

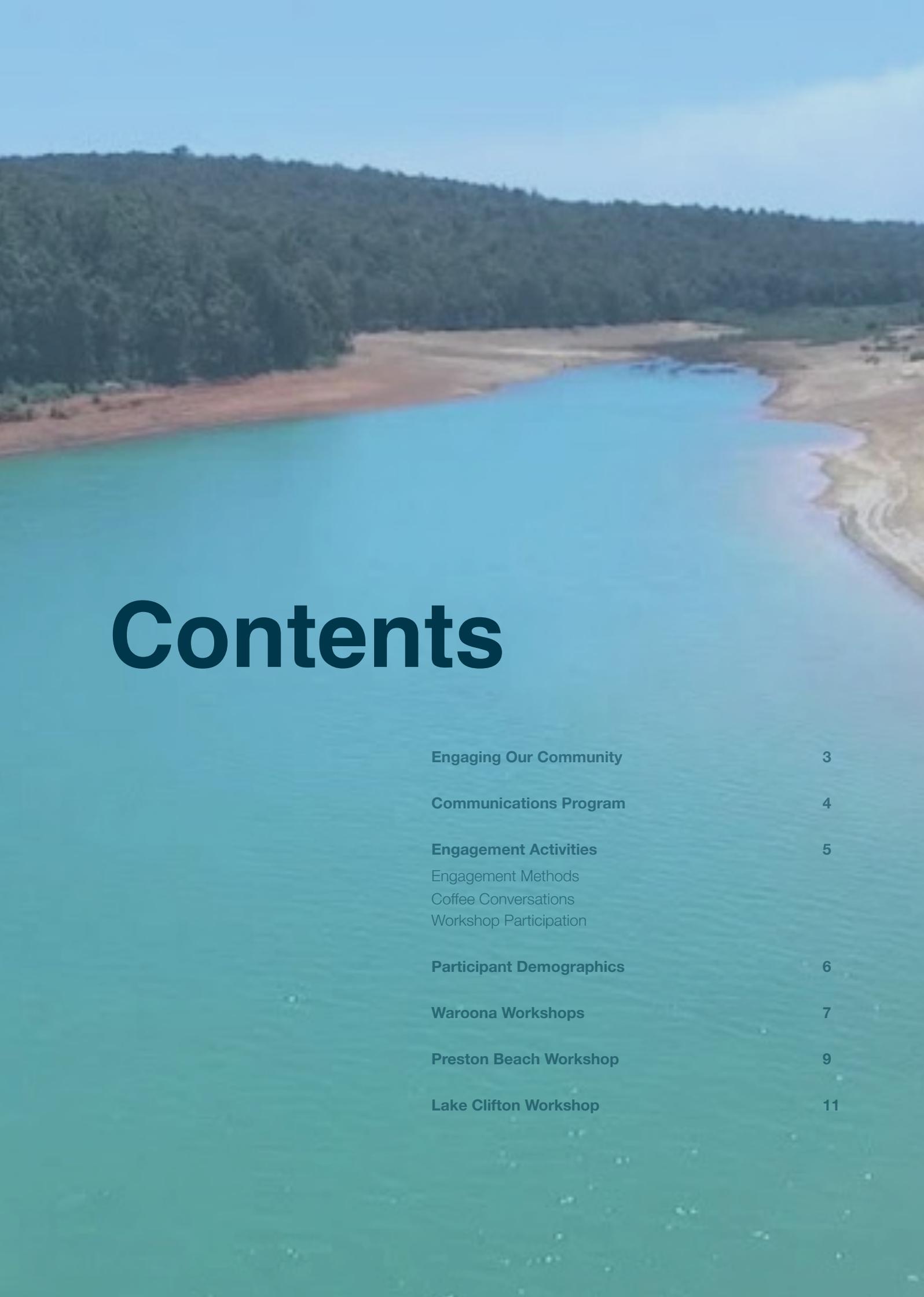
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UNITY

WORKSHOPS

Shire of Waroona Report 2019



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# Engaging Our Community

In preparation for its Strategic Community Plan 2030, the Shire of Waroona embarked on its biggest Community Engagement campaign, seeking the views of its community encompassing Waroona, Hamel, Preston Beach and Lake Clifton.

