



Shire of
Serpentine
Jarrahdale

Planning for the *future*

Summary of Activities

October - December 2024

Advocacy 2025



Shire of Serpentine Jarrahdale

Advocacy 2025: Quarterly Report

October – December 2024

1. The projects

Hypergrowth Road Upgrades

Upgrades to roads, prioritised using crash data, current and future traffic volumes and classification, road condition and future growth and development in the area.

SJ Community Recreation Centre: expansion of vital sporting facilities

The delivery of four compliant basketball courts, additional space for other court sports and the ability to develop competition level basketball. Additionally, increased gymnasium and fitness rooms and a crèche.

BMX track relocation

Relocation of the BMX track to Keirnan Park and associated infrastructure.

Six New Netball Courts and Pavilion at Keirnan Park

Delivery of additional multisport facilities at Keirnan Park, Mundijong.

Delivery of a High-Quality Tourism Facility

Development of Jarrahdale Trails Centre as a key tourism asset for the region.

Delivery of upgraded fire station facilities

Vital upgrades to improve safety and hygiene for bush fire volunteers.

2. Advocacy meetings: attended by Shire President Rob Coales and CEO Paul Martin unless stated otherwise.

Date	Meeting	Topic
1 October 2024	Mr Shane Love, Leader of the Nationals WA Mr Morgan Byas Nationals WA candidate for Darling Range	Advocacy projects
14 October 2024	Meeting with Premier Roger Cook	Advocacy projects
	Update to Community Cabinet	Advocacy projects
23 October 2024	Minister Don Punch	Advocacy projects
13 November 2024	UDIA WA acting CEO and Manager Communications	Housing and the Mundijong Growth Corridor
Meetings in Canberra – National Growth Areas Alliance Congress		
20 November 2024	Vincent Sheehy - Chief of Staff to Hon Michael Sukkar - Shadow Minister for Housing,	Housing advocacy
	Senator Matt O'Sullivan – Senator for WA	Shire election priorities
		
Pictured: Senator Matt O'Sullivan with President Rob Coales		
	Mikaela Wangmann - Adviser to Minister Don Farrell, Minister for Trade and Tourism	Tourism

	Senator Bridget McKenzie - Leader of the Nationals in the Senate	Shire election priorities
		
Pictured: Senator Hon Bridget McKenzie with President Rob Coales		
	Hon Darren Chester MP – Shadow Minister for Local Government	Shire election priorities
		
Pictured: President Rob Coales with Hon Darren Chester MP		

	Hon Matt Keogh MP – Member for Burt	Shire election priorities
 Pictured: Hon Matt Keogh MP, Member for Burt with President Rob Coales		
21 November 2024	Danielle Condon - Adviser to Kristy McBain MP - Minister for Regional Development, Local Government and Territories	Shire election priorities
28 November 2024	Defence Housing – Shane West and James Wallace (Shire President and Director Development Services)	AUKUS
12 December 2024	Hon Matt Swinbourn MLC (Shire President and Director Community Engagement)	Shire election priorities

3. Grant applications

Funding program	Status
Housing Support Program Stream 2 – Woodland Grove District Open Space	Applications submitted 16 August 2024 – announcement expected January 2025
Housing Support Program Stream 2 – roads	
Thriving Suburbs – Keirnan Park Stage 1B	Application deemed ineligible. Shire appealing. Successful applicants announced on 3 December 2024.
urban Precincts and Partnerships Program	Development of application for recreation centre expansion in progress. Open program.

