

CONSULTATION REPORT

Aha! Consulting

When will you have your next Aha! moment?

PROJECT | Strategic Community Plan review

CLIENT | Shire of Serpentine Jarrahdale

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When will you have your next **Aha!** moment?

1 Executive Summary

Located approximately 45 kilometres from the Perth CBD, the Shire of Serpentine Jarrahdale is home to more than 37,000 people and is one of the fastest growing communities in Australia. The Shire has diverse communities – rural settings such as Serpentine and Jarrahdale, the rapidly growing suburb of Byford, agri-businesses as well as a significant equine industry/community.

The Shire's Strategic Community Plan (SCP) Major Review is underway, underpinned by extensive community engagement. Recognising that the SCP is ultimately the driver behind all other Shire planning, the review is a significant opportunity to ensure the Council's future direction is aligned with the community's vision and aspirations for their local area.

'Shape our Future – SJ 2033' is a community engagement campaign conducted from 1 March – 7 April 2023. Residents, ratepayers, businesses, community and sporting groups and other stakeholders were invited to participate in a variety of engagement activities:

- 11 x pop up stalls
- 1 x community workshop
- 4 x stakeholder workshops
- Survey (online and hard copy)
- Online ideas board

The community engagement gathered input from an estimated 1100 people, including approximately 600 individuals who completed the survey.

Analysis of the community feedback identified:

1. there is a strong consensus in the community that people want to continue to identify as a Shire rather than as a City.
2. there is a consensus in the community regarding awareness of the services offered by the Shire. Awareness of services is highest for environmental, community services, facilities, and road services.
3. there is a strong consensus in the community to support keeping rates stable but redistributing how funds are spends. There was a clear consensus that rates should not be increased.
4. the community value the following aspects of the Shire:
 1. **Community** (e.g., community, live, people, friend, family)
 2. **Rural living** (e.g., lifestyle, rural, country, bush, native)
 3. **Environment** (e.g., nature, tree, beauty, forest, wildlife)
 4. **Atmosphere** (e.g., feel, space, quiet, peace, still, serenity)
 5. **Amenities** (e.g., close, shop, service, amenities, market, food)

In considering the priorities for the future and development of the new Council Plan the engagement data suggests that the Shire:

1. Creates a new vision that more accurately represents the community.
1. Considers a new mission that details governance and leadership being an underpinning value across all themes of the new Council Plan.
2. Consider three new themes/pillars that are representative of the language/terminology used by the community throughout the engagement, and aspirations that represent the key outcomes for each theme/pillar.

2 Engagement Methodology

Community engagement commenced on 1 March 2023, with the launch of the online survey and promotion of several engagement methods to facilitate participation from a broad cross-section of the Shire of Serpentine Jarrahdale community. The consultation period concluded on 7 April.

The engagement consisted of:

- 11 x pop up stalls
 - Jarrahdale Post Office, 13 March
 - Serpentine Mobile Library, 15 March
 - SJ Library Services Byford, 16 March
 - Byford Town Centre, 17 March
 - Mundijong Farmer's Market, 18 March
 - Mundijong Mobile Library, 20 March
 - Byford Skate Park, 22 March
 - SJ Rocks Concert, 24 March
 - Keysbrook Hall, 31 March
 - SJ Farmer's Market, 1 April
 - Recreation Centre Byford, 4 April
- 1 x community workshop, 25 March
- 4 x stakeholder workshops
 - Seniors Morning Tea, 23 March
 - Community Groups Forum, 28 March
 - SJ Business Breakfast, 29 March
 - Sporting Group Sundowner, 3 April
- Survey
 - Online at Your Say SJ
 - Available in hard copy at pop up stalls and by request
- Online ideas board
 - On Your Say SJ



2.1 Communication and Promotion

The project was promoted via multiple Shire of Serpentine Jarrahdale communication channels to raise awareness and promote participation across a broad cross-section of the community, as follows:

- 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)
- 4 x weekly adverts in Examiner Newspaper
- Digital ads reached 41,904 individuals and 193,572 views
- 10 x floor stickers installed in high traffic areas
- Graphics and web banners across all Shire-owned channels



3 Key Themes

Across the engagement methods, people talked about valuing the **rural feel** of the Shire and being **amongst nature**, while still being able to access the **services and facilities** they need. The **community connection** and **quietness** of the area are also things that people love about the Shire. These key themes were also represented in what people wanted for their future, so retaining and building on the strengths of the current Shire.

This sentiment is reflected in the Shire services that participants value most, which includes environmental services (e.g., Bushfire and Emergency Management, waste management), greenery (e.g., playgrounds, parks, streetscapes, trees), and facilities (e.g., recreational and sporting facilities, community facilities).

In line with this, the community's preference is clearly to **identify as a Shire**, rather than a City, which was expressed throughout all consultation methods.

The data collected has indicated a number of theme areas for the Shire to focus their efforts and when asked what should change in the Shire, participants talked about:

- **Infrastructure and transport** (e.g., road, transport, and maintenance) relates to ensuring that the area and facilities are well maintained and connected via roads and public transport.
- **Services and shops** (e.g., services, shop, youth). There were many comments relating to the services available to subgroups (e.g., aged care, youth services) and having better access to general shopping needs.
- **Community Connection** (e.g., parks, dog, horse, walk, trails). People preferred the development of infrastructure, accessibility and leisure but also the desire for organised events and activities. There were many responses commenting on improving horning facilities.
- **Avoid Over Urbanisation** (e.g., development, fix, service, build). The community has negative sentiment towards over-urbanisation and the small housing areas. There is a general preference towards maintaining the country feel, but also highlighted the need to still focus efforts on community facilities and ensuring there is enough infrastructure for the population growth.
- **Governance** (e.g., council, community). There was a sentiment towards changes in the approach of the council, including more transparency behind decision making, and the motivations underlying the decisions made.

Future funding for growth

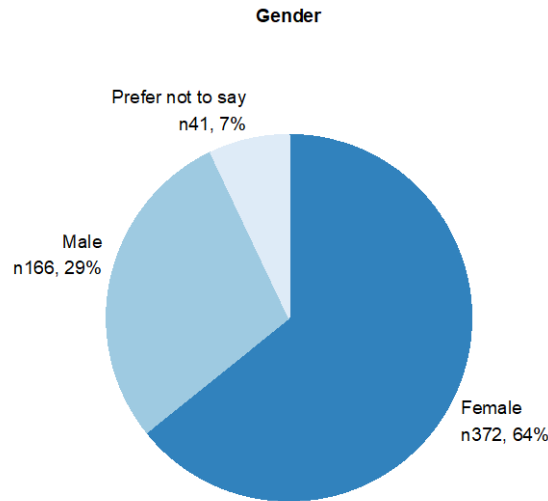
In order to resource the services provided by the Shire, participants preferred to keep rates stable but redistribute how funds are allocated. This was followed by the option of partnering with other Shires, seeking grants and new land development to fund desired initiatives.

