



Community Strategic Plan

2016 - 2026

COMMUNITY STRATEGIC PLAN

2016 — 2026

This strategic plan has been developed through a number of consultative sessions with Shire employees, community representatives and elected members. As a result of these consultative sessions, outcomes and strategies have been developed for five key operational areas. Service delivery teams within the Shire will establish objectives to meet the outcomes and strategies outlined in this plan. The plan will be reviewed annually to ensure that the goals are still relevant. Progress will be measured and stakeholders will be involved in regularly reviewing the progress of the plan.

VISION

Shire of Northampton – A proud and unique community recognising the past and creating the future.

MISSION

The Shire of Northampton will provide community leadership by modelling and supporting economic, environmental and social development within the Shire.

VALUES

Honesty and Integrity

Proactive Approach

Dialogue

Environmental Responsibility

Diligence

ECONOMIC	ENVIRONMENT	INFRASTRUCTURE	SOCIAL / COMMUNITY	ORGANISATIONAL & GOVERNANCE
<p>Enabling a choice of life-style through strong business support</p>	<p>Provide environmental leadership throughout the shire</p>	<p>Comprehensive road, electrical and water services across the shire</p>	<p>A vibrant and inclusive community enabling a range of interests and lifestyles</p>	<p>To be known as the community centrepiece for business and social development.</p>
<p>Increased support of tourism across the region</p> <p>Provide for a range of short term and long term affordable accommodation types for tourists and professionals in regional centres</p> <p>Improved employment opportunities for youth</p> <p>Promotion of industrial and commercial activities that add value to the existing industry and activities within the region</p> <p>Protect the existing broad acre farming industry</p> <p>Promote the development of light industrial land.</p>	<p>Establish a water management plan across the Shire</p> <p>Better protection of coastal Precincts/areas</p> <p>Comprehensive community education initiatives</p> <p>An innovative waste management strategy across the region</p> <p>Increased protection of native flora through green belts</p> <p>Knowledge bank of innovative farming alternatives</p>	<p>Increased residential and industrial blocks available to support development</p> <p>A comprehensive road management strategy across the Shire</p> <p>Land zoned to provide for diverse community needs</p> <p>Realigned parking areas in Horrocks, Northampton and Kalbarri to accommodate residential shopping needs and visitors</p> <p>Improved foot and cycle paths in towns across the shire</p> <p>Functionality of Marine facilities</p> <p>Promotion of alternative renewable energy sources</p> <p>Sporting precincts</p>	<p>Increased recognition of Indigenous and European heritage</p> <p>Increased celebration and promotion of local heritage</p> <p>Increased focus on events based community celebrations</p> <p>Better services for the aged</p> <p>A safer community</p> <p>Vibrant and sustainable community groups</p>	<p>Economic, environmental and social leadership within the Shire</p> <p>Adequate housing to attract and retain the highest quality of employees to the Shire</p> <p>Proactive development of tourism, economic and social activities</p> <p>Advocacy on behalf of the community for improved services including access to power, water, broadband and telecommunications etc</p> <p>Promotion of the triple bottom line advantages of the Shire of Northampton as an industrial and residential centre</p>

KEY IMPERATIVES

1. **Oakajee Project**
2. **Development of a truck stop north of Binu**
3. **Development of a heavy haulage route around Northampton**
4. **Redevelopment of Kalbarri Shopping Centre**
5. **Strategic relationships with mining companies and developers**
6. **Expanding the role of the Council as a lobbyist for service provision to the Shire**
7. **Further development of residential and industrial land in the Shire**
8. **Achieve sustainable development in new land and residential projects**
9. **Protect the existing broad acre farming industry and the unique lifestyle opportunities available within the Shire**
10. **Develop the Kalbarri to Shark Bay road**



