

Planning for the future

Summary of activities

1 January to 31 March 2025



Advocacy 2025: Quarterly Report: 1 January to 31 March 2025

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.

Commitments to date: \$17 million – WA Labor Party

\$17 million - WA Liberal Party

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.

Commitments to date: \$10 million – WA Labor Party

\$15 million – WA Liberal Party

BMX track relocation

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

Commitments to date: None

15 New Netball Courts and Pavilion at Keirnan Park

Delivery of additional multisport facilities at Keirnan Park, Mundijong.

Commitments to date: \$40.4 million - Nationals WA

Delivery of a High-Quality Tourism Facility

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

Commitments to date: \$5 million - WA Labor Party

Delivery of upgraded fire station facilities

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

Commitments to date: \$500,000 – WA Liberal Party

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

Date	Meeting	Topic
15 January	Karmil Nguyen - Advisor to Hon Clare O'Neil - Minister for Housing; Homelessness	Housing
3 February	Wormall re collaboration on roads projects	Roads
10 February	Nationals WA candidate for Darling Range Morgan Byas	Election commitments
11 February	CEO of Peel Development Commission Andrew Ward	All
24 February	Meeting with Jarrad Goold, Labor candidate for Canning	All Briefing note developed for Shire President prior to meeting
25 March	Teams meeting with Hon Darren Chester MP	Roads / recreation centre

3. Grant applications

Funding program	Status
Housing Support Program Stream 2 - Woodland Grove District Open Space Housing Support Program Stream 2 - roads	Applications submitted 16 August 2024 – announcement expected.
Thriving Suburbs – Keirnan Park Stage 1B	Application deemed ineligible. Successful applicants announced on 3 December 2024.
urban Precincts and Partnerships Program	Application submitted. Awaiting response.

Events and opportunities

Date	Opportunity	Topic	Outcomes
20 January	Photo opportunity with	Roads – election	Photo
	Hugh Jones	commitment	
21 January	Photo opportunity with	Fire stations	WA Liberals
	Libby Mettam at Byford		media
	Fire Station with Shire		announcement
	President		
22 January	Photo opportunity Shire	Fire statins	Video / photo
	President with Bushfire		
OF January	Volunteers	Decreation contro	Obina avant
25 January	Council in the Community	Recreation centre	Shire event
29 January	Photo opportunity with	redevelopment Byford Health	Photo
29 January	Photo opportunity with Hugh Jones	Hub	FIIOLO
8 February	Nationals WA funding	Netball	Nationals WA
Orcordary	commitment	Netball	media
	announcement		announcement
			with Shire
			President at
			Mundijong
18 February	Liberals WA funding	Recreation centre	WA Liberals
-	commitment		media
	announcement		announcement
			with Cr Duggan at
			the recreation
			centre
19 February	NGAA Webinar:	Growth areas	Webinar
	Governance Update, SAC		
	nominations and Briefing		
	from outgoing Chair, Cr Deeth		
22 February	Council in the Community	Recreation centre	Shire event
ZZTebluary	Council in the Community	redevelopment	Silile event
27 February	Leadership Matters	All	External event
	breakfast with Leader of		(Shire President
	the WA Liberals Libby		and Director
	Mettam		Community
			Engagement)
4 March	Leadership Matters	All	External event
	breakfast with Premier		(Shire CEO)
10 March	Visit of Andrew Hastie MP	Netball	Federal Liberal
	to make \$2.4m Mundijong		Party media
	netball courts		announcement
	announcement for		
	resurfacing / upgrades.		

4. Communications and media

Date	Media	Topic	Reach
2 January	Facebook post	BMX	428
4 January	Facebook post	Roads	509
10 January	SJ Matters newsletter	General	More than 1,000 subscribers



SJ is one of the fastest growing communities in Australia. We're working hard to advocate for government funding to ensure locals have everything they need to live well.

Got an idea or project that would support people in SJ? We made a Community Toolkit, packed with everything you need to know to make a difference.

