



# COMMUNITY DEVELOPMENT STRATEGY 2025 - 2028

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TOWARDS  
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## About this document

The Shire of Waroona Community Development Strategy is designed to outline how the Community Development team will operate to drive positive change and growth within the community.

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### Accessibility

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## Document Control

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## Shire President's Message

I am proud to introduce the Shire of Waroona's Community Development Strategy 2025 – 2028, a framework that outlines our shared aspirations and commitments to fostering a vibrant, inclusive, and thriving community.

In today's ever-changing world, it is essential to take a strategic approach to community development. With limited resources and competing priorities, we must focus our efforts on initiatives that will deliver the greatest benefit for our residents, now and into the future.

The Shire of Waroona is rich with potential, and by working together with the community, I am confident that we can turn our collective vision into reality.



I extend my heartfelt thanks to the Councillors, staff, and community members who have contributed to the development of this Strategy. Your insights and dedication are what make Waroona such a special place. Together, we have an opportunity to build a stronger, more connected, and sustainable future for all.

**Mike Walmsley**  
**Shire President**

## Chief Executive Officer's Message

The Shire of Waroona's Community Development Strategy 2025 – 2028 sets out the steps we will take to strengthen and support our community over the next three years.

This Strategy reflects the values, ideas, and input of our community, and sets a clear pathway to achieving our goals across six strategic pillars: Connected, Healthy, Empowered, Engaged, Safe and Celebrated.

This plan reflects the input of Councillors, staff, and residents, ensuring it aligns with the needs and aspirations of the Shire. It highlights key initiatives and projects that focus on creating a safe, connected, and thriving community.



As we look ahead, there are many exciting opportunities for our district. With ongoing collaboration between the Shire and the community, I am confident this strategy will help us achieve our shared goals.

**Mark Goodlet**  
**Chief Executive Officer**

## Introduction

The **Community Development Strategy 2025 – 2028** is designed to guide the Community Development team in driving positive change and growth within the community. This 3-year strategy acknowledges unique strengths, challenges, and aspirations of the Shire. This strategy sets the course for a more vibrant, connected, and resilient community.

Waroona is a place of rich cultural heritage, natural beauty, and strong community spirit. However, like many communities, it faces evolving social, economic, and environmental challenges that require proactive and inclusive solutions. This strategy responds to these challenges by leveraging the collective energy and resources of the Shire to enhance the quality of life for all residents.

The Community Development Strategy is closely aligned with the Waroona Strategic Community Plan, ensuring that the Community Development Team's efforts contribute directly to the Shire of Waroona's broader vision and goals. It is built on a foundation of collaboration, inclusivity, and sustainability, aiming to engage the community in the development process.

At its core, the strategy seeks to achieve six key pillars – Connected, Healthy, Empowered, Engaged, Safe and Celebrated. Each pillar represents a crucial outcome supported by targeted initiatives and actions tailored to the Shire's specific needs and opportunities. This strategy is a commitment to building a stronger, more cohesive community that can adapt to change, celebrate its successes, and thrive together.





Mentally Healthy WA

## What is Community Development?

Community development is a process aimed at improving the well-being and quality of life for individuals within a community through collective action, empowerment, and collaboration. It is a holistic approach that acknowledges the interconnectedness of social, economic, cultural, and environmental factors in shaping a community's future. By engaging community members in identifying their needs and aspirations, community development encourages a shared sense of responsibility and pride. Through this collaborative effort, solutions are co-created to address challenges and opportunities, fostering a sense of ownership and long-term commitment among all participants.

The goal is to create a sustainable, equitable, and thriving community where every individual feels valued and has the opportunity to contribute to the shared vision. Community development goes beyond addressing immediate needs; it aims to create lasting, positive social change by leveraging the collective power, skills, and resources of the community itself. It builds connections, strengthens relationships, and lays the foundation for a vibrant and resilient community capable of adapting to future challenges.

Key aspects of community development include:

**Empowerment:** Enabling community members to take ownership of the development process and make decisions that affect their lives. Empowerment ensures that individuals have the tools and confidence to drive change from within.

**Collaboration:** Bringing together individuals, groups, organisations, and stakeholders to work towards common goals. Effective collaboration creates synergy and ensures that diverse perspectives are considered, leading to more comprehensive and impactful solutions.

**Capacity building:** Strengthening the skills, knowledge, and resources of individuals and groups within the community to help them take on leadership roles and sustain initiatives. This ensures the community can continue to grow and evolve independently.

**Social inclusion:** Ensuring that all community members, particularly marginalized or disadvantaged groups, have opportunities to participate in the development process. Inclusion promotes equity and ensures that everyone has a voice in shaping their community.