Strategy	Key Actions	Measures of Success	Time frame
<p>Increase support for tourism across the shire and enable tourism to become a major and sustainable industry for the shire</p>	<p>1.1.1 Support the Visitor Centres in each location to promote the unique natural, historical and cultural attractions across the Shire</p> <p>1.1.2 Utilise Council employees to source funding and grants to support local tourism</p> <p>1.1.3 Maximise the comfort of tourists by ensuring roads, footpaths and bicycle paths are sealed</p> <p>1.1.4 Identify and prioritise new parking areas and develop a parking plan for each town</p> <p>1.1.5 Work with the community to support events based tourism activities</p> <p>1.1.6 Develop a strategy to maximise the aesthetics and streetscapes of major streets within the Shire</p> <p>1.1.7 Develop the Kalbarri to Shark Bay Road</p>	<ul style="list-style-type: none"> • Maintain financial support for visitor centres in each location • Allocate council resources to identify and source funding to support tourism • Number of paths sealed • Preparation of car parking plan • Number of created parking spaces in each location • Number of activities promoting regional history • Number of events held annually in the region • Identify areas requiring streetscaping within communities • Development of Road 	
<p>Increase the number and affordability of short term and long term accommodation options available within the shire</p>	<p>1.2.1. Attract developers through appropriate zoning and rezoning of residential blocks</p> <p>1.2.2 Construct quality dwellings for Council employees</p> <p>1.2.3. Work with local residents to produce small quality developments in the major town centres</p>	<ul style="list-style-type: none"> • Engagement of developers • Variety of block sizes available for development • Number of blocks available for sale • Number of jointly funded dwellings constructed 	
<p>Improve employment opportunities for youth across the shire</p>	<p>1.3.1 Advocate for TAFE to deliver services in the form of full time courses at regional centres</p> <p>1.3.2 Support small and micro businesses through the provision of an effective town planning scheme.</p> <p>1.3.3 Work with local Indigenous groups to develop youth employment programs</p>	<ul style="list-style-type: none"> • Number of Contacts with TAFE to request delivery • Number of rural and semi rural blocks available • Number of small, home based and micro business in operation • Number of programs developed 	

Strategy	Key Actions	Measures of Success	Time frame
<p>Promotion of industrial and commercial activities that add value to the existing industries and activities within the shire</p>	<p>1.4.1 Continue to pursue the release of land designated for Industrial sites at major centres across the shire</p> <p>1.4.2 Assist in the development of the truck station North of Binnu</p> <p>1.4.3. Work with mining companies to maximise opportunities arising from their presence in the region</p> <p>1.4.4. Target specific business to fill gaps in local economy</p> <p>1.4.5 Revise town planning scheme to reflect current and emerging needs.</p>	<ul style="list-style-type: none"> • Number of industrial developments and single industrial blocks available • Number of blocks released each year • Government permission to bring 53.5m road train combinations to Binnu • Acquisition of free hold land for truck stop • Establishment of truck stop at Binnu • Effective partnerships with mining companies • Number of spin off businesses linked to mining • Employment statistics linked to mining • Number of small to medium enterprises developed each year 	

Strategy	Key Actions	Measures of Success	Time frame
Provide environmental leadership throughout the shire	2.1.1 Develop a water management plan across the Shire 2.1.2 Work towards purchasing low energy vehicles	<ul style="list-style-type: none"> • Develop water management plan • Develop energy efficient policies 	
Better protection of coastal precincts/areas	2.2.1 Protect coastal land and manage access to coastal areas by designating entry and exit points to coastal areas and river banks and develop roadside reserves in coastal areas 2.2.2 Section off coastal areas as “no go” zones 2.2.3 Litter management in coastal areas 2.2.4 Work with key agencies such as DEC and NACC to secure funding for coastal protection and management projects 2.2.5 Lobby DPI to provide the resources required to protect coastal strip of the Shire 2.2.6 Manage camping areas within the Shire	<ul style="list-style-type: none"> • Number of designated coastal areas • Support community groups in controlling entry and exit points to coastal areas • Signage and fencing around designated coastal reserves • Develop litter management policy for coastal areas • Promote litter management policy • Community policing of litter management policy • Ability to resolve native title issues surrounding coastal areas • Work with Government agencies to achieve strategy • Identify and access resources to manage coastal areas • Development of camping sites at Halfway Bay and Lucky Bay. 	

