

Shire of Serpentine Jarrahdale Community Plan 2023

Consultant: Jemma Moon

Aha! Consulting

A collection of 3D arrows in yellow and teal colors, scattered across a reddish-brown background. One large teal arrow points to the right, while several smaller yellow and teal arrows point in various directions. The word "PURPOSE" is written in white, bold, uppercase letters across the bottom center of the image.

PURPOSE

Project Overview

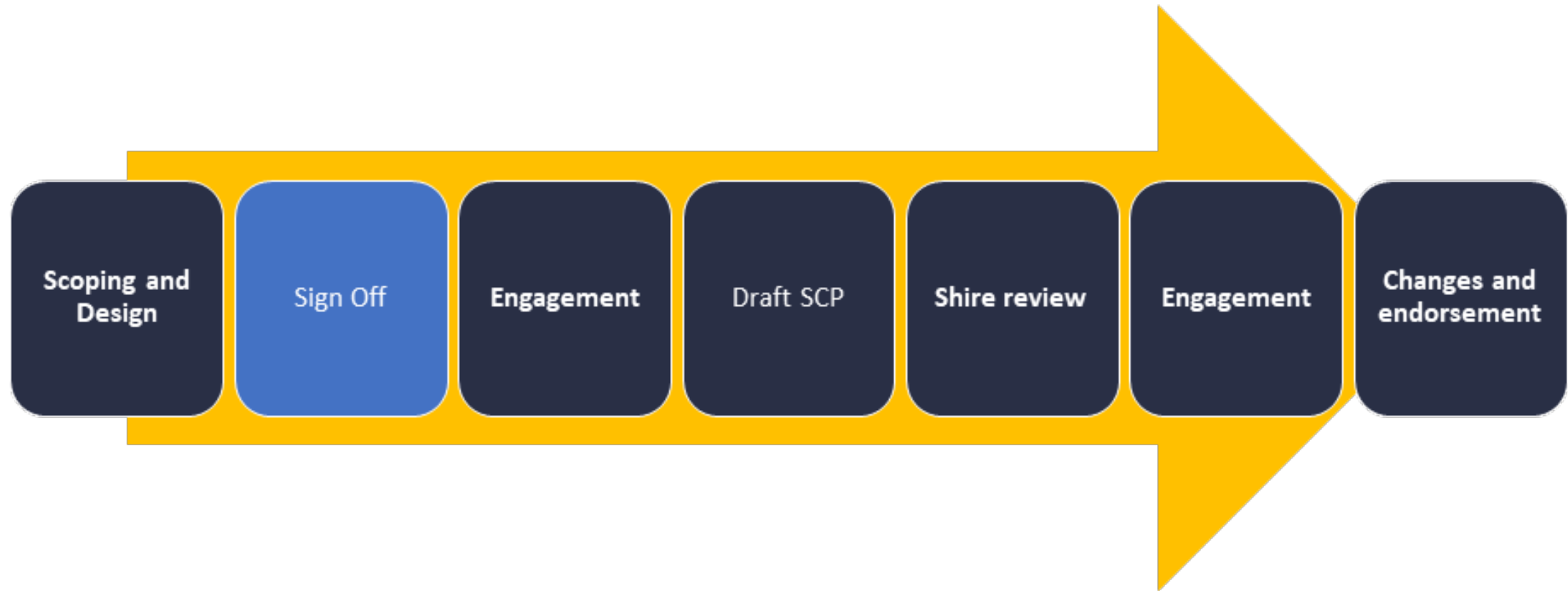
Aha! role in the project: Develop and deliver an engagement process to inform the development a new Strategic Community Plan (Council Plan) that plans for the future and is aligned with community aspirations.

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)