	Find out more		
10 January	Facebook post	Basketball	417
11 January	Facebook post	Netball	951
12 January	Facebook post	Roads	1,721
16 January	Facebook post	Basketball	613
16 January	6pr interview – Shire President	Fire stations	
16 January	Media release – Shire calls on major political parties to commit funding to essential infrastructure	Recreation Centre / sport and rec	Distributed to Perth media
16 January	Web story - Shire calls on major political parties to commit funding to essential infrastructure	Recreation Centre / sport and rec	
16 January	Facebook video	Recreation Centre	619

17 January NGAA ne	ter Recreation Centre	Nationwide distribution to individual members of 29 member councils
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Member Advocacy



Shire calls on major political parties to commit funding to essential infrastructure ahead of State and Federal elections.

The Shire of Serpentine Jarrahdale is urging all political parties to commit to funding essential infrastructure for its rapidly growing community.

Read more

Facebook post	Netball	657
Examiner online	\$5 million re-election	
	l •	
•		552
Facebook post	Fire stations	579
Facebook post	All	527
Email advocacy form	Recreation Centre	91 emails sent as
for community		of 31 March 2025
members set up.		
·		
Promoted via social		
media and website.		
Facebook post	Post share – WA Labor	828
•	Party election	
	commitment	
	announcement - \$10	
	million for the SJ	
	Community Recreation	
	Centre.	
Media release	Shire welcomes WA	Distributed to Perth
	Labor Party election	media
	commitment	
	announcement - \$10	
	million for the SJ	
	Community Recreation	
	Centre	
	Facebook post Facebook post Facebook post Email advocacy form for community members set up. Promoted via social media and website. Facebook post	Examiner online \$5 million re-election promise for Jarrahdale but more still needed Facebook post Facebook post Facebook post Facebook post Email advocacy form for community members set up. Promoted via social media and website. Facebook post Post share – WA Labor Party election commitment announcement - \$10 million for the SJ Community Recreation Centre. Media release Media release Shire welcomes WA Labor Party election commitment announcement - \$10 million for the SJ Community Recreation commitment announcement - \$10 million for the SJ Community Recreation Recreation Centre SJ Community Recreation Recreati

		way	
21 January	Facebook post	horse trails on their	63,143
21 January	Eggebook poet	Jarrahdale trails - new	83,143
		Centre	
		Community Recreation	
		million for the SJ	
		announcement - \$10	
		commitment	
		Labor Party election	
21 January	Website story	Shire welcomes WA	



Published by Rike Rubrike

21 January at 16:00 · 😵

Exciting news for horse riders!

New horse trails are coming to Jarrahdale, paving the way for our town to become a Horse Trail Town and strengthening our region's potential as a nationally significant equestrian destination.

- Together with the Department of Biodiversity, Conservation and Attractions (DBCA), the Shire is constructing two new trails in the rehabilitated forest of Langford Park:
- ★ 5km easy trail perfect for casual rides
- 25km endurance trail for the more adventurous

We're pleased to have Three Chillies Design on board to create these incredible trails, with progress underway for this year's exciting launch! 3.5%

Stay tuned for updates as we prepare to saddle up!

This project is made possible thanks to funding from the Federal Government.



See insights and ads

Boost post

1 841

195 comments 57 shares

22 January	Facebook post	Roads – upgrades to Kargotich and Orton Roads. Election commitment funding.	2,780
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Published by Issy Rule

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· 22 January at 12:00 · 🔇

Getting on with the job of improving our roads!

And a safer journey for SJ motorists.

★ These improvements are the final part of the Shire's Hypergrowth Roads Program, made possible
by \$18 million in State Government funding.

- Planned upgrades include:
- Improved drainage systems
- ✓ Pavement resurfacing
- ✓ Road widening to enhance safety and traffic flow

▲ Road closures will be in place. We thank you for your patience while these important road improvements are underway.

Stay in touch via our Facebook page, and check out our Road Report https://tinyurl.com/v3smz5mh

Visit our website for the full story 👉 https://www.sjshire.wa.gov.au/.../getting-on-with.../10577

Frequently asked questions about this project can also be find on our website 👉



22 January	Media release	Community urged to	Distributed to Perth
		join campaign for	media
		improved sporting	
		facilities (email	
		advocacy form)	
22 January	Web story	Community urged to	
		join campaign for	
		improved sporting	
		facilities (email	
		advocacy form)	
22 January	Facebook post	Video - Shire President	3,418
		meets volunteer fire	
		crews who contained	
		the Byford bush fire.	

