# Shire of Serpentine Jarrahdale Community Plan 2023

**Consultant: Jemma Moon** 



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# PURPOSE

# **Project Overview**

**Aha! role in the project:** Develop and deliver an engagement process to inform the development a new Strategic Community Plan (Council Plan) that plans for the future and is aligned with community aspirations.

**Engagement:** Understand community aspirations for the future while considering the results of the recent perception survey (Considering constraints, resourcing and expectations)

### Goals

- Create a new vision with the community for the Shire of Serpentine Jarrahdale
- Understand community aspirations and themes for the future
- Identify areas for action and incorporate these in the SCP (Council Plan)

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# Timeline



# **Engagement – Part 1**

- Survey
- Pop-ups
- Community workshop
- Staff workshop
- Council workshop



We've unpacked the feedback and common themes from the Shape our Future survey from March/April 2023. This is what our community told us.





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# How we communicated

- Letter-drop to all households in SJ (12,864 recipients)
- Your Say SJ Project Page
- · Daily social media content (50 posts total)
- Video message by the Shire President
- 7 x e-Newsletters
- Email blast to database (3,000 recipients)





# **Engagement: Pop-Ups across the Shire**

- 11 Pop-ups in total
- Locations included Mundijong, Serpentine, Jarrahdale, Byford and Keysbrook
- Spoke to approximately 400 community members
- More than 100 surveys completed in person





# **Engagement: Workshops**

- 5 targeted community workshops
  - Seniors Morning Tea
  - Community Workshop
  - Community Groups Forum
  - SJ Business Breakfast,
  - Sporting Groups Sundowner
- 100 attendees
- More than 40 surveys completed in person





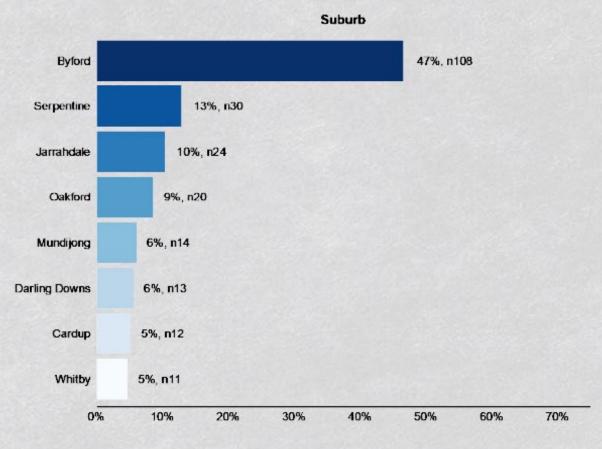






# **Engagement: Community Survey**

- 613 surveys completed
- 66% female, 27% male, 7% not stated
- 82% were ratepayers
- Majority of respondents are "families with school-aged children"
- Community wants to maintain the Shire identity
- Residents love the 'rural feel' most, followed by 'nature'
- If residents could change one thing it would be 'better roads'





# Engagement – Part 2

- This second stage of engagement reviewing the draft Community Plan was open for two months from the 1<sup>st</sup> of July and closed on the 31<sup>st</sup> August
- 160 individuals completed an online survey
- 32 people who participated in the pop-ups
- 2200 people visited the draft Council page in Your Say SJ
- 160 people completed the survey, 392 downloaded the plan and left the page without completing a survey

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# Marketing the engagement

- The Campaign resulted in a total of 156,429 impressions, 2,142 clicks and 88 post reactions
- Static 2 (image of horse and people) performed the best overall with 80k impressions and 1,210 clicks
- The demographic breakdown shows that there was a fairly even breakdown between both the male and female audience