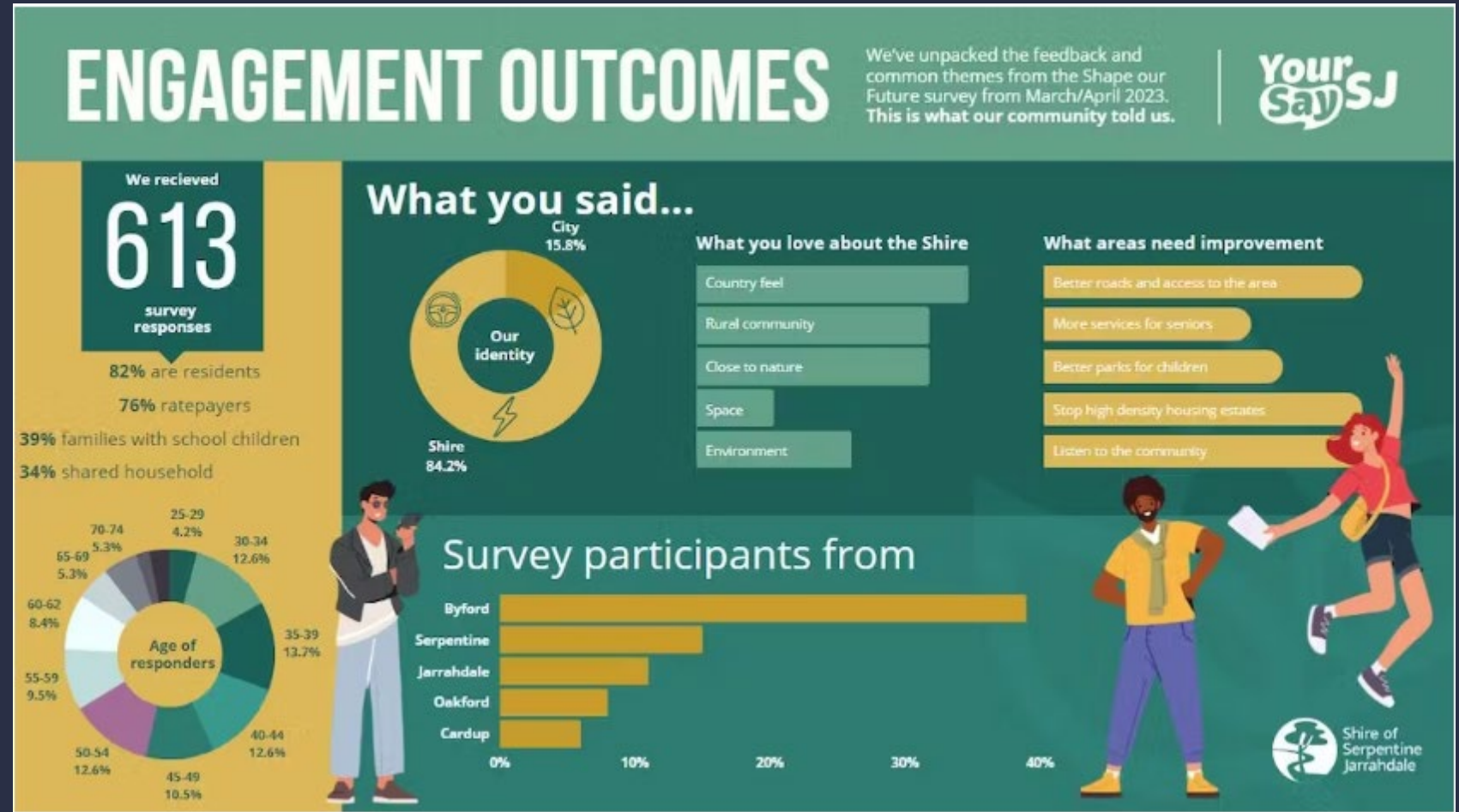
Timeline



| Dec 22 – Jan 2023 | Feb 2023 | March 2023 | May/June 2023 | June/July 2023 | July 2023 | Aug-Oct 2023 |

Engagement – Part 1

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



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



Shire of
Serpentine
Jarrahdale

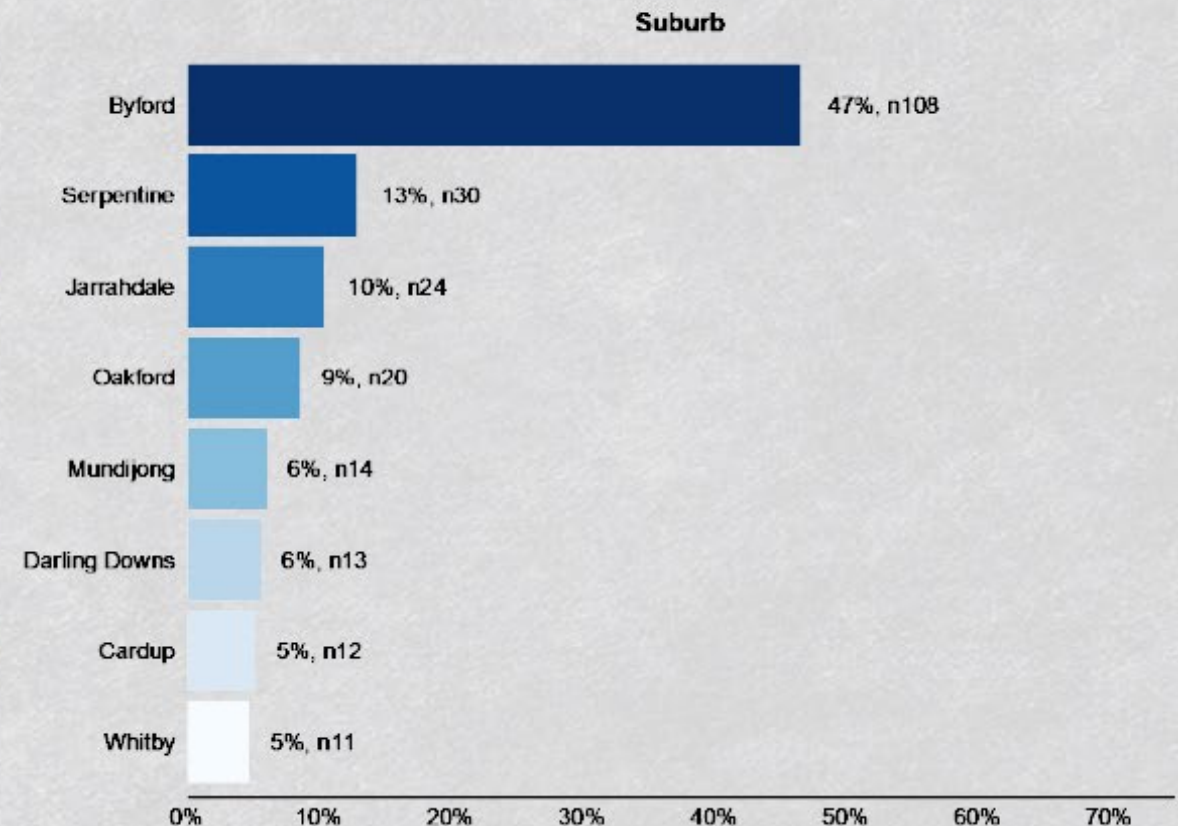
Engagement: Workshops

- 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’