28 January	Examiner online	Rec centre funding announcement a drop in the sports complex ocean	
27 January	Facebook post	Video - Recreation Centre community advocacy	463
26 January	Facebook post	Video – Shire President talks about roads funding advocacy	2,144
24 January	Facebook post share	Shire welcomes WA Labor Party roads election commitment announcement	2,001
24 January	Facebook post	Video – we're advocating to redevelop the SJ Community Recreation Centre	526
24 January	SJ Matters newsletter	Help us build a better rec centre in SJ	More than 1,000 subscribers
24 January	SJ Matters newsletter	Major upgrades coming to Kargotich and Orton Roads (election commitment)	More than 1,000 subscribers
23 January	Facebook post share	Shire welcomes news of \$10 million election commitment from WA Labor Party	1,182



The next few months of political jostling will be crucial for the future of the SJ Shire.



YOURLOCALEXAMINER.COM.AU

Rec Centre funding announcement a drop in the sports complex ocean - Your Local Examiner

Evaminar Nawsn		stations	
2 February	Examiner online	Libs promise half a million for SJ's fire	
1 February	Facebook post	Help support our rec centre	864
1 February	Facebook post	Help support our rec centre	785
31 January	Case studies	Roads and Recreation Centre. Case studies sent to National Growth Areas Alliance for use in their Federal Budget Submission.	
31 January	Facebook post	Upgrades to Kargotich and Orton Roads (election commitment)	5,175
31 January	Facebook post share	Shire welcomes the announcement of the contract for Tonkin Highway.	3,032
31 January	SJ Matters newsletter	Works on Kargotich and Orton set to start (election commitment)	More than 1,000 subscribers
31 January	SJ Matters newsletter	Major win for road safety in SJ – WA Labor Party election commitment	More than 1,000 subscribers
30 January	Facebook post	Video – help support our rec centre redevelopment	391
30 January	Facebook post	Help support our rec centre redevelopment	445
30 January	Examiner online	Roads to be closed for safety upgrades (election commitment)	



The shire is now calling on the WA Labor Party and WA National Party to commit funding for volunteer fire brigade stations in the shire.



YOURLOCALEXAMINER.COM.AU

Libs promise half a million for SJ's fire stations - Your Local Examiner

2 February	Facebook post	Support our rec centre	3,072
2 February	Facebook post	Help support our rec	504
		centre	
2 February	Facebook video	Help support our rec	669
		centre	
3 February	Examiner online	Concerns shire will	
		squander	
3 February	Facebook post	Help support our rec	2,398
		centre	
4 February	Facebook post	Help support our rec	810
		centre	
4 February	Facebook post	Help support our rec	632
		centre	
4 February	Examiner online	Shire calls for	
		community to petition	
		for rec centre funding	



Examiner Newspapers

4 February at 18:00 🔇

With less than six weeks remaining until the state election, and it becoming increasingly likely that an early federal election will be called, the SJ Shire is ramping up its efforts to tie down election funding commitments.



YOURLOCALEXAMINER.COM.AU

Shire calls for community to petition for Rec Centre funding - Your Local Examiner

5 February	Facebook post	Support the expansion of our rec centre	617
5 February	Facebook post	Help support our recreation centre redevelopment	813
6 February	Facebook post	Help support our recreation centre redevelopment	551
7 February	SJ Matters newsletter article	Be a hero to sport lovers in SJ – rec centre funding	More than 1,000 subscribers

7 February	SJ Matters newsletter article	Works on Kargotich and Orton Roads to start	More than 1,000 subscribers
7 February	Rec Centre advocacy newsletter	Dedicated rec centre advocacy e-news	Sports clubs stakeholders
7 February	Facebook post	Upgrades start on Kargotich Road (election commitment)	2,925
8 February	Facebook post	Community voices count	785
9 February	Facebook post	Jarrahdale horse trails update	18,376
9 February	Facebook post	Community voices count	1,063
11 February	Facebook post	Community voices count	860
11 February	Examiner online	Tonkin Highway extension start date just months away	
13 February	Examiner newspaper	Nats promise \$40 million for courts (netball)	
13 February	Facebook post share	Nationals WA roads funding commitment	1,732
13 February	LinkedIn post	Nationals WA roads funding commitment	567 impressions



Shire of Serpentine Jarrahdale 2,758 followers 2w • 🕄



f The Shire welcomes the announcement by The Nationals WA that they are committed to delivering \$276 million to WA's local roads via their Safer Local Roads



14 February	Examiner online	Netball community	
		relieved that 15 year	
		fight for decent courts	
		getting traction	



...