**Sustainability:** Promoting sustainable growth that benefits the community over the long term, focusing on solutions that balance current needs with future opportunities. Sustainability ensures that progress today does not compromise the needs of future generations.

By embracing these principles, the Shire of Waroona is dedicated to creating a resilient and united community that celebrates diversity and supports its members in achieving their full potential. This strategy serves as a comprehensive roadmap for meaningful progress, grounded in shared responsibility, innovation, and a deep respect for our unique local identity. Through collaborative effort and unwavering commitment, we can ensure a bright and thriving future for generations to come.

## About our Community

The Shire of Waroona boasts a vibrant and close-knit community enriched by its stunning natural surroundings. From the lush forests of Lane Poole Reserve and the tranquil waters of the Drakesbrook Weir to the coastal plain and pristine coastline of Preston Beach, residents enjoy a rural lifestyle steeped in beauty and endless opportunities for outdoor adventures and recreational activities. Whether it's attending a community event, fishing in peaceful waters, or simply soaking up the serene environment, the Shire offers a unique blend of relaxation and activity that draws people together.

However, it's not just the scenery that defines Waroona—it's the people. The Shire is home to individuals and families who embody a spirit of resilience, camaraderie, and kindness. Locals rally together to support one another through life's challenges and triumphs, creating a true sense of belonging. Whether it's celebrating local events, volunteering for community projects, or lending a helping hand to a neighbour in need, this shared dedication to community forms the heart of Waroona's identity.

Here, community isn't just a word—it's a way of life, woven into the fabric of everyday interactions and shared experiences. It's the warm smiles at the local markets, the cheers at sports games, and the pride in preserving the Shire's unique heritage and natural beauty. Together, the people of Waroona make this a place where connections flourish, and every resident feels they are a vital part of something special.

	Waroona Shire	Waroona Townsite	Hamel	Preston Beach	Lake Clifton
Total population	4234	2368	286	268	759
Number of dwellings	2216	1124	119	387	316
Median age	48	47	42	62	42
0 – 4	202	132	23	5	28
5 – 14	494	292	40	12	109
15 – 24	417	217	36	15	92
25 – 55	1423	770	114	70	297
55+	1692	957	94	173	237



Source: Australian Bureau of Statistics: 2021 Census; and Counts of Australian Business, including Entries and Exits, July 2020 - June 2024

## Developing the Strategy

Development of the Shire of Waroona Community Development Strategy involved an inclusive engagement process designed to capture the diverse voices and perspectives within the community. This approach was essential to ensuring that the strategy aligns with the real needs, aspirations, and priorities of Waroona residents, creating a plan that genuinely reflects the community's shared vision for the future.

The process began with careful planning and stakeholder identification. Officers defined the scope of the engagement process and identified key groups to consult, including residents, community organisations, businesses, and government agencies. By mapping out these stakeholders, the team ensured a wide range of perspectives would contribute to shaping the strategy.

To gather broad-based input, the team utilised the Shire of Waroona Biennial Survey, which invited residents to share their thoughts on community needs, development priorities, and potential opportunities. This survey served as a foundation for understanding the general sentiments and aspirations of the community.

Workshops provided an opportunity for more in-depth and interactive engagement. These sessions encouraged residents from all localities to come together and share their ideas, concerns, and visions for Waroona's future. The workshops were designed to foster open dialogue and build a sense of collective ownership over the strategy.

In addition to workshops, information stalls were set up at the Waroona IGA, offering a convenient way for residents to learn about the strategy, ask questions, and provide feedback. These stalls created a more casual setting for engagement, reaching those who might not otherwise attend formal discussions. The team also held targeted discussion groups with various community organisations, schools, and local groups, including the Waroona Lions Club, Waroona Community Men's Shed, Waroona Aboriginal Advisory Group, and the Waroona Community Resource Centre. These discussions allowed for tailored conversations that addressed specific interests and concerns, ensuring all voices were heard.

Finally, the feedback gathered through surveys, workshops, stalls, and discussions was carefully reviewed and integrated into the final strategy. This iterative process ensured the plan remained grounded in the community's input while balancing practical considerations for implementation.

## Pillars of the Community Development Strategy

The Shire of Waroona's Community Development Strategy will focus on six core strategic pillars – **Connected, Healthy, Empowered, Engaged, Safe and Celebrated**.