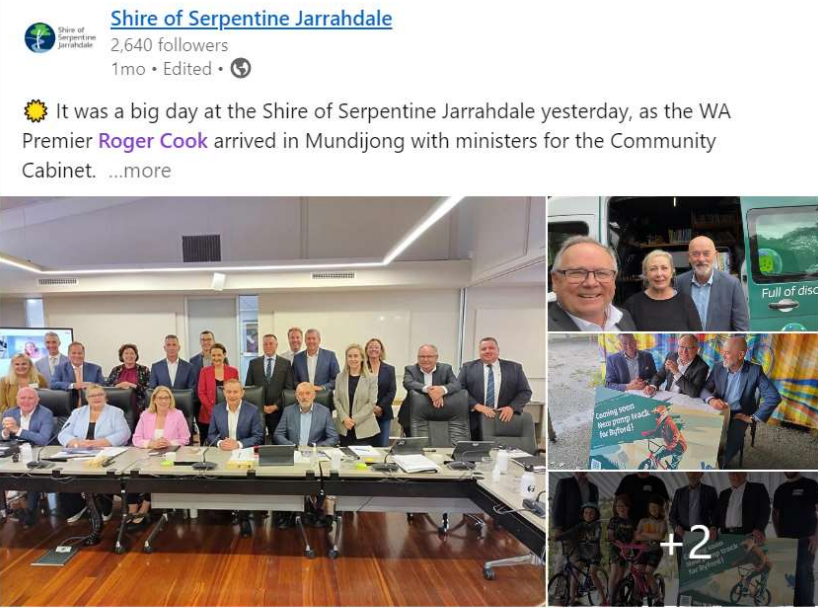
4. Events and opportunities

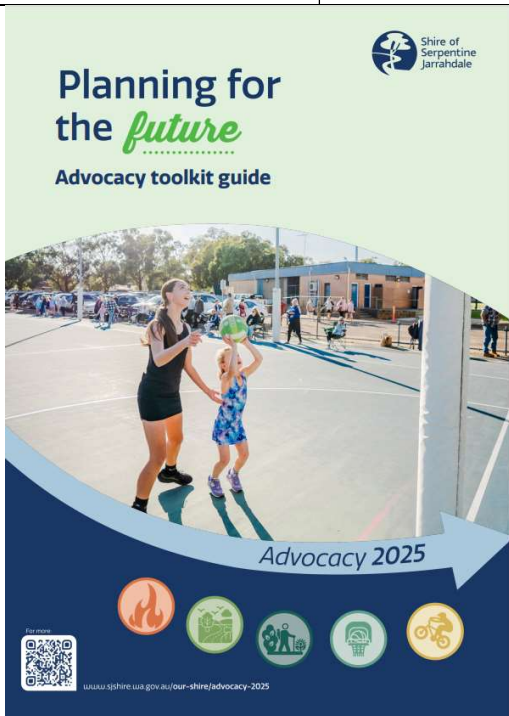
Date	Opportunity	Topic	Outcomes
1 October 2024	Visit of Leader of Nationals WA Shane Love	Advocacy projects	Follow up letter sent
13 to 14 October 2024	Community Cabinet	Advocacy projects	Follow up letters sent
14 October 2024	Media opportunity with Minister Templeman	Keirnan Park Stage 1A funding plus Byford bike pump track	Follow up letter sent
26 October 2024	Housing Industry Roundtable	Housing	N/A
13 November 2024	UDIA WA visit to the Shire – meeting with Shire President, CEO and Director Andrew Trosic	Housing	Pic and media statement to go out week of National Growth Areas Alliance Congress
4 December 2024	ALGA Roads Forum	Roads	Cr Mack attended

4 December 2024	ABC Radio Roads Spotlight	Roads	Shire President asked question of Minister. Social media issued afterwards.
21 December 2024	Council in the Community	All projects	Community advocacy leaflets provided.

5. Communications and media

Date	Media	Topic	Reach
14 October 2024	Shire website news story	Community Cabinet	
14 October 2024	Facebook	Community Cabinet	2.7k
 Shire of Serpentine Jarrahdale is with Rob Coales - President Shire of Serpentine Jarrahdale and 17 others. Published by Issy Rule · 14 October · 🌐 It's not every day WA's Premier Roger Cook comes to SJ – but that's what happened this morning, as Community Cabinet arrived in Mundijong. Community Cabinet gives WA State Government the opportunity to hold its regular meeting outside the Perth CBD – giving those communities the chance to discuss the issues and concerns on their doorstep. With a State election just months away, Rob Coales - President Shire of Serpentine Jarrahdale and CEO Paul Martin presented to Cabinet on the Shire's key advocacy projects. It was also an opportunity for Minister for Sport and Recreation David Templeman MLA to sign a \$18.5 million State Government funding agreement with the Shire for one of those projects - Keirnar Park Recreation Precinct. The funding is on top of the \$3.5 million the Shire has already received for the major infrastructure project. The Shire would like to thank the Premier, Minister Templeman, and Hugh Jones MLA for visiting the Shire, and for their continued support. Find out more here 📌 https://tinyurl.com/4avdsze3 			