This report has been prepared by Wicked Strategies on behalf of the Shire of Waroona (the Shire). It provides an overview of the community and engagement activities and feedback undertaken for Phase 1 of the development of the Strategic Community Plan 2030 (2030 Plan). It is the result of extensive consultation with over 400 community members across the district. These consultations were made in a variety of ways, which assists in identifying what is important to the community, both now and into the future.

The 2030 Plan will set out an ambitious and achievable vision, featuring the shared values, aspirations and priorities of the community over the next 10 years. It is an important document that informs the work the Shire undertakes by guiding Council decisions on projects, services, operational expenditure and more.

The 2030 plan belongs to the community and thank you to those who participated. By sharing your ideas and inspiration you

are helping to shape the Waroona district for the next decade.

Everyone in the community plays a part in its success, its functionality, business activity, visual appeal, vibrancy and ability to attract visitation. In planning for the future, the community came together to create their vision and consider the steps to deliver that vision.

The theme 'Our ideas and imagination are shaping Waroona!' identified the engagement campaign and promoted the various activities, with a series of coffee conversations, interactive workshops, surveys and submissions held from 1 November to 8 December 2019.

The Shire is committed to working with the community and its key partners to meet the community's needs. The 2030 Plan will encompass the community's views and strives to be inclusive while balancing diverse considerations within each of the district areas. Maintaining equilibrium between competing community priorities

and limited Shire resources will be a focus during the life of the 2030 Plan.

Four classifications will determine the responsibility and approach: 1. Those within the legislated services and provision of the Council. Projects where the Council may play a role in influencing State and Federal Government to effect development and growth; 3. Private land and business opportunities that the Council can approach; and 4. Private land and businesses where the Council has little or no oversight.

The community engagement was led by independent IAP2 certified practitioner, Wicked Strategies and forms a four-year major review of the Strategic Community Plan. This review is set out in the Integrated Planning and Reporting Advisory Standard, which complements the legislative requirement for planning for the future under Section 5.56 (1) of the *Local Government Act 1995* and the regulations under Section 5.56 (2) of the Act.

“Never have I seen this amount of council and community interaction”



# Communications Program

CHANNELS	DETAILS
Website	A website page was created for the 2030 Plan and included FAQ's, the workshop flyer, workshop registration link, a timeline of activities and key dates as well as the 2018/19 Strategic Community Plan
Facebook	Posts on the Shire of Waroona Facebook page were shared to community pages including Waroona Have a Chat, Waroona Action Group, Waroona Shire Businesses & Surrounds, WOW What's on Waroona, Preston Beach Community Chat, Lake Clifton Herron
E-News	Five E-Newsletters were delivered electronically and an E-News subscribe button was added to the website
Flyers	Electronic flyers in A4 and A5 were used across digital and social channels. 500 A4 flyers were printed for local promotion at the Aquatic and Recreation Centre, Community Resource Centre, IGA noticeboard and the Post Office
Advertising	Half page advertising was in the Harvey-Waroona Reporter and Drakesbrook Despatch on 17, 24 and 29 Nov
Media Release	A media release was submitted to the Harvey-Waroona Reporter
Letterbox Drop	1,500 A4 flyers were printed and distributed in letterboxes by resident volunteers in Preston Beach and Lake Clifton
VMS	The Variable Messaging Sign on cnr Miller & South West Highway promoted the workshops from 20 Nov to 2 Dec
Radio	The listing for each workshop was included in the Community Events promotion of 97.3 Coast FM

**Our ideas and imagination are shaping WAROONA!**

**Get involved and have your say**

We're excited to invite you to be involved in the Shire of Waroona Strategic Community Plan 2030. The Plan outlines our shared values, aspirations and priorities for the next 10 years.

We want our whole community to have a say to help shape a stronger, vibrant and more sustainable Waroona.

We know our community has lots of great ideas, we're keen to listen to you and to work together to achieve them.

In engaging with our community we all grow, so bring your ideas and imagination!

**BOOK NOW!**

[www.eventbrite.com.au](http://www.eventbrite.com.au)  
9733 7800

**Be part of our community workshops**

Join one of our workshops and share your vision. You can go to any session, it's free to attend and refreshments are provided. Bookings are essential.