Strategy	Key Actions	Measures of Success	Time frame
Comprehensive community education initiatives	2.3.1 Use the Shire front counter as focal point for community education programs 2.3.2 Promote waste management and recycling initiatives to residents 2.3.3 Promote environmentally friendly building initiatives	<ul style="list-style-type: none"> • Number of community education programs • Details of community education programs on website • Develop education policies • Distribution of educational material • Council presence in streets at public activities 	
Innovative waste management strategy across the region	2.4.1 Establish all refuse sites across the Shire as Waste transfer stations 2.4.2 Work with the City of Greater Geraldton and other Shires to participate in a regional waste management strategy including the development of a recycling facility 2.4.3 Promote recycling options within the Shire	<ul style="list-style-type: none"> • Develop transfer station policy and rationalise existing refuse sites • Promote transfer station procedures • Regulation of Waste management • Community education programs in regard to recycling options • Development of a regional recycling facility 	
Increased protection of native flora through green belts	2.5.1 Encourage residents to grow natural vegetation 2.5.2 Reinforce character of the area through conservation and replacement of defining vegetation 2.5.3 Section off areas along roads to preserve and showcase native flora. 2.5.4 Plant native flora in town centres and at facilities across the Shire 2.5.5 Work with key community bodies to promote flora conservation and rehabilitation projects 2.5.6 Encourage developers to retain natural vegetation on project sites 2.5.7 The development of the Northampton Botanic Line	<ul style="list-style-type: none"> • Area of natural reserve within the Shire • Presence of native flora in town centres and on roads • Presence of flora on land developments • Support the NACC to acquire funding to plant flora and showcase natural vegetation • Completion of the Botanic Line and gardens 	

Strategy	Key Actions	Measures of Success	Time frame
<p>Improved zoning of land in line with development requirements, and reflecting the diverse nature of residential needs</p>	<p>3.1.1 Ensure that there is sufficient land supply to meet the needs of commerce and industry across the Shire</p> <p>3.1.2 Ensure there is a diversity of block sizes to support semi rural and cottage industry</p> <p>3.1.3 Work with key industry players to gain a better grasp of industry partners required to support their enterprise.</p> <p>3.1.4 Ensure land is released in a timely manner to compliment industry and population trends</p> <p>3.1.5 Liaise with freehold land owners where necessary to secure the release of land to support enterprise development and environmental conservation</p>	<ul style="list-style-type: none"> • Number of residential and industrial blocks released in each location across the Shire • Consistent land releases over strategic period • Amount of freehold land made available for development • Balanced local economy 	
<p>A comprehensive strategy identifying sealed and un-sealed roads, footpaths and improving parking facilities across the Shire</p>	<p>3.2.1 Continue to monitor the performance of the road network in relation to safety, serviceability and usage.</p> <p>3.2.2 Advocate on behalf of the community to Main Roads to improve road network</p> <p>3.2.3 Implement an effective framework to prioritise road works</p> <p>3.2.4 Increase parking capacity in Northampton, Horrocks and Kalbarri through realignment of parking facilities</p> <p>3.2.5 Continue the concrete footpaths program</p> <p>3.2.6 Encourage physical activity through the provision of paths especially along coastal areas</p> <p>3.2.7 Seal the White Cliffs road</p>	<ul style="list-style-type: none"> • Develop strategy for road sealing • Maintain an effective partnership with Main Roads • Implementation of regular community surveys • Increased numbers of parking spaces in town centres • Meterage of concrete pathways in each town • Sealing of White Cliffs Road 	

Strategy	Key Actions	Measures of Success	Time frame
Functionality of Marine facilities	3.3.1 Formulate a strategy to develop marine/boating facilities 3.3.2 Protect existing marine/boating facilities 3.3.3 Examine the viability of establishing alternative Marine/boating facilities	<ul style="list-style-type: none"> Establish forum with DPI to progress matters relating to marine facilities within the Shire Allocate adequate resources to preserve existing marine facilities. Establish a process to capture community feeling in regard to marine facilities Investigate funding sources to fund marine preservation or construction of new marine facilities 	
Adequate power and renewable energy in towns centres	3.4.1 Advocate on behalf of the community with regard to power requirements 3.4.2 Council to keep abreast of renewable energy technology and promote solar, wind and wave power wherever possible	<ul style="list-style-type: none"> Un-interrupted power services Activities to promote renewable energy 	
Sporting precincts to support local talent	3.5.1 Develop a sporting facilities asset register and plan for the Shire for the next 20 years. 3.5.2 Ensure Sporting facilities are inline with population trends 3.5.3 Lobby sporting bodies such as the GNFL, GRCB to play more games in Northampton and Kalbarri 3.5.4 Promote local sporting achievements with the provision of a sporting scholarship programme 3.5.5 Employ a community liaison officer/ sports administrator to meet the needs of the Northampton community on a trial basis and extend this across the Shire if successful	<ul style="list-style-type: none"> Value of grants directed at sporting infrastructure across the Shire Number of sporting scholarships awarded Employment of a liaison / sports officer 	