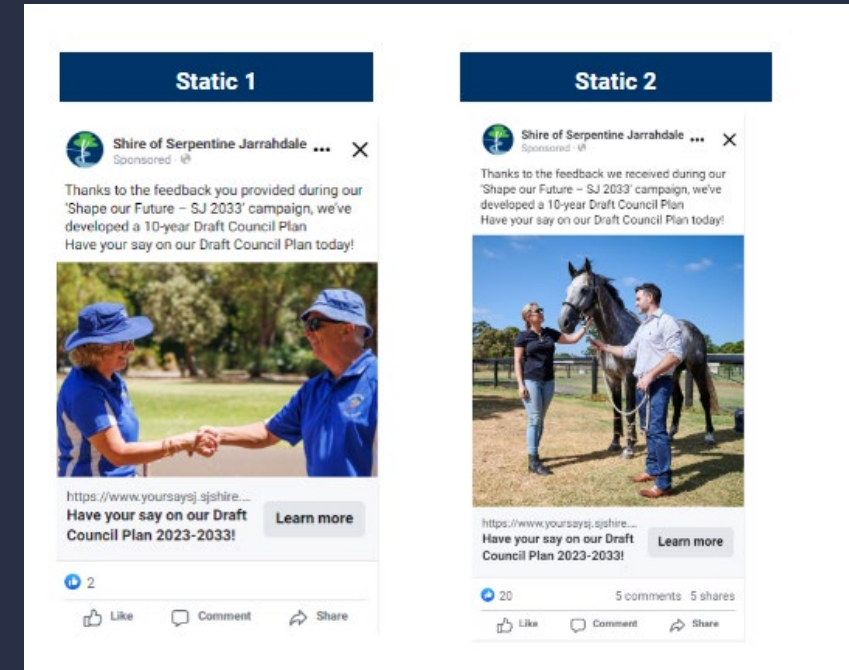


Engagement – Part 2

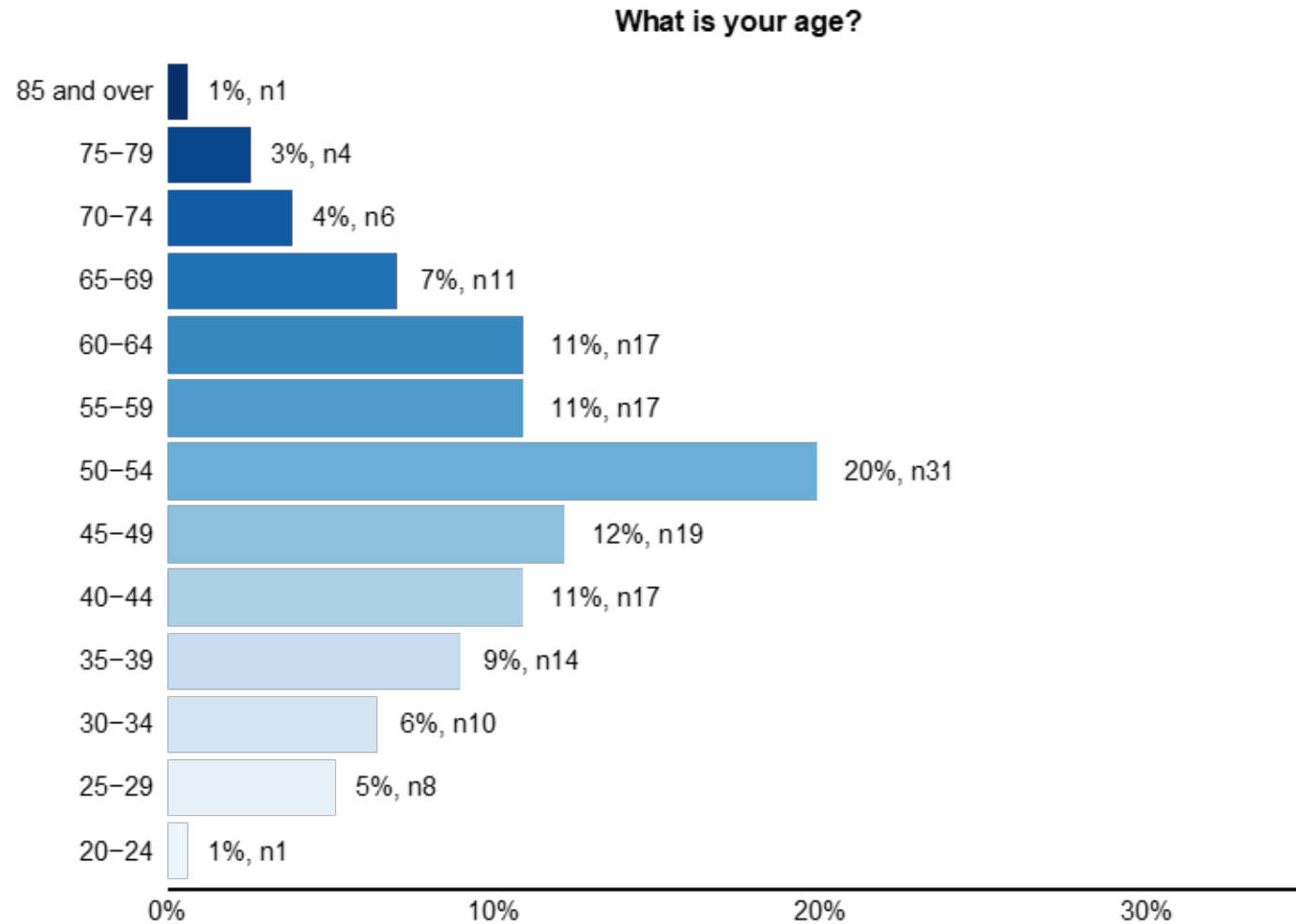
- This second stage of engagement reviewing the draft Community Plan was open for two months from the 1st of July and closed on the 31st August
- 160 individuals completed an online survey
- 32 people who participated in the pop-ups
- 2200 people visited the draft Council page in Your Say SJ
- 160 people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

Marketing the engagement

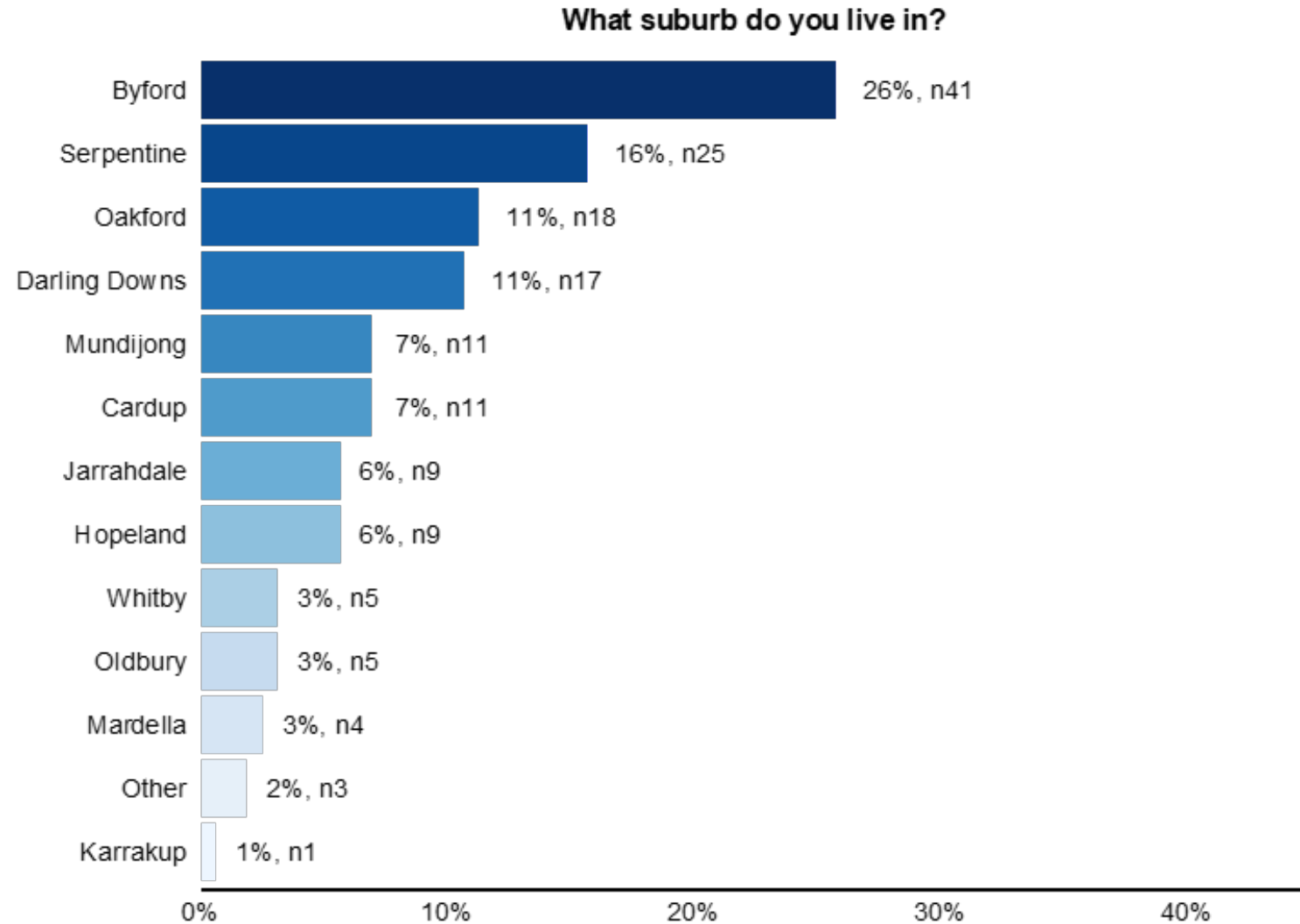
- The Campaign resulted in a total of 156,429 impressions, 2,142 clicks and 88 post reactions
- Static 2 (image of horse and people) performed the best overall with 80k impressions and 1,210 clicks
- The demographic breakdown shows that there was a fairly even breakdown between both the male and female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



