



Bremer Bay Community Development Committee

MINUTES

Bremer Bay Community Resource Centre and Library,
Bremer Bay Regional Trails Committee,
Fitzgerald Biosphere Group

Wednesday 8 May 2024
Bremer Bay Town Hall
Bremer Bay
9:00am

1. OPENING AND WELCOME

Cr Iffla declared the meeting open at 9.00am.

2. ATTENDANCE

Members:

Cr Joanne Iffla	Shire of Jerramungup (Chairperson)
Cr Raegan Zacher	Shire of Jerramungup
Leonie McMahon	Fitzgerald Biosphere Group/Bremer Bay Trails Committee
Terri Smart	Bremer Bay CRC

Support Staff/Observers:

Martin Cuthbert	Shire of Jerramungup
Noel Myers	Shire of Jerramungup
Glenda Gray	Shire of Jerramungup (Minute Taker)
Veronica Thomas	Bremer Bay Progress Association Town Entrance Project Group
Sarah Hall	Bremer Bay Progress Association Town Entrance Project Group

Noted that Cr Raegan Zacher is also part of the Project Group and spoke regarding the Town Entrance Project.

Apologies:

Jan Roberts

3. CONFIRMATION OF MINUTES

Recommendation:

That the Minutes of the Bremer Bay Community Development Committee held 11 October 2023 be confirmed.

Moved: Raegan Zacher Seconded: Terri Smart

That the Minutes of the Bremer Bay Community Development Committee held 11 October 2023 be confirmed.

CARRIED

4. BUSINESS FROM PREVIOUS MINUTES

4.1 Committee Meetings

At the October 2023 meeting, scheduling of future meetings was left in abeyance until Council had considered the updated Terms of Reference, in which the BBCDC proposed to increase the number of meetings to four (4) per year, instead of three (3). Historically the BBCDC has met on the first Wednesday of February, June and October. Council agreed to the proposal for four (4) meetings to be held per year.

Recommendation:

That BBCDC meetings be scheduled as follows:

1. During 2024, the first Wednesday of the months of August and November, being 7 August 2024 and 6 November 2024.
2. During each year from 2025, the first Wednesday of the months of February, May, August and November.

Moved: Raegan Zacher Seconded: Terri Smart

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CARRIED

5. TOWN ENTRANCE REVITALISATION PROJECT

Representatives from the Bremer Bay Progress Association Town Entrance Project Group (the Project Group) attended the meeting.

Attachments: Letter from the Project Group

Bremer Bay Town Entrance Revitalisation Project – Focus Points

The Project Group are passionate about revitalising the town entrance and expressed an interest in seeing if the Shire or other groups would collaborate, and which year it could be considered for inclusion in Council's budget. It was agreed that the project could span over a substantial time.

The revitalisation of the town entrance forms part of the Masterplan for the Bremer Bay Town Centre and could intersect with the Genestreams / Gondwana Link project.

A Consultancy brief is being prepared for the Town Centre and Cultural Precinct, so once appointed the Consultant will take the Town Centre project to the next phase. It is expected that a team will be pulled together and the community will be engaged at this point.

The Project Group requested advice as to what they can be doing in the meantime to progress this.

Action: Noel to consider what the Project Group can be doing to progress this project.

6. MEMBER ITEMS

6.1 Bremer Bay Community Resource Centre and Library

Terri advised that she is officially resigning from the Acting Manager position on 28 May 2024. A six week stint in the position grew into five months.

The CRC will be applying for charity status. Most CRCs are doing this, as it will reduce the amount of tax required to be paid. A Special General Meeting is to be held at 5.30pm on 16 May 2024 to change the Constitution to enable this.

On behalf of the Shire, Cr Iffla, Noel and Martin thanked Terri for doing such a fantastic job in difficult circumstances.

6.2 Fitzgerald Biosphere Group

Leonie advised that the Executive Officer suddenly left in mid-February and, despite advertising, has not been replaced to date. She has been acting in the role.

