperity** – Our community values prosperity built on diversity of businesses and industry, culture and the arts, engaged youth, education and accessible leisure opportunities.
8. **Vibrancy** - A vibrant central heart and surrounds, attractive to visitors, supportive to local businesses, embracing the energy of youth that utilises the power of the arts to create a unique destination.
9. **Leadership** -Our community values visionary leadership, sound and accountable governance, objective decision-making, resilience and adaptability



Outcomes explained

4. LEADERSHIP

4.1 Meaningful customer experiences created for the people we serve.

We exist to serve our community and we understand we need to ensure that people receive information in various ways, at different times and in a way that is easy to understand.

4.2 Decision making is ethical, informed and inclusive

We recognise that the majority of the City's responsibilities are legislative. The City is responsible for the administration and where required, application and enforcement of a number of laws. Decisions are informed and the process transparent.

4.3 Accountable leadership supported by a skilled and professional workforce

People are the most important resources in the City's ability to achieve the vision in this plan. This outcome acknowledges the responsibility of employees and elected members associated with spending and managing public money.

4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities

Our community seeks a commitment to fiscal responsibility to ensure the City is in a position to adapt and respond to changes in economic conditions swiftly and efficiently.

4.5 A culture of safety, innovation and embracing change

There is a commitment by leadership and employees to consciously engage and embrace change in order to develop a culture of safety within the organisation.

4.6 A community that is genuinely engaged and informed in a timely and appropriate manner

The community looks to

Community Decision Making CRITERIA

Greater Geraldton 2031 – Strategic Community Plan articulates community aspirations and expectations. In order to achieve the vision, the City recognises that the prioritisation of actions must reflect the values and expectations of the community.

Through the community engagement process, the Community Voice Citizen Juries developed the

following framework it would like applied to the City's decision making process.

In using these criteria, the City can determine the best course of action and budget allocation