Strategy	Key Actions	Measures of Success	Time frame
Increased Recognition of Indigenous and European heritage	4.1.1 Identify appropriate locations for the development of facilities to showcase Indigenous and European heritage 4.1.2 Identify and manage significant cultural heritage sites 4.1.3 Recognise key physical features that contribute to the character and amenity of the region. 4.1.4 Maintain and review the Municipal Heritage inventory	<ul style="list-style-type: none"> Establishment of facility to showcase heritage Number of cultural heritage sites and physical locations identified, secured and promoted 	
Increased focus on events based community celebrations	4.2.1 Work with volunteers to develop long-term plans for the implementation and growth of festivals and events 4.2.2 Support Visitor Centres and volunteer groups stage events 4.2.3 Develop a funding criteria to provide financial support to existing festivals and community events	<ul style="list-style-type: none"> Provision of financial support to current festivals Assist community groups to review, evaluate and improve community events Effective strategic plans of events Number and value of grants provided to community groups 	
Better services for the aged	4.3.1 Continue to liaise with relevant bodies to lobby for increased accommodation for the aged and infirm across the Shire 4.3.2 Ensure health services infrastructure is meeting community demand, population trends and future growth	<ul style="list-style-type: none"> Lobby potential service providers both public funded and private to promote the development of accommodation and transport options Periodical review of community and population requirements in relation to health and aged services. 	
A safer community	4.4.1 Continue to lobby for an effective police presence across the Shire	<ul style="list-style-type: none"> Success of neighborhood watch and community safety and crime prevention programs 	

A vibrant and inclusive community enabling a range of interests and lifestyle options

SOCIAL / COMMUNITY CONT...

Strategy	Key Actions	Measures of Success	Time frame
Vibrant and sustainable community groups	4.5.1 Develop regular forums for community groups	<ul style="list-style-type: none"> Promote community leadership among local youth Continue to interact and collaborate with local schools Provide leadership to community groups to improve standards of financial and strategic planning 	
Improved community recreational infrastructure	4.6.1 Improve and maintain various parks, gardens, playground and recreational jetties	<ul style="list-style-type: none"> Develop a hierarchy of parks and an ongoing schedule of capital improvements and renewals 	

Strategy	Key Actions	Measures of Success	Time frame
<p>Attract and Retain the highest quality of employees</p>	<p>5.1.1 Construct high standard of housing for Shire employees 5.1.2 Develop an effective Workplace Agreement 5.1.3 Take a proactive approach to recruitment by maximising and promoting workplace appeal 5.1.4 Continue to invest in employee development 5.1.5 Provide opportunities/incentives for staff to construct their own dwellings within the shire.</p>	<ul style="list-style-type: none"> • Employee Turnover • Implementation of new Workplace Agreements • Number of vacant positions • Number and type of professional development activities undertaken • Assist employees to invest in and construct their homes within the Shire 	
<p>Expand the Shire capacity</p>	<p>5.2.1 Maximise and expand administration capacity in both Northampton and Kalbarri 5.2.2 Utilise sub contractors and take a project management approach towards activities 5.2.3 Implement a mobile library service across the Shire</p>	<ul style="list-style-type: none"> • Administration buildings are adequate to service community • Projects undertaken • Functions put out for tender 	
<p>Develop the role of the Shire as a Community educator</p>	<p>5.3.1 Provide development opportunities for elected members in governance and relevant issues 5.3.2 Support community groups to maintain sustainability 5.3.3 Engage with community and effectively communicate Shire activities</p>	<ul style="list-style-type: none"> • Development programs for elected members • Number of Councillors undertaking senior management (ie Elected Members Development Course) • Number of sustainable community groups 	