Leonie has also been dealing with grants. A submission was made to Coast West in April which requires collaboration with the Shire and involves managing weeds in the bush between the walk track and Bremer Road, opposite the caravan park. This would be a one-year project to September 2025.

A second project is a large environmental weed management programme aimed at protecting environmental assets. It is a big grant application, and the project will need contractors to complete. It has a community engagement element and a mapping element. It will also require in-kind support from the Shire and will run for three years if successful.

Terri suggested that the CRC could assist with publication of information or coordination of volunteers.

Information can also be given to developers about environmental weed management through the Shire.

The Bird Hide has also been proposed for a very long time. The planning stage needs to be completed before Lotterywest funding can be applied for. Further discussion to be held with the Shire in relation to budget consideration for this.

6.3 Bremer Bay Regional Trails Committee

Leonie advised that late last year prioritisation of trails was carried out after the Masterplan was approved by Council.

The trail from Beaches Caravan Park to Fisheries/Back Beach and return was identified as being of high priority. A cash contribution is required and will be requested from the Shire.

Cr Iffla advised that there may be trails funding available as other local governments in the South Coast Alliance had utilised this.

6.4 Shire of Jerramungup

Cr Iffla advised that the power supply issues across the Shire will be discussed at the next Council meeting. This matter has been raised with local politicians on previous occasions but further action is necessary.

The Shire is part of the Great Southern DAMA, which, once signed by the Minister, will make it easier to keep foreign workers. Businesses are requested to provide letters of support.

A Worker Accommodation Survey has also been circulated by the Great Southern Development Commission.

There are a few developments happening in town, and a rollout of subdivisions is progressing.

Windfarms are being discussed at regional meetings. The Shire does not have a Policy, nor does the State at this stage. It is ultimately a State decision, although windfarms do have community consequence.

The Shire is progressing with the cross runway project despite issues with obtaining a Federal clearing permit.

The St John Ambulance Sub-Centre project is still dependent on grant funding which has not been announced yet.

The Shire continues to advocate for upgrades to South Coast Highway. A large section is within an A Class reserve. Advice has been received that the five-year clearing permit for Highway works has now expired.

7. GENERAL BUSINESS

Nil.

8. NEXT MEETING

The next Bremer Bay Community Development Committee meeting will be held Wednesday, 7 August 2024 at 9:00am at the Bremer Bay Town Hall.

9. CLOSURE

The Chairperson declared the meeting closed at 10.20am.



To :

Shire of Jerramungup

April 17, 2024

Dear Martin, Noel and Charmaine,

We are the the project team Town Entrance Revitalisation Project, and are writing to you on behalf of BBPA, a non-profit organisation dedicated to community development and revitalisation efforts. We feel passionately about the opportunity to collaborate with the Shire on a project aimed at revitalising the town entrance, and we believe that our joint efforts could significantly enhance the appeal and functionality of this important area.

The town entrance serves as a critical gateway, shaping the first impressions of visitors and instilling a sense of pride in residents. As such, we believe that investing in its revitalisation is a worthwhile endeavour that can yield numerous benefits for both residents and visitors alike. By enhancing the aesthetics, accessibility, and overall appeal of the town entrance, we can create a more welcoming and vibrant environment that reflects the unique character and spirit of our community.

To this end, the BBPA is eager to collaborate with the Shire on this project. We are prepared to provide assistance in various capacities, including fundraising efforts to help offset costs associated with the project and to get the ball rolling. Though only a young organisation, we have a proven track record of successful fundraising initiatives through raffles and events, and we are confident that we can mobilise resources and support from various stakeholders to contribute to the funding required for this project.

We understand that budgetary considerations are a crucial factor in determining the feasibility of such endeavours, and we would like to express our willingness to work closely with the Shire to explore funding options and identify potential sources of financial support. We are committed to engaging in constructive dialogue with the Shire to develop a comprehensive plan for the town entrance revitalisation project and to ensure that our efforts align with the Shire's priorities and objectives.