15 October 2024	LinkedIn	Community Cabinet	3,453 impressions
 Shire of Serpentine Jarrahdale 2,640 followers 1mo • Edited • ☀ It was a big day at the Shire of Serpentine Jarrahdale yesterday, as the WA Premier Roger Cook arrived in Mundijong with ministers for the Community Cabinet. ...more Suzanne Benetti and 70 others 1 comment • 3 reposts			
16 October 2024	Facebook	Video – netball	524
17 October 2024	The Examiner	Byford is pumped: Community Cabinet, and signing of Keirnan Park funding agreement	Circulation 59,993
 SERPENTINE/JARRAHDAL EXAMINER Local, Independent since 1991. It's your paper. Coming soon New pump track for Byford! Shire President Rob Coates, Sports Minister David Templeman and Member for Darling Range Hugh Jones sign the funding agreement for Keirnan Park. Inset: A thumbs up for the new Byford Pump track. Byford is pumped • By Mel Doo It's looking increasingly likely that Byford will have its promised pump track and jump line by August next year. At last week's special council meeting, councillors unanimously approved Margaret River-based Common Ground Trails to take on the design and construction of the project at Briggs Park. Common Ground has designed about 150 pump tracks around Australia, and also in Canada. But company director David Wilcox said this one will be the largest asphalt-surfaced combined pump track and jump line facility they have ever built. He's confident the work will be completed on time, and construction is planned to start in the first half of next year after a period of community feedback. Common Ground's Brian Lawlor said the pump track will be designed to accommodate a range of wheels, and will be accessible to younger riders. While the jump line, which jumps up to two metres high, will cater to the more adventurous. He also said the asphalt will have a 30-year life expectancy, and that maintenance of the track will be fairly straightforward because asphalt is a product most local government work crews are already familiar with. There is hope the new facility will entice riders away from using (and damaging) the BMX track. The \$605,530 outlined for the design and construction will also include park shelters and furniture, drainage, and landscape works. The shire is currently negotiating extras including a carpark, lighting of the carpark and pump track, CCTV, and connectivity to the existing pavilion. Improvements to the existing Inlets will be done as part of the Briggs Park Pavilion Youth Centre Upgrade project. The pump track has been made possible due to a reallocation of the \$1.34 million nature splash park funding via the Department of Local Government, Sport and Cultural Industries. Sports Minister David Templeman was at Briggs Park following this week's Community Cabinet. The self-proclaimed "most successful sports minister since the last one" was excited to see a homegrown entity win the contract and said he looked forward to seeing the finished product. The minister was also on hand to sign a new \$18.5 million funding agreement between DLGSC and the shire for the Keirnan Park Recreation Project – which he did so with an idiosyncratically dramatic flourish, while chiding local member Hugh Jones and Shire President Rob Coates for their paltry scrawls. "We're making history – you've got to give them something to remember," he said. CONTINUED PAGE 3			
20 October 2024	Facebook	Video – basketball	1.1k
30 October 2024	Facebook	Video – Jarrahdale	434

		Trails Centre	
1 November 2024	Advocacy Toolkit	Toolkit for community members to get involved in advocating	On Shire website
			
1 November 2024	Facebook	Share post – WALGA roundtable with CEO Paul Martin	395
1 November 2024	LinkedIn	Share post – WALGA roundtable with CEO Paul Martin	794 impressions
			
5 November 2024	Facebook	Video – BMX	2.2k
7 November 2024	Facebook	Video – roads	504

12 November 2024	Facebook	Video – fire station upgrades	448 2.2k (posted morning and evening)
14 November 2024	Facebook	Photo – upgrades to roundabouts on Soldiers Road (election commitment funding)	1.6k



Shire of Serpentine Jarrahdale is with Hugh Jones MLA and Rob Coales - President Shire of Serpentine Jarrahdale.

Published by Issy Rule

14 November at 19:00 · 🌐

📸 Upgrades to two roundabouts on Soldiers Road are now complete, meaning greater safety on this stretch of SJ road.

👏 Shire President Rob Coales joined Member for Darling Range Hugh Jones MLA to see firsthand the improvements, saying that road safety continued to be a top priority of the SJ community.

🙌 The upgrades have been made possible thanks to an \$18 million State Government funding commitment, which has already seen upgrades to Kargotich Road, between Rowley Road and Thomas Road.

🚧 The Shire is continuing to advocate to government for funding to improve the condition of our busiest roads.