4 Appendix - Engagement data

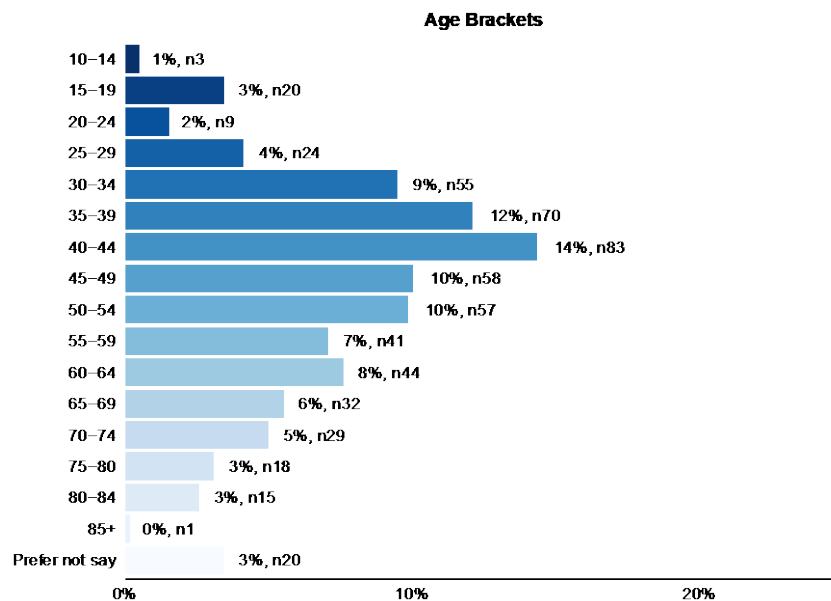
4.1 Online Survey

Demographics

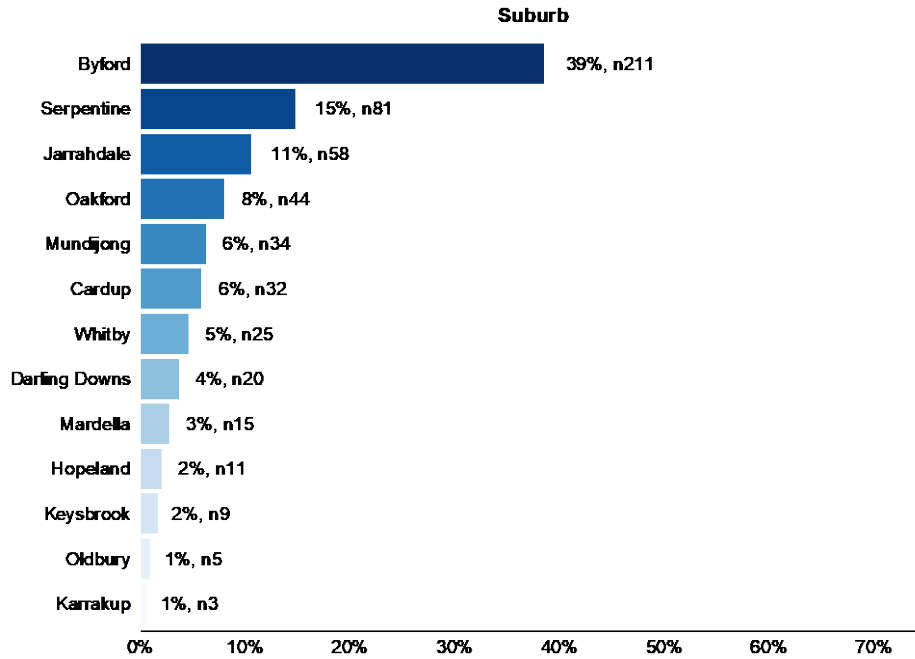
Overall, 596 people completed the online survey. The sample included n372 (65%) female, n166 (29%) male and n41 (7%) people who preferred not to say.



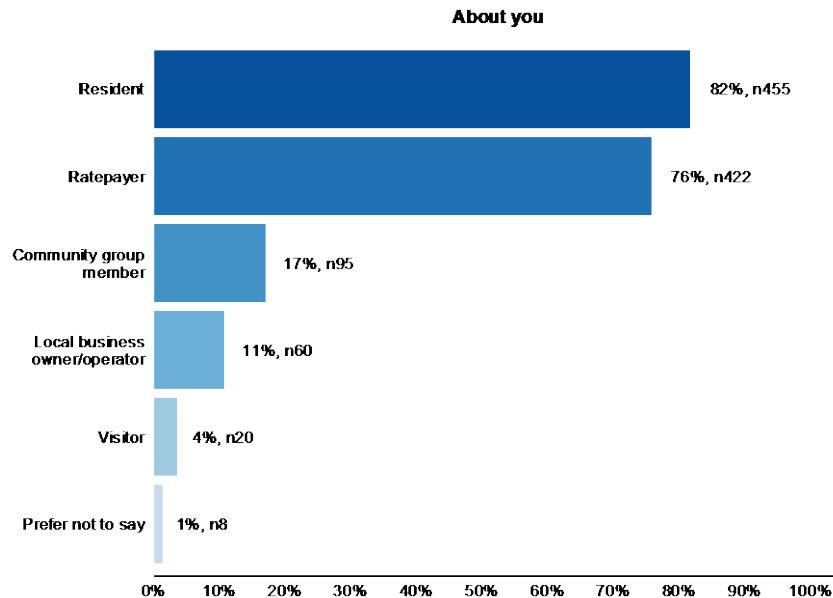
The sample included people aged between from 10 to 85+ years of age. The sample included a high representation of people from 30 to 54 years of age. There was lesser representation of people in their 20s or 75+ years of age.



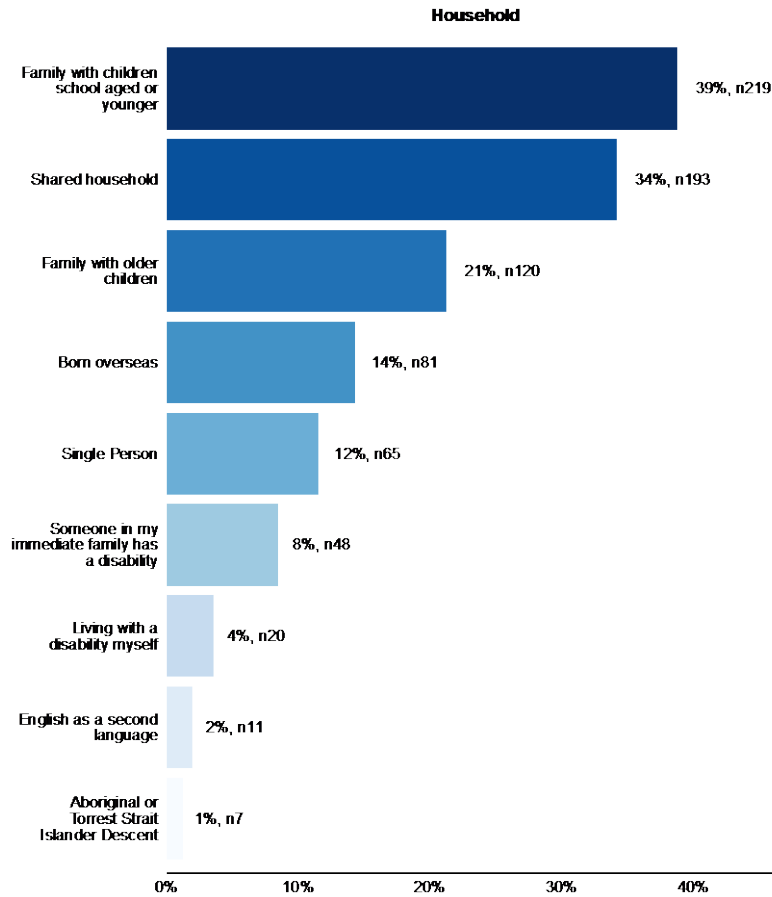
The sample largely included residents of Byford (n211, 39%), followed by Serpentine (n81, 15%), Jarrahdale (n58, 11%), and Oakford (n44, 8%).



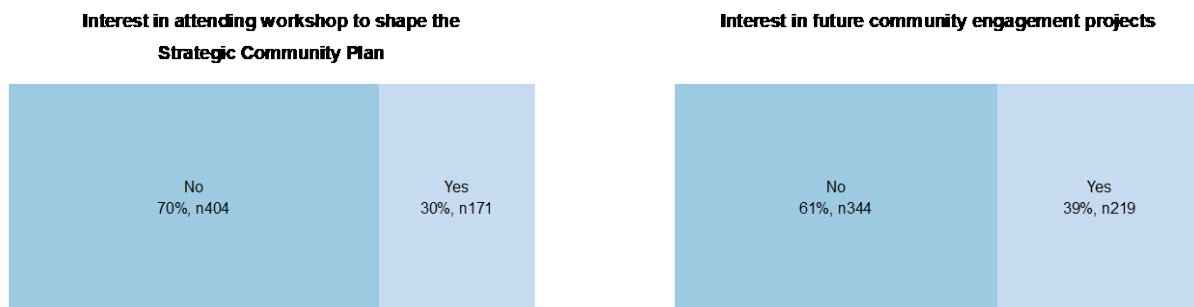
Most people were residents of the Shire (n455, 82%) and ratepayers (n422, 76%). Lesser people said that they were a community group member (n96, 17%) and a local business owner/operator (n60, 11%)



The most common household groups included families with school aged children or younger (n219, 39%), a shared household (n193, 34%) and family with older children (n120, 21%).



Most people were not interested in attending a community workshop to shape the Serpentine Shire SCP (n401, 70%). In contrast, there was mixed interest in future community engagement projects (No: n340, 61%, Yes: n219, 39%).

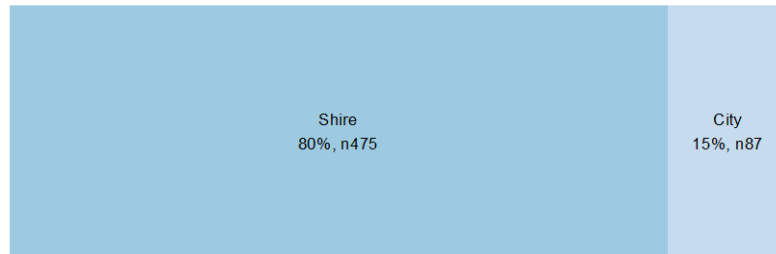


The survey captures the opinions of a wide range of community demographics. We examine the opinions about the SCP across the entire community sample. To better understand how opinions about the SCP may vary across subgroups, we also ran analyses comparing the results of subgroups by age (Younger than 55 vs. 55+), suburb (Byford vs. Other), and household (Families vs. Other).

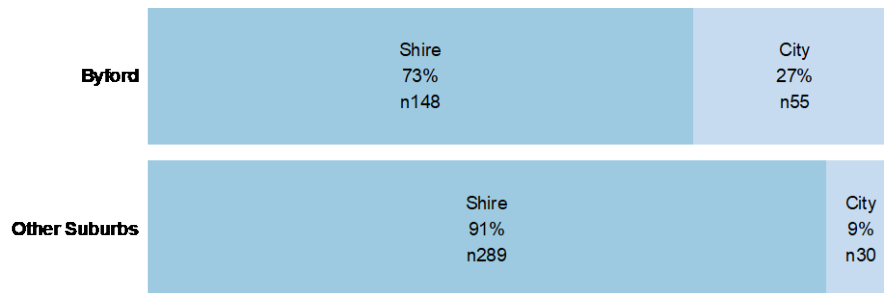
The Strategic Community Plan

The community mostly believes that the future of Serpentine should be to continue to identify as a Shire (n475, 80%) rather than identify as a City (n87, 15%).

Thinking about our identity, which best reflects the future you imagine?



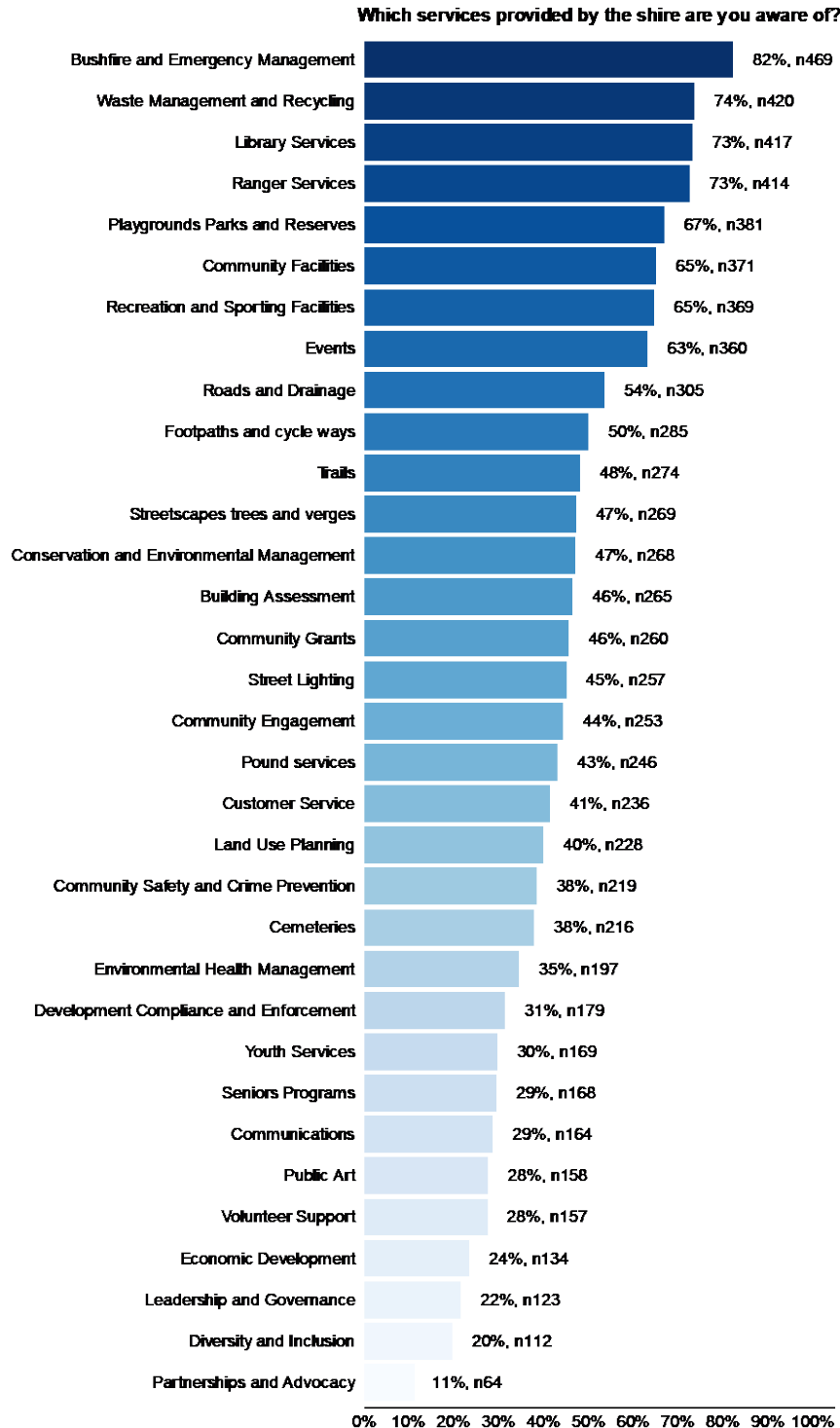
Residents of Byford (73%) and residents from Other Suburbs (91%) preferred to continue to identify as a Shire. However, the residents of Byford had a stronger preference (27%) to identify as a City compared to residents of other suburbs (9%),



There was small difference in preferences to continue to identify as a Shire when comparing family households (86%) and other households (82%), or when comparing people younger than 55 (85%) and people 55+ (83%).

Overall, there is a strong consensus in the community that people want to continue to identify as a Shire rather than as a City.

The services provided by the Shire that people are most aware of include environmental services (e.g., bushfire and emergency management, waste management and recycling), community services (e.g., library services, ranger services), facilities (e.g., parks, community facilities, sport facilities), and road services (e.g., roads and drainage, trails, footpaths, cycle ways). Less known services include government (e.g., partnerships and advocacy, leadership and governance, economic development), and targeted programs (e.g., diversity and inclusion, volunteer support, youth services, seniors programs),



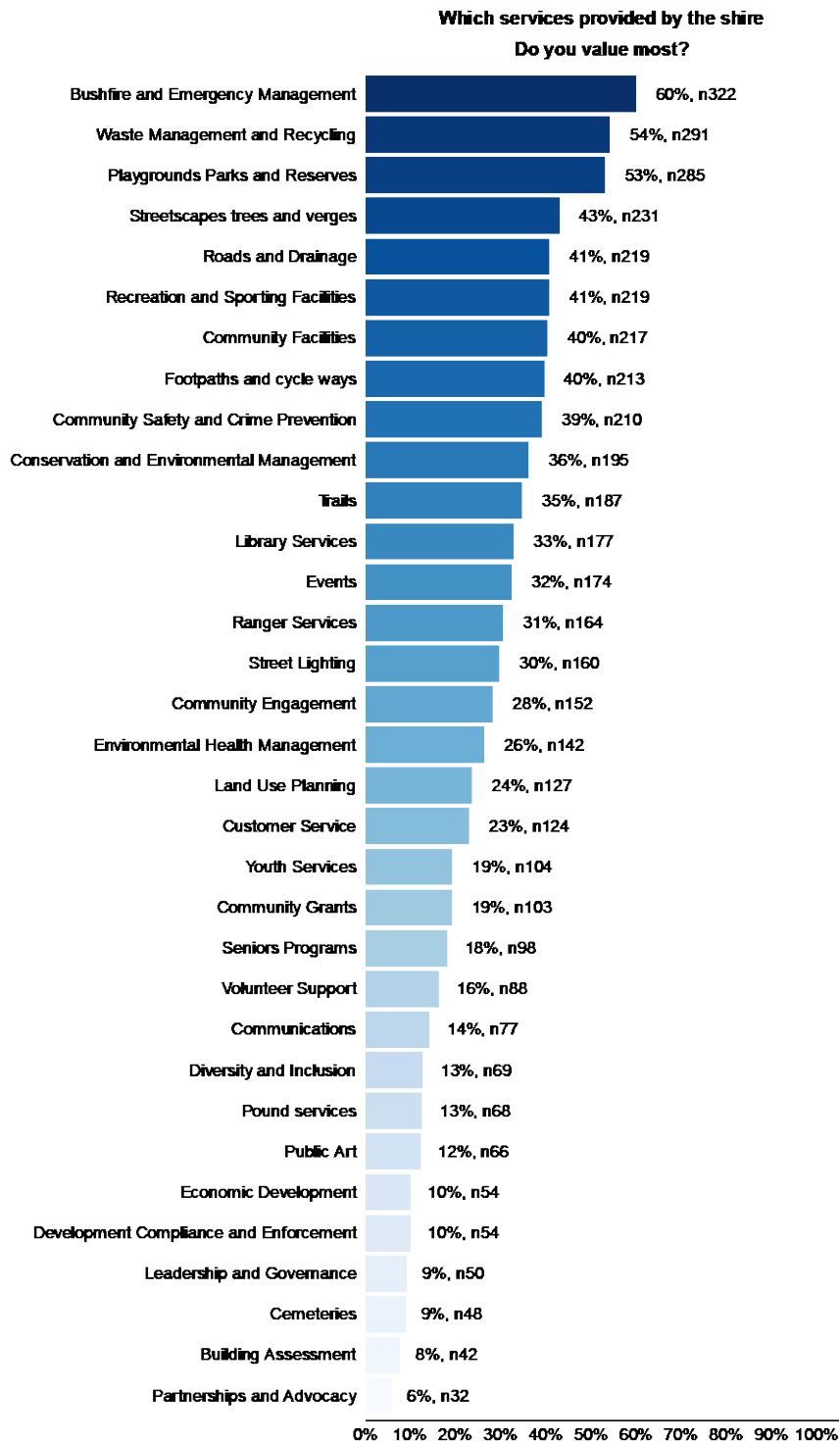
The top 5 services receiving the most awareness was consistent across suburb groups (Byford residents vs. Other Suburbs) and age groups (younger than 55 vs. people 55+).

- Bushfire and Emergency Management
- Library Services
- Waste Management and Recycling
- Ranger Services
- Playgrounds, Parks and Reserves

Families Households were also most aware of the five services listed above, whereas the Other Households were more aware of 'community facilities' rather than 'playgrounds, parks and reserves'.

Overall, there is a consensus in the community regarding awareness of the services offered by the Shire. Awareness of services is highest for environmental, community services, facilities, and road services.

The services provided by the Shire that people value the most include environmental services (e.g., Bushfire and Emergency Management, waste management), greenery (e.g., playgrounds, parks, streetscapes, trees), and facilities (e.g., recreational and sporting facilities, community facilities). Lesser valued services include government (e.g., partnerships and advocacy, leadership and governance), development (e.g., building assessment, development compliance and enforcement, economic development), and other services (e.g., cemeteries and public art).



There were three services which were consistently rated in the Top 5 most valued services for all community subgroups.

- Bushfire and Emergency Management
- Waste Management and Recycling
- Playgrounds, Parks and Reserves

However, there were differences across subgroups for the remaining 2 services which were most valued. The remaining two valued services for each subgroup is listed below:

Shire Residents:

Streetscapes, trees, and verges

Community safety and crime prevention

Visitors to the Shire:

Trails

Roads and Drainage

Families:

Recreation and Sporting Facilities

Community Facilities

Other Groups:

Streetscapes, trees, and verges

Footpaths and cycle ways

People younger than 55:

Streetscapes, trees and verges

Recreation and Sporting Facilities

People aged 55+:

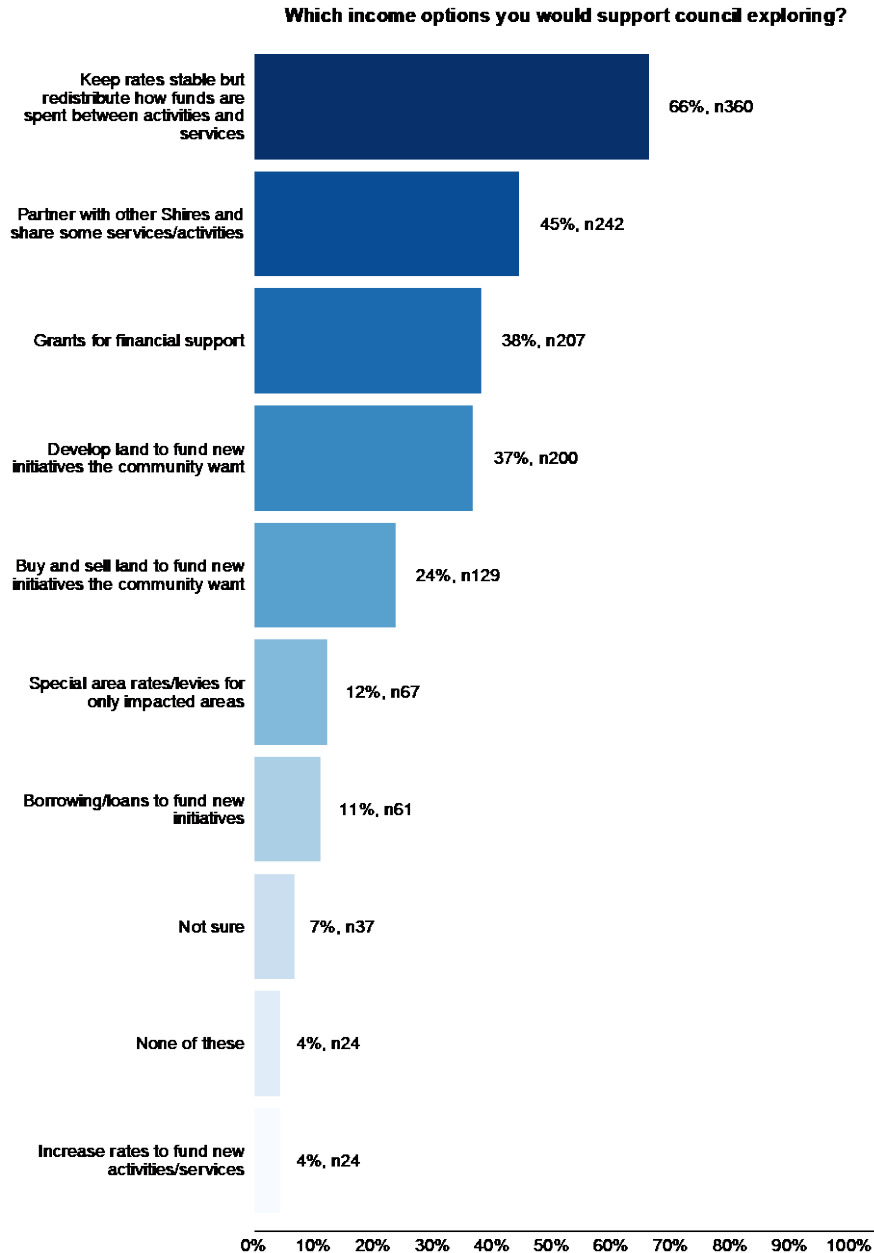
Footpaths and cycle ways

Conservation and Environment
Management

Overall, there is a strong consensus in the community regarding the top 3 most valued services offered by the Shire. There were some differences in the other 2 remaining valued services, but there was a consistent preference towards services relating to the environment and recreational activities.

When asked which streams of income options would be support, most people favoured keeping rates stable but redistributing how funds are allocated (n360, 66%). This was followed by the option of partnering with other Shires (n242, 45%), grants for financial support (n207, 38%) and new land development to fund desired initiatives (n200, 37%). There was little support in increasing rates (n24, 4%).

There were no noticeable differences when comparing preferences in subgroups.



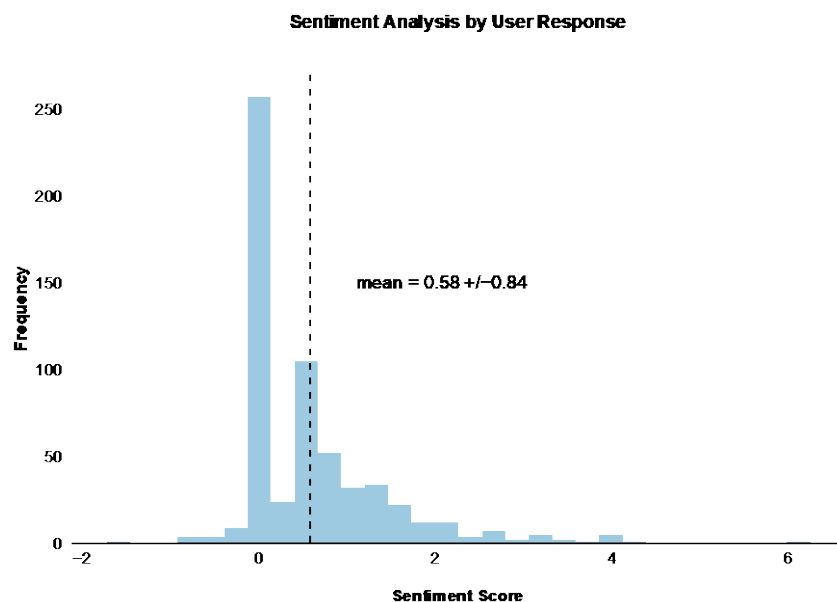
People were also given an opportunity to suggest other options. People took it open ended question as an opportunity to firm that rates are already sufficient and high, and there is a sentiment that the rates paid could be used more effectively or should be reduced. Other suggestions including allowing more subdivision of property, allowing more developments that attract tourists and requiring more taxes from businesses,

Overall, there is a strong consensus in the community to support keeping rates stable but redistributing how funds are spends. There was a clear consensus that rates should not be increased.

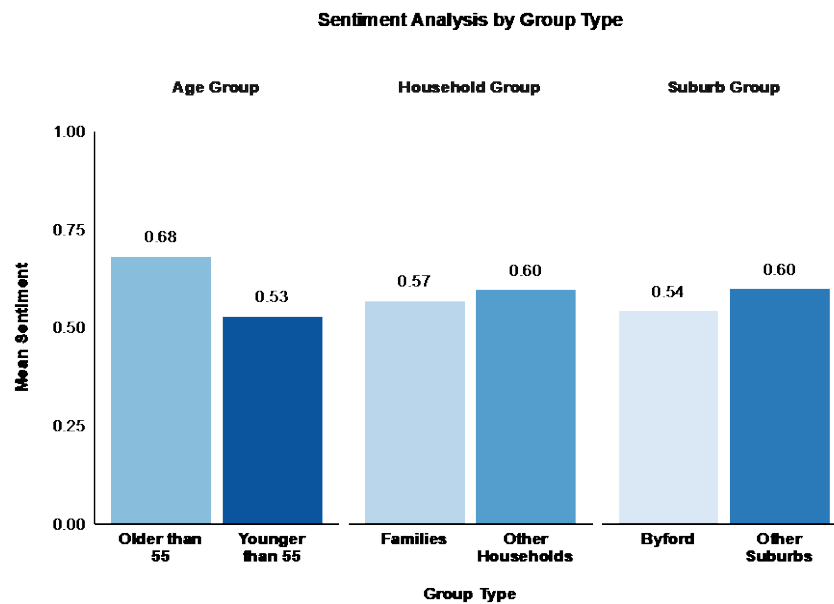
QUALITATIVE FEEDBACK – ONLINE SURVEY

The community were asked to provide qualitative feedback about the Shire in the survey. People were provided an open-ended question to say what they love most about the Shire of Serpentine Jarrahdale, with n588 responses from the online survey and n100 responses from the popup survey.

A sentiment analysis was run for each response by measuring the positivity or negativity of the response. A higher score suggests a more positive sentiment. The spread of sentiment scores is shown below, with a mean sentiment of the responses was 0.58, suggesting a positive sentiment on average. The spread of scores also suggests that there was a range of positive sentiment, though there was also a high number of responses with a neutral sentiment.



The average sentiment for each subgroup type is shown below. Respondents 55 years or older had a higher average sentiment (0.68) compared to those younger than 55 and the other subgroup types (range = 0.53 to 0.60)



The keywords and themes from each response were extracted. The keywords with a frequency of 10 or more are represented in the word cloud below. The frequency of words is reflected by the size of the text. The most common words were community, country, feel and rural. There were five key themes from the responses, and example responses are provided for each theme.



Community (e.g., community, live, people, friend, family) suggest that community and social connections are important to the community.

“The community spirit.”

“The rural and close-knit community vibes.”

Rural living (e.g., lifestyle, rural, country, bush, native) suggests that the rural lifestyle and is highly valued.

“The peace and rural life.”

“Rural character, country lifestyle and feel.”

Environment (e.g., nature, tree, beauty, forest, wildlife) suggest that the community values natural beauty of the areas and the outdoor spaces available.

“The nature that surrounds.”

“The environment and beauty of the surrounding with an easy commute to the city.”

Atmosphere (e.g., feel, space, quiet, peace, still, serenity) suggest that the community values a peaceful and quiet lifestyle of the Shire.

“It's quiet and far away from busy suburbs.”

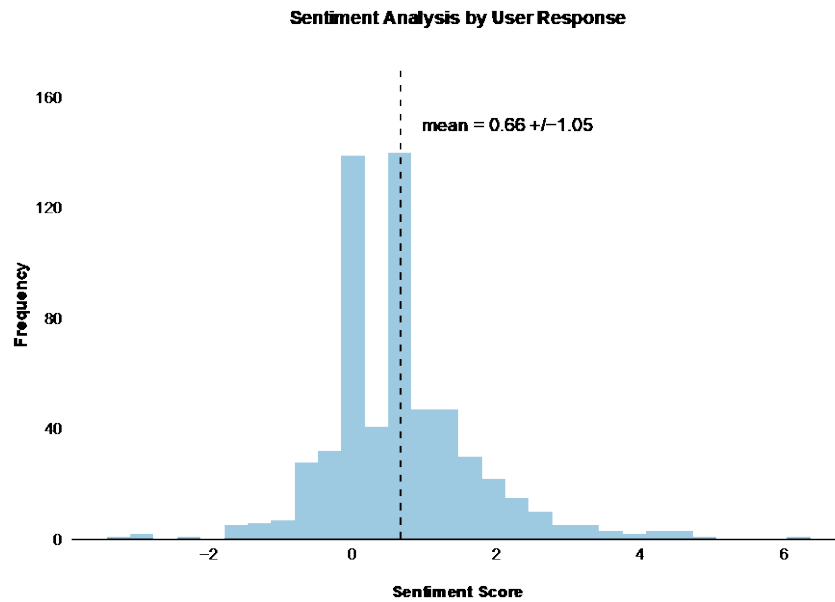
“Community spirited and relaxing quiet atmosphere.”

Amenities (e.g., close, shop, service, amenities, market, food) suggest that access to amenities and quality products is valued by the community.

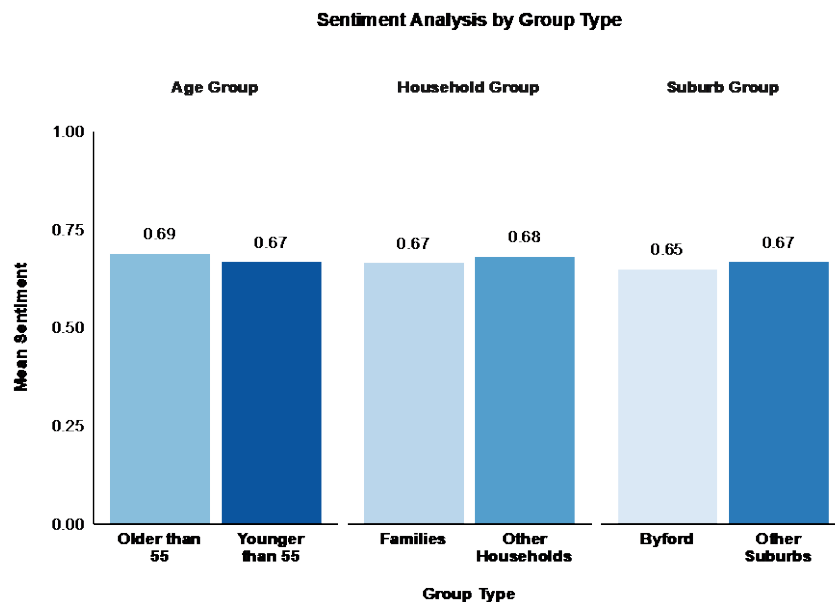
“Country feel, with city amenities.”

“Country feel but city services close by in Byford.”

The community were also asked to think about the next 10 years and comment on the one thing they would change to make the Shire a better place to live. The spread of sentiment scores is shown below, with a mean sentiment of the responses was 0.66, suggesting a positive sentiment on average. The spread of scores also suggests that there were two peaks of neutral sentiment and slightly positive sentiment.



The average sentiment for each subgroup type is shown below. The subgroups had similarly positive sentiment ranging from 0.65 to 0.69.



Community Connection (e.g., parks, dog, horse, walk, trails). The theme was that people preferred the development of infrastructure, accessibility and leisure. There were many responses commenting on improving horsing facilities.

“Better parks for children.”

“More trails/activities to enjoy nature.”

“Build more better parks for kids, also a swimming pool.”

Over Urbanisation (e.g., development, fix, service, build). The community has negative sentiment towards over-urbanisation and the small housing areas. There is a general preference towards maintaining the country feel.

“Stop high density housing estates.”

“Reduce the amount of Green field sites being developed.”

“Prevent it being subdivided and urbanised.”

“Slow the expansion of urban development.”

“Retain the rural character ... Plant trees strategically and in the right place.”

“Preserve natural environment while population grows.”

Governance (e.g., council, community). There was a sentiment towards changes in the approach of the council, including more transparency behind decision making, the motivations underlying the decisions made,

“More honesty in reply to queries by council.”

“An independent review into the workings of the council.”

“Consult with the community better.”

“Listen to the community rather than prioritising personal interests of shire members.”

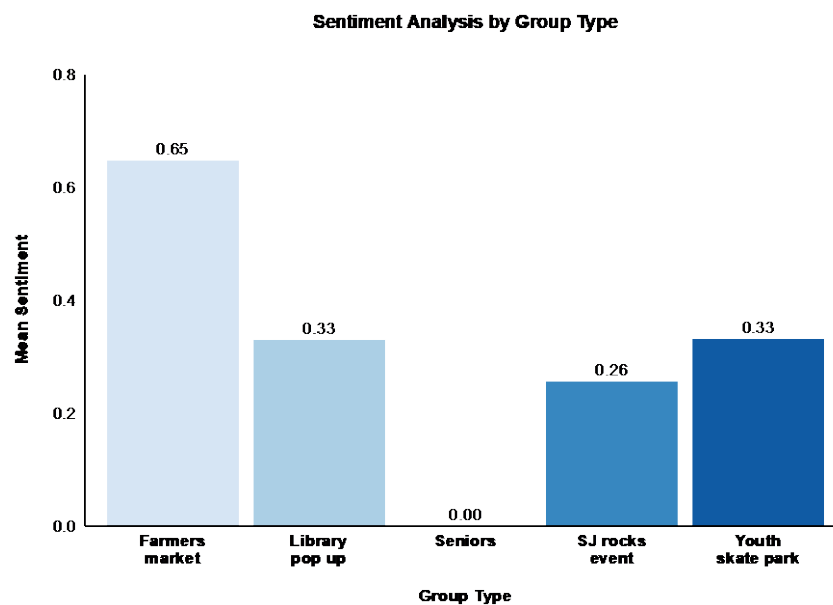
Overall, the features of the Shire that people love are also the features which the community feels could be further developed.

People love the community and rural feel of the shire, including the peaceful atmosphere and natural environment. The community would also like to see further development in these areas over the next 10 years, including more recreational areas, better accessibility, and community development. There was a negative sentiment towards the over-urbanisation of the Shire, and people also wanted a review of way current approach of the Shire council.

4.2 Pop Up Sessions

The SCP review also included feedback via a popup conversations. The popup's were run at 11 locations, 6 attended by Aha! Locations included Byford, farmers market, library, seniors, SJ rocks and youth skate parks.

People were asked to say one thing that they love about the Shire. The mean sentiment for each response was 0.40 (s.d. = 0.59). The sentiment for each popup group is shown below. People from the farmers market had a considerably higher mean sentiment than other groups, suggesting a more positive outlook on the Shire. In contrast, people from the library, SJ rocks and youth skate had similar sentiment. The seniors had 0.0 sentiment, but this was due to low observations and using language without a positive or negative sentiment (see theme analysis below).



The key themes are listed for each group:

Library (n20)

- Friendly community and peaceful atmosphere
- Natural environment and outdoor areas
- Family friendly

Byford (n15)

- Friendly community and peaceful atmosphere
- Natural environment and outdoor areas
- Recreational activities available
- Shopping venues available

Seniors (n5)

- Rural lifestyle
- Friendly people

Farmers market (n46)

- Natural environment and outdoor areas
- Friendly community and peaceful atmosphere
- Rural/country lifestyle

SJ rocks (n29)

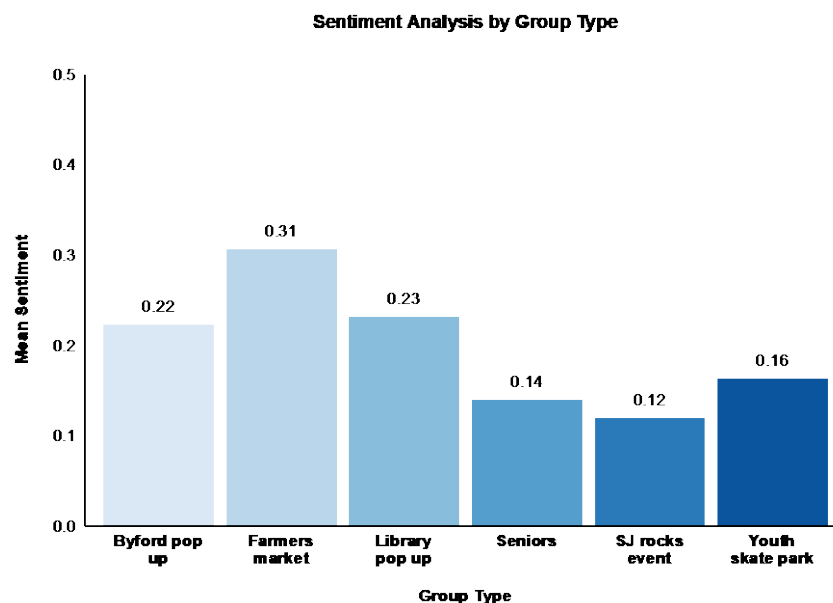
- Rural lifestyle
- Friendly community and peaceful atmosphere
- Natural environment and outdoor areas
- Community events

Youth skate parks (n46)

- Recreational areas
- Friendly community
- Natural environment and outdoor areas
- Good balance of city and small town

The common themes about what people loved about the Shire relates to the friendly community, the peaceful atmosphere, and the natural environment and outdoor areas.

People were asked to say one thing that they would change about the Shire. The mean sentiment for each response was 0.26 (s.d. = 0.54). The sentiment for each popup group is shown below. People from the farmers market, library and Byford popups had the most positive sentiment, suggesting that they had a more positive outlook on living in the Shire. In contrast, people from the seniors, SJ rocks and skate park had lower positive sentiment, suggesting that they desire more changed in the Shire.



The key themes of desired changes are listed for each group:

Library (n24)

- More general shops (particularly Kmart, Big-W)
- Recreational areas (including pools, BBQs, walking areas)
- Clean up (rubbish collection, greenery, verges)
- Roads and footpaths

Byford (n17)

- Recreational areas (including pools, BBQs, walking areas)
- Roads and footpaths (including signage)
- Public transport

Seniors (n10)

- Community safety
- Roads, footpaths, and accessibility

Farmers market (n73)

- Governance transparency (including rates as they are too high)
- Recreational areas (including pools, BBQs, walking areas)
- Community safety
- Consultation regarding further development
- More general shops and support for small businesses
- Clean up (rubbish collection, greenery, verges)

SJ rocks (46)

- Roads and footpath
- Recreational areas (including pools, parks, skate areas, bike trails)
- Social areas and events
- Public transport

Youth skate parks (n82)

- Youth areas and services
- More skating facilities
- Recreational areas (including pools, playgrounds, basketball hoops)

The common themes about the one thing people would change about the Shire includes improving recreational areas, roads and footpaths, improved governance transparency, more general shopping options, and community safety.

4.3 Workshop Data

Aha! ran a broad community workshop and then four smaller forums for key stakeholders.

- Seniors
- Local business
- Community groups
- Sporting groups

All of the engagement activities looked at reviewing the vision, contributing to identifying community needs across the varying personas living in the Shire, and also looked at identify desired outcomes and actions across four theme areas/pillars – Economy, Environment, Governance and Social.

Theme area/pillar activity results

A summary of the key outcomes for each theme have been provided below. The activity looked at outcomes that the Shire could be responsible for, but also the broader community responsibilities.

Economy

Desired Outcomes

- Encouraging green businesses
- Encouraging business innovation
- Supporting local business and local skills
- Accessibility to employment
- Developing business centres and local centres

Purpose

- Creating local jobs
- Future
- Education
- Industry

Priority Shire Actions

- Promoting tourism, including an improvement of tourism facilities
- Community events
- Increasing community engagement
- Better distribution of funding between suburbs
- Development of industrial areas and business spaces

Priority Community Actions

- Supporting local businesses
- Increasing community engagement with council
- Embracing change

Environment

Desired Outcomes

- Preservation of existing forest, including green belts and interconnecting corridors
- Conserving water
- Improving air quality
- Maintaining a 'sense of place'

Purpose

- Future
- Ensure that the current balance of nature is maintained
- Slower managed change

Priority Shire Actions

- Establish very clear long-term land allocation/planning agreements
- Identify the most important elements of the Shire environment
- Identifying ways of supporting and protecting what we have
- Allowing initiative growth without detrimental impact to the environment
 - Solar panels
 - EV charging stations

Priority Community Actions

- Education
- Keeping the area clean
- Encouragement within the community
- Community gardens
- Planting more trees

Governance

Desired Outcomes

- Greater transparency and communication with community
- Accessibility/inclusion
- Having a united council
- Council diversity
- Continuous professional development to stay up to date
- Expediting council approval

Purpose

- Elected council understand their roles and accountability
- The community feeling heard
- Actions leads to change
- Ensuring local interest is not overshadowed by external policy

Priority Shire Actions

- Interacting with the community
- Encouraging and acknowledging community input
- Better communication between departments
- Greater respect and compassion between councillors
- Supporting and promoting local businesses, including prioritizing approvals
- Accessibility to policy documents and council decisions

Priority Community Actions

- Regularly reviewing district structure plans
- Improved community engagement
- Accepting change
- Working together

Social

Desired Outcomes

- Having a strong sense of community
- Connection within and across groups and generations
- Community engagement
- Improved safety

Purpose

- Building a stronger community
- Improving community wellbeing
- Improving empathy and humility within the community

Priority Shire Actions

- Community social events for improved integration
- Better communication with the community
- Support the volunteer community
- Understanding and acknowledging community interests
- Improved safety on roads and footpaths

Priority Community Actions

- Open social connectivity
- Encouraging locals into existing groups
- Activities for youth to connect
- Having a voice with council

Community Persona Activity

Participants considered several personas, representing the types of people who live in the Shire of Serpentine Jarrahdale. They were invited to consider their fears, hopes and needs for the future. Having community consider the differing needs supports the City in ensuring the new Shire plan has considered access and inclusion, and any specific needs that may need to be considered for future planning.

Identifying needs by types of personas can also support the prioritisation of actions for internal planning and departments such as community development, seniors, youth services, planning and infrastructure, parks and maintenance etc.

The majority of the community needs specific to the types of people living in the Shire have been reflected in the activity reviewing the four themes/pillars of a general strategic community plan. However, public transport was a key need that arose from most of the community personas that wasn't identified through the broader theme engagement.

	Fears	Hopes	Needs
Anna (Youth)	Work opportunities Education/training opportunities Lack of social activities Isolation Housing availability Safety	Social events Education Public transport Housing availability	Education/training Public transport Sporting facilities Entertainment
Dirk (Single working male/first home owner)	Mental health support Public transport Work opportunities Loss of identity/development	Social events Public transport Social connection Recreational areas	Preserving environment Work opportunities Entertainment
Jess & Will (families)	Environmental concerns Bureaucratic Shire Cost of living Business competition Public transport options After school care Poor social Increasing traffic	Population increase After school care Recreational areas Playgrounds Improve climate policy Safety Sense of community Improved traffic	Work opportunities Recreational areas Playgrounds Public transport Safe roads Local services
George (Senior)	Poor sense of safety Traffic congestion Public transport options Lack of facilities for seniors/people with disability Social isolation Poor road conditions	Assisted living Health services Satellite services Sense of community Housing availability Social events/groups Improved traffic Public transport	Public transport Education centre Grocery store options Social events Physical accessibility
Marcie (Travels to the area for work)	Unaffordable housing Low social support Lack of growth	Community connection Public transport Social events Shopping venues Cafes/food venues	Shopping venues Cafes/food venues Public transport After school care
Jenny (Equestrian)	Loss of space/tracks/trails Negative impact of zoning	Support for small business Horse trails Community education	Continued services Certainty of tenure Dedicated equine venue
Middle Aged Empty Nesters	Isolation Housing availability Lack of social activities	Cultural events Public transport Social events	Public transport Support for services

Sporting group forum results

The same structure of forum was set up for sporting groups, however very early into the event they expressed a strong desire to focus on the specific needs of community recreation only. Recreation was reported as a strong community need for future consideration and the results for each group/sport present at the forum is detailed below:

Golf/BMX

Desired Outcomes

- Upgraded facilities
- Secure facilities
- Rapid Development of Keirman Park

Purpose

- Ensure club viability by developing Kierman Park
- Protect voluntary work

Priority Shire Actions

- Construct fence around facility
- Upgrade clubrooms
- Construct new BMX track
- Promoting the use of the area
- Improve stormwater drainage
- Junior golf program

Priority Community Actions

- Club sponsorship
- Volunteer numbers
- Respecting the facilities

Establish local hockey club within Peel Hockey Association

Desired Outcomes

- Club competitions
- Attract new members
- Multi-sport complex

Purpose

- To expand the range of activities available to the community to benefit the social, mental, and physical health of the community which can be played by all

Priority Shire Actions

- Assist with completing the grant form
- Allocating a playing field
- Opportunities to promote Peel Hockey and local club
- Engaging with local schools

Priority Community Actions

- Establish a hockey club to compete in Peel Hockey Association
- Training programs
- Promote 'Hookin2Hockey' (school year 1-4) with assistants from Peel Hockey
- Engage with local schools

Serpentine NRL and Byford Basketball

Desired Outcomes

- Upgrade sport facilities

Purpose

- Community engagement
- improving facilities to meet growth in enrolments

Priority Shire Actions

- Upgrade facilities at Clem Kentish (outside lighting, club room, security, storage)
- Aquatic centre

Priority Community Actions

- Association bodies
- Increase association awareness with social events
- Community engagement

Serpentine Jarrahdale Netball Association

Desired Outcomes

- Keirnan Street competition for upgrade netball facilities

Purpose

- Provide community with safe and suitable facility to enable local families to participate in physical and mental health activities

Priority Shire Actions

- Council visiting the clubs/volunteers
- Recognize the growth of the shire and the need for social sport
- Developing the Kiernan Street Precinct

Priority Community Actions

- Being supportive of volunteers in groups/clubs
- Improve social cohesion between groups/clubs

Vision activity results

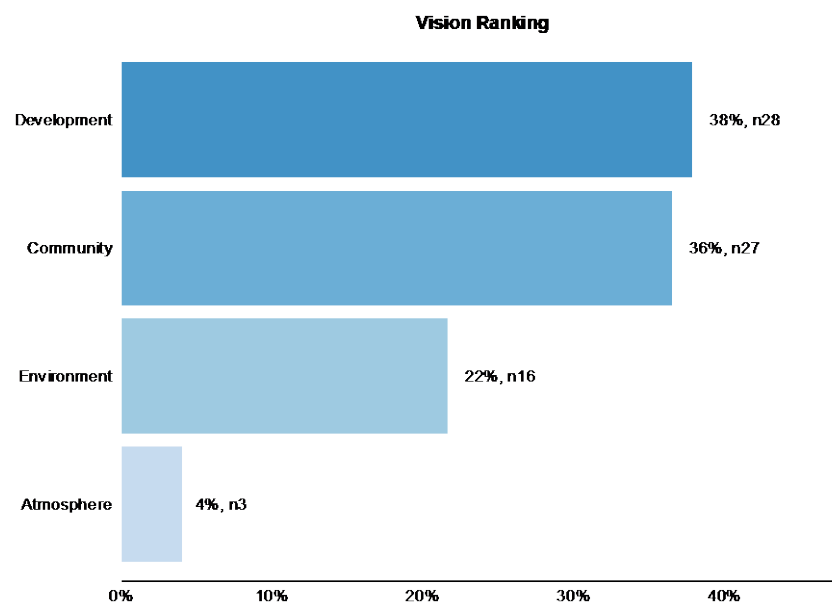
Participants in the workshop and forums were asked what the Vision for the Shire should incorporate. The responses were tagged with key themes and the frequency of themes are plotted below. Development was the most common theme (n28, 38%), followed by community (n27, 36%) and environment (n16, 22%).

Development refers to improving roads, accessibility, public transport, facilities, and small businesses. The comments also mentioned over-urbanisation being undesirable.

Community refers to having a connected social community, safety, community engagement, and services available.

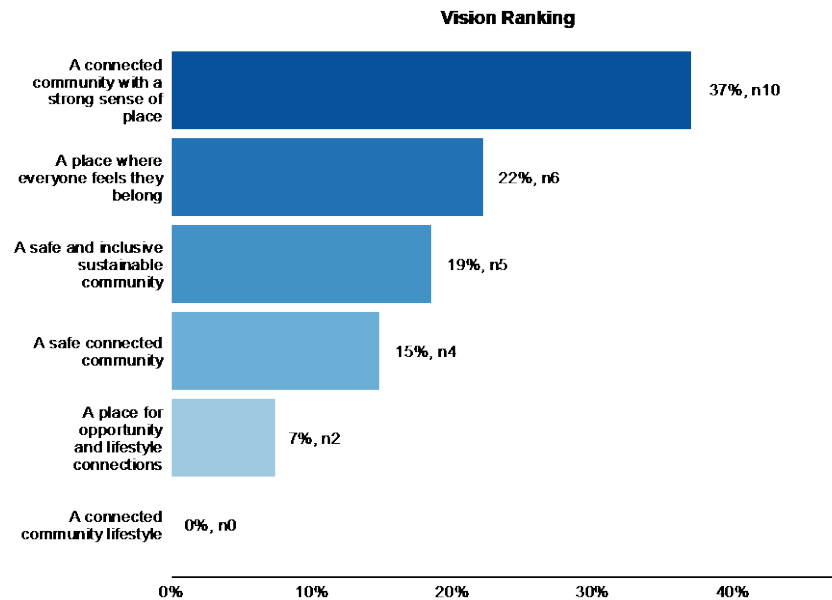
Environment refers to maintaining the rural and country feel, having more open spaces and improving or developing green spaces.

Atmosphere refers to the peaceful nature of the area.



At the community workshop, participants drafted several possible vision statements. Participants of the community workshop and forums were provided the opportunity to select the vision statement that they most preferred, to assist the Shire in developing a new vision.

The vision with the most votes (n10, 37%) was 'A connected community with a strong sense of place'. This was followed by 'A place where everyone feels they belong' (n6, 22%), and 'A safe and inclusive sustainable community' (n5, 19%).



Quick win activity results

The community workshop being a longer session than the forums also worked on prioritising actions based on perceived need. The below table has been prepared with results and could assist council in planning the timeline for outcome execution in corporate business planning and the budget process.

	Safe	Radical
Quick Win	<ul style="list-style-type: none"> - Improving roads and footpaths, including weeds and overgrown greens - Reduce speed limits - Social events - Community engagement - Electric vehicle charges - Hopeland listed on all map sites - Pathway for length of golf course on Karnup Rd 	<ul style="list-style-type: none"> - improve communication and transparency of information - better community engagement and opportunities for input - Parenting support or education - more parks and recreational areas - Improved standardisation in subdivision requirements - improving community morale
Long Term	<ul style="list-style-type: none"> - Update B.G. Hall - Retirement village - Local job opportunities - Housing availability - Shopping centres - School engagement with local businesses and environment - Motels at Byford area - Improve roads 	<ul style="list-style-type: none"> - Short term holiday rentals - Solar panels - Shower block at RV park – Jarrahdale - Clearer expectations for block development and requirements - Improve transparency and communication from the Shire - Water tanks for everyone - Greater employment opportunities

4.4 Conclusion

Overall, the current sample of people included a mixed range of demographics and was closely representative of the community profile. There was a higher representation of females, those who live in Byford, and families with children.

The community wants to maintain the Shire identity. The community places a high value on environmental and recreational services, while there is less value towards further development while still highlighting the need for increased/improvement of facilities and infrastructure. The themes are consistent across the varying methods of engagement (Pop-ups, workshops, forums and surveys) with comparable outcomes.

In considering the priorities for the future and development of the new Council Plan the engagement data suggests that the Shire:

- **Creates a new vision that more accurately represents the community.**
- **Considers a new mission that details governance and leadership being an underpinning value across all themes of the new Council Plan:**
‘Our Mission: To be a Shire and Council that works towards greater transparency and communication with our community. Striving for excellence in our governance overarches the entirety of the Council Plan and our priorities for the future’
- **Consider three new themes/pillars that are representative of the language/terminology used by the community throughout the engagement, and aspirations that represent the key outcomes for each theme/pillar.**

Connected

- Capacity building in the sport and community space
- Community development
- Events and activities
- Community engagement

Liveable (Built and natural environment)

- Roads and infrastructure
- Public transport
- Community safety
- Parks, natural places and spaces (retain and activate)
- Improved access to services and amenities

Thriving/Flourishing (Planning for the future, while retaining/balancing the environment the community loves)

- Advocacy and planning for growth
- Employment and job opportunities
- Local business growth
- Facilities and recreation
- Tourism

- **Plan to deliver a strong 'close the loop' campaign to feed back to community on the process.**

Community have a strong desire to see the Council and Shire improve transparency and communication. Ensuring that effort is sustained at the end of the Council Planning process will improve the reputation moving into the future. The spreadsheet of comments from the community about 'what would you change' can be provided and the Shire may be able to execute some of the simple requests as part of a 'quick win, reputation building exercise' to demonstrate commitment to the new Strategic Plan.

Lastly,

- **Embed a strategic approach to engagement with the community**

Community wants to be engaged but some anecdotal feedback from pop-ups, forums and the workshop suggested that people are being over-engaged on projects continuously and often repeat their comments without action. In planning for the future, the Shire could consider a strategic program for engagement, rather than sporadically as the need arises with risk of numerous projects all being engaged on at once. An example of this would be after budget adoption collaboratively work with departments to schedule the year of engagement requirements and use methods that collect data for numerous projects at once reducing engagement fatigue.

– END –

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