We believe that by joining forces and pooling our resources, we can make significant strides towards the town entrance redevelopment and creating a more vibrant and inviting community space for all to enjoy. We are excited about the prospect of collaborating with the Shire and would love to organise a time during April to discuss preliminary ideas, plans, potential directions, fundraising options and first steps to take in order to kickstart this project.

Thank you for considering our proposal, and we look forward to the opportunity to work together to make our town entrance a source of pride for all.

Kind regards,

Jody Scott, Raegan Zacher, Sarah Hall, Veronica Thomas

BBPA Town Entrance Project Group
Bremer Bay Progress Association Inc

Bremer Bay Town Entrance Revitalisation Project - Focus Points

1. **First Impressions:** The town entrance is often the first thing visitors see, shaping their initial impression of the town. A revitalised entrance can create a positive and welcoming image, encouraging visitors to explore further and potentially attracting new residents, businesses, and tourists and instil a sense of pride and identity among residents.
2. **Civic Engagement:** This project has the ability to foster community engagement and collaboration by involving residents, businesses, local organisations, and government agencies. It provides an opportunity for community members to voice their ideas, concerns, and priorities, leading to a sense of ownership and collective responsibility for the town's development. We believe collaborating with a skilled consultant like a Placemaker could help create a cohesive direction and aesthetic that can be referenced into the future as the town continues to develop.
3. **Integrated Branding and Aesthetic:** Establish a cohesive branding and aesthetic scheme that originates at the town entrance and extends throughout key areas, creating a unified and visually engaging environment that reflects the town's identity and character. I.e signage at parks and beaches to be in line with the same brand guidelines as welcome signage to foster a sense of connectivity throughout the town and peninsula.
4. **Welcoming Arrival Experience:** Install welcome signs strategically placed 5-10km from the town, gradually building anticipation and a sense of arrival, culminating in a prominent sign at the entrance. This approach ensures a seamless and inviting entry point, enhancing the visitor experience and fostering a strong sense of arrival.
5. **Information Hub and Storytelling Platform:** Create an information bay featuring updated and informative content to initiate the storytelling process of the town's history, culture, and environment. This hub will highlight the historical, cultural, and environmental significance of key landmarks and attractions, fostering a deeper connection to the community and its heritage. I.e historical significance (connecting to historic landmarks such as The Telegraph and Wellstead Museum), cultural significance (connecting to significant places and the Genestreams sculpture), environmental significance (connecting to national park, endangered species, endemic flora and fauna etc).
6. **Enhanced Navigation and Accessibility:** Implement clear signage and a comprehensive map to guide residents and visitors to services, facilities,

businesses, trails, and sights. This initiative ensures easy navigation and accessibility, promoting a seamless and enjoyable experience for all.

7. **Flora Corridor and Environmental Showcase:** Develop a flora corridor aligned with the 6 Tree Project, emphasising the town's natural environment and biodiversity. This initiative serves to underscore the importance of environmental protection and conservation while promoting messages of caring for the town's natural resources for future generations and supporting the Shire's "Respect Bremer Bay" campaign.

How the proposed Town Entrance Revitalisation Project aligns with the priorities and objectives outlined in the Shire of Jerramungup **Strategic Community Plan 2021-2031** and **Corporate Business Plan 2021-2025**:

Focus Point: First Impressions

- **Strategic Community Plan Alignment:** Shapes a positive image and fosters community pride, aligning with the plan's objectives of promoting community wellbeing and social inclusion. A revitalised entrance encourages exploration and can attract new residents, businesses, and tourists, contributing to economic development and enhancing community identity.
- **Corporate Business Plan Alignment:** Enhances tourism and marketing efforts by creating a welcoming and attractive entrance, aligning with objectives to promote the town's attractions and stimulate economic growth. A positive first impression can also support operational efficiency by increasing visitor satisfaction and engagement.