Strategy	Key Actions	Measures of Success	Time frame
<p>Maintain best practice in all areas of council operation</p>	<p>5.4.1 Investigate most appropriate models of governance to support development and population growth</p> <p>5.4.2 Reinforce the value of Northampton and Kalbarri as regional service centres and focus council resources in these areas</p> <p>5.4.3 Take a coordination role in working with other Shires to maximise resources</p> <p>5.4.4 Demonstrate a proactive approach to economic and community development</p> <p>5.4.5 Review processes for which councillors receive professional and timely advice</p> <p>5.4.6 Continue to review and develop risk management strategies</p> <p>5.4.7 Continue to review local government reform for the betterment and sustainability of the Shire of Northampton</p>	<ul style="list-style-type: none"> • Investigation into governance models • Effective partnerships with other regional Shires • Demonstrated leadership in relation to economic and community development • Improvements in communication • Effectiveness of risk management plan • Being involved in effective reform negotiations 	

PLAN IMPLEMENTATION

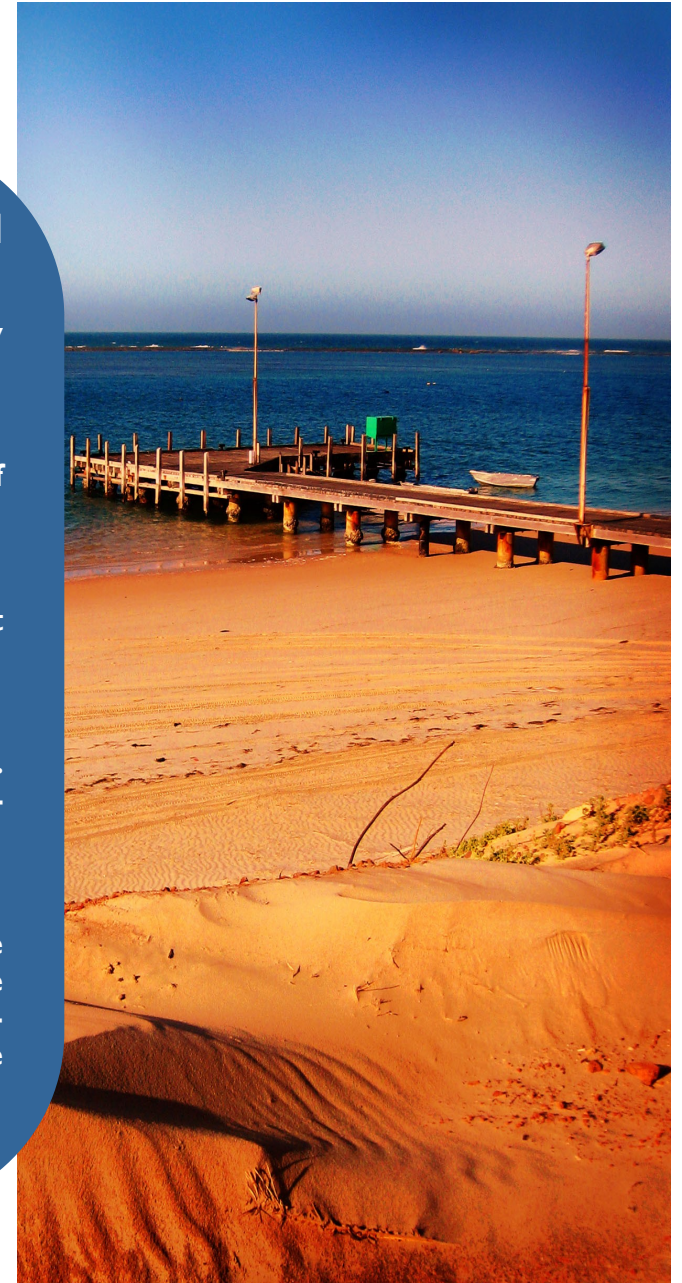
This plan sets the direction for the Shire of Northampton, and was originally adopted by Council in June 2009.

The Council reviewed the plan in 2016 to consider the strategic direction of Council from 2016—2026.

Shire of Northampton employees will use the information gained throughout this planning process to develop Business Plans.

These Business Plans will identify the key services, project plans and timelines. Shire Managers and employees will be responsible for ensuring that key performance indicators are achieved.

The Shire of Northampton Community Strategic Plan 2016 to 2026 will provide a pathway forwards. The Strategic Plan 2016 to 2026 will provide both the Shire and community with a better understanding of the external and internal economic environment and a common direction to connect the Council and the community.





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