



# Strategic Plan 2020 - 25

Keysbrook, a rural village community

# Keysbrook Strategic Plan 2020 - 25

---

Keysbrook, a rural village community

## Vision

To cultivate the growth of an active, diverse, and cohesive community within an eco-friendly and visitor-friendly environment.

## Mission

We provide a welcoming and supportive community environment that encourages participation and an active, healthy, and vibrant lifestyle. We actively develop relationships with each other as well as other organisations to advance the multi-use nature of the facilities and resources.

## Background

### Location & Facilities

Keysbrook is located within the Serpentine-Jarrahdale Shire and is the southern-most locality of the Shire. Keysbrook has an area of approximately 13,000 ha. This area covers a combination of hills area as well as lowlands.

There are limited commercial/retail premises within the Keysbrook area and even the Post Office closed some years ago. Most community activity occurs at the Community Hall and playground that adjoins the Keysbrook Fire Station on Elliott Road. But there is currently planning underway to develop the area between the Community Hall and SW Highway, and especially adjoining the Highway in an area currently referred to as Keysbrook Park.

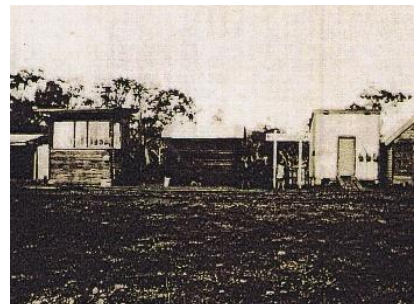
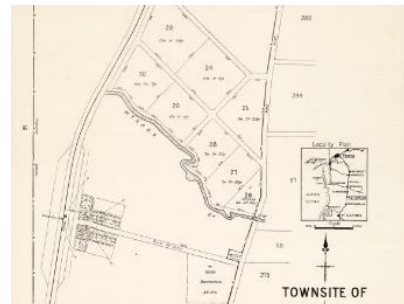
# History

The townsite of Keysbrook is located 62 km south of Perth, between Armadale and Pinjarra. It takes its name from a railway siding established here in 1897. The siding is believed to be named after Thomas Charles Key (1847-1885) who leased land here for a time, and whose name was once used as the local name of what is now Myara Brook. The townsite was gazetted in 1916, and the name adopted as a bounded locality in 1997.

In the early years there were three railway sidings: to the north near Dirk Road and to the south at Balgobin near Page Road and later another near Elliott Road. The original Keysbrook Railway Station was located near Dirk Road until 1913 when it was moved from this position to the present site. The Balgobin Station was also closed at this time.

In 1932 a committee was formed in the Keysbrook district to build a community hall. The locals built the Keysbrook Community Hall after the committee raised money from donations and various fundraising functions. Timber was purchased from Whittackers and the State Timber Mill and the cost of the building did not exceed £60/-/-. The main building was completed in 1935 and the floor was completed in 1937 when they were able to dance on a timber floor.

The Keysbrook Hall was the venue for dances that were held often. In later years at Christmas time, there was a Children's Christmas tree celebration put on with one of the locals playing the part of Father Christmas. Another function that was held in that hall was the Australian Citizenship Ceremony where several local farm employees were Nationalised.



## History (cont.)

About 1935 a Telephone service was operated from the Post Office at Keysbrook. This was a very manual system and was prone to breakdowns. In the 1960s this manual telephone service was replaced with a fully automatic service that operated 24 hours per day.

In 1906 the original Keysbrook school building was constructed at Balgobin, on the SW Highway just north of Boyd Road, where a group of pine trees remain to mark the spot. The school was shifted to Keysbrook, on Elliott Road in 1927, and at the time about twelve pupils attended the school. In the 1930s this school closed due to low numbers and the students were required to attend the State School at Serpentine Bridge. The Keysbrook School re-opened but was closed permanently in 1954, the building remained on site and was used for many years by the local women as their C.W.A. club rooms.

In the early 1960s the Government was involved in a program to provide electric power to the Keysbrook area and other parts of the south west. Most farmers erected their own poles and an electrician fitted the cross arms and insulators onto them and carried out the necessary wiring and connections.

The area was originally occupied by Nyungar people who moved around the South West of WA. Unfortunately, very little is recorded of the life of the first inhabitants of the Keysbrook area.

*Note: Information provided here is sourced from the book by David Kentish "The Kentish's of Keysbrook": A history of the Kentish family who settled in the Keysbrook district of Western Australia.*



## Demographics

The Australian Bureau of Statistics' official 2019 data indicates that the population in the Keysbrook-Hopeland area is 1,380. The population for this area was estimated at 1,235 in 2012.

The main land use activities within the Keysbrook locality are:

- Beef, Sheep and Dairy Farms
- Horse Studs
- Hobby Farms
- Forestry
- Environmental Reserves
- Mining (Bauxite and Mineral Sands)

Keysbrook is also home to a Buddhist Monastery and meditation retreat, a minimum-security state prison, a timber power pole depot, and many home-based cottage businesses.

Statistics from the 2016 Census.

Industry of employment,

Employed people aged 15 years and over	Number	%
Beef Cattle Farming (Specialised)	14	13.6
Primary Education	8	7.8
Dairy Cattle Farming	7	6.8
Sheep-Beef Cattle Farming	6	5.8
Local Government Administration	6	5.8



# Community Group

## Purpose of the Keysbrook Community Group

- To promote the growth and sustainability of a healthy, productive, and caring community relevant to the rural setting of the Keysbrook area.
- To continue to develop the facilities, parks, and equipment available to the Keysbrook residents and visitors to help facilitate improved community spirit, cooperation, and satisfaction of living in the area.
- To hold more functions and events for the benefit of the community.
- To better liaise with Shire and other outside groups for the benefit of the community.
- To showcase the Keysbrook region, and its community, to visitors.

## Financial Sustainability

The Keysbrook community has a long history of being independent and self-sufficient wherever possible only relying on external funding when there is no other option. Local residents and businesses have been generous supporters of various fund-raising activities organized to raise money to provide facilities for the community.

The KCG will continue to be funded from the good work of its members via community fundraising activities, voluntary work-in-kind and from lobbying government and business for funding and donations.

The KCG also practice good financial planning and management practices to ensure valuable outcomes and returns on funds spent.



# Action Plans Outline

- 1. Keysbrook Master Plan**  
Consult and plan
- 2. Keysbrook Park & Entry Statement**  
Plan and develop
- 3. Community Activities**  
Expand and promote
- 4. Roads & Trails**  
Expand and improve
- 5. Communications**  
Grow and advance
- 6. Environment**  
Investigate and protect
- 7. Keysbrook Hall**  
Improve and maintain

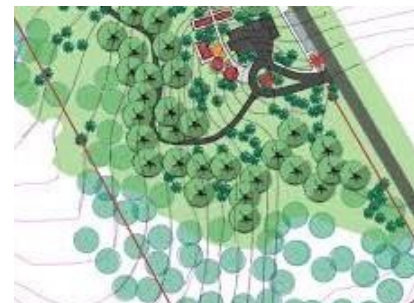
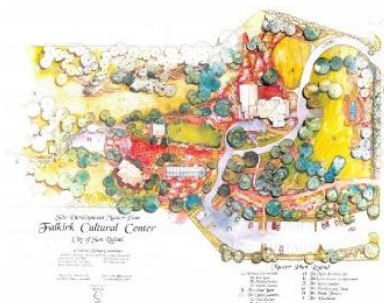


# Action Plan 1

## Keysbrook Master Plan

Consult and plan

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Organise Site Survey	Neil Kentish	2020	Site Survey
Prepare Strategic Plan	KCG SP working group	September 2020	Scott Hambley
Consult with the community	KCG Management Committee	November 2020	Social media, community meeting(s)
Confirm the community's aspirations and needs	KCG Management Committee	November 2020	Collated community feedback
Prepare Master Plan	KCG MP working group	January 2021	Scott Hambley
Present the MP to the community & the Shire of SJ	KCG Management Committee	February 2021	Social media, community meeting(s)





# Action Plan 2

## Keysbrook Park & Entry Statement

Plan and develop

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Organise Site Survey	Neil Kentish	2020	Site Survey
Prepare Draft Plan	KCG working group	March 2021	Scott Hambley
Consult with the community	KCG Management Committee	April 2021	Social media, community meeting(s)
Confirm the community's aspirations and needs are met in the design	KCG Management Committee	April 2021	Collated community feedback
Obtain quotes for works	KCG working group	May 2021	Detailed drawings / specifications
Prioritise work elements and prepare works program	KCG Management Committee	June 2021	Quotes, community feedback
Apply for Shire Planning Approval	KCG working group	June 2021	Development Application
Apply for shire grant(s)	KCG working group	August 2021	Detailed drawings / specifications, quotes, letters of support
Apply for other grant(s)	KCG working group	August 2021	Detailed drawings / specifications, quotes, letters of support
Place order for works	KCG Management Committee	October 2021	Quotes



# Action Plan 3

## Community Activities

Expand and promote

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Prepare list of potential community activities	KCG working group	December 2020	
Consult with the community	KCG Management Committee	March 2021	Social media, community meeting(s)
Confirm the community's aspirations and needs	KCG working group	March 2021	Collated community feedback
Prioritise proposed community activities and prepare calendar of events	KCG Management Committee	April 2021	Collated community feedback
Advertise & promote the community activities – social media	KCG working group	April 2021	Social media, email, local advertising
Apply for funding grants where appropriate	KCG working group	Ongoing when applicable	Application forms
Evaluate the success of various events and adjust future planning	KCG Management Committee	Ongoing when applicable	Reconciliation forms, community feedback



# Action Plan 4

## Roads & Trails

Expand and improve

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Prepare list of road issues requiring attention	KCG working group	2021	Area road maps of Keysbrook
Consult with the community	KCG Management Committee	2021 - 2025	Social media, community meeting(s)
Confirm the community's aspirations and needs	KCG working group	2021 - 2025	Collated community feedback
Prioritise road issues and formulate lobbying plan	KCG Management Committee	2021 - 2025	Collated community feedback
Execute lobbying plan – SJ Shite, State Gov, Federal Gov.	KCG working group	2021 - 2025	Personal contact
Follow up lobbying contacts	KCG working group	2021 - 2025	Personal contact



# Action Plan 5

## Communications

Grow and advance

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Prepare list of communication issues requiring attention	KCG working group	2021	Local information, any data available on communication back spots
Consult with the community	KCG Management Committee	2021 - 2025	Social media, community meeting(s)
Confirm the community's aspirations and needs	KCG working group	2021 - 2025	Collated community feedback
Prioritise communication issues and formulate lobbying plan	KCG Management Committee	2021 - 2025	Collated community feedback
Execute lobbying plan – SJ Shire, State Gov, Federal Gov.	KCG working group	2021 - 2025	List of contacts, personal connections with contacts. Email and mailing details.
Follow up lobbying contacts	KCG working group	2021 - 2025	List of contacts, personal connections with contacts. Email and mailing details.



# Action Plan 6

## Environment

Investigate and protect

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Prepare list of environmental issues requiring attention	KCG working group	2021	
Consult with the community	KCG Management Committee	2021 - 2025	Social media, community meeting(s)
Confirm the community's aspirations and needs	KCG working group	2021 - 2025	Collated community feedback
Prioritise environmental issues and formulate lobbying plan	KCG Management Committee	2021 - 2025	Collated community feedback
Prepare plan for community actions	KCG working group	2021 - 2025	
Commence community actions	Keysbrook community	2021 - 2025	
Execute lobbying plan – SJ Shite, State Gov, Federal Gov.	KCG working group	2021 - 2025	
Follow up lobbying contacts	KCG working group	2021 - 2025	



# Action Plan 7

## Keysbrook Hall

Improve and maintain

Action	Who's Responsible	Timeframe for Completion	Resource/Cost
Prepare works & equipment list	KCG working group	January 2021	Existing site & floor plans
Consult with the community	KCG Management Committee	February 2021	Social media, community meeting(s)
Confirm the community's aspirations and needs are met in the design	KCG working group	March 2021	Collated community feedback
Obtain quotes for works and equipment	KCG working group	April 2021	Detailed drawings / specifications
Prioritise work and equipment elements and prepare program	KCG Management Committee	May 2021	Quotes, community feedback
Apply for shire grant(s)	KCG working group	? 2021	Detailed drawings / specifications, quotes, letters of support
Apply for other grant(s)	KCG working group	? 2021	Detailed drawings / specifications, quotes, letters of support
Place order for works	KCG Management Committee	? 2021	Quotes



# Keysbrook, a rural village community