Focus Point: Civic Engagement

- **Strategic Community Plan Alignment:** Fosters community engagement and collaboration, supporting the plan's goals of promoting community participation and social cohesion. Involving residents, businesses, and organisations in the revitalisation process cultivates a sense of ownership and collective responsibility for the town's development.
- **Corporate Business Plan Alignment:** Enhances community involvement and partnership, aligning with objectives to promote effective governance and stakeholder

engagement. Collaboration with skilled consultants like a Placemaker ensures a cohesive direction and aesthetic that reflects community input and values, contributing to sustainable development and long-term success.

Focus Point: Cohesive Branding/Aesthetic

- **Strategic Community Plan Alignment:** Supports "Community Wellbeing and Social Inclusion" by fostering community pride and identity through consistent branding and aesthetic across the town. Additionally, it aligns with "Cultural Heritage and Identity" by celebrating local history and traditional land ownership through design elements.
- **Corporate Business Plan Alignment:** Contributes to "Tourism and Marketing" objectives by creating a positive image for visitors and showcasing the town's attractions through consistent branding. It also supports "Operational Efficiency and Effectiveness" by optimising resource use through cohesive design planning.

Focus Point: Welcome Signs

- **Strategic Community Plan Alignment:** Enhances "Community Wellbeing and Social Inclusion" by creating a sense of arrival and fostering community connection. Additionally, it supports "Infrastructure and Services" by improving accessibility and wayfinding for residents and visitors.
- **Corporate Business Plan Alignment:** Contributes to "Tourism and Marketing" objectives by creating a positive first impression for visitors and promoting the town's attractions. It also supports "Operational Efficiency and Effectiveness" by enhancing the efficiency of visitor navigation and access to town services.

Focus Point: Information Bay

- **Strategic Community Plan Alignment:** Supports "Cultural Heritage and Identity" by providing informative content on the town's historical, cultural, and environmental significance, fostering community pride and connection to place.
- **Corporate Business Plan Alignment:** Contributes to "Tourism and Marketing" objectives by providing valuable information to visitors and enhancing their experience. It also supports "Community Engagement and Participation" by promoting storytelling and education about the town's heritage and environment.

Focus Point: Clear Signage/Map

- **Strategic Community Plan Alignment:** Enhances "Infrastructure and Services" by improving safety, accessibility, and navigation for residents and visitors, supporting community wellbeing and social inclusion.
- **Corporate Business Plan Alignment:** Contributes to "Tourism and Marketing" objectives by improving visitor experience and access to town amenities and attractions. It also supports "Operational Efficiency and Effectiveness" by optimising resource use through efficient signage planning.

Focus Point: Flora Corridor

- **Strategic Community Plan Alignment:** Supports "Environmental Sustainability" by emphasising the natural environment and promoting environmental stewardship and conservation efforts.
- **Corporate Business Plan Alignment:** Contributes to "Tourism and Marketing" objectives by highlighting the town's natural beauty and promoting eco-tourism opportunities. It also supports "Community Engagement and Participation" by involving residents in environmental initiatives and promoting community pride in local ecology.

The revitalisation of the Town Entrance aligns with the strategic priorities and objectives outlined in both the Strategic Community Plan and the Corporate Business Plan of the shire and supports the overarching vision of creating a "Progressive, Prosperous and a Premium Place to Live and Visit".

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1. Does the Shire have any budget considerations for project of this calibre in the 24/25 budget?
 2. What are the best steps to take to get the project rolling?
 3. BBPA's contributions - the group is keen to support the project and fundraise as required.
 4. Given a project like this may span over the course of a couple of budget cycles/ in line with the Shire's development plans, can we create a plan with prioritised steps and goals?
 5. Upcoming donation/funding requests - should BBPA submit a donation request for this project?
 6. What is the next step from here?