

SHIRE OF WYNDHAM EAST KIMBERLEY

Connecting our cultures, striving for prosperity, celebrating the spirit of country and culture

STRATEGIC COMMUNITY PLAN
2022—2032





Acknowledgement of Country

The Shire of Wyndham East Kimberley acknowledges the traditional custodians of the East Kimberley, the Gamberee, Miwa, Kwini, Yijji, Kadjorong, Kija, Doolboong, Ngarinyin, Worla, Worora and Wunambul people. We pay our respects to Elders both past and present and their connection to the land, waters and community.



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A message from the Shire President

A plan for your future.

A collection of your aspiration for our community.

A blueprint for how we get there, together.

That is what our Strategic Community Plan is made of.

We've consulted far and wide throughout our region to gather your visions and ideas for our community. From online surveys, brainstorming at workshops to casual yarns at our pop-up stalls at the markets. We've collected, organised and summarised those dreams, goals and strategic priorities and have compiled them into an actionable roadmap for our community.

From your insights, we've identified three focus areas over the next 10 years.

- Liveability - improved through social, recreational and economic opportunities and addressing quality of life factors.
- Connectivity - improving physical and social connection to and within the Shire.
- Sustainability - growing the region without compromising the natural environment and lifestyle it has to offer.

This roadmap for action clearly defines what matters most to you, as well as our role as the Shire to deliver high-quality services, facilities, policies and plan to meet your needs.

I am confident that our Strategic Community Plan will serve our region well, as we work together to make our community the best it can be, unlocking its full potential while benefiting everyone who chooses to call this place, home.

Cr David Menzel
Shire President



Introduction

The Strategic Community Plan 2022 - 2032 has been developed by the Shire of Wyndham East Kimberley following extensive community collaboration.

During the development of the Strategic Community Plan, the Shire engaged with residents, ratepayers, local businesses, employees and agencies (both government and non-government) to understand the future needs of the community and how these goals could be achieved.

With community safety and crime prevention a priority, together with ongoing connections and sustainability, the Shire will continue to work closely with the community to deliver positive outcomes.



Our vision

**Connecting our cultures, striving for prosperity,
celebrating the spirit of country and community.**

The vision for the Shire of Wyndham East Kimberley sets out the Shire's philosophy, values and priorities, developed in close collaboration with the local community.

Our purpose

**To work with community to influence and lead change
to deliver positive outcomes.**

Our Purpose statement guides our approach and Council functions, helping us to set goals and achieve them in the future.



Our values

Open communication

We communicate openly with each other and our community.

Prioritising health, safety and wellbeing

We are focused on the health and wellbeing of our colleagues and community.

Teamwork is key

We work collaboratively to achieve shared goals.

Demonstrating accountability

We take responsibility for our actions and behaviours.

Respect one another

We are respectful of people, ideas, culture and environment.



Bringing our vision to life

The Strategic Community Plan (SCP) is the Shire of Wyndham East Kimberley's most important planning document.

The SCP will help to shape the Shire's goals, vision, purpose and values over the next 10 years.

The purpose of the SCP is to engage the community in planning for the future of the local government area. It involves setting priorities within the community for the future, together with a clear strategic direction.

How the Plan will be used

The Plan will influence how the Shire uses its resources to deliver services to the community.

This includes:

- Guiding Council in setting priorities and decision-making.
- Providing the basis for the design and delivery of Shire services and actions documented in the Corporate Business Plan.
- Providing a rationale to pursue grants and other resources by demonstrating how specific projects align with the aspirations of our community, and within the strategic direction of the Shire.
- Informing decision-making with respect to other partners and agencies such as the State Government.
- Informing potential investors and developers of our community's key priorities, and the way they can contribute.
- Providing a basis for monitoring progress against the community's vision and aspirations.

Shire of Wyndham East Kimberley Integrated Planning and Reporting Framework:



Community engagement

In developing the Strategic Community Plan, a wide representation of community views and ideas were sought.

The community strategic planning and research company Catalyse conducted a MARKYT® Community Perceptions Scorecard survey. This provided a solid basis for identifying current issues and further priorities of the community.

In addition to the Community Perceptions Scorecard survey, the Shire engaged with the local community via the 'Shape your Shire' platform.