<b>Connected</b>	<i>Strengthening relationships and fostering a sense of belonging across the Shire to build a more united community.</i>
<b>Healthy</b>	<i>Promoting physical and mental well-being through supportive initiatives and opportunities for healthy living.</i>
<b>Empowered</b>	<i>Equipping individuals and groups with the skills, resources, opportunities and confidence to lead and drive positive change.</i>
<b>Engaged</b>	<i>Encouraging active community participation and ensuring everyone has a voice in shaping Waroona's future.</i>
<b>Safe</b>	<i>Creating a secure, inclusive, and supportive environment where all residents feel confident to live, work, and play.</i>
<b>Celebrated</b>	<i>Showcasing and honouring the achievements, culture, and vibrancy that make Waroona unique and special.</i>

Through these pillars, we will create a thriving, inclusive, and resilient community where every resident can contribute, grow, and flourish. We strive to cultivate a shared sense of pride and purpose by fostering active engagement, building strong connections, ensuring safety and well-being, empowering individuals, and celebrating the unique strengths of Waroona. Our approach will be collaborative, responsive, and focused on making Waroona a place where people feel supported, valued, and inspired to shape a positive future for themselves and future generations.

**Strategic Pillar 1: Connected**

This pillar focuses on strengthening ties between individuals, groups, and organisations across the Shire of Waroona. By fostering relationships, collaboration, and a sense of belonging, we will empower individuals to connect with one another and strengthen the fabric of our community. Through shared spaces, grassroots initiatives, and mutual support, we will create an environment where everyone feels valued, included, and supported, enabling us to work together to build a stronger, more connected community.

**Strategic Pillar 2: Healthy**

This pillar focuses on promoting health and wellness through physical and mental health opportunities, recreational opportunities, and supporting healthy lifestyle choices. It involves identifying gaps in services, advocating for necessary supports, and supporting initiatives that encourage physical activity, healthy eating, and social connections. We aim to build a resilient, health-conscious community that values prevention, well-being and support for all.

**Strategic Pillar 3: Empowered**

This pillar focuses on building the capacity of individuals and groups to actively engage in decision-making, problem-solving, and community initiatives. By providing opportunities for leadership development, education, training, and access to resources, we aim to inspire confidence, resilience, and self-sufficiency. A key focus is empowering the community to take meaningful action on sustainability and environmental challenges, protecting and enhancing Waroona's natural assets. Together, we will create a community where people are equipped to lead, innovate, and drive positive change for a sustainable future.

**Strategic Pillar 4: Engaged**

This pillar focuses on fostering meaningful participation, ensuring that residents, local businesses, and community groups have a voice in the development and implementation of community programs. We aim to understand the evolving needs, aspirations and concerns of our community to create a foundation for responsive and inclusive action. Community members will be involved in shaping the initiatives and services that affect their lives.

**Strategic Pillar 5: Safe**

This pillar focuses on ensuring the physical, emotional, and social well-being of all residents. It involves addressing issues like crime prevention, emergency preparedness and road safety while also fostering a culture of respect, inclusion, and mutual support. We will work to identify and address safety concerns, promote positive behaviors, and create safe spaces for people of all ages to live, work, and play. Our goal is to build a community where residents feel confident, connected, and empowered to thrive without fear or harm.

**Strategic Pillar 6: Celebrated**

This pillar focuses on highlighting the people, events and initiatives that make Waroona a special place to live. By celebrating the community's accomplishments, we aim to foster pride, unity, and a sense of belonging while raising the Shire's profile both locally and beyond. Through public events, media and community recognition, we will create opportunities to highlight Waroona's vibrant spirit and all that it has to offer, ensuring its people feel valued and proud of their contributions.



## Strategic Pillar 1: Connected

By fostering relationships, collaboration and a sense of belonging, we will empower individuals to connect with one another and strengthen the fabric of our community. Through shared spaces, grassroots initiatives, and mutual support, we will create an environment where everyone feels valued, included, and supported, enabling us to work together to build a stronger, more connected community.

### Outcome 1: Strengthen relationships between community groups, organisations and residents to foster collaboration and mutual support.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Host quarterly Waroona Interagency Group meetings to enhance collaboration and share resources among key stakeholders	X	X	X

### Outcome 2: Promote inclusive community events and activities that celebrate diversity and build a sense of belonging.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Organise and support events for Seniors Week and Youth Week, incorporating activities tailored to these groups	X	X	X
Support and deliver community-wide events such as ANZAC Day	X	X	X
Expand and enhance Waroona Troutfest event in partnership with community groups and businesses	X	X	X
Work with local community groups to deliver community events in Waroona, Lake Clifton and Preston Beach	X	X	X
Collaborate with the local business community to support community-driven initiatives and improve social and economic outcomes	X	X	X

## Strategic Pillar 2: Healthy

By promoting healthy lifestyles and creating supportive environments, we will empower individuals to make positive health choices. Through collaboration and proactive initiatives, we aim to foster a resilient, health-conscious community where everyone has the resources and support they need to lead a fulfilling life.

### Outcome 1: Increase community participation in health campaigns, initiatives and events.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Participate in national and state health and wellbeing campaigns such as Mindful May and Mental Health Month to promote well-being initiatives to the community	X	X	X
Investigate opportunities to deliver and support programs and events focused on physical and mental health, leveraging existing partnerships and exploring new collaborations	X	X	X

### Outcome 2: Collaborate with healthcare providers, non-profit organisations, schools, businesses and other stakeholders to leverage resources, share expertise and implement health and wellbeing initiatives.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Engage with relevant stakeholders and working groups to remain informed about trends regarding physical and mental health	X	X	X
Support stakeholders to deliver events and programs in the areas of physical and mental health	X	X	X

### Outcome 3: Increase connection with relevant services providers and community members.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Develop and maintain a community directory for distribution to community members in both printed and digital formats	X	X	X





## Strategic Pillar 3: Empowered

By providing opportunities for leadership, skill development and access to resources, we will inspire a culture of self-sufficiency and resilience. We will create a community where people feel empowered to take the lead, innovate, and drive meaningful change.

### Outcome 1: Facilitate initiatives that provide knowledge, skills and resources to build the capacity of the community to be resilient, self-reliant and empowered to address their needs and aspirations.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Deliver and support workshops that equip local community groups with valuable skills to build their capacity in a variety of areas including grant writing and digital media		X	

### Outcome 2: Facilitate partnerships and collaborate on initiatives that encourage the community to actively participate in problem-solving and collection action to improve their quality of life and achieve shared outcomes.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Support development of a Town Teams initiative in the Shire of Waroona involving local businesses, community members and stakeholder groups	X		

### Outcome 3: Provide financial support to local groups and initiatives that align with community development goals.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Continue to deliver the <b>Alcoa Waroona Sustainability Fund</b> and the <b>Alcoa Waroona Micro Grants Program</b>	X	X	X
Investigate viability for a <b>Community Project Pitch Event</b> , offering residents the opportunity to pitch ideas for supported events, initiatives or community-driven projects		X	

### Outcome 4: Empower the community to actively engage in and lead environmental sustainability initiatives, fostering a culture of responsibility and local action.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Collaborate with local environmental groups and community members to implement sustainability initiatives and encourage the adoption of eco-friendly practices across the community	X	X	X
Support community-led environmental projects such as clean-up days, local gardening projects and other projects focusing on environmental sustainability		X	X

## Strategic Pillar 4: Engaged

Through active participation, we aim to create responsive, inclusive, and transparent initiatives that reflect the diverse needs and aspirations of our community. Together we will shape a future where everyone is empowered to contribute to growth and development of Waroona.

### Outcome 1: Conduct surveys and evaluations to assess appropriateness of existing programs, events and initiatives.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Lead delivery of Shire of Waroona biennial engagement survey		X	
Conduct surveys and seek feedback during programs and events to adapt, improve and gain greater understanding of the evolving needs and aspirations of the community	X	X	X

### Outcome 2: Conduct consultations and participate in networking opportunities with community members and key stakeholders.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Conduct regular engagement with key stakeholders and community groups (including schools, WAATSIC, resident associations, Quambie Park, Waroona Senior Citizens Group and Waroona Community Resource Centre)	X	X	X
Work with the community and local Elders to develop cultural protocols that defines specificity around consultation with the local Indigenous community including key stakeholders	X		
Work with the community and key stakeholders to develop a Consultation Management Practice to determine best practice when engaging in community consultation	X		

### Outcome 3: Ensure Shire staff are visible, accessible and actively engaging with the community.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Attend key community events such as local markets, festivals and public celebrations to engage directly with residents and raise awareness about Shire services and initiatives	X	X	X
Organise staff participation in volunteer projects or community service days to further integrate Shire staff into the community and demonstrate commitments to local needs		X	



#australiaday  
#reflectrespectcelebrate



Australia Day  
Reflect. Respect. Celebrate.



WE'RE ALL PART  
OF THE STORY.

## Strategic Pillar 5: Safe

By focusing on crime prevention, emergency preparedness, road safety, and promoting mutual respect, we will foster a culture of safety that ensures that Waroona remains a safe place for people to live, work, and play.

