



Council Plan

2023–2033



Shire of
Serpentine
Jarrahdale



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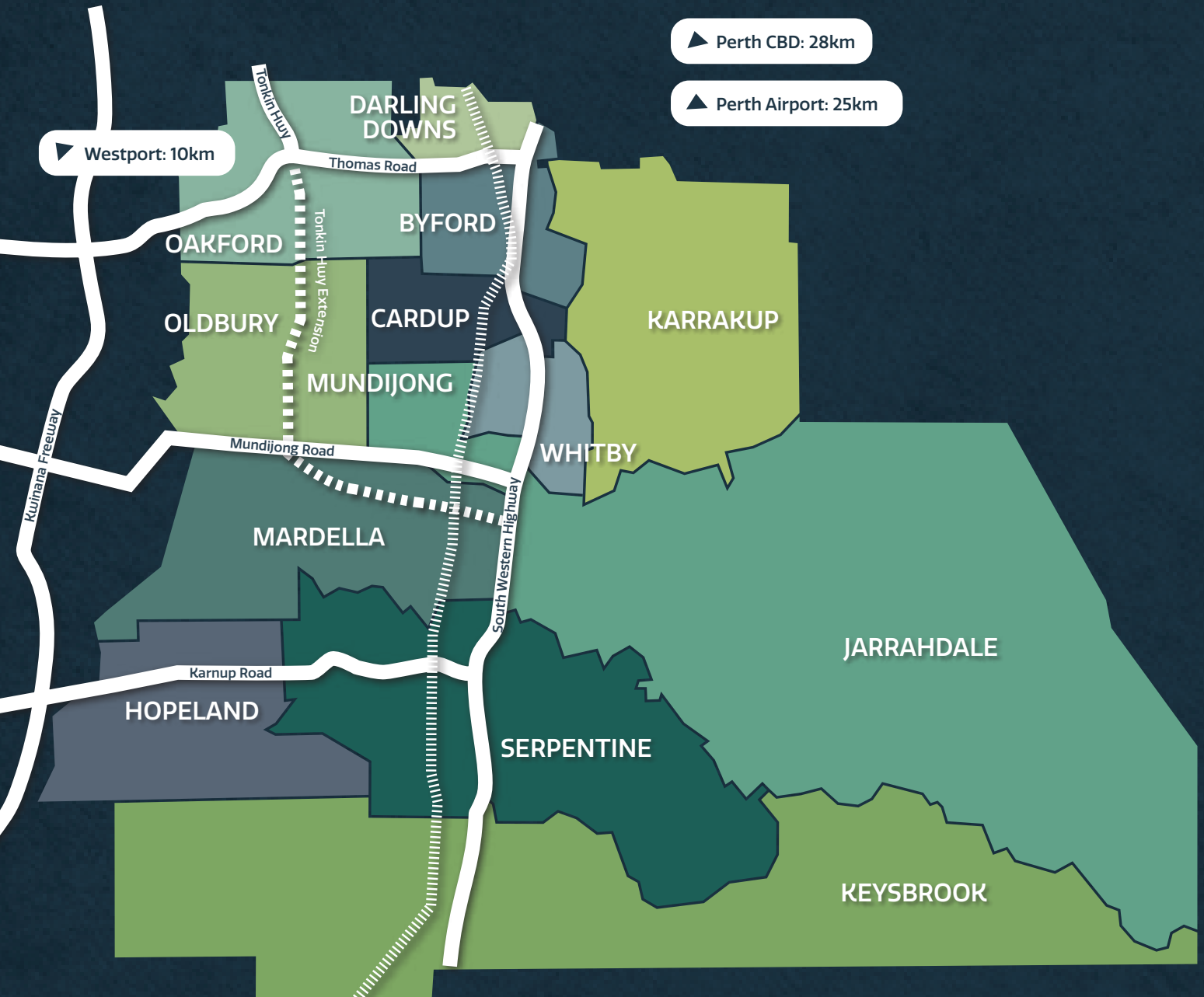
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Shire President message

This page has been left blank intentionally. A Shire President message will be provided when the final Council Plan is presented to Council for final endorsement.