For more see our website 📄 <https://tinyurl.com/423hwz7t>



14 November 2024	Shire website news story	Soldiers Road roundabout upgrades	
20 November 2024	Facebook video	Basketball	298
20 November 2024	LinkedIn video	All projects	1,193 impressions
20 November 2024	LinkedIn post	Jarrahdale Trails	2,181 impressions

Shire of Serpentine Jarrahdale reposted this

Shire of Serpentine Jarrahdale
2,688 followers
3w · 🌐

🌿 Trails are big news in the Shire of Serpentine Jarrahdale!

🗨️ Not only are we advocating for funding to develop a dedicated Jarrahdale Trails Centre, but we're working towards becoming the first Horse Trails Town.

👥 Yesterday Pascal from the Shire joined reps from peak body agencies, TAFE trainers, trail builders and other local governments, to take part in a Trails Training Strategy Workshop, hosted by Department of Local Government, Sport and Cultural Industries and Department of Biodiversity, Conservation and Attractions

🎯 The purpose of the workshop was to glean the best ideas and talk about training future leaders in planning, construction and maintenance of trails.

👉 And as an added bonus, Pascal bumped into Paul from Three Chillies Design, which has been contracted to help with building a new horse trail in Jarrahdale... watch this space for more news!



👤 Suzanne Bennett and 55 others

1 repost

👍 Like 💬 Comment 🔄 Repost

21 November 2024	Facebook	Shire President in Canberra	1k
21 November 2024	LinkedIn post	UDIA visits the Shire	2,722 impressions
By Issy Rule • 11/21/2024 Shire of Serpentine Jarrahdale 2,688 followers 3w • 🌐 🙏 The Shire of Serpentine Jarrahdale has welcomed a report by the Urban Development Institute of Australia (WA) which names a strategic corridor in the Shire as key to unlocking thousands of housing opportunities. ...more  🌐 Faried Jamodien (MFMANZ) and 45 others 2 comments · 2 reposts			
22 November 2024	LinkedIn post	Shire President in Canberra	1,070 impressions
🔄 Shire of Serpentine Jarrahdale reposted this Shire of Serpentine Jarrahdale 2,688 followers 3w • 🌐 🌐 Shire of Serpentine Jarrahdale at the National Growth Areas Alliance National Congress ...more  🌐 with Rob Coales and 5 others 2 reposts 🌐 Faried Jamodien (MFMANZ) and 21 others			

26 November 2024	Facebook video	Jarrahdale Trails	443
30 November 2024	Facebook video	Basketball	486
4 December 2024	LinkedIn post	Jarrahdale Trails / Youth – visit of Minister Beazley	1,191 impressions

By Issy Rule • 12/4/2024

Shire of Serpentine Jarrahdale
2,688 followers
1w •

Yesterday the Minister for Local Government and Youth in WA [Hannah Beazley](#) MLA paid a visit to Jarrahdale Cemetery with Shire President [Rob Coales](#) to see the improvements that have been made recently. ...more




Faried Jamodien (MFMANZ) and 20 others

3 reposts

5 December 2024	LinkedIn post	Roads video	645 impressions
5 December 2024	LinkedIn post	Link to ABC News clip – Roads Spotlight	685 impressions
9 December 2024	LinkedIn post	Video – all projects (repost)	17 responses 4 reposts
10 December 2024	LinkedIn post	Jarrahdale Trails	1,189 impressions

Shire of Serpentine Jarrahdale
2,688 followers
6d •

Jarrahdale is galloping towards accreditation as WA's first Horse Trail Town!

Construction is now underway on 28 kilometres of new and upgraded ...more



Faried Jamodien (MFMANZ) and 30 others

3 reposts

[illegible]

20 December 2024	Western Councillor magazine (WALGA)	All projects	All local governments in WA
 Shire of Serpentine Jarrahdale On Monday, 14 October 2024 the Shire of Serpentine Jarrahdale received a visit from the Premier Roger Cook MLA and Ministers, as the Community Cabinet came to Mundijong. Shire President Rob Coales and CEO Paul Martin presented to Cabinet on the Shire's key advocacy projects, and the Shire signed a \$18.5 million funding agreement with the State Government for one of these projects - the Keirnan Park Recreation Precinct. This is on top of \$3.5 million funding already received. Sport and Recreation Minister David Templeman found time to drop in on the mobile library with Member for Darling Range Hugh Jones MLA. Pictured: Hon. David Templeman MLA, Mobile Library Officer Cindy Bain and Hugh Jones MLA Member for Darling Range. Provided by Issy Rule, Strategic Communications & Advocacy Advisor – Shire of Serpentine Jarrahdale			
20 December 2024	Newsletter	Advocacy 2025 wrap up	Circulation 1k+ up
  Making big change in SJ  We've been working hard to advocate for government funding to bring important projects to life in SJ. And with elections just around the corner, we won't be letting up in 2025! 🍀 Want to support these initiatives or kick start your own? We made a Community Toolkit, packed with everything you need to know to make a difference. 🌱 Get the Toolkit			
21 December 2024	Facebook video	Basketball	593
22 December 2024	Facebook video	BMX	563
24 December 2024	Facebook post	Jarrahdale Trails	1,454
24 December 2024	Facebook video	Netball	681

