



STRATEGIC COMMUNITY PLAN

2021 – 2031

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Our Vision

“Progressive, Prosperous and a Premium Place to Live and Visit”

Our Values

- Quality** We ensure **quality** in everything we do
- Trust** We are **trustworthy** and act with honesty and integrity at all times
- Respect** We treat each other, all members of our community and visitors with **respect**
- Unity** We are a **united** team
- Aspire** We **aspire** to continuously improve our skills and the services we deliver for our community

Our History

The Shire is located within the Great Southern region of Western Australia, 180 kilometres northeast of Albany and 440 kilometres southeast of the state capital, Perth. The Shire covers an area of 6,507 square kilometres and has a population of approximately 1,133. The area is recognised as a strong agricultural region for grain and livestock production, with high biodiversity values, strong tourism potential and various mining prospects. The Shire is recognised internationally for its biodiversity and human interaction with the landscape.

The town of Jerramungup was established in 1953 as a war service settlement area and gazetted in 1957. The Shire of Jerramungup was established as its own local authority on 1 July 1982 having been annexed from the Shire of Gnowangerup. Although it is only a relatively young municipality, it is rich in history and proud of its heritage.

The town of Bremer Bay is developing rapidly with a growing aquaculture industry and is attracting increasing tourism activity. Bremer’s unspoilt coastline invites fishing, beach combing, whale watching, surfing and swimming. Bremer Bay derives its name from the bay on which it is located. The bay is believed to have been named by John Septimus Roe, the Surveyor-General, who visited the area in 1831. The area was originally settled in the 1850s and Bremer Bay was originally named Wellstead in 1951 but locals petitioned to have the town renamed to what it was locally known as, this being Bremer Bay. The change of name was approved by the Minister for Lands and the new name gazetted in 1962.

The area is also synonymous with a unique and picturesque natural environment highlighted by the presence of the Fitzgerald River National Park and the Bremer Canyon. The Fitzgerald River National Park, located east of Jerramungup and Bremer Bay, and easily accessible from both towns, is one of the largest national parks in Australia. It contains 20 per cent of the State’s described plant species. The park covers 329,039 hectares and is one of the most diverse botanical regions in the world, featuring more than 1,800 species of plants. The Fitzgerald River National Park (FRNP) forms the core of the Fitzgerald Biosphere, one of Western Australia’s two internationally recognised Biosphere Reserves, designated under the UNESCO Man and the Biosphere Program.

The Shire of Jerramungup lies within the Wagyl Kaip region which is acknowledged as being the traditional lands of the Noongar People who since time immemorial have inhabited the lands and are acknowledged to have a continuing living cultural, spiritual, familial and social relationship with Noongar boodja (Noongar earth) and the Shire pays its respect to elders past and present.



Key Statistics for the Shire of Jerramungup

Criteria	Statistic
Area (Sq km's)	6,507
Sealed Roads (km)	132
Unsealed Roads (km)	1,121
Population (2018)	1,133
No of Dwellings	816
No of Employees (FTE's)	22

How we developed this Document

Our Community Strategic Plan reinforces our commitment to the people who live, work and visit our Shire. The purpose of this document is to provide a clear purpose and strategic direction for our Shire.

It was developed based on:

- The State Government's Blueprint for the region and other relevant policies, plans and strategies from both the State and Federal Governments.
- Extensive community engagement on what is important to the people that live and work within our Shire.
- Input from Elected Members and Staff based on feedback they have received and their strong desire to deliver positive outcomes for their community.
- Current partnerships and projects already being considered and/or delivered.

Progress Reporting

The Shire of Jerramungup has adopted a traffic light based Quarterly Update to report progress against the priorities listed in the Shire's Corporate Business Plan. In addition, results are formally communicated to the community annually via the legislated Annual Report.

Integrated Planning and Reporting (IPR) Reviews

This Strategic Community Plan will be subjected to a minor review each year as part of the IPR self-assessment process and a major review requiring extensive community engagement in 2024 as legislated.