The Shire of Serpentine Jarrahdale



Snapshot of the Shire

About the Shire



905 km²



13 suburbs



11,234 dwellings



37,226 residents



2.9 average household

Economy



16,056 employed
residents, 62% full-time,
31% part-time



2,312 small businesses
operating in the Shire



Gross Regional Product:
\$1.05 billion

Demographics



Population forecast 2036:
65,361



Higher **proportion of children** in SSJ
than in Greater Perth ²



25.2%
people born overseas

State and Regional context

State Government strategies, plans and projects have an impact on how local governments operate. These strategies, plans and projects need to be considered when planning for the future of our Shire.



State Planning Strategy 2050

A guide from which public and local authorities can express or frame their legislative responsibilities in land-use planning, land development, transport planning and related matters. In the context of the Shire, achieving growth in a sustainable manner which ensures economic advancement, social equity and ecological protection and enhancement.



State Infrastructure Strategy

Identifies the whole of government consideration to delivering future infrastructure needs and priorities to support Western Australia's growing population.



Perth and Peel @ 3.5 million

Plans the future of the Perth and Peel metropolitan region up to 2050, based on the connected city scenario, that Perth and Peel will grow from its current 2.1 million population to 3.5 million.



Liveable Neighbourhoods Community Design

The State Government's community design code of Liveable Neighbourhoods calls for mixed use developments, housing variety, connected walkable street structure and accessible local green spaces.



WA Housing Strategy

A call to action for all sectors to work together to improve housing choices and access to suitable and affordable homes – particularly for the most vulnerable.



Western Australian Climate Change Policy

Sets out the State Government's plan for a climate-resilient community and a prosperous low-carbon future. The policy highlights their commitment to adapting to climate change and working with all sectors of the economy to achieve net zero greenhouse gas emissions by 2050.



Tonkin Highway extension

A key transport project for the Shire is the planned 14km extension of the Tonkin Highway from Thomas Road to South West Highway.



WestPort

A key program to investigate, plan and build a future port in Kwinana, supported by a road freight corridor along Anketell Road and Thomas Road. This will be a central opportunity for the Shire to pursue development of its strategic industrial areas through promotion for freight handling and logistical support.



METRONET

A large investment into Perth's public transport system, which includes Byford Metronet which will deliver an 8km rail extension from Armadale and a new train station in Byford. This will help unlock investment opportunities in the Byford Town Centre and provide improve access to public transport options.



Byford Health Hub

In February 2021 the State Government made an election commitment to support the delivery of a Byford Health Hub, which will support residents to access primary healthcare services closer to their home. East Metropolitan Health Service is responsible for coordinating its planning and delivery.



Changes to Local Government Act 1995

The State Government has announced a suit of reforms to the *Local Government Act 1995*, with changes expected to be legislated throughout the life of this plan.





Community Engagement

We engaged extensively with our community in the development of this plan. We provided a range of opportunities for our community to provide feedback through workshops, pop-up events and through an online survey.

What we heard



Right now, the community values:

- 1 Community
- 2 Rural living
- 3 Environment
- 4 Atmosphere
- 5 Amenities

Going forward, the community would like the Shire to focus on:

- 1 Roads
- 2 Services and shops
- 3 Community infrastructure
- 4 Development and Urbanisation
- 5 Council leadership