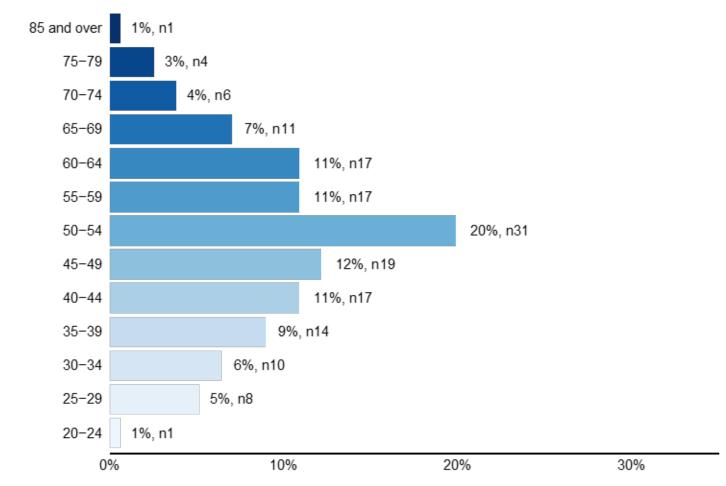
Static 1	Static 2
Shire of Serpentine Jarrahdale X Sponsored 10 hanks to the feedback you provided during our shape our Future – SJ 2033' campaign, we've leveloped a 10-year Draft Council Plan tave your say on our Draft Council Plan today!	Shire of Serpentine Jarrahdale Sponsmel - M Thanks to the feedback we received during our Shape our Future – SJ 2033 campaign, we've developed a 10-year Draft Council Plan Have your say on our Draft Council Plan today!
https://www.yoursaysji.ajshire Have your say on our Draft Council Plan 2023-2033:	http://www.youtsays.gshin- Have.your.says.g
lave your say on our Draft Learn more	Have your say on our Draft Learn more

 Looking at the age breakdown the 65+ audience did have a strong skew with 40.5% of overall clicks, followed by the 55-64 audience (25.5%), and 45-54 (16.4%)

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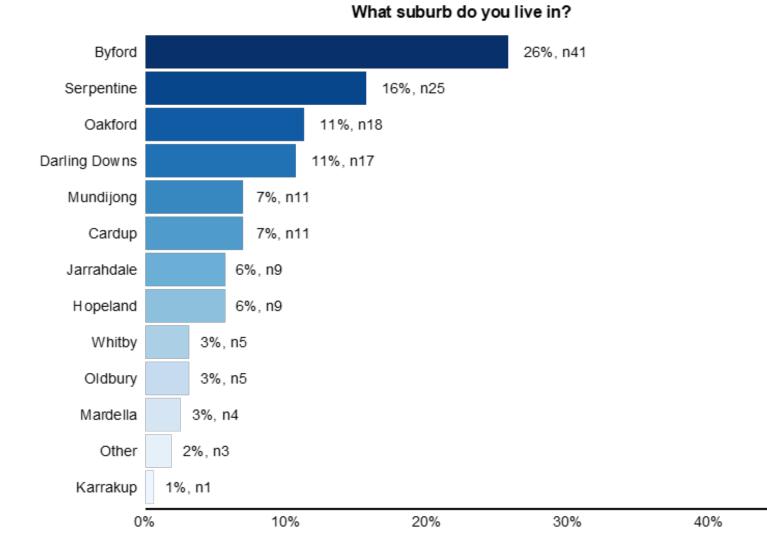
# Demographics



What is your age?

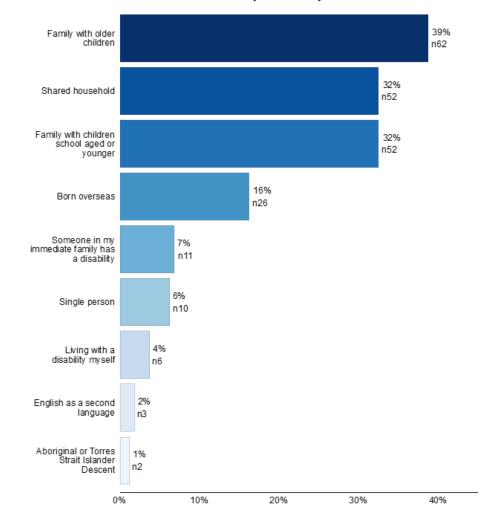
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# Suburb