**WAROONA**  
5:30pm to 8:30pm  
Wednesday 27 November  
Waroona Memorial Hall

**WAROONA**  
9am to 12noon  
Saturday 30 November  
Waroona Memorial Hall

**PRESTON BEACH**  
9am to 12noon  
Sunday 1 December  
Preston Beach Community Centre

**LAKE CLIFTON**  
5.30 to 8.30pm  
Tuesday 3 December  
Lake Clifton Herron Hall

For more info and to get involved, visit [www.waroona.wa.gov.au](http://www.waroona.wa.gov.au) subscribe to our E-News and follow us on Facebook.

Shire of Waroona is feeling excited.  
Published by Dominique Monteleone [?] · 15 November at 17:44 · 🌐

STOP THE PRESS! We've booked in a fourth workshop on Tuesday 3 December for the Lake Clifton community at the Lake Clifton Herron Hall from 5:30pm to 8:30pm. Come along with all your ideas and imagination, this is your chance to have your say about the future of your community for the Strategic Community Plan 2030. Registrations are open for all workshops, so book now at <https://www.eventbrite.com.au/o/shire-of-waroon-28062980335>

EVENTBRITE.COM.AU  
Shire of Waroona

FACEBOOK POST

Shire of Waroona  
25 November at 11:24 · 🌐

Registration for the community workshops closes soon, so don't miss your chance to have your say about what's important to you. Guide the services, priorities and aspirations for the next 10 years and help shape a stronger, vibrant and more sustainable district. Book now at <https://www.eventbrite.com.au/o/shire-of-waroon-28062980335>

**Register**

for the community workshops...

before time runs out!

FACEBOOK POST

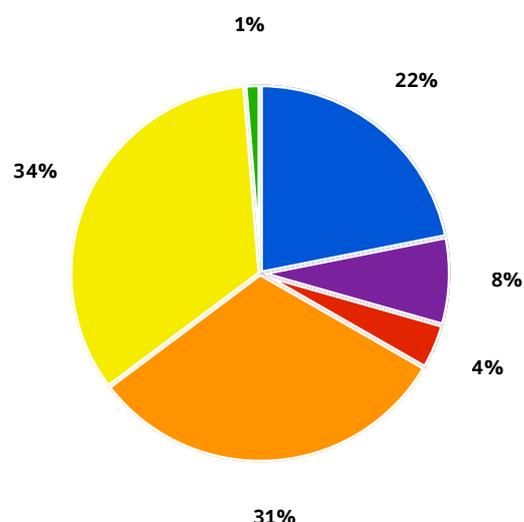
A4 FLYER

**Our ideas and imagination are shaping WAROONA!**

WEB BANNER

# Engagement Activities

ENGAGEMENT METHOD	PARTICIPANTS
Coffee Conversations	101
Business Workshop	35
Shire staff and Councillors	18
Community Workshops	145
Community Survey	157
Submissions	6



## COFFEE CONVERSATIONS

Small meetings called ‘coffee conversations’ were held with 18 community groups and key stakeholders in: *tourism, business, mining, agriculture, industry, community services and sport plus residents’ action groups from Waroona, Preston Beach and Lake Clifton*. Shire of Waroona Elected Members were also engaged in this process. Input from these stakeholders formed the initial engagement research and was used in the development of the workshops and surveys:

- ALCOA
- Charles Hull Contracting
- Drakesbrook Despatch
- Drakesbrook Wines
- Lake Clifton Herron Residents Association
- Mitchell's Livestock Transport
- Preston Beach Progress Association
- Shire of Waroona Elected Members
- Waroona Action Group
- Waroona Agricultural Society
- Waroona Basketball Club
- Waroona Bowling Club
- Waroona Business Support Group
- Waroona Community Men's Shed
- Waroona Community Resource Centre
- Waroona Football Club
- Waroona Lion's Club
- Waroona Visitor Centre

## WORKSHOP PARTICIPATION

Five community workshops were conducted and were open to all residents and ratepayers as well as businesses and organisations. The purpose was to bring local businesses, land owners, community members, Council and Shire staff together to commence the development of a shared vision and identify the priorities to achieve this vision over the next four years. The first workshop was with Shire staff and Councillors while the following two were in Waroona, one was in Preston Beach and one was in Lake Clifton. Participants were asked to consider their ideas in response to the question;

***What will make a stronger, vibrant and more sustainable Waroona?***

The workshops were interactive sessions that highlighted Shire driven services as well as community led opportunities. Participants submitted individual ideas before working in groups to share experiences and expand on responses across nine categories: *Agriculture and Farming, Business, Community and Culture, Environment, Services and Other, Sport and Recreation, Tourism, Township, Youth and Aged*.