Who we heard from

Gender



Male **28%**



Female **49%**



Prefer not to say **7%**

Age

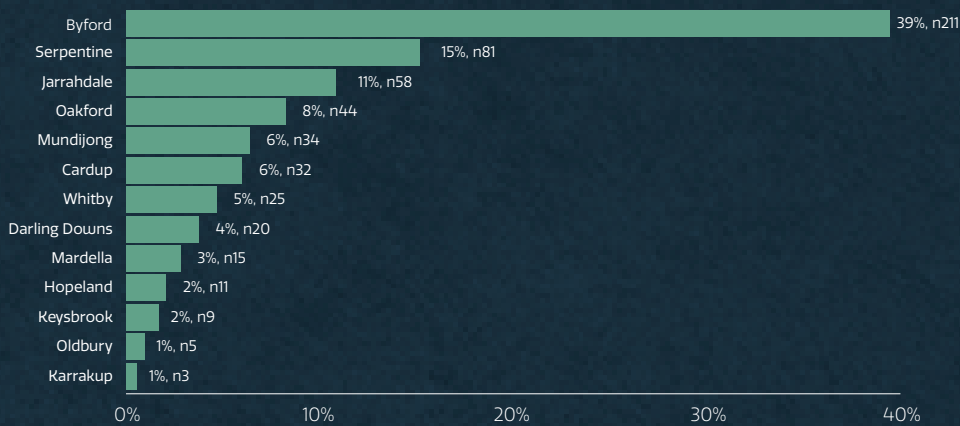
10-24 **7%**

41-64 **49%**

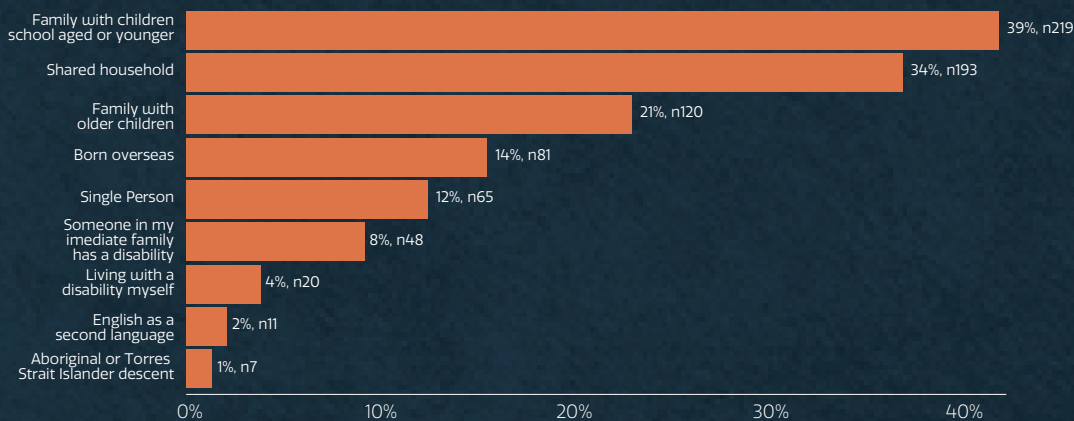
25-40 **26%**

65+ **18%**

Responses by suburb



Household Type



Vision

A welcoming community where everyone feels at home

Mission

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

Pillars



Thriving

A well-planned Shire which supports our community to flourish through sustainable growth, partnerships and leadership



Liveable

A protected, enhanced and safe natural and built rural environment, with access to services and facilities



Connected

Connected and vibrant neighbourhoods, celebrating our history and diversity

Thriving



A well-planned Shire which supports our community to flourish through sustainable growth, partnerships and leadership.

Objectives

- 1 **Plan** for the sustainable growth of the Shire
- 2 **Advocate and attract** businesses to grow and thrive, increasing opportunities for local employment
- 3 **Strengthen and grow** the local tourism industry
- 4 **Ensure** sustainable and optimal use of Shire resources and finances

Major Initiatives

Administration building and Council Chamber upgrades	S	●
Byford Metronet	S	●
Tonkin Highway extension	S	●
Development of Byford Town Centre	S	●
Mundijong Precinct Structure Plan	S	●
New Depot and Pound	M	●
Byford TAFE	M	●
West Mundijong Industrial Area development	M	●
Jarrahdale Trails Town development	M	●
New Transfer Station	M	●
Review Local Planning Strategy (focus on industrial and commercial)	M	●
New Tourism Strategy	M	●
Review of Community Infrastructure Developer Contribution Plans	M	●
Commitment of timeframe for passenger rail to Mundijong	L	●

Key

● DELIVER Project or initiative will be delivered by the Shire	● ADVOCATE The Shire will advocate to external parties to fund and/or deliver the project or initiative	● PARTNER The Shire will partner with external parties to help realise the project or initiative
S - SHORT TERM 0-3 years	M - MEDIUM TERM 4-6 years	L - LONG TERM 7-10 years

Liveable



A protected, enhanced and safe natural and built rural environment, with access to services and facilities.

