



COMMUNITY FORUM

Strategic Community Plan Workshop Results

17 November 2011

The facilitator outlined the probable future as described in planning studies and from key statistics. The preferable future was described as the future outlined in the community workshops. The POSSIBLE future was then brainstormed by the four communities in three mixed groups. The results of those three brainstorms are summarised below, as well as a summary of the 2030 picture of the future generated.

2030 PICTURE OF THE FUTURE SUMMARY

- Education - flexible quality secondary education, university branches based in facility and specialising in local areas eg marine
- Business support and entrepreneurial think-tanks regularly hosted, providing entrepreneurial skills and training
- Active process for business attraction for processing / value-adding
- Health services - medical centre and hospital, and develop allied industries
- Hub tourism activities and link to boutique industries, have paid events coordinator, promote what hinterland communities do and history, self drive loop of Shire - map with GPS system with voice component to product, pack lunch and water bag
- Product ideas - farm stays, eco product eg caves open, trails / tracks eg Bibbulmun - could have Captain Gray, Aqua playground in Jurien Bay
- Tourism distribution centre - marketing and distribution of visitors - Shire has an equity position, shareholders (eg tourism operators) have a share
- Brand and market the Shire - "wind-belt", "eco-belt"
- Transport - off road adventure big draw card eg road to caves, link to destinations
- Agriculture / horticulture / viticulture and processing
- Indoor swimming pool (Jurien Bay)
- Badgingarra - "village" - home servicing industry, research station development
- Active policy of encouraging home businesses, attract footloose workers
- Encourage FIFO - live here because of quality of life and safety
- GEHA houses for government workers
- Aged care - ancillary staffing, multiple and high density accommodation
- Recreation
- Water planning and availability
- Power provision
- Purpose built cultural centre - arts centre, theatre, visitors centre, history of communities - farming history eg old horse track
- Food that is fresh and have great eating experience - diversity food availability, café in each town
- Transport - community shuttle bus, daily Perth shuttle, rail
- Designate dune area recreation area, protect other areas

GROUP 1 BRAINSTORM DETAIL

Education

- Growth-chicken and egg
- Quality teaching
- Support/develop entrepreneurial ventures - business support - improve service of small business centre, entrepreneurial think-tanks, welcome pack

Health

- Hospital first
- Frail aged

Tourism

- Without it there will be nothing - develop like Tassie
- Events calendar - funding from shire
- Inland towns to promote what we have including events regularly,
- Capturing what is great
- Paid position to coordinate
- Map developed - self drive loop including bush walks, packed lunch and water bag tours, bush walks, farming, GPS system talking tour
- Farm stays
- Aggies - bird sanctuary

Transport

- Quality roads to destinations
- Keep some off-road for adventure market
- Rail- tours
- Road tourism loop - quality surfaces

Community services

- Heated pool at senior citizens, hydrotherapy and gym (Jurien Bay)
- Indoor Swimming pool (Jurien Bay), exercise, swimming pool
- Events - see tourism
- Gallery eg. Longreach, incorporate history, QANTAS history, Stockmans Hall of Fame, Farming, Fishing, Old North Track; possible sites - Aggies Lake, Badgi School
- Restaurants/Cafes
- Fresh seafood as experience for tourism and community
- Research station - solar demo/station, gas, "wind belt", community housing
- The "wool shed" eg. Williams - "Wheat Shed"

Infrastructure

- Land availability - Jurien Bay
- Water availability

GROUP 2 BRAINSTORM DETAIL

2030 - Possible future

- Sustainability
- Retirement - aged care
- Agriculture / horticulture / viticulture and processing
- Construction sector and land development
- Aquaculture and processing
- Tourism / ecotourism - boutique industries

- Education and training / research
- Health and allied services
- Mining including FIFO family locations to life
- Knowledge based industries and footloose business
- Marketing and regional promotion

Industries

- Construction industry and land development
- Health and allied services
- Government agencies
- Processing - secondary stage

Education

- Research and training
- Industry specific training to match growth areas eg labourers
- Entrepreneurial skills and training
- Marketing and advertising training

Employment

- Skilled and unskilled workers - building management companies and associated infrastructure

GROUP 3 BRAINSTORM DETAIL

Quantitative factors

- Incentives for small / medium businesses - land availability and promotion
- Aqua playground - use marina
- Provision of hospitality industry / options
- Hospital, develop medical centre, short term stay
- High school / tertiary education / TAFE
- GEHA housing
- Medium / high density housing (units and townhouses)
- Purpose built cultural centre (Cervantes)
- Daily Perth shuttle (Jurien Bay)
- Extension of railway
- Water availability
- Sand dunes - care vs recreation

Key industries

- Ancillary staffing for aged care services and health
- Eco-tourism - caving, walk trails, bike tracks eg Bibbulmun track, development of great Northern Road, Greys track
- Major centre point for tourism contact and distribution, marketing, bookings, promotions
- Home businesses - digital telecommunications

Education

- University branches
- Flexible / quality secondary education

Community services

- Multiple and high density aged care facilities
- Dedicated high care aged facility
- Transport - shuttle buses, community bus (Cervantes - Jurien Bay)