Participation statistics



4,052

people reached
on social media



203

people completed
the Community
Visioning survey



1,181

people reached
by direct mail



148

people attended
pop-up sessions



595

people interacted
with on social media



81

people attended
drop-in sessions



338

people completed
the Community
Perceptions
scorecard



67

people attended
workshops





About the Shire of Wyndham East Kimberley

The Shire of Wyndham East Kimberley covers an area of 121,000sqm and is one of four local governments that make up the Kimberley region.

We are fortunate to be surrounded by areas of stunning natural beauty, from majestic canyons and sweeping vistas through to picturesque swimming holes and rock formations. Our Shire includes the towns of Kununurra and Wyndham, as well as numerous Aboriginal communities.

Our tropical climate, natural attractions and calendar of local events inspires regular visitors to the region, with ongoing development in place to encourage these numbers to rise in future.

The Carboyd Ranges, Celebrity Tree Park, Cockburn Ranges, Drysdale River National Park, Emma Gorge, Lake Argyle, Pentecost River, Ord River and Zebedee Springs are just a snapshot of the natural wonders on our doorstep.



Population statistics



7,477
Population



26.1%
of residents were
born overseas



1,591
Families living
in the Shire



9,420
Forecast
population
by 2032



34%
of residents identify
as Aboriginal or
Torres Strait Islander



5,199
Working age
population
(18 - 69)



33
Median age
of residents

Location and Infrastructure



2,627
Dwellings



121,000m²
Size of the Shire



1,337km
of roads



3,215km
Distance from Perth



8
Active parks



Community Facilities



2
Swimming pools



3
Recreational centres



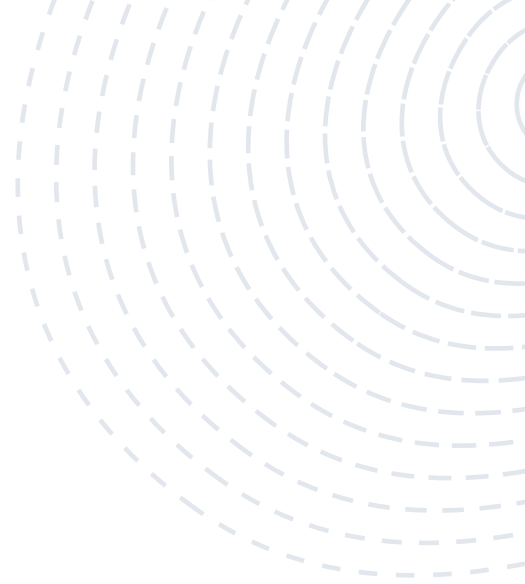
2
Libraries

Our strategic goals and priorities

The SCP has resulted in the development of three main focus areas for the Shire of Wyndham East Kimberley, together with ten goals to achieve.

The goals identified have been prioritised by the community, and are things the Shire needs to achieve as part of the journey towards reaching the vision of the community.





For this to happen, the Shire has various roles to perform. These include:

Leader

Planning and providing direction through policy and practices.

For example: Taking a leadership role in unifying the community.

Provider

Providing physical infrastructure and essential services.

For example: Providing swimming pools and managing waste.

Funder

Providing funds or other resources.

For example: Providing community grants for not-for-profit community groups.

Regulator

Undertaking responsibility for the enforcement of statutory requirements.

For example: Health inspectors ensuring the safe provision of food.

Advocate

Proactively represent the community to other decision-making organisations.

For example: Promoting the interests of the community to organisations such as federal and state government.

Partner

Collaboration with external stakeholders to deliver services and projects.

For example: Working with other government agencies operating in the Shire.

FOCUS AREA ONE

Liveability

Improving liveability through social, recreational and economic opportunities and addressing quality of life factors.

Community aspirations for a liveable community

- Meet the community's basic human needs to become a liveable, prosperous community (Health, safety, housing, education, and employment).
- Address the causes impacting community, not just the symptoms.