They could freely discuss their thoughts and opinions and were encouraged to be detailed and solution focused. The groups rotated through six categories with the remaining three categories discussed as a collective. The final activity saw each participant identify their six priorities from all the ideas presented.

Across the five workshops approximately 1,000 ideas were contributed and 280 were noted as being important to a community member in some way. While each district had specific suggestions, 10 common themes were highlighted:

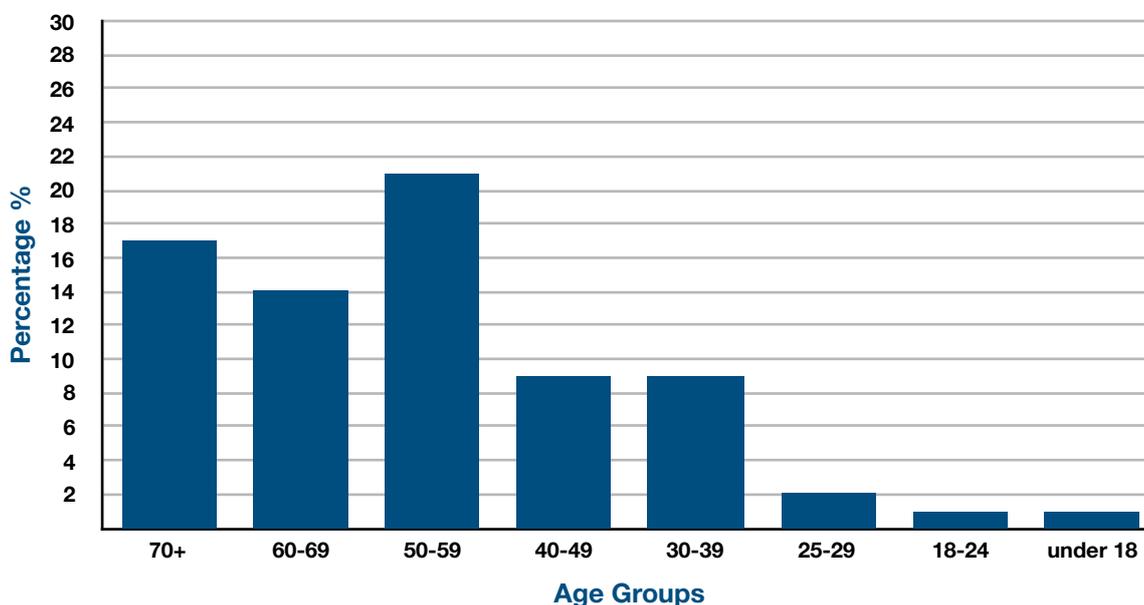
Creating events and tourist attractions | developing walk and bike trails | enhanced caravan and camping accommodation | increased local and tourism signage | more activities for youth | community and night markets | regular streetscaping and verge maintenance | appealing entry statements | better access to health care professionals | public transport

# Activities

## PARTICIPANT DEMOGRAPHICS

At each of the five workshops a strong sense of loyalty and community pride was evident along with a positive outlook. The workshops were also an opportunity for people to catch up and meet the new Shire CEO and Councillors. While some participants were born in the district, many more had moved to the area during the past 20 years or had made the Shire of Waroona their home within the last 10 years.

- 163 community members participated in five workshops
- Participants were 57% female and 43% male
- 80% provided their age with the largest represented being those aged 50-59 at 30%. 21% were aged 70+, 18% aged 60-69, 16% aged 40-49, 12% aged 30-39, 2% aged 25-29 with 1% aged 18-24 and 1% was under 18. 20% of participants did not provide age details.



People desire a Shire that is natural and unique and has country town values.. They want to be part of a strong community that is connected and supports local.

They want it to stay true to its rural heritage while enhancing its many water aspects

# WAROONA WORKSHOPS

“Good presentation, interactive event, wholesome discussion, encouraging for Waroona's future”



## WAROONA SUMMARY

- 68 community members participated in three workshops held at the Shire office and Waroona Memorial Hall
- 62% of workshop participants were female and 38% were male
- Of the 91% of participants that provided their age group, those aged 50-59 were the largest represented at 26% followed by seniors aged 70+ and those aged 60-69 at 19% each. Ages 40-49 were 18% while ages 30-39 were 15% with 2% each for those aged 25-29 and under 18. There were no participants aged 19-24. 9% of participants did not provide age details.