Objectives

- 1 Advocate** for public transport and focus on connectivity within communities
- 2 Improve** maintenance and investment in roads and paths
- 3 Preserve and enhance** our natural places, parks, trails and reserves
- 4 Invest** in facilities and amenities to meet current and future needs
- 5 Increase** our capacity to reduce, recover and recycle waste to improve sustainability and reduce impacts on the environment

Major Initiatives

Hypergrowth Road upgrades - Kargotich Road	S	●
Hypergrowth Road upgrades - Orton Road	S	●
Mundijong Road upgrades and transfer to State Government	S	●
Hypergrowth Road upgrades - Stage 2	M	●
Byford Health Hub	M	●
The Glades District Community Facility	M	●
Regional Destination Playground	M	●
Briggs Park Pavilion	L	●
Briggs Park Youth Centre	M	●

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Connected

Connected and vibrant neighbourhoods, celebrating our history and diversity.

Objectives

- 1 **Invest** in community recreation and support local clubs and groups to increase opportunities for participation
- 2 **Contribute** to a well-connected, accessible and healthy community
- 3 **Empower** the community to engage with the Shire and collaborate on matters that are important to them
- 4 **Facilitate** an inclusive community that celebrates our history and diversity

Major Initiatives

Improved telecommunication infrastructure	S	●
New Oakford Volunteer Bush Fire Brigade station building	S	●
Cardup Career and Rescue Fire Station	S	●
Keirnan Park Recreation Precinct – Stage 1A (Pavilion and Ovals)	S	●
Keirnan Park Recreation Precinct – Stage 1B (BMX)	S	●
Keirnan Park Recreation Precinct – Stage 1C (Netball)	M	●

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Measurement, Reporting and Resourcing the Plan

Measurement

The Shire's Council Policy: Community Perception Survey states that a Community Perception Survey will be conducted every two years. The summarised results of the Shire's performance in delivering its services to the community can be found on the Shire's website. The results are benchmarked across the local government sector. The intention is to undertake these surveys every two years to determine whether improvements are being achieved or further initiatives are required

Reporting

Reporting against the objectives of the Council Plan will be captured in the Corporate Business Plan, including the areas responsible for delivery, the resourcing available and the key projects to be delivered. Quarterly reporting of the Corporate Business Plan occurs quarterly and is presented to Council and published on the Shire's website. Reporting against the Council Plan and Corporate Business Plan will be included in the Shire's Annual Report.

Resourcing the Plan

Each year Council adopts an annual budget which allocates funds and resources to deliver against the community's priorities. This will involve an ongoing review of our services to reflect the needs and priorities of our community. We will continue to advocate to State and Federal Governments for funding to help deliver community infrastructure projects to support our growing community.

What do you love about the Shire of Serpentine-Jarrahdale?

Country lifestyle

Spaciousness

Local active

Glad Target led was a great way for people to connect

Food trucks

Community

Canal gardens

Country lifestyle

Love the canal - love community events

Sea bar area / was 4 (farm) - love the canal in the park - the need to maintain it

Natural environment

Nice people in the community

Country Club

Pigger open spaces

Friendly people and community

Location

Country lifestyle

Busby's Markets

The way we feel about the canal - we get part of the community

Spaciousness - community feel, friendly markets

Need a new community centre for seniors in Kipford

Wildlife - find up the river

Quiet area

Love the way the canal is like a link in the landscape

Community

Land, park

Country feel, close to hills

Community - connection - knowing your neighbours

Community - friendly market - community feel

Good community

Events e.g. food alliance, composting, growing veggie

Community is all embracing

Natural park

Close to nature Peace & quiet

Lovely environment / Country feel

Women's markets - best in proximity to Kalamunda

Great!

Food trucks - bringing ppl together

High schools / schools get Shire support of school

Shape our Future
SJ 2033



Shire of Serpentine Jarrahdale



Shire of
Serpentine
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