Goals

1	Safe communities A community where we feel safe Partner to address all aspects of community safety, ranging from crime prevention to animal control and emergency management.	Lead Partner Advocate
2	Healthy communities Encouraging active, healthy lifestyles Ensure that facilities and services are in place to make engaging in healthy behaviours the 'easy option.'	Provide Fund Advocate
3	Access to housing There are housing opportunities for everyone Advocate and partner to address inadequacies in respect to the availability, accessibility and suitability of housing.	Regulate Partner Advocate
4	Access to education Education and training opportunities for everyone Advocate for education and training opportunities to meet market demand and help people to better cope with social and economic challenges.	Advocate
5	Access to employment Inspiring meaningful growth and prosperity Create the conditions to attract investment and businesses that generate employment and benefit the community.	Advocate

Strategic projects

Community Safety Plan

Implement a Community Safety Plan to guide the actions undertaken by Council, agencies and the community to improve perceptions of safety and reduce the risk of crime and anti-social behaviour.

Kununurra Leisure Centre

The refurbishment and upgrade of the Kununurra Leisure Centre to create a regional sport and leisure centre.

Wyndham Leisure Centre

Develop an integrated Leisure and Recreational centre to include swimming pool, youth and recreation space, library and Shire administration Centre.



FOCUS AREA ONE **Liveability**

1 Safe communities

Goal: A community where we feel safe

Goal Outcomes

1 Community Awareness

Community are aware and understand how to stay safe and prevent crime.

2 Safe Physical Environment

People feel safe on the streets and in public areas and can engage in healthily vibrant active lives

3 Families, Children, Young People

Families are supported and children and young people make better choices

4 Alcohol and Other Drugs

Less alcohol and drug related harm in the community

Shire role – What the Shire will do in achieving the goal

Partner to address all aspects of community safety, ranging from crime prevention to animal control and emergency management.

Shire strategies in achieving the goal

1. The Shire will work to improve the distribution and awareness of information and resources on safety and crime prevention.
2. The Shire will design places, spaces and buildings following designing out crime principles and strategies to counter and reduce crime and anti-social behaviour.
3. The Shire will advocate for greater support for families, children and young people.
4. The Shire will advocate for services to support the reduction of alcohol and drug related harm.

Goal Background

Community safety was the highest priority in the 2021 Perception Survey (Markyt Community Priorities). The issue of safety and security can be both real and perceived. To address community safety, a range of initiatives need to be established.

The Shire's safety focus must be ongoing into the future to help move past both the perception and reality of Shire towns being unsafe in certain areas, and/or being unsafe at night. To achieve this, a combination of management strategies, public realm improvements and additions, ongoing communication and community education and awareness will be utilised.

2 Healthy communities

Goal: Encouraging active, healthy lifestyles

Goal Outcomes

1 Access to healthcare

Improve access to quality health and community services.

2 Access to sport and recreation facilities and services

Sport and recreation facilities and services are accessible and well maintained

3 Access to community groups and clubs

Access to strong supportive community groups and clubs

Shire role - What the Shire will do in achieving the goal

Ensure that facilities and services are in place to make engaging in healthy behaviours the easy option.

Shire strategies in achieving the goal

1. The Shire will work with key partners to advocate for improved health and wellbeing services.
2. The Shire will collaborate with a wide range of stakeholders to advocate and provide accessible facilities that support a range of sporting and recreational activities.
3. Shire will support and build capacity of community groups and clubs through community grants programs, advice and management of Shire reserves and facilities.

Goal Background

Health is one of the most valuable aspects of a person's life, enabling active participation in social activities and the labour market. Local governments provide a variety of services to support the health and wellbeing of local communities, including recreational facilities that inspire connection and belonging.

Community comments outside of direct access to healthcare services link closely with the Act Belong Commit campaign. This state-wide mental health promotion campaign by Mentally Healthy WA helps to encourage people to improve and protect their mental health and wellbeing. The Shire supports this initiative through the provision of sport and recreational facilities and supporting a range of local community groups and clubs.

FOCUS AREA ONE **Liveability**

3 Access to housing

Goal: There are housing opportunities for everyone

Goal Outcomes

1 Housing Supply

The supply of housing meets current and future demand

2 Housing Design

Homes are designed for current and future climates, cultures, ages, incomes and circumstances

3 Access and housing affordability

The local community has the knowledge and skills to access affordable housing

Shire role – What the Shire will do in achieving the goal

Advocate and partner to address inadequacies in respect to the availability, accessibility and suitability of housing.