### 85% of participants completed the post workshop survey:

- 98% agree they had an opportunity to have their say through the workshop process
- 100% agree their ideas, opinions and suggestions were respected through the workshop
- 93% agree the workshop helped to enhance general community spirit and positivity for the future
- 95% agree the Shire and the community can work well together to achieve a stronger, vibrant and more sustainable Waroona
- 93% agree the Shire will deliver an ambitious and achievable vision in the Strategic Community Plan 2030
- 79% agree the Strategic Community Plan 2030 will outline our shared values, aspirations and priorities
- 75% agree there has been sufficient information about the Strategic Community Plan 2030 and how the community can be involved



# WAROONA

## WORKSHOPS

### Agriculture and Farming

- Securing water sources. Access to fresh water for irrigation. Gordon Rd pipeline/Woodman Point. Sustain food bowl in this region
- Reduce zoning restrictions to include small subdivisions of agricultural land

### Business

- Create standards of shop front presentation and upkeep of shops. Business incentives to encourage presentation
- Improve town outlook, presentation and parking. Repurpose unused buildings. Upgrade landscaping and introduce planter boxes
- Attract local shops and increase employment

### Community and Culture

- Create a monthly market that rotates the districts with local and co-op produce, arts, crafts and local entertainment. Twilight markets with local entertainment
- Create an open space community garden, the community tends to the garden beds and produce is shared. Involve school children
- Create a day drive from South West Hwy, Willowdale Rd, Scarp Rd, Drakesbrook Wines, Waroona Dam

### Environment

- Solar wind to run the town, owned and run by the community
- Assess our ecosystems, protect them and integrate with farmland

### Services and Other

- More regular maintenance, footpaths access, kerbs and roads, tree pruning, solar lights
- Transport, expand the Pinjarra/Mandurah Bus Service to Waroona

### Sport and Recreation

- Centralise Sport & Recreation with more activities in one holding, better facilities
- Centralise Youth, community centre and skate park
- Mountain bike events, walk and bike trails

### Tourism

- Promotion in Perth with wider advertising and publicity of key attractions
- Develop tourist attractions and events showcasing water based activities
- Create a festival for food, music, craft, children
- Trails connecting to Dam, Weir, Thrombolites, Wetlands, Eco-park, Dwellingup and Collie
- Attractive signage, expand totems and bush poles theme, upgrade information bays
- Quality caravan and camping facilities to maximise tourist visitation

### Township

- Street beautification, streetscaping and landscaping
- Tree lined and enhanced entry statements, increase town signage
- Develop vacant areas, new public amenities
- Change the highway name in town centre to enable a crosswalk

### Youth and Aged

- Youth space with planned activities, BMX, skate park, pump track. Inclusive of all ages, shared facilities
- Aged friendly town, life skills programs and memory café's
- Encourage mentoring of youth and youth volunteering

# PRESTON BEACH WORKSHOP

“I enjoyed the chance to voice my opinion on very important issues for both locals and visitors”



## PRESTON BEACH SUMMARY

- 37 community members participated in the workshop held at Preston Beach Community Centre
- 57% of workshop participants were female and 43% were male
- Of the participants that provided their age, seniors aged 70+ were the largest represented at 38% followed by 60-69 at 23% and 50-59 at 23%, the 30-39 age group was 8%, while 40-49 and 25-29 were both 4% each. 30% of participants did not provide age details.

### **70% of participants completed the post workshop survey:**

- 97% agree they had an opportunity to have their say through the workshop process
- 95% agree their ideas, opinions and suggestions were respected through the workshop
- 89% agree the workshop helped to enhance general community spirit and positivity for the future
- 89% agree the Shire and the community can work well together to achieve a stronger, vibrant and more sustainable Waroona
- 76% agree the Shire will deliver an ambitious and achievable vision in the Strategic Community Plan 2030
- 92% agree the Strategic Community Plan 2030 will outline our shared values, aspirations and priorities
- 81% agree there has been sufficient information about the Strategic Community Plan 2030 and how the community can be involved



# PRESTON BEACH WORKSHOP

## Business

- Co-op market with local and visiting businesses including meat, fruit and vegetables

## Community and Culture

- Build a men's shed, enhance mental and physical health, reduce social isolation, mentor youth
- Conduct weekend music events, long weekends with high tourist attraction
- Create a monthly market that rotates the districts with local and co-op produce, arts, crafts and local entertainment