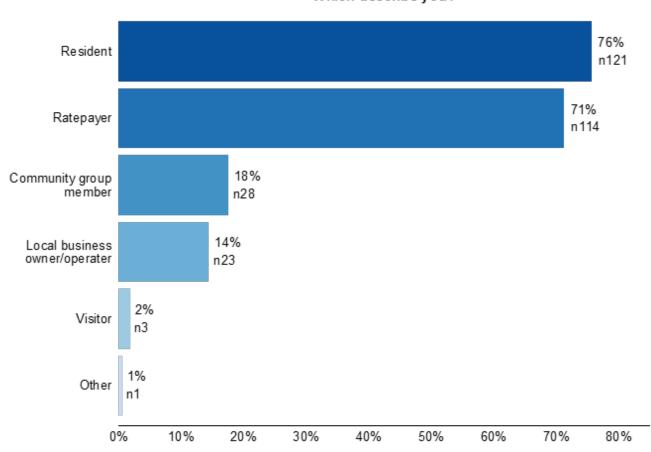
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# Household



#### How would you describe your household?

# **Relation to the Shire**



Which describe you?

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# Key themes that shaped the vision

The community value the following aspects of the Shire:

- **Community** (e.g., community, live, people, friend, family)
- **Rural living** (e.g., lifestyle, rural, country, bush, native)
- Environment (e.g., nature, tree, beauty, forest, wildlife)
- Atmosphere (e.g., feel, space, quiet, peace, still, serenity)
- Amenities (e.g., close, shop, service, amenities, market, food)

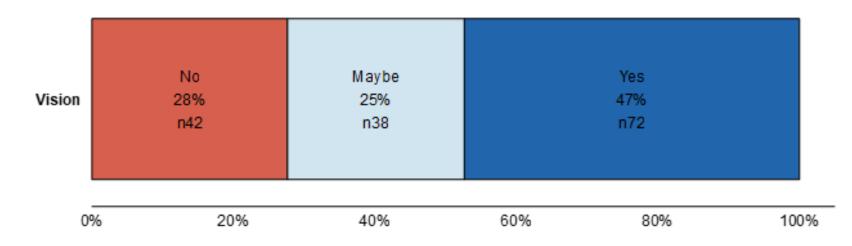
service surround amenities life nothing aspect set access family lot en food proximity fores large people tree location small shop place town develop good city also facility event around enjoy grow bushland farm friend beauty equestrian lifestyle **Deace**local atmosphere park jarrahdale road wildlife property serpentine native spirit

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## Vision

'A welcoming community where everyone feels at home'

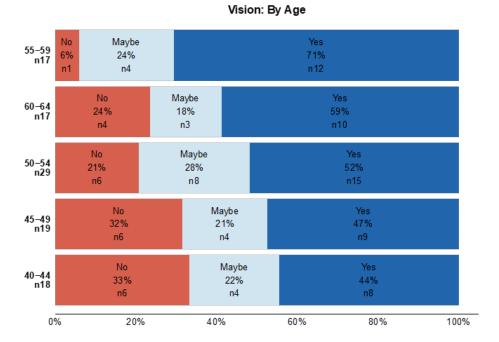
Do you feel this vision reflects what we hear from the community and suppots the future we want for the next 10 years?



- 2200 people visited the survey page
- 379 people downloaded the draft Council Plan
- 160 completed the survey

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# **Breakdown of vision**



Vision: By Suburb

Byford n38	No 26% n10	Maybe 29% n11			
Serpentine n24	No 25% n6	Maybe 33% n8			
Oakford n18	No 33% n6	Maybe 33% n6		Yes 33% n6	
Darling Downs n16		No 56% n9	Maybe 12% n2	Yes 31% n5	
0	% 20%	40%	60%	80%	100%

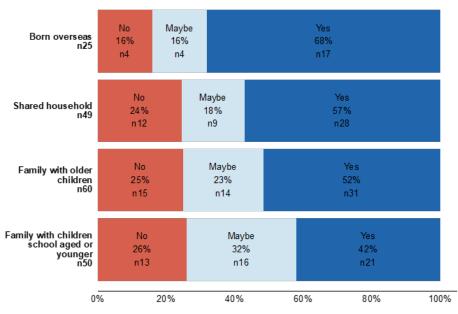
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## **Vision - Continued**