27 December 2024	LinkedIn video	Basketball	226
28 December 2024	Facebook video	Roads	1,185
29 December 2024	Facebook video	All projects	568
30 December 20224	LinkedIn video	All projects	213
31 December 2024	Facebook video	Basketball	500

6. Correspondence

Date	Stakeholder / Portfolio	Topic
Letters to Federal Government MPs		
	Michael Sukkar – Federal Coalition Housing	Roads / Housing
	Anika Wells – Federal Government Sport and Recreation	Roads / Housing
	Claire O’Neil – Federal Government Housing	Roads / Housing
Letters to State Government MPs and Candidates		
November 2024	Libby Mettam MLA /Paul Mansfield (candidate) – Leader of the Liberal Party WA	Thank you letter Roads / Housing / follow up meeting request.
	Hon Roger Cook MLA – Premier	Thank you letter Roads / Housing / follow up meeting request.
	Shane Love MLA /Morgan Byas (candidate) – Leader of the Nationals WA	Thank you letter Roads / Housing / follow up meeting request.
	Hon David Templeman MLA – Minister for Sport and Recreation	Thank you letter Roads / Housing / follow up meeting request.
	Hon John Carey MLA – Minister for Housing	Thank you letter Roads / Housing / follow up meeting request.
	Hon Rita Saffioti MLA – Deputy Premier –	Thank you letter

	Minister for Transport	Roads / Housing / follow up meeting request.
	Hon Sue Ellery MLC – Minister for Finance, Commerce, Women’s Interests	Thank you letter Roads / Housing / follow up meeting request.
	Hon Stephen Dawson MLC – Minister for Emergency Services	Thank you letter Roads / Housing / follow up meeting request.
	Hon John Quigley MLA – Attorney General	Thank you letter Roads / Housing / follow up meeting request.
	Hon Paul Papalia MLA – Minister for Police; Corrective Services; Racing and Gaming; Defence Industry	Thank you letter Roads / Housing / follow up meeting request.
	Hon Dr Tony Buti MLA – Minister for Education; Aboriginal Affairs; Citizenship and Multicultural Interests	Thank you letter Roads / Housing / follow up meeting request.
	Hon Simone McGurk MLA – Minister for Training and Workforce Development; Water; Industrial Relations	Thank you letter Roads / Housing / follow up meeting request.
	Hon Amber-Jade Sanderson MLA – Minister for Health; Mental Health	Thank you letter Roads / Housing / follow up meeting request.
	Hon Don Punch MLA – Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing; Volunteering	Thank you letter Roads / Housing / follow up meeting request.
	Hon Reece Whitby MLA – Minister for Energy; Environment; Climate Action	Thank you letter Roads / Housing / follow up meeting request.

	Hon Sabine Winton MLA – Minister for Early Childhood Education; Child Protection; Prevention of Family and Domestic Violence; Community Services	Thank you letter Roads / Housing / follow up meeting request.
	Hon David Michael MLA – Minister for Mines and Petroleum; Ports; Road Safety; Minister Assisting the Minister for Transport	Thank you letter Roads / Housing / follow up meeting request.
	Hon Hannah Beazley MLA – Minister for Local Government	Thank you letter Roads / Housing / follow up meeting request.
	Hon Jackie Jarvis MLC – Minister for Agriculture and Food; Forestry; Small Business	Thank you letter Roads / Housing / follow up meeting request.
	Mr Shane Love, Leader of the Nationals WA CC Mr Morgan Byas Nationals WA candidate for Darling Range	Post Canberra letter, re Roads Congress December 2024, requesting meeting with Senator McKenzie
Letters to other stakeholders		
November 2024	Her Excellency Caroline Kennedy – US Ambassador to Australia	Letter re AUKUS housing and proposal to assist.