

Draft Strategic Community Plan – Exmouth 2030

Introduction

This plan establishes the community's vision for the future of the Shire of Exmouth. It includes aspirations and service expectations and will be used to drive the development of corporate business plans, resourcing and other informing strategies. An objective is the integration of asset, service and financial plans so that the Shire's resource capabilities are matched to the community's needs.

In developing this plan, the Shire sought the community's views and aspirations, through public meetings, focus groups and surveys, about where our community should be by 2030.

Almost 20 per cent of the community participated in the Strategic Community Plan public consultation. This is well above the 10% standard outlined in the Department of Local Government's Intergrated Planning and Reporting Framework and Guidelines.

Analysis of community feedback and survey data has led to the development of community npriorities for social, economic, environmental, changing demographics and land use, and civic leadership in the Shire of Exmouth.

These are outlined in the pages following and Council is now seeking feedback from the community before moving to finalise the plan.

Community members who would like to make comment on this plan should do so in writing by Monday, 4 June, 2018. Submissions can be e-mailed to records@exmouth.wa.gov.au or mailed to PO Box 21, Exmouth WA 6707.

If you would like to discuss any aspects of the plan, please contact Amanda Fuery, Manager Commercial and Community, on (08) 9949 3021.

COMMUNITY VISION:

“To be a prosperous community living in harmony with our natural environment and building a sustainable future.”



OBJECTIVES AND COMMUNITY PRIORITIES

The following objectives and community priorities have been presented under four main categories; environmental, economic, social and civic leadership.

Environmental

Objective: To protect and value our unique natural and built environment.

Outcome 1.1 - a strong focus on environmental conservation and sustainable management of our natural environment.

Community Priorities

- 1.1.1 To be innovative and proactive in addressing economic and lifestyle issues that are environmentally sensitive.
- 1.1.2 Consult with relevant authorities to manage the natural environment for the benefit and enjoyment of current and future generations

Outcome 1.2 – strive to achieve a balance between the preservation of our unique environment and the delivery of sustainable economic growth.

Community priorities

- 1.2.1 Develop and promote partnerships with key stakeholders to maintain and improve access and engage the community in championing our natural environment.
- 1.2.2 Promote and celebrate the World Heritage Values of the region and investigate opportunities to leverage economic growth that improve visitor and community experiences.

Outcome 1.3 – Advocate and promote opportunities for the development of environmentally sustainable essential infrastructure and services

Community priorities

- 1.3.2 Lobby government agencies for the provision of better quality water and affordable renewable energy.
- 1.3.3 Investigate sustainable waste management and recycling options.

Economic

Objective: Diversify and grow our economy in a manner that provides year-round employment opportunities.

Outcome 2.1 – a diverse and environmentally aware local economy that can attract business investment and provide employment opportunities

Community priorities

2.1.1 Develop and encourage opportunities for business investment to develop a diverse economy.

2.1.2 Create a strategic approach to economic development to attract investment and jobs in new and existing industries.

2.1.3 Lobby for the technological infrastructure necessary to support business growth

Outcome 2.2 – facilitate the strengthening and growth of our visitor experience.

Community priorities

2.2.1 Engage with local, state, national and international stakeholders to build a stronger and sustainable tourism industry

2.2.2 Activate a best practice model for an innovative and unique Exmouth tourist experience

2.2.3 Promote and market tourism initiatives which extend the “peak tourist season”

2.2.4 Activate the Ningaloo Centre as a regional facility to attract high yield conference and events.

2.2.5 Support a coordinated approach for regional tourism promotion and management

Outcome 2.3 – Enable the provision of essential infrastructure that will support investment and diversify our economy.

Community priorities

2.3.1 Advocate and lobby for the provision of infrastructure that supports the local economy.

2.3.2 Identify opportunities to create multiuse infrastructure and facilities that encourage and diversify the local economy.

2.3.3 Update and improve coastal access and facilities

2.3.4 Maintain an efficient, safe and good quality local road network

Social

Objective: To be a vibrant, passionate and safe community valuing our natural environment and unique heritage

Outcome 3.1 - Explore opportunities to deliver services and facilities that attract and retain people living in the Shire.

Community priorities

3.1.1 Advocate, promote and incentivise Exmouth as a preferred place to live and work in the long term

3.1.2 Advocate for the provision of expanded educational and vocational opportunities and community services

Outcome 3.2 – Promote facilities/services that enhance public health and safety

Community priorities

3.2.1 Advocate for health and medical support services and affordable housing for aged persons and people with disabilities that meet the needs of the local community

3.2.2 Actively engage with key stakeholders to find an innovative approach to minimising substance abuse within our community

Outcome 3.3 – Champion self-supporting community clubs and associations.

Community priorities

3.3.1 Develop policy and support services that enable clubs and community groups to be self sustaining.

3.3.2 Develop, implement and regularly review our recreational, cultural facilities and public open space to ensure they meet the principles of colocation, multi-use and sustainability.

3.3.3 Support cultural and community programs and events that encourage interaction and promote a sense of community and celebrate lifestyle.

Civic Leadership

Objective: To provide open transparent, accountable leadership working in collaboration with our community.

Outcome 4.1 To provide proactive, collaborative and transparent leadership

Community priorities

- 4.1.1 Enhance open and interactive engagement between Council and the community
- 4.1.2 Adopt a culture that aligns actions with the outcomes and community priorities identified in the Strategic Community Plan.

Outcome 4.2 A local government that is respected and accountable.

Community priorities

- 4.2.1 Constantly strive to be engaged and relevant to our community and make informed decisions.
- 4.2.2 Promote and support elected members and staff participation in professional development
- 4.2.3 Meet all statutory reporting requirements

Outcome 4.3 To be a champion for our community

Community priorities

- 4.3.1 Engaging government agencies and key stakeholders to achieve Strategic Community Strategic Plan outcomes
- 4.3.2 Facilitate resource sharing and actively participate in partnerships on a regional basis.