Shire strategies in achieving the goal

1. The Shire will work with key partners to advocate for the construction of housing that meets current and future demand.
2. The Shire will advocate for housing that is designed for our climate and considers the needs of those living in them.
3. Support and promote understanding of the housing market by the community, such as how to access the rental market and the steps to buying a house.

Goal Background

Housing is essential to meet basic needs, giving people a place to feel safe, enjoy personal space and raise a family.

Kununurra is suffering from housing stress. Rents have soared, rental housing available is almost non-existent, and some critical sectors of the community (e.g. childcare and tourism) are experiencing staff shortages and a reduction in service delivery. The major part of this is driven by a lack of affordable housing for workers, which is having a detrimental effect on the regional economy.

Under normal circumstances, the private sector would be expected to address such housing communities. However, in a remote community like the East Kimberley, construction costs outweigh the sales cost of new homes. This means the market is unlikely to resolve housing availability issues anytime soon.

4 Access to education

Goal: Education and training opportunities for everyone

Goal Outcomes

1 Childcare and preschool programs

Increase participation in early childhood educational development including quality childcare

2 Inclusive education pathways

Residents can access a broad range of educational opportunities, including alternative education pathways

Shire role – What the Shire will do in achieving the goal

Advocate for education and training opportunities to meet market demand and help people to better cope with social and economic challenges

Shire strategies in achieving the goal

1. The Shire will work with key partners to ensure adequate childhood educational development places for all children in the Shire.
2. The Shire will work with key partners to advocate for a broader range of inclusive educational opportunities.

Goal Background

Education creates opportunities for development and helps people to better cope with social and economic changes. Providing education and training opportunities within the Shire helps to attract people to live and work in the region.

Research shows that children who participate in quality preschool programs are more likely to arrive at school equipped with the social, cognitive and emotional skills needed to continue learning. These benefits extend well beyond primary school, including higher levels of educational success, employment and social skills in future.

A 'traditional pathway' usually represents a linear progression through the education system, from pre-school to primary, secondary and potentially beyond. Many people in our community struggle to follow a traditional pathway, with studies showing that alternative pathways (non-linear approaches) can be of assistance in these cases.

FOCUS AREA ONE **Liveability**

5 Access to employment

Goal: Inspiring meaningful growth and prosperity

Goal Outcomes

1 Attract businesses that create local employment

The Shire is business friendly and the Shire of choice for inward investment in the Kimberley

2 Residents actively participate in the local economy

All residents who want to participate in the workforce and undertake business ventures

Shire role - What the Shire will do in achieving the goal

Create the conditions to attract investment and businesses that generate employment and benefit the community.

Shire strategies in achieving the goal

1. The Shire will promote the Shire to attract investment and businesses to our Shire and support the retention and growth of local businesses that create local employment.
2. The Shire will support greater participation of local residents especially Aboriginal people and people with disability or mental health condition in the workforce and to undertake business ventures.

Goal Background

Income and jobs allow people to cover their basic needs, fulfil personal wishes and accumulate wealth, helping them to be more resistant in times of economic crisis.

The more jobs available, the more likely people are to gain employment. Attracting investment and economic growth increases the number of jobs within the local economy, creating ongoing opportunities.

Greater participation of residents in the workforce also helps to reduce welfare dependence and associated social issues in the Shire, such as alcoholism, domestic violence and others.



FOCUS AREA TWO

Connection

Improving physical and social connectivity within the Shire. Utilising strong communications and travel links to improve connectivity with family, friends and services in Perth and beyond.

Community aspirations for a connected community

- Considered physical infrastructure to bring people together
- The Shire is well-designed and built to support community life and connectivity
- Our neighbourhoods are safe, walkable and cycle friendly
- Residents are connected socially

Goals

6	Accessible places Places that are connected, accessible and well maintained Ensure places are connected by safe, accessible and well-maintained roads, footpaths, cycle ways and trails.	Provide
7	Connecting to the world Creating access and turning our remoteness into a positive experience Advocate for, and develop, improved transport and communications links to the East Kimberley to keep residents and visitors well connected.	Provide Partner Advocate
8	Connecting our cultures Celebrating our rich culture and heritage Partner with community groups to bring our culturally diverse community together, creating vibrant and inclusive communities.	Lead Partner Advocate



Strategic projects

East Kimberley Regional Airport (EKRA)

The EKRA is an important transport link for residents of the East Kimberley region providing connections to family and friends. Upgrades will increase capacity and provide opportunity for airlines to offer the community cheaper flights, more destinations and greater frequency.