The local netball community is feeling 'relieved' that their 15-year fight for decent courts is finally getting some traction.

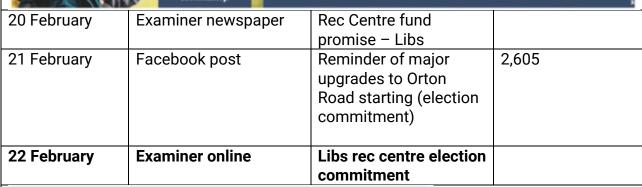


YOURLOCALEXAMINER.COM.AU

Nats commit \$40 million towards new home for netball in SJ - Your Local Examiner

14 February	SJ Matters newsletter article	Be a hero for sports lovers in SJ	More than 1,000 subscribers
14 February	SJ Matters newsletter article	Major upgrades start on Orton Road (election commitment)	More than 1,000 subscribers
16 February	Facebook video	Have you signed our letter of support for the recreation centre?	1,520
17 February	Facebook post	Major upgrades to Orton Road start 24 February (election commitment)	3,934
18 February	Facebook post share	Shire welcomes WA Liberals funding announcement for recreation centre redevelopment	1,3555
18 February	LinkedIn post	Shire welcomes WA Liberals funding announcement for recreation centre redevelopment	701 impressions

19 February	LinkedIn post	Shire attendance at launch of Curtin trails report	433 impressions
20 February	Examiner newspaper – front page advertisement	Support funding for our recreation centre	
Planning for the <i>future</i>	Control of the contro	ecreation Centre centre, located in the Shire ole to keep up with demand, with many resion ketball and other mainstream sports. In addition competition standard, and the building is in	dents forced to leave the Shire to tion, the centre's courts are not to
1 3 = 1		you can get involved!	
	Serpentine centre	your support for government funding for the is redevelopment by signing our online form nailing your support directly to decision mak	Scan the QR Code
20 February	Examiner newspaper	Rec Centre fund	





26 February 27 February 27 February	Examiner newspaper Facebook post	Have you signed our letter of support? Libs promise to fix the problems on Kargotich Road Roadworks update – Orton Road closing later than planned	5,582
27 February	LinkedIn post	(election commitment funding) Leadership Matters breakfast with Libby Mettam	725 impressions



Shire of Serpentine Jarrahdale 2,758 followers 19h • •

🍖 It was great to be at The West Australian Leadership Matters breakfast earlier today, hearing from WA Liberal Party leader, Libby Mettam who spoke about her vision for WA. ...more



Cales and 20 others

28 February	SJ Matters newsletter	Liberals pledge \$17	More than 1,000
	article	million to upgrade	subscribers
		Kargotich Road	
28 February	SJ Matters newsletter	Orton Road roadworks	More than 1,000
	article	set to start later than	subscribers
		planned (election	
		commitment)	
28 February	Facebook story – video	All projects	
1 March	Facebook story – video	Basketball	
2 March	Facebook story – video	BMX	

3 March	Facebook story – video	Basketball	
4 March	Facebook story – video	Basketball	
5 March	Facebook story – video	All projects	
6 March	Examiner Facebook	Libs match road	
	post	upgrades funding in SJ	

Shire President Rob Coales said that it was great that the WA Liberal Party recognised that the shire's local road system, and Kargotich Road in particular, was struggling.



YOURLOCALEXAMINER.COM.AU

Libs match road upgrades funding in SJ - Your Local Examiner

The WA Liberals have again matched a Labor re-election commitment in the Shire of Serpentin...

7 March	SJ Matters newsletter	New Keirnan Park	Circulation of more
	article	sporting hub build	than 1,000
		kicks off	



New Keirnan Park sporting hub build kicks off

We're so excited to share that the first stage of the Keirnan Park Recreation Precinct in Mundi has kicked off. The Shire Council awarded the \$25.7 million construction tender for the project to CivCon Civil and Project Management. Construction on the new state-of-the-art facility is scheduled to start this month. This means kids and grown-ups in SJ will have an incredible place to play and train. We can't wait!