Local business owner/operater n23	No 26% n6	Maybe 17% n4	Yes 57% n13		
Community group member n27	No 33% n9	Maybe 11% n3	Yes 56% n15		
Resident n114	No 25% n28	Maybe 25% n29	Yes 50% n57		
Ratepayer n110	No 30% n33	Maybe 23% n25	Yes 47% n52		
0'	% 20%	40%	60% 80%	100%	

#### Vision: By Resident Type

Vision: By Household



# Recommendation

## Endorse the current vision without changes

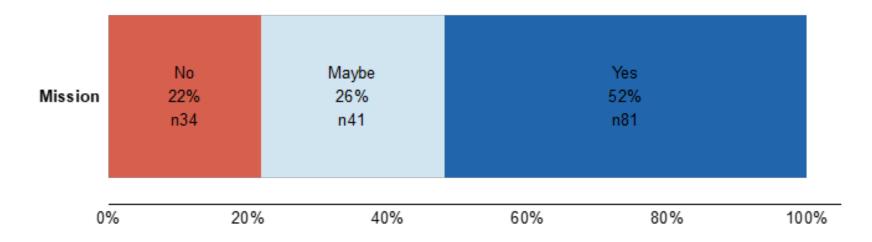
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## Mission

'A local government that strives for transparency and clear communication with our community, providing excellence in our stewardship in delivering on community priorities.'

Do you feel this mission reflects what we heard from the community and supports the future we want for the next 10 years?



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	Mission: By Age							
55-59 n17 6	No Maybe % 24% 1 n4		Yes 71% n12					
60–64 n18	No 22% n4	Maybe 17% n3		Yes 61% n11				
40–44 n17	No 24 <i>%</i> n4	Mayb 29% n5		Yes 47% n8				
45–49 n18	No 28% n5	2	aybe 8% n5	Yes 44% n8				
50–54 n31	No 23% n7	Ma <u>:</u> 35 n1	%	Yes 42% n13				
0%	20%	40	% 60	% 80%	100%			

Mission: By Suburb

Serpentine n24	No 8% n2	Maybe 12% n3		Yes 79% n19					
Darling Downs n16		No 31% n5		Maybe 12% n2			Yes 56% n9		
Oakford n18	17	lo 7% 13	3	aybe 13% n6	Yes 50% n9				
Byford n40		No 32% n13			Maybe 35% n14		Yes 32% n13		
0	% 20%		40% 60%			80%	100%		

## Ah'a! A Crossiling

		Mission: By	Resident Type				
Resident n118	No 20% n24	Maybe 24% n28	Yes 56% n66				
Ratepayer n111	No 22% n24	Maybe 26% n29	Yes 52% n58				
Local business owner/operater n22	No 27% n6	Maybe 23% n5	Yes 50% n11				
Community group member	No 19%	Maybe 33%	Yes 48%				Mission: By Household
n27	n5	n9	n13	Born overseas n26	No 12%	Maybe 23%	Yes 65%
09	% 20	% 40%	60% 80% 10	0%	n3	n6	n17

Family with children school aged or younger n51	No 20% n10	Maybe 20% n10	Yes 61% n31			
Shared household n49	No 18% n9	Maybe 22% n11				
Family with older children n62	No 23% n14	Maybe 27% n17		Yes 50% n31		
0'	% 20	% 40	% 60%	80%	100%	