## Environment

- Enhance water quality and supply, reduce mineralisation, more water needed
- Protect the area from quarry development
- Pest controls for ticks, wild rabbits, feral cats, kangaroo education
- National park management to safely implement trails and access paths

## Services and Other

- Increased Ranger presence including beach patrols, enforce camping and speed restrictions
- Public transport service linking Waroona, Pinjarra, Mandurah, Lake Clifton and Preston Beach

## Sport and Recreation

- Multi-purpose sporting complex with oval, basketball, golf, bowls. Inclusive of all ages, shared facilities

## Tourism

- Develop caravan and camping site to maximise tourist visitation
- Create eco-park with walk trails, guided tours and cycle paths

## Township

- Build second exit route to enhance safety from bushfire risk, clear fire breaks on main road
- Increase vehicle slipway egress at Forrest Hwy, consider caravan requirements, clear trees on corner roads for better traffic visibility
- Build access to beach, boardwalk and decking area, viewing platform for sunsets

## Youth and Aged

- Regular outreach services and health professionals, OT, GP, PT, Nurse, Pharmacy, Podiatrist
- Adventure nature play and eco-park for children, wood and other natural materials

# LAKE CLIFTON WORKSHOPS

“General involvement of the community, was great to see the CEO and other Shire people out here. Thank you.”



## LAKE CLIFTON SUMMARY

- 58 community members participated in the workshop held at Lake Clifton Herron Hall
- 52% of workshop participants were female and 48% were male
- Of the participants that provided their age, 50-59 were the largest represented at 42% followed by 18% aged 40-49, 13% aged 30-39, 11% aged 60-69, 11% aged 70+ and 2.5% each for age groups 25-29 and 18-24. 34% of participants did not provide age details.

### **70% of participants completed the post workshop survey:**

- 96% agree they had an opportunity to have their say through the workshop process
- 95% agree their ideas, opinions and suggestions were respected through the workshop
- 89% agree the workshop helped to enhance general community spirit and positivity for the future
- 89% agree the Shire and the community can work well together to achieve a stronger, vibrant and more sustainable Waroona
- 76% agree the Shire will deliver an ambitious and achievable vision in the Strategic Community Plan 2030
- 92% agree the Strategic Community Plan 2030 will outline our shared values, aspirations and priorities
- 81% agree there has been sufficient information about the Strategic Community Plan 2030 and how the community can be involved



# LAKE CLIFTON WORKSHOPS

## **Agriculture and Farming**

- Reduce zoning restrictions to introduce farming and aquaculture etc
- Increase access to water, Harvey water, Bore, desalination

## **Business**

- Establish a parcel box or Australia Post collection point
- Provide land access for small scale industrial use, quarter acre lots to develop new business opportunities
- Encourage more local business to service the community and tourists, general store, shops, visitor centre

## **Community and Culture**

- Foster a volunteer community to manage local activities and events
- Expand the use of the community hall, multi-purpose, annual calendar, events widely promoted
- Create a monthly market that rotates the districts with local and co-op produce, arts, crafts and local entertainment

## **Environment**

- Provide more green space, more parks
- Promote appreciation and care for wildlife ie Ring tailed possums, critically endangered
- Pest controls for ticks, wild rabbits, feral cats, kangaroo education

## **Services and Other**

- More regular maintenance, footpaths access, kerbs, verges and roads, tree pruning, solar lights
- Neighbourhood watch, community reporting, crime prevention, more visibility of Rangers
- Public transport service linking Waroona, Pinjarra, Mandurah, Lake Clifton and Preston Beach

## **Sport and Recreation**

- Youth space with planned activities, BMX, skate park, pump track. Inclusive of all ages, shared facilities

## **Tourism**

- Community playground connected to shops, promoted as a regional stop from Perth
- Signage, promote attractions, upgrade information bay
- Showcase natural assets Thrombolites, birds, star viewing nights, wildflowers, lakes
- Trails to Thrombolites and Harvey, bush walking, bike tracks

## **Township**

- Enhance entry statements and increase town signage
- Allow subdividing to maximise land use

## **Youth and Aged**

- Regular outreach services and health professionals, OT, GP, PT, Nurse, Pharmacy, Podiatrist
- Adventure nature play and eco-park for children, wood and other natural materials



# Contact

## Waroona Shire

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