### Outcome 1: Identify appropriate locations to develop public safety infrastructure such as well-lit streets, pedestrian walkways, traffic calming measures and CCTV.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Investigate opportunities to improve community safety such as CCTV, lighting and traffic calming measures	X	X	X
Conduct a safety audit in key public areas to identify infrastructure improvements			X
Develop a prioritised implementation plan for public safety improvements			X

### Outcome 2: Facilitate access to educational resources, workshops and campaigns on crime prevention, emergency preparedness, road safety, cyber safety and other relevant topics.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Partner with schools, emergency services and community organisations to support and deliver workshops and information on key community safety topics including emergency preparedness	X	X	X
Promote road safety initiatives delivered by the Australian Road Safety Foundation	X		
Collaborate with police to deliver targeted safety workshops based on areas of community concern			X

### Outcome 3: Promote Waroona as a safe and welcoming community by fostering a positive perception of safety and highlighting low crime rates.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Launch a digital and social media campaign featuring infographics and news about Waroona's safety, including tips for maintaining community security	X		
Create an annual safety report highlighting the Shire of Waroona's low crime rates and successful community safety programs		X	

## Strategic Pillar 6: Celebrated

Through public events, promotion and storytelling, we will highlight the diversity, strength and achievements of our community. By fostering pride and unity, we aim to ensure that every resident feels valued, and Waroona's vibrant spirit is celebrated both locally and beyond.

### Outcome 1: Support initiatives that showcase the Shire's cultural diversity and artistic endeavours.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Integrate arts and cultural diversity projects into existing community events and activities	X	X	X
Investigate the viability of ongoing annual or seasonal events celebrating the cultural diversity of the Waroona community, including music, food and/or art initiatives		X	X
Collaborate with the Waroona Aboriginal and Torres Strait Islander Corporation to deliver events for <b>NAIDOC Week</b>	X	X	X

### Outcome 2: Strengthen community pride by supporting events which highlight the strengths and achievements of our community.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Coordinate and support annual events such as <b>Australia Day</b> , <b>International Volunteer Day</b> and the <b>Emergency Services Dinner</b> to celebrate the contributions of community members	X	X	X
Investigate potential for campaigns that promote and celebrate community pride, showcasing local achievements and stories			X

### Outcome 3: Promote the Shire of Waroona as a destination for tourism and opportunity.

Action	2025 / 2026	2026 / 2027	2027 / 2028
Support the implementation and delivery of the Destination Management Strategy, ensuring alignment with community goals	X	X	X



Your Request / Concern	Our Response
<b>SHORE BOUNDARY - Jurisdiction and crossing</b> <ul style="list-style-type: none"><li>Concern for no clear boundary between Harvey and Mandurah</li><li>How do we police people crossing?<ul style="list-style-type: none"><li>education and engagement</li></ul></li></ul>	<ul style="list-style-type: none"><li>Unable to mark shore boundaries - signage does not withstand beach conditions or is stolen / vandalised.</li><li>Drivers encouraged to use GPS points to familiarise with shore boundary location</li><li>Some beach land is still vested as 'Unallocated Crown Land' / state-owned.<ul style="list-style-type: none"><li>Unauthorised users can face significant fines.</li><li>This is not the Shire's responsibility or within its authority, to enforce</li></ul></li><li>Preston Beach Management Plan will be exploring ways to manage beach visitors once they're on our beach, regardless of direction they've come from.</li></ul>

## Community Development Annual Action Plans

To ensure the effective implementation of the Strategy, the Community Development team will prepare **Annual Action Plans**. These plans will serve as detailed roadmaps, outlining the specific steps, timelines, and resources required to achieve outcomes.

While the Community Development Strategy provides the overarching framework and long-term vision for fostering a thriving, inclusive, and resilient community, the Annual Action Plans will break the overall vision down into actionable, measurable and achievable goals for each year. These plans will focus on delivering tangible progress across the six pillars of the Strategy.

Each Annual Action Plan will:

- **Address Identified Actions:** Clearly outline how the team intends to implement the actions associated with each pillar.
- **Set Priorities:** Highlight the key focus areas for the year while considering community needs, available resources, and opportunities for collaboration.
- **Provide Clarity:** Specify timelines, roles, and responsibilities to ensure accountability and efficiency in delivering initiatives.
- **Measure Success:** Include performance indicators to track progress and assess the impact of programs and projects.

This iterative approach allows the Community Development team to remain flexible and responsive to emerging community priorities while ensuring consistency with the strategic goals outlined in the Community Development Strategy. The Annual Action Plans will also serve as a communication tool, keeping the community and stakeholders informed about the Shire's ongoing efforts and achievements in community development and the delivery of the Community Development Strategy.

Through these plans, the Shire of Waroona reaffirms its commitment to creating a vibrant and supportive environment for all residents. By breaking down the Strategy into manageable and practical yearly actions, the Community Development team can work collaboratively and effectively to build a better future for the Shire.