Find out more

7 March	Facebook story - video	Basketball	
8 March	Facebook story – video	Netball	
9 March	Facebook story – video	Basketball	
12 March	Facebook video	We need you to support	653
		our recreation centre	
		redevelopment	
13 March	Examiner Facebook	Long held Keirnan Park	
	post	dream to take shape	
		from next month	
13 March	Messages on hold	General	Shire messages on
onwards			hold – first
			message featuring
			advocacy
			messages about
			rec centre and
			roads.
14 March	SJ Matters newsletter	Recreation Centre	Circulation of more
	article		than 1,000
20 March	Examiner newspaper	Libs start their election	
		campaign with a \$2.4m	
		SJ netball fix promise	

Libs start their election campaign with a \$2.4m SJ netball fix promise

By Met. Den

With the state election behind us, election promises for the federal election are starting to roll in, and the Serpentine Jarrahadae Nethall Association looks to be the first winner. Pederal Member for Canning Andrew Hastie has amounced that a Liberat Government will invest SZ-4 million to upgrade the Mundijong Nethall Courts in the Shire of Serpentine Jarrahadae, it elected.

Mr Hastie said the project will provide local nethallers, families, and volunteers with the infrastructure they need to stay active, safe, and connected for years to come.

"Sport brings our community together, and these upgrades are long overdue," he said.

"That's why I'm making a commitment to deliver better courts, improved lighting, upgraded facilities, and safer ment to deliver better courts, improved lighting, upgraded facilities, and safer hence to deliver better courts, improved lighting, upgraded facilities, and safer parking."

Currently, the courts are worn down, with unsafe playing surfaces and just two toilets available for female players and spectators.

With all four courts in constant used turing the senson, these much-needed upgrades will create a safer, more ac-



ation life member Bill Dunholm gives Mr Hastie a 'warts and all' tour of the current m. Photograph — Richard Polden.

21 March	Examiner Facebook post	Libs promise \$2.4m for Mundijong courts	
24 March	LinkedIn post	Visit of Senator Matt O'Sullivan and Sean Ayres	
24 March	Facebook post	Visit of Senator Matt O'Sullivan and Sean Ayres	1,946



Published by Issy Rule



- Rob Coales President Shire of Serpentine Jarrahdale highlighted the need for Federal Government funding to support the Shire's recreation projects, including the centre redevelopment plans and Byford BMX relocation to Keirnan Park Recreation Precinct.
- Community stakeholders are vital in spreading the message, and it was great to have Byford Basketball Association Byford Venom Futsal Club Byford BMX Club and Free Reformed Church of Cardup Brook on hand to discuss the current facility and its challenges.
- We need you, the SJ community, to tell key leaders just how much we need funding to redevelop the SJ Community Recreation Centre.

Head here to find out how you can get involved https://tinyurl.com/2p9nef86

Find out more about our advocacy projects https://tinyurl.com/4wteept2





	T		
24 March	LinkedIn post	Visit of Senator Matt O'Sullivan and Sean Ayres	594
26 March	LinkedIn post	Kitty's Gorge named in Top Trails list	894
26 March	Facebook story	Support our recreation centre redevelopment	

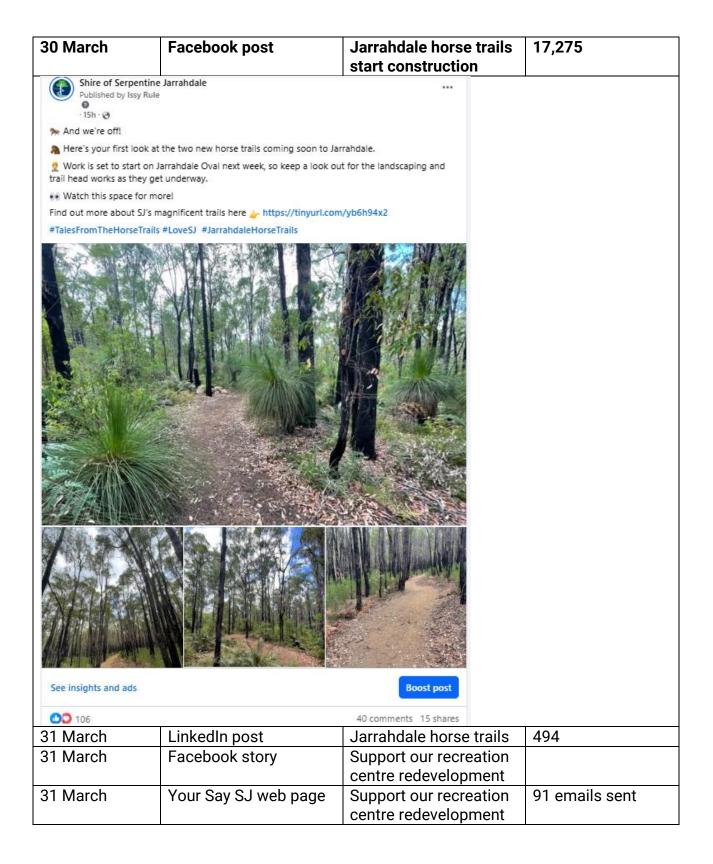
25 March LinkedIn Post SJ teams meeting with Hon Darren Chester MP