In addition, the Corporate Business Plans will be reviewed and updated annually to reflect any changes to the Budget and to Service Levels.

Engagement Reach

Engagement Activity	Date	Venue	Attendees
Jerramungup Coffee and Chat	27 Oct 2020	Tobruk Traders	13
Bremer Bay Coffee and Chat	28 Oct 2020	The Telegraph on Bremer	10
Community Survey	20 Oct – 6 Nov	On-line	130
Community Survey	20 Oct – 6 Nov	Hard Copy	14
Total Reach			167



Strategic Priorities

Community members were asked to rank the following strategic priorities in order of importance to them with the resulting order being.

Strategy	High Priority	Medium Priority
1. Access to Health Services	86%	13%
2. Road Network	63%	30%
3. Bush Fire Prevention and Control	62%	29%
4. Safety and Security	45%	34%
5. Agriculture and Rural Services	44%	29%
6. Economic Development	42%	50%
7. Conservation and Environmental Management	42%	42%
8. Tourism Development	42%	32%
9. Services and Facilities for Youth	38%	52%
10. Facilities, Services and Care available for Seniors	37%	42%
11. Development of the Bremer Bay Town Centre	32%	23%
12. Development of the Jerramungup Town Centre	29%	22%
13. Festivals, Events, Arts and Cultural Activities	27%	51%
14. Promotion of the Shire	23%	39%
15. Access to Childcare Services	23%	31%
16. Access to Services and Facilities for people with Disabilities	22%	40%

Excerpts from the Community Survey

A safe friendly place to live

Regaining and keeping a doctor in our town

Revitalise the Jerramungup town centre

Decent footpaths around town

Fire Management and Environmental Sustainability

Exceptional visitor experience

Access to affordable housing

Roads and rubbish

Integrated strategy for the Fitzgerald Biosphere

More investment in agriculture services and infrastructure

The inclusion of Noongar culture and ecological knowledge

Community groups to work cohesively with the Shire

SHIRE OF JERRAMUNGUP

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Community Priorities by Theme	We know we are succeeding when
Community	
Deliver programs and services that bring people together and support community health and wellbeing	People from all walks of life and backgrounds feel supported and motivated to contribute
Maintain facilities that connect people, and promote an active and healthy lifestyle	Community surveys indicate high satisfaction with the facilities provided by the Shire
Encourage and support volunteers and community groups to grow an active volunteer base	Volunteering and participation in community groups increases
Economy	
Work with the business community to attract investment, create jobs and support small business growth	There is an increase in business activity and employment within the Shire
Use the natural beauty and the heritage of the region to promote the Shire as a great place to visit	There is an increase in tourist activity particularly at non-peak times
Advocate for improved road and communication connectivity to support rural and agricultural businesses and environmental tourism	There is an ongoing improvement of the road network and increased access to high speed communications
Environment Built	
Deliver sustainable long-term planning for the built environment that meets the needs of the community	Maintenance and renewal of assets is environmentally and financially sustainable
Design, construct and maintain infrastructure in a manner that maximise its life, capacity, and function	Shire facilities and assets continue to function effectively as they age
Advocate for strategic projects that will benefit residents, workers and visitors to the Shire	Shire develops infrastructure that benefits everyone
Environment Natural	
Work with relevant stakeholders to promote and manage sustainable tourism within the Fitzgerald Biosphere	Visitors are managed in a manner that supports the local economy while protecting our amazing nature
Support and promote the conservation values and the unique attractions in the Shire	The Shire is recognised for its sustainable agriculture and land management practices
Deliver a sustainable and progressive approach to natural resource and waste management	Natural resources and waste facilities are managed and maintained sustainably
Governance and Leadership	
Work cohesively with groups from across the community to improve engagement and to promote community participation	Residents and community groups believe they are being listened to and fairly treated
Provide informed and transparent decision making that meets our legal obligations, and the needs of our diverse community	The Shire is viewed as a local government that does what it says it will do
Implement systems and processes that meet our legal and audit obligations	External audits and reviews confirm compliance with relevant local government legislation