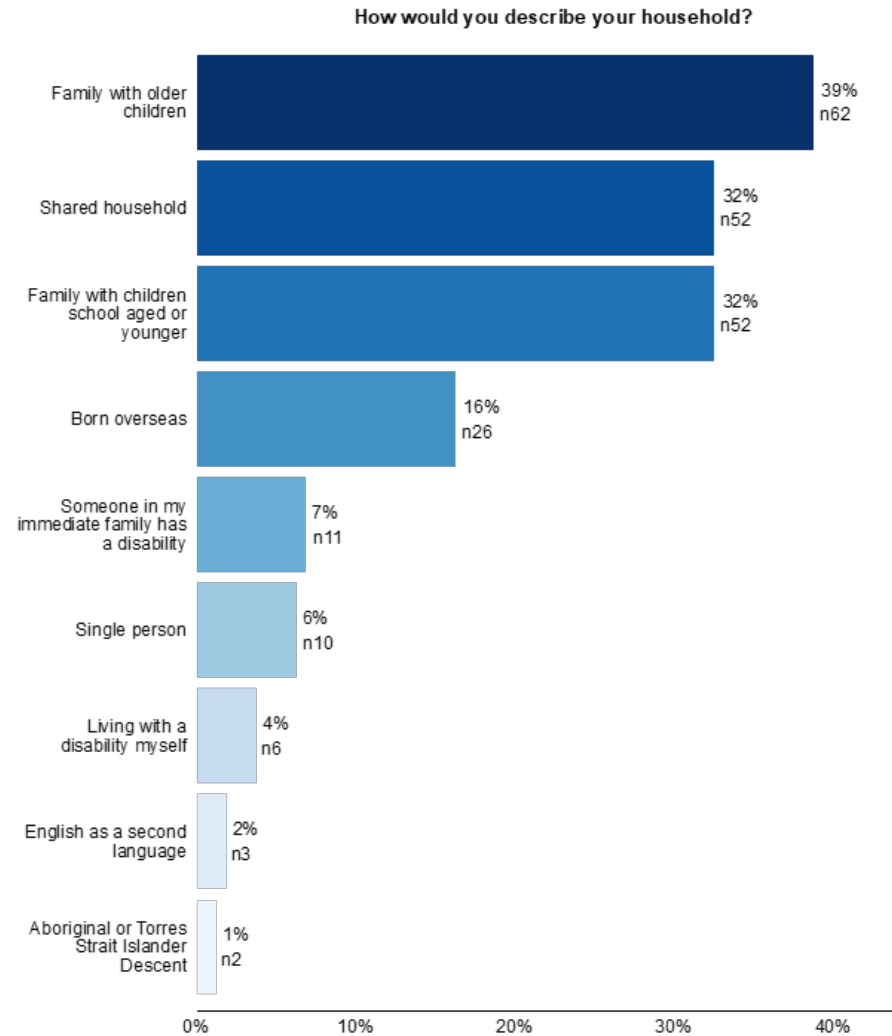
Demographics



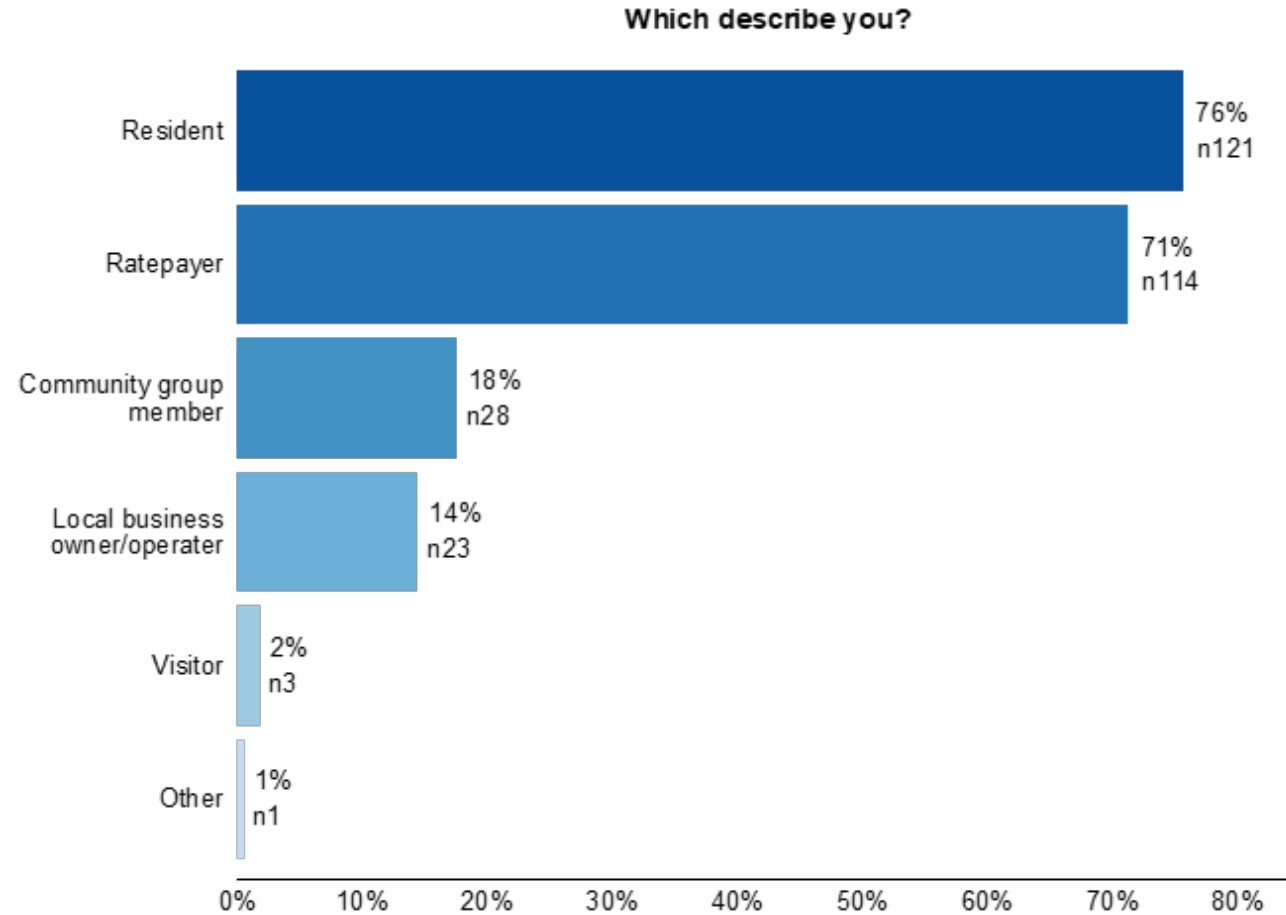
Suburb



Household



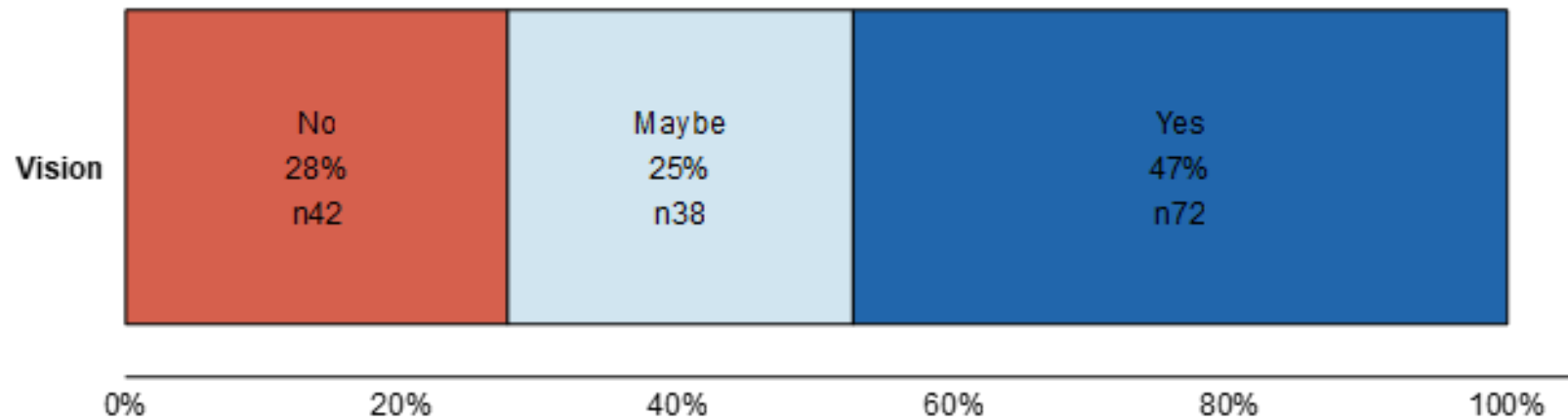
Relation to the Shire



Vision

‘A welcoming community where everyone feels at home’

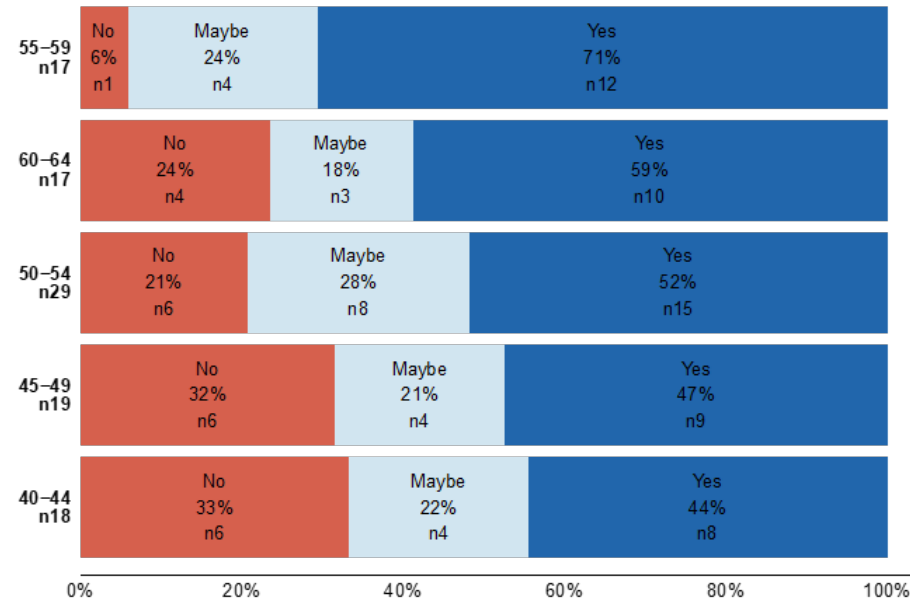
Do you feel this vision reflects what we hear from the community and supports the future we want for the next 10 years?



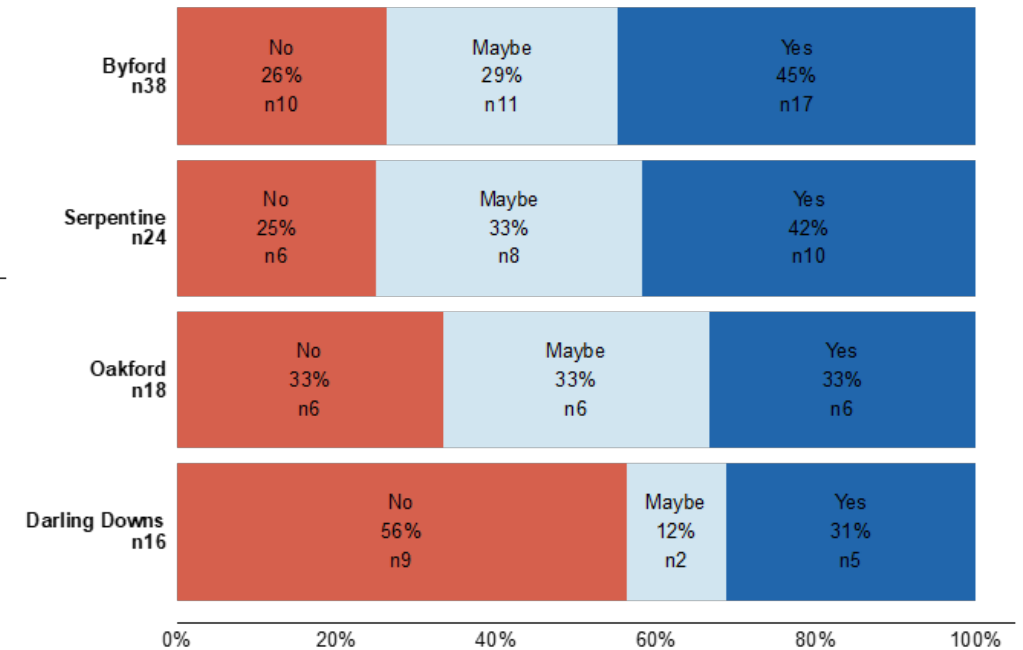
- 2200 people visited the survey page
- 379 people downloaded the draft Council Plan
- 160 completed the survey

Breakdown of vision

Vision: By Age

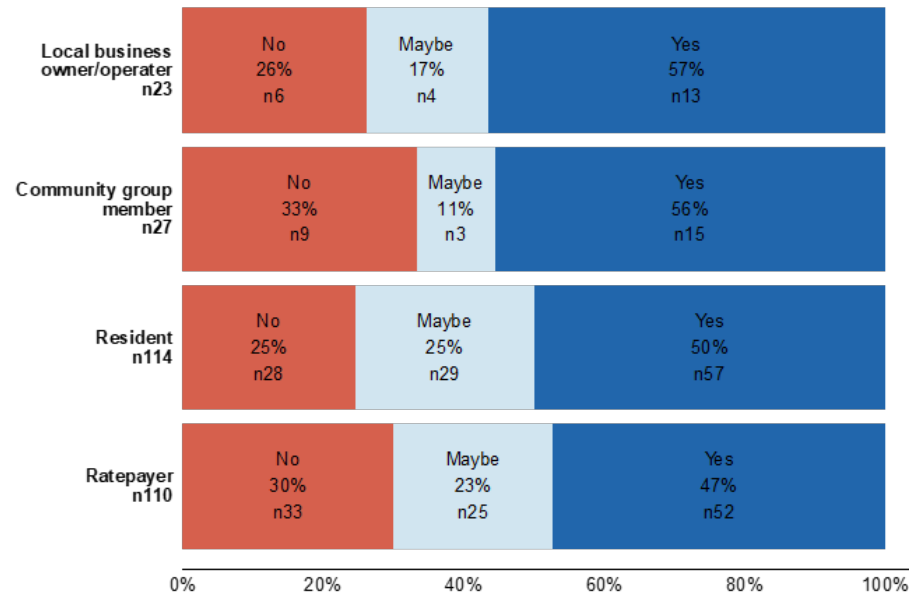


Vision: By Suburb

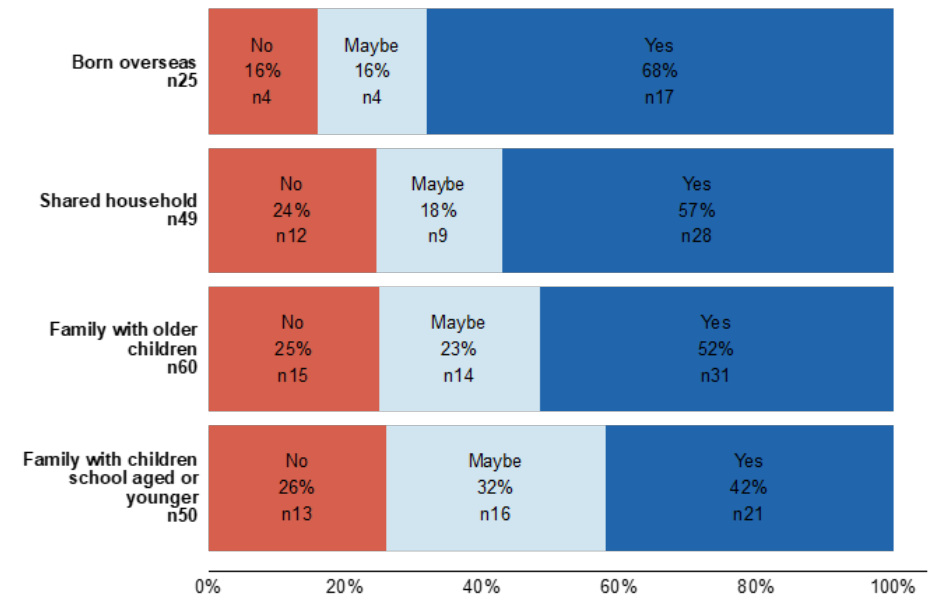


Vision - Continued

Vision: By Resident Type



Vision: By Household



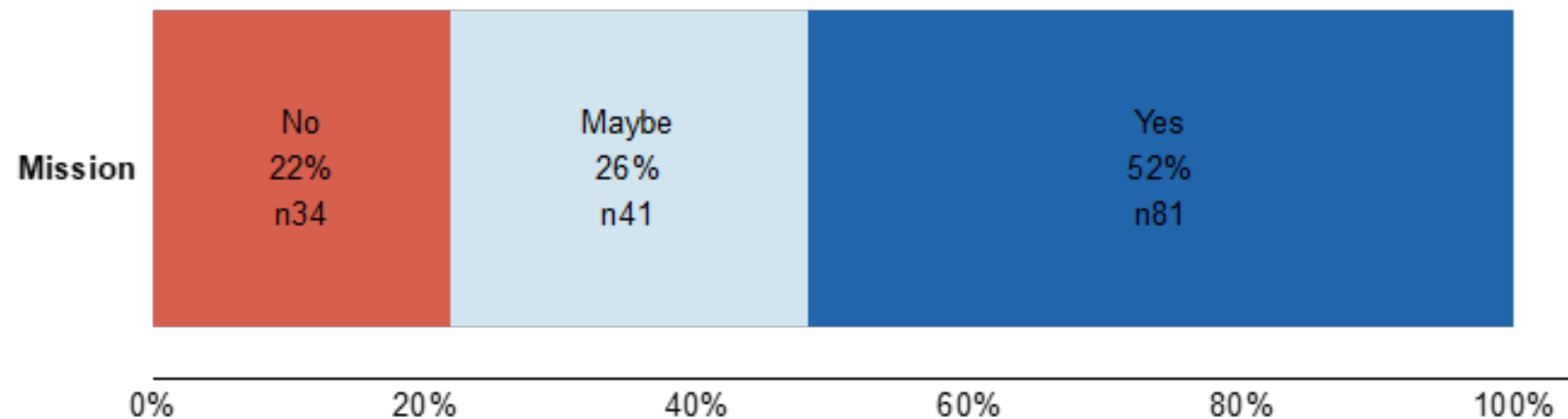
Recommendation

Endorse the current vision without changes

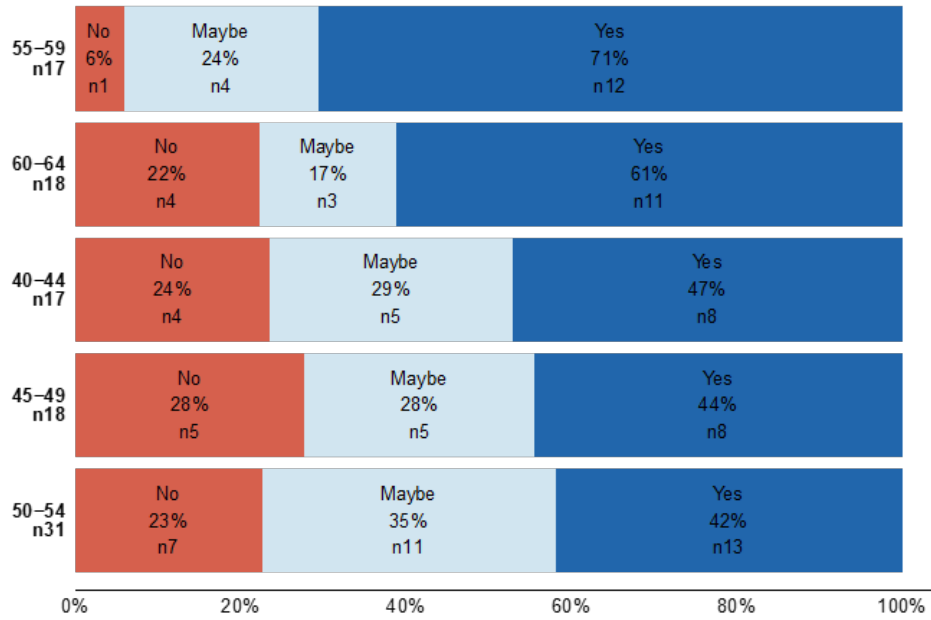
Mission

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

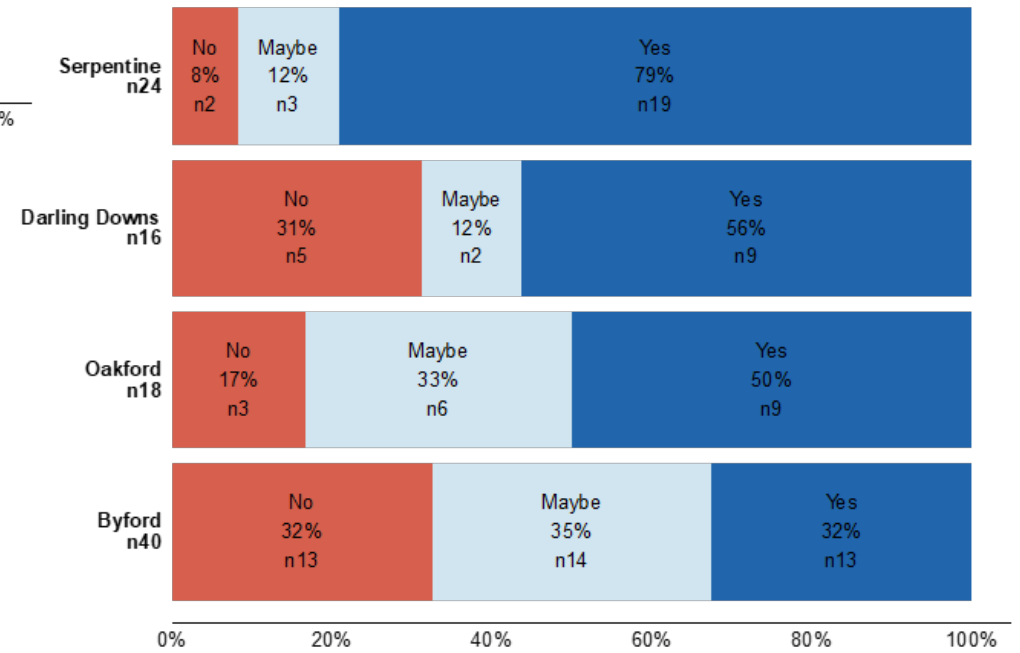
Do you feel this mission reflects what we heard from the community and supports the future we want for the next 10 years?



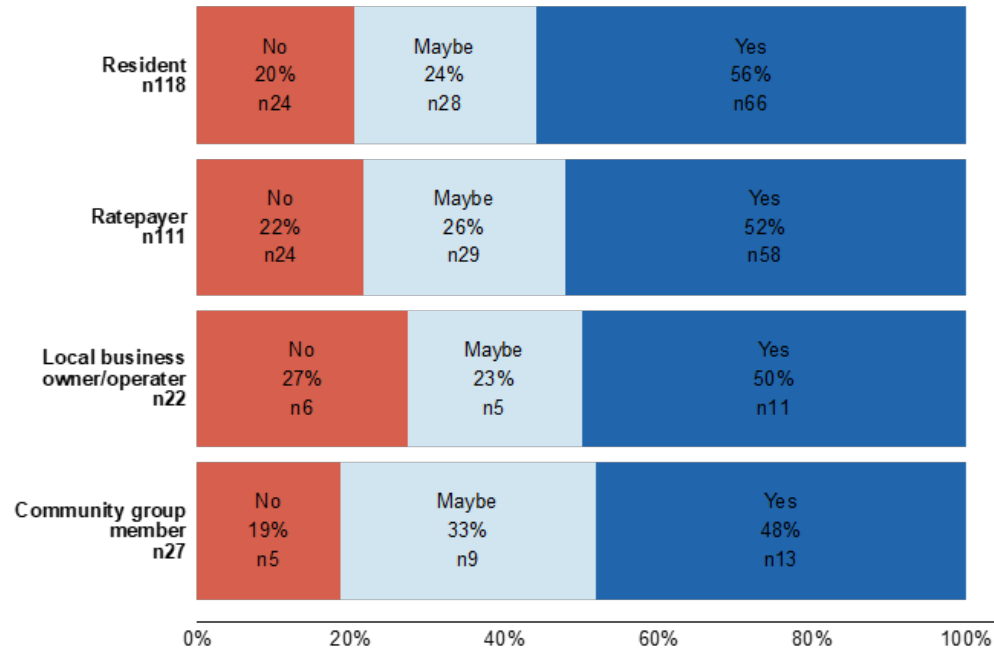
Mission: By Age



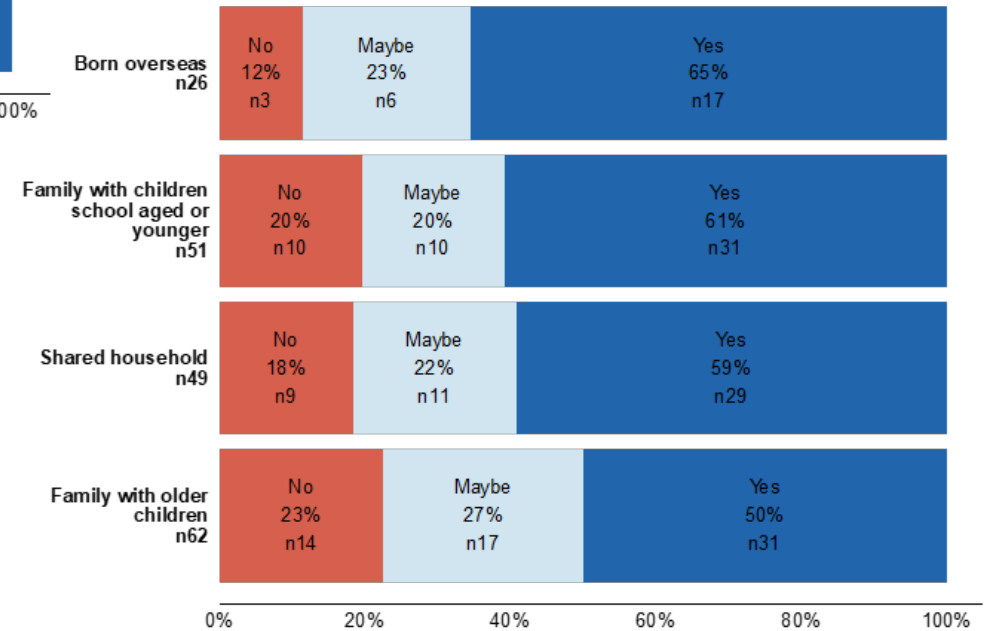
Mission: By Suburb



Mission: By Resident Type



Mission: By Household

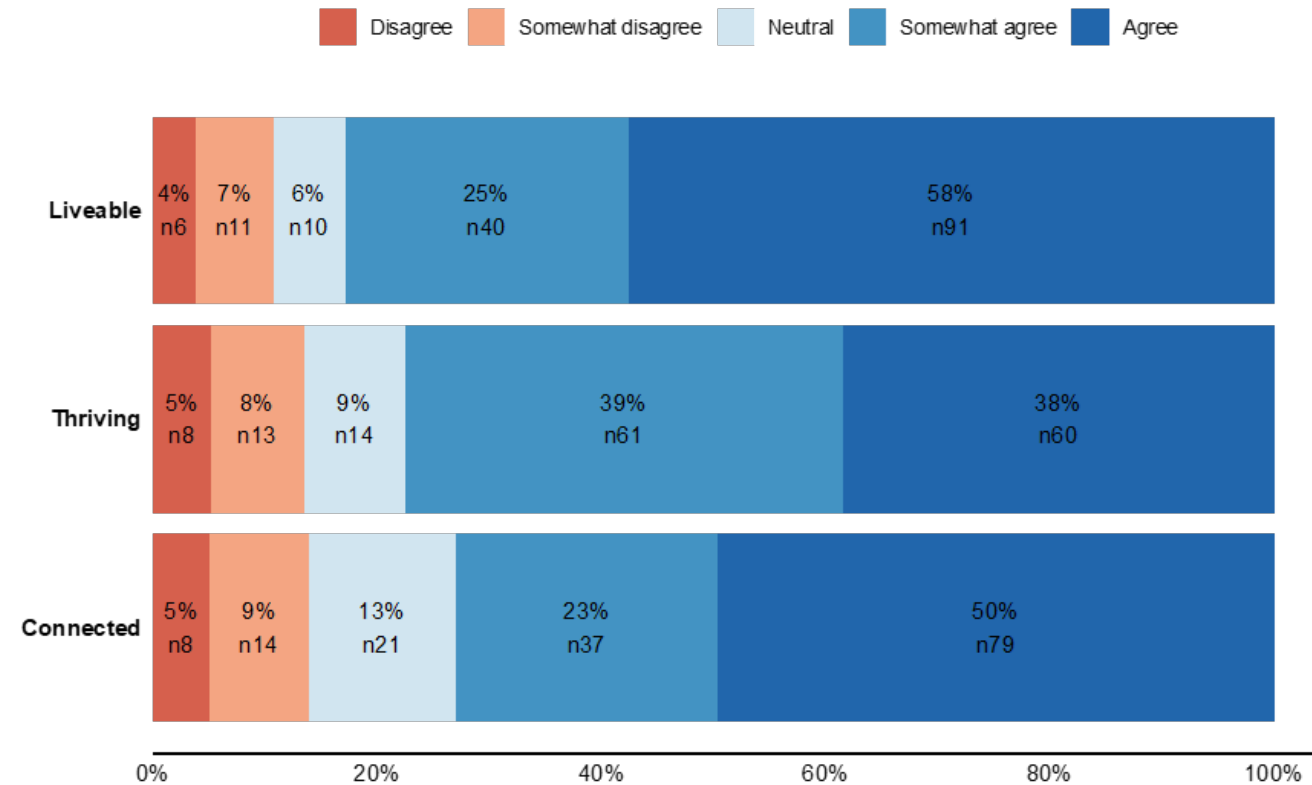


Recommendation

Endorse the current mission without changes

The Pillars

Do you feel this pillar and objectives reflect the future you want for the Shire in the next 10 years?



Recommendation

1. Endorse the pillars without any changes
2. Add additional “major initiative” under “liveable”;
 - Implement Equine Trails Master Plan

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.

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.

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.'

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

Aha! Consulting

Closing and Next Steps