- 2,787 followers 23h • 🔇
- Proving we're nothing if not adaptable here in SJ!
- Shire President Rob Coales and CEO Paul Martin, unable to make the long trip to Canberra, hopped on a quick Teams meeting this morning, with Hon Darren Chester MP, Shadow Minister for Regional Development, Local Government and Territories.
- ... The subject all things advocacy. As Australia moves into Federal election mode, team SJ is ramping up efforts to let key decision makers know about what matters to our community, with road upgrades and decent sport and rec facilities top of the
- Thanks Darren Chester for taking the time to meet this morning!

Check out SJ's advocacy priorities here 👉 https://lnkd.in/gMSxEeA3



27 March	Facebook story	Support our recreation	
28 March	SJ Matters newsletter	centre redevelopment Senator Matt O'Sullivan	Circulation of
	story	heads to SJ	1,000-plus
28 March	SJ Matters newsletter	Be a hero for sports	Circulation of
	story	lovers in SJ -	1,000-plus
		recreation centre redevelopment	
28 March	Facebook story	Support our recreation centre redevelopment	
29 March	Facebook story	Support our recreation centre redevelopment	
29 March	Facebook post	Kitty's Gorge named among top trails	3,264
29 March	LinkedIn post	Kitty's Gorge named among top WA trails	882
30 March	Facebook story	Support our recreation centre redevelopment	



5. Correspondence

Date	Stakeholder / Portfolio	Topic	
16 January	Mr Vincent Sheehy – CoS to Hon Michael Sukkar MP – Shadow Minister for Housing and Homelessness	Housing infrastructure constraints – sent with SJ housing	
	Ms Mikaela Wangmann - Adviser to Senator the Hon Don Farrell – Minister for Trade and Tourism Senator Bridget McKenzie – Leader of the Nationals in the Senate	constraints map.	
	Hon Matt Keogh MP – Member for Burt		
	Ms Danielle Condon – Adviser to Hon Kristy McBain MP - Minister for Regional Development, Local Government and Territories		
3 February	Ms Libby Mettam MLA, Leader of the Opposition	Letters to key leaders regarding	
	Senator Matt O'Sullivan, WA Senator	the Shire's application to the Federal	
	Ms Mikaela Wangmann, Advisor to Senator Don Farrell, Minister for Trade and Tourism	Government's urban Precincts and Partnerships Program and Recreation Centre funding	
	Hon Kristy McBain, Minister for Regional Development, Local Government and Territories		
	Senator Matt O'Sullivan, WA Senator		
	Minister Matt Keogh, Member for Burt		
	Hon Catherine King MP, Minister for Infrastructure, Transport, Regional Development and Local Government		
	Hon Anika Wells MP, Minister for Sport		
	Hon Andrew Hastie MP, Member for Canning		
	Mr Darren Chester, Shadow Minister for Regional Development, Local Government and Territories		

17 February	Ms Libby Mettam, Leader of the WA Liberal Party	Roads election commitment funding
27 February	CEOs of Netball WA and Basketball WA	Letters from Director Community Engagement asking for support for infrastructure projects.
10 March	Hon Roger Cook MLA	Congratulations letter post State election
10 March	Ms Libby Mettam MLA	Commiseration letter post State election
10 March	Mr Hugh Jones MLA	Congratulations letter post State election
10 March	Mr Morgan Byas	Commiserations letter post State election
10 March	Mr Paul Mansfield	Commiserations letter post State election
25 March	Mr Yaz Mubarakai MLA	Congratulations letter post State election
25 March	Senator Matt O'Sullivan / cc Sean Ayres	Thank you letter for visiting the Shire