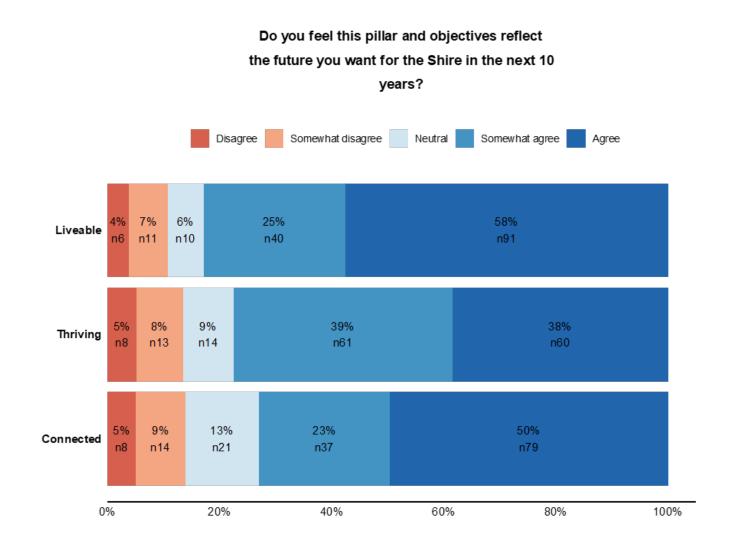
# Recommendation

## Endorse the current mission without changes

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# **The Pillars**



# Recommendation

# 1. Endorse the pillars without any changes

# 2. Add additional "major initiative" under "liveable";

• Implement Equine Trails Master Plan



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## Key themes

- 94 people from the 160 surveys took the opportunity to provide open comments
- No comments provided feedback on the draft document, however reiterated the main themes captured during stage one of engagement

### Infrastructure and Development

29 Comments related to the need for better infrastructure and services. For example, the need for improved roads, drainage, equestrian facilities, public services, and shops.

We still want to be provided with facilities and amenities to make our shire a great place to live.

Roads are a complete mess, services are minimal for the rates provided.

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### Community Engagement and Committed Action

19 comments about the effectiveness of community engagement, including the importance of listening to the community's needs, and committing to delivering the community's desired outcomes.

I am not sure why you ask for our feedback, because when we give it to you, you ignore it.

'Please actually do what you are committing to rather than using flowery language and no action.'

**Rural Lifestyle vs. Urbanisation:** 19 Comments discussing the tension between maintaining a rural lifestyle and embracing urbanisation to become a modern city. Most of the comments supported the rural lifestyle.

- 15 comments advocated for maintaining a rural lifestyle
- 3 comments advocated for urbanisation

80% seemingly want Rural lifestyle, I want to see more urbanisation we can have both, urbanisation will bring in businesses, public transport, more schooling opportunities.

Love the rural aspects but need to keep in mind property values. Whitby needs more development.

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### Accountability and Trust in Council

11 Comments expressing concerns about the transparency and trustworthiness of the council, including the transparency behind agenda and the need for accountability.

'Can't trust anything the council says as councillors have [their] own agenda.'

'Not convincing enough that council will actually listen to residents needs and not that of investors.'

### **Environmental Concerns**

11 Comments emphasising the importance of preserving the natural and rural environment, as well as keeping greenery presentable.

'Advocate to protect our remaining forests.'

'A big focus needs to be on maintaining the natural and rural environment.'

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### Community Safety and Crime

5 comments addressing issues related to community safety, including targeting illegal activities such as dirt biking, drug houses, and speeding.

Need to include a plan for the safety of the community to be able to live and thrive here.' 'There needs to be a focus on actively reducing crime and anti-social behaviour by youth.'

### **Economic and Financial Considerations**

7 Comments discussing financial aspects, including the use of resources and finances, rates, the economic impact of various initiatives, and ensuring that council rates go directly towards the community's interest.

How is the Shire ensuring optimal use of resources and finances. An enormous amount of money has been wasted in previous years and nothing delivered.'

Reduce rates by cutting back on the nice to haves, council staff numbers, expenditure on everything apart from the basics, rubbish, roads and parks.'

# Pop ups

Feedback was also collected from 32 people who participated in a pop-survey located at the markets. The desired improvements to the community are the following:

- Improved parks and facilities for children and families 8
- Maintaining the greenery and keeping a rural feeling 6
- Improved roads and parking availability 5
- Reducing litter and increasing garbage collection frequency 3
- Greater support for agricultural businesses 3
- More aged care facilities 1

# **PUTTING THIS INTO ACTION**

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10.4.1 - Attachment 2

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# Closing and Next Steps

Ordinary Council Meeting - 11 December 2013 ulting.net.au