FOCUS AREA TWO Connection

6 Accessible places

Goal: Places that are connected, accessible and well maintained

Goal Outcomes

1 Towns are easy to get around safely and sustainably

Places are connected by safe, accessible, well maintained roads, footpaths, cycle ways and trails.

2 Connecting to shops and services

Attractive and resilient Town Centres that connect residents and visitors to shops and services

Shire role – What the Shire will do in achieving the goal

Ensure places are connected by safe, accessible and well-maintained roads, footpaths, cycle ways and trails.

Shire strategies in achieving the goal

1. Increase the use of active transport with improved paths, cycleways and end-of-trip facilities and improve road safety and connectivity.
2. Plan and deliver vibrant, attractive town centres that support services for residents and visitors.

Goal Background

Mobility is necessary for work and leisure activities. For many people, a good transportation network is important to satisfy needs such as shopping, education and recreation. The community would like to see places in the towns connected by well-maintained infrastructure to allow travel by foot, bicycle, car and the future option of buses.

Creating attractive and resilient town centres requires the activation of public spaces by transforming them in ways people relate best to; through collaboration with the community to develop placemaking initiatives and engaging activities in public places that improve the quality of life for residents and the experience of visitors. This would include public art, landscaping, lighting, seating, play features, pedestrian pathways, alfresco dining and events.

The community wants to see the towns look attractive and welcoming for residents and visitors. They would like to see improvements to streetscapes and promote greater vibrancy and activity within town centres, particularly through a mix of commercial and residential development. Communities have reported that this impacts on tourism spending in towns and affects liveability. The community wants to see significant investment and improvements to the appearance of their town centres as has happened in other Kimberley towns in recent years.

7 Connecting to the world

Goal: Creating access and turning our remoteness into a positive experience

Goal Outcomes

1 Transport connections

People and goods are able to move freely in and out of the East Kimberley

2 Communications connections

Everyone in the Shire has access to high-speed, resilient and secure internet access

Shire role – What the Shire will do in achieving the goal

Advocate for, and develop, improved transport and communications links to the East Kimberley to keep residents and visitors well connected.

Shire strategies in achieving the goal

1. Advocate for the planning and funding of future transport infrastructure connecting to East Kimberley.
2. Advocate for investment in telecommunication infrastructure in the East Kimberley.

Goal Background

Living in a remote and sparsely populated area causes a host of socio-economic challenges, market isolation, inadequate access to goods and services, lower wages, unemployment or out-migration, high costs of travel and higher costs of living.

A lack of resufficient demand often deters private-sector providers from offering connections. Where commercial transport struggles to provide these, governments often step in. Support takes the form of either public service provision or subsidies.

FOCUS AREA TWO Connection

8 Connecting our cultures

Goal: Celebrating and connecting our rich community, culture and heritage

Goal Outcomes

1 Community participation

Active and resilient community groups and volunteers

2 Culture and art

Celebrate the East Kimberley's Aboriginal art, culture and heritage

Shire role - What the Shire will do in achieving the goal

Partner with community groups to bring our culturally diverse community together, creating vibrant and inclusive communities.

Shire strategies in achieving the goal

1. Support an increase in community participation in community groups and volunteering.
2. Strengthen relationships with Aboriginal people which foster mutual respect and support, and cultural awareness.

Goal Background

An important way in which our communities stay connected is through our community groups and clubs. These groups bring residents together and provide group members with opportunities to give and receive social support and create a sense of belonging. It is important that these groups remain active and resilient to provide opportunities for the wider community to participate and maintain a close-knit community.

Culture can mean different things to different people. It is a way of life, encapsulating the shared values, attitudes and beliefs of the community which have been influenced by historical, social, environmental and economic experiences. The Shire is culturally diverse with people from many backgrounds and cultures. Around a third of the Shire's population identifies as Aboriginal and almost another third of residents were born overseas. It is important to maintain an understanding of each other's cultures and that we celebrate the community's collective identity as well as an opportunity for self-expression.



FOCUS AREA THREE

Sustainability

The spectacular natural environment and relaxed lifestyle on offer are some of the main attractions of living in the Shire. It is important to maintain a balance so that the region can grow and thrive without compromising these lifestyle benefits.

Community aspirations for a sustainable community

- The natural wilderness continues to contribute to our lifestyle and is a major attraction for visitors
- Improved environmental management and biodiversity outcomes
- We all respect and care for the environment
- Development activities have a long-term positive impact on community and the environment

Goals

9	Conserving Country Protect and enhance our unique natural environment for generations to come The Shire will develop and implement plans to protect our unique environment, while meeting current and future community land use needs.	Regulate
10	Sustainable Leadership Leaders work with the community to develop and implement change in delivering positive outcomes The Shire will lead positive change in the community and support the development of future community leaders.	Lead Partner Facilitate Regulate



Strategic projects

Strategic Land use Planning

Undertake appropriate planning for urban area expansion, particularly for new industrial and residential development to provide for locality-specific demand over the short, medium and longer term.

Waste management Strategy

determine future waste management and recycling facilities for Kununurra and Wyndham.

FOCUS AREA THREE Sustainability

9 Conserving Country / Sustainable environment

Goal: Protect and enhance our unique natural environment for generations to come

Goal Outcomes

1 Protect and enhance our natural environment

We care for and enjoy our unique natural environment

2 Climate Change

Infrastructure is designed for our harsh climate

Shire role – What the Shire will do in achieving the goal

The Shire will develop and implement plans to protect our unique environment, while meeting current and future community land use needs.

Shire strategies in achieving the goal

1. Work in partnership to implement cooperative programs to manage waste, land, fire, pathogens, introduced animals and weeds.
2. Actively address the causes and impacts of climate change.

Goal Background

The spectacular natural environment and relaxed lifestyle are some of the main attractions of living in the Shire. It is important that a balance is maintained so that growth and development can occur without compromising these environmental benefits.

Pleasant and natural surroundings help to lead to positive health and wellbeing outcomes. Equally, environments that are contaminated with pollutants and noise will create adverse effects for the population.

Sustainable resource management can be defined as the application of sustainable practices by managing resources in a way that will benefit current and future generations. Through strong management, the many lifestyle benefits of the Shire can be maintained.

10 Sustainable leadership

Goal: Leaders work with the community to develop and implement change in delivering positive outcomes

Goal Outcomes

1 Community engagement

Community is engaged in decision making with opportunities to share their views on things that affect them

2 Collaborative partnerships

Collaborative partnerships that build capacity and increase opportunities

3 Advocacy

Strong and consistent advocacy for local needs and priorities

4 Innovation

Embrace technology, creativity and innovation to solve complex problems

Shire role – What the Shire will do in achieving the goal

The Shire will lead positive change in the community and support the development of future community leaders.

Shire strategies in achieving the goal

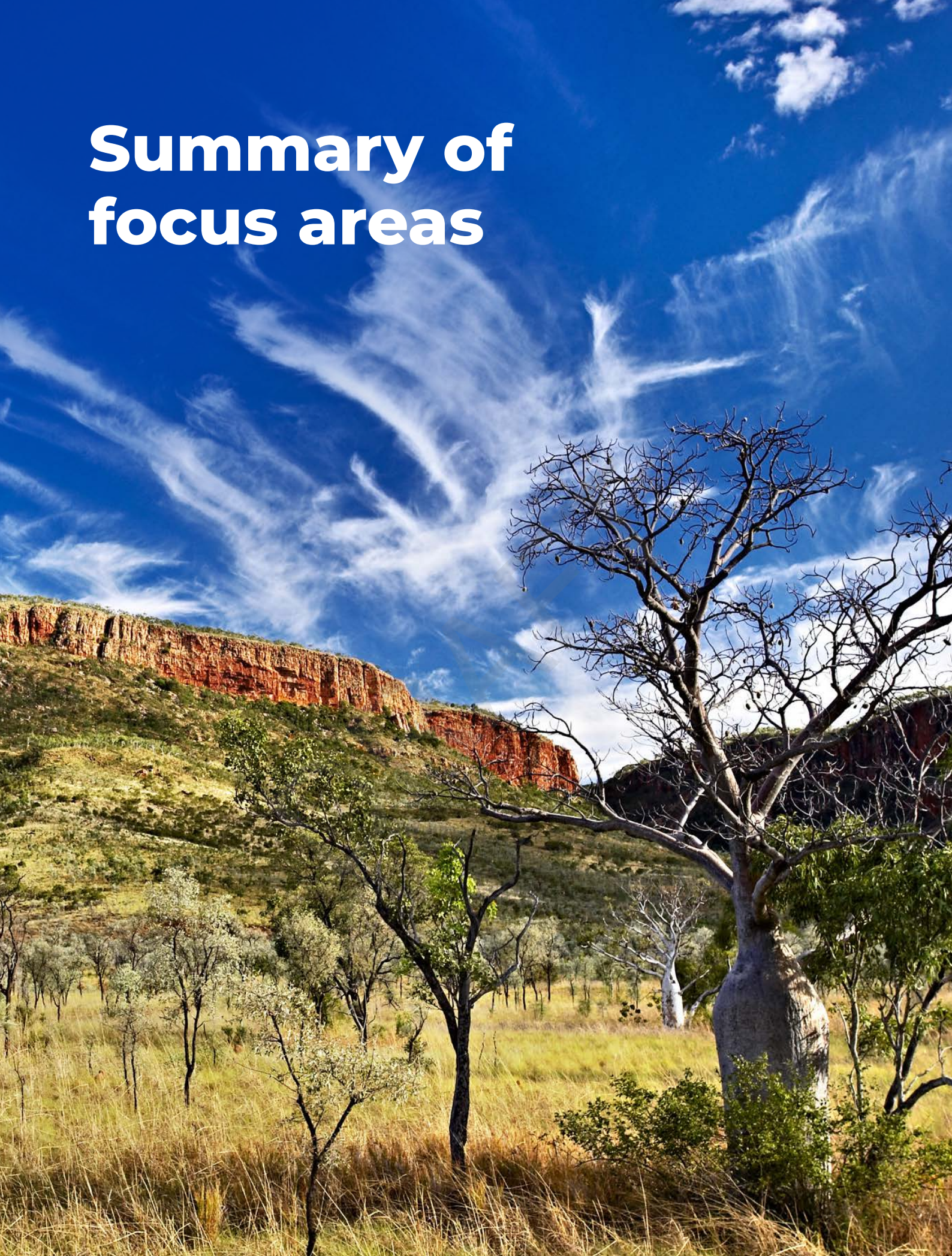
1. The Shire will regularly inform the community about Shire projects, programs and services, and seek community input into decision making.
2. Support collaboration and partnerships to deliver key outcomes for our community.
3. The Shire will influence decisions of others in a way that recognises and prioritises the needs of our local community.
4. Integrate all planning and resource management to drive continuous improvement and innovation.

Goal Background

By taking part in political and social life, residents can express their needs, making a democratic contribution to political decisions. This ensures that residents are better informed and more accepting of political decisions.

Community engagement strengthens people's trust in institutions and increases the ability to implement change and deliver positive outcomes.

Summary of focus areas



Liveable communities

Improving liveability through social, recreational and economic opportunities, and addressing quality of life factors.

GOALS

1. Safe communities
2. Healthy communities
3. Access to housing
4. Access to education
5. Access to employment



Connected communities

Improving physical and social connectivity within the shire. Improving connectivity with family, friends and services in Perth and further afield through strong communications and travel links.

GOALS

6. Connecting local places
7. Connecting to the world/
regional connectivity
8. Connecting cultures

Sustainable communities

The spectacular natural environment and relaxed lifestyle are some of the main attractions of living here. It is important that a balance is maintained so the region is able to grow and thrive without compromising these lifestyle benefits.

GOALS

9. Conserving Country
10. Sustainable Leadership



Measuring our progress

The Shire of Wyndham East Kimberley will continue to measure the progress of the Strategic Community Plan using key performance indicators.

This information will be used to monitor progress in achieving the strategic objectives and will be published in the Shire's Annual Report.





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