



STRATEGIC COMMUNITY PLAN WORKSHOP

Shire of Dandaragan

JURIEN BAY

RESULTS



Wednesday 17 August 2011
Jurien Community Centre

SUMMARY

101 people from the community of Jurien Bay gathered together to discuss what they love about their community, what they would like to see change, key opportunities and key projects or investments they would like to see happen.

The following workshop results outline the key assets that were brainstormed on the night and were subsequently grouped together by the facilitator. The results also show the key constraints that the community believe are holding them back or not allowing them to reach their full potential. The community also identified key opportunities for Jurien Bay. These are all listed as they were written by the community. If a number is behind the idea that shows how many people also had the same idea.

After the brainstorming session, the community broke into nine small groups and problem solved and developed some creative responses to the constraints, maximising the opportunities and ensuring the assets are kept through whatever development process the community chooses. The results from those four groups are presented. Where the group chose priority investments or projects, the priorities are shown in the table.

These results will be further developed into the Community Strategic Plan. However, the results do belong to the community so please distribute and discuss more broadly with your family, friends and community groups. The next process involving the community will be held later in the year.

ASSETS - WHAT ARE THE THINGS THAT ARE GREAT ABOUT JURIEN BAY?

<p>People supportive</p> <p>Great community support</p> <p>Active community</p> <p>Community integration and pride</p> <p>Motivated people</p> <p>Proactive people</p> <p>Friendly community spirit</p> <p>Good community spirit</p> <p>Nice people</p> <p>Community support</p> <p>Community compassion</p> <p>Friendly people</p> <p>People want to live here</p>	<p>- Safety in lifestyle</p> <p>Safe environment</p> <p>Low crime rate</p> <p>Lifestyle</p> <p>Safety within the community</p> <p>Minimum crime</p> <p>Low crime rate</p> <p>Great for kids - safe</p> <p>- Safety</p> <p>Safe friendly environment</p> <p>You feel safe in your home and on the street</p> <p>Low crime rate compared to rest of WA</p> <p>Close community - know your neighbours</p>	<p>Small community</p> <p>Like the small relaxed country lifestyle</p> <p>Lifestyle</p> <p>Peaceful environment</p> <p>Laidback casual lifestyle (2)</p> <p>Friendly atmosphere, laid back</p> <p>Coastal lifestyle</p> <p>Casual lifestyle</p> <p>Lifestyle (2)</p> <p>Tranquillity - peace and quiet</p> <p>Peaceful and quiet</p> <p>No traffic lights</p> <p>Was a nice place to live</p> <p>Lifestyle</p> <p>Rural setting - not much urban noise</p> <p>Relaxing way of life</p> <p>Sense of freedom - healthy lifestyle</p> <p>Keep "Jurien Bay way" whilst constantly improving</p>	<p>Beach (2)</p> <p>Great beaches</p> <p>Protected swimming beaches</p> <p>Visually attractive</p> <p>Beaches</p> <p>Jetties - new and marine sheltered</p> <p>Proximity to beach</p> <p>Open beach space</p> <p>Top beaches</p> <p>Jetty</p> <p>No private beach access - access to all</p>
<p>Ability to fish</p> <p>Recreation and fishing</p> <p>Fishing beach</p> <p>Fishing</p>	<p>Bike track (2)</p> <p>Potential for outdoor sports</p> <p>Recreation and fishing</p> <p>Good sporting facilities (2)</p> <p>Ocean - water activities, surfing, windsurfing, diving, boating</p>	<p>Not over commercialised</p> <p>Natural environment, not over developed eg very Australian - bush beach</p> <p>Environment vs development</p>	<p>Coastal location</p> <p>Situation on beautiful bay with islands</p> <p>Coastal environment</p> <p>Beautiful bay and coastal region</p> <p>Coast</p> <p>Beautiful Coast</p>

	Open space		
Clean town Environment - no pollution Clean living	Mt Lesueur with wild flowers and views Wildflowers and wildlife Diverse environment Pristine landscape Stunning natural environment - marine park, nature reserves, national parks Diversity of terrain	Islands with wildlife you can interact with Marine Park (3) Marina (tourism) Tourism potential Parks Visitor numbers with new highway	SuperTown status Indian Ocean Drive - proximity to Perth and Geraldton
Airstrip close to town walkable	Strategically placed - half way between Perth and Geraldton	Youth and young families Great place to raise a family Fantastic school	Climate and coast Good climate - warmer winters, cooler summers Coastline with no traffic
Good retirement prospects	Open palette for the future	Community garden/market	

OPPORTUNITIES FOR JURIEN BAY

Sport and recreation

- Centralise sporting facilities to bring community together
- More water based sports and activities ie aquatic centre
- Theme/aqua park
- Sports Commission should start 14 year old development squad for footy as promised three years ago
- Motor sport venue
- Combine delivery of sewerage with development of a reticulated regional golf course
- Construction of multipurpose trails, including equine
- Coastal hiking/riding trail
- Cricket pitch on oval
- Fishing club
- Facilities to play hockey and other sports
- Jurien Community Centre - great complex, has potential to accommodate great sporting events and general events - potential to develop, room to expand

Arts, culture and entertainment

- Develop permanent arts centre
- Theatre would allow Jurien to be included on Country Arts performing route - provide entertainment and employment
- Become art and craft centre for the region and WA
- More entertainment opportunities to create employment
- Cultural centre, theatre
- Combine art craft gallery with tourist facility and workshop areas

Job creation and industry development

- Provide cheap accommodation for young employees
- Construction of government offices to house support agencies and employment opportunities
- Develop incentives to attract professionals/paraprofessionals/business people to move to Jurien Bay
- Incentives to encourage new industries or to move metro businesses out to Jurien Bay
- Attract manufacturing industry eg furniture making, recycling and value adding eg paper manufacturing
- Work from home employment
- Creating jobs hospitality
- IT industry
- Horticulture - great soil
- Creating light manufacturing industries to enable apprenticeship training
- Increase size of airport to cater for FIFO planes and increase population leading to more jobs in building industry and apprenticeship training
- Utilise government departments we have to create education opportunities/jobs
- Develop industry to sustain our town - renewable power, horticulture, sustainable practices
- Bring value added agri-processes to Jurien Bay

Planning and design

- Great innovative urban design
- Compulsory domestic/commercial rain water tanks to create better supply
- Incorporate disabled access to jetty/beach/BBQ areas

- Bypass main road away from school, possibly a bypass road
- Entry statement - being a wind turbine to capitalise on the Jurien Bay wind and then have it connected to the grid
- Review commercial centre layout for growth
- Move Jurien Airstrip out of town to free up land and concentrate all aviation activity at the regional airport
- Needs a regional airport to bring employment opportunities
- Underpass Bashford Street near low area at van parking bays
- Create a centre that is vibrant and that people want to be a part of
- Christmas lights and festivities to welcome Christmas tourists (on Bashford Street and Dobbyn Park)
- Main street through town needs to be safe and attractive ie islands with trees, paved areas, pedestrian crossings
- No traffic lights

Beach, foreshore and marina

- Development of foreshore similar to harbour town
- Beach walkway - awesome and potential to expand and bring fitness/health tourism
- Marina upgrade, boardwalk etc
- Fantastic foreshore - don't clog up with buildings, have kids equipment, BBQ's etc
- Marina foreshore development - restaurants, shops, ice-cream and drinks shop, water activities

Tourism

- Develop tourism with energy management, eco friendly
- A coastal shire focussed on tourism
- Build a museum and tourist centre
- Marine interpretive centre
- Museum - celebrate heritage and history
- Promote recreation aviation tourism using asset of airstrip close to facilities
- Decent accommodation for tourists
- Develop tourism and hospitality industries and support apprenticeships/traineeships in industry areas
- Create a unique annual festival that will bring tourists, as well as service providers
- Another caravan park
- Amusement park, adventure world, water slide
- Develop a unique nature based and adventure tourism destination ie Queenstown
- Road to access Stockyard Gully caves by non 4WD vehicles
- Tourism, restaurants, marine activities to attract short stay tourists and permanent population to service them
- Seafood restaurant built over water at Marina
- Red Rooster, Subway - creates employment
- Tourist attractions ie wineries, breweries
- Eco-tourism, off road recreation area

Big employment facilities - sudden boost of population

- Detention centre, prison - all need food, training, clothes, creates jobs
- Army boot camp
- Police academy

Young people

- Encourage youth to become involved in community
- Develop a youth strategy that focuses on keeping and attracting young people in our town (employment creation, social support, higher education)
- Links to higher education eg TAFE
- Retain safety in town by engaging and giving young people ownership and input
- Build/upgrade the local skate park (second worst in WA)

Incentives needed for decentralisation

Attract a permanent population - too many houses vacant

Social services

- Provide more community services to attract more population
- Men's shed
- Women's shed
- Day care centre
- After school care
- Public transport

Medical facilities

- Construction of a purpose built medical centre
- Expand medical services for aged eg hospital
- Medical facilities to cater for aging population which is turning into an industry on its own

Education and training

- Tertiary online school support
- Our local school is capable of offering TER, it needs the support of parents to keep kids here, also offers great VET courses
- Offer training in business, IT, aquaculture, marine tourism, general construction, horticulture
- Develop training facilities
- Hospitality training camp
- Training facilities - TAFE, industry
- Include youth training in tourism, hospitality, marine/aquaculture, renewable energy and customer service
- TEE/TAFE level education in Jurien
- Marine studies
- Establish a TAFE college and higher education, trades
- Bigger school
- Hospital training, aged care training centre
- Tertiary institute
- Focus on education to Year 12, tertiary options, keep children (teenagers) in town longer
- Department offices to facilitate education - aqua marine, aqua biology

Aged care and retirement

- Build high dependency aged care to keep the elderly and their families together
- Retirement facilities
- Need low and high care facilities

Environment

- Be environmentally friendly
- Waste treatment, energy supply
- Preserve local environment

- Five national parks - centre, tours, studying

Develop health/training/marine facilities

Water and power

- Increased amount of water supply
- Improved quality

Community landcare garden

- Rent a plot, landcare opportunity, subsistence growth, education in a natural environment

Aerial tower to get ABC radio

Community and leadership

- All community to be involved in our future
- Have the opportunity to sit back and do nothing

Front lawns in Beachridge

CONSTRAINTS

Cost of living

Community facilities

- Lack of community facilities/buildings/halls
- Movie theatre
- Cultural buildings needed
- Performing arts - need a theatre
- No museum
- Proper skateboard park
- Lack of social services

Aged care

- Lack of aged care to follow on from retirement village
- Lack of transport services to service aged population
- Aged care facilities for patients requiring full time care

Sporting and recreation

- Swimming pool
- Aqua park
- Golf course needs grass greens
- Sport shooting complex
- Sporting - look after our youth
- Lack of 'central' sporting facilities to share funding/facilities
- Lack of multiple use recreational trails - particularly for equine pursuits
- Surrounding towns put constraints on sporting development for kids
- No sport for 13 - 15 year olds

Health

- Hospital
- Lack of allied health services
- Small hospital
- No health facilities
- Medical service for aged
- 24/7 health service
- Nursing home
- No x-ray facilities

Need funding urgently for infrastructure

Government support

- Lack of government support agencies
- Lack of local knowledge from government workers

Restrictive regulations eg fishing laws, affect livelihood

Community and leadership

- Council - lack of support
- Lack of community involvement - plenty of opportunities but not many that want to help
- Sending kids away to school limits education opportunities and development and chance to grow sporting bodies
- Apathy - some parts of the community

- A limited number of volunteers and a growing culture of “rewarding a willing horse with a heavier load”

Marina

- Seaweed problem each year, fish die etc
- Dead Marina with seaweed
- Need more boat access
- Marina not flushing

Deep sewerage

- No deep sewerage hinders development
- Need sewerage to allow development of town centre

Services

- Better mobile and TV coverage and internet within Shire
- Lack of support for youth problems and lack of youth related activities
- Not enough for young people, no social life, no facilities
- Disability access improvement
- Need more arts, more public facilities (toilets, rubbish bins, footpaths)
- Develop for young people - professional services for social, physical and emotional needs

No local heritage

Retirement/aged community

- Aged care elderly - no where to go
- Worried about senior citizens surviving within the retirement village community

Employment

- No industry, no work
- Need more industry to generate more jobs
- Lack of jobs

Town centre

- Needs review - disjointed, disconnected, not consistent in approach and planning
- Lack of parking

Need more population

Education

- No opportunities
- TEE education locally
- Higher education opportunities

Quality hotel accommodation

Marina fish kills

Beachridge on going plans with swale drains which are poorly maintained

Business, retail and development

- Promote more commercial completion
- Limited shopping - only one food shop
- Need more shopping facilities
- Large seasonal fluctuations make it difficult for business

- Incentives to develop
- More competition between businesses
- Permanent vet
- Lack of good customer service - many businesses operate on “Jurien” time
- Closed business attitude to outside people should be treated in more welcome fashion

Planning

- 11,000 blocks - where is the land for potential retail and hospitality venues within the main town centre that is all in walking distance from each other - allotted land
- Lack of disabled access to beach - need a lift or ramp from jetty
- 11,000 lots - lots of dust and congestion of Jurien south exit

Public transport to and from Jurien Bay

Air infrastructure and services

- Airstrip makes noise “annoying” alters ambiance of rural setting
- Need regional airport to service towns in the Shire

Community noticeboard like Moora has

By-pass road

- To avoid traffic congestion through town

No high rise, high density development

Tourism

- No where for tourists to stay
- Restaurant opening late
- Improve APEX and places to stay

WHAT DO WE NEED TO INVEST IN?

GROUP 1

SCRIBE: BOB BOWER

ALL THREE PRIORITIES LINKED "COURAGEOUS LEADERSHIP REQUIRED"

Youth (15 - 25 year olds):

- Education opportunities
- After school events
- Training
- Social development
- Employment options

Infrastructure:

- Creating opportunities for business, commercial culture, sustainable industry
- Airport - regional, government offices and buildings
- Package to attract families - rent/health

Health:

- Aged care
- Hospital - 8 or 14 beds
- Mental health etc

- Community support
- Need all to participate
- Shift from dependence on volunteers to paid professionals
- Growing community - growing demands, change of Shire structure/ culture and priorities
- Four towns but still factions - which distracts versus builds

GROUP 2

SCRIBE: TONY NOTTLE

- Sewerage - commercial area (1)
- Town centre consolidation - caravan park

Water:

- protection of availability
- Horticulture/aquaculture

Health Services (2):

- 24 hour care
- Aged care - not lifestyle, nursing home, acute/dementia care
- Securing doctors
- Housing/hospital for doctors
- Mental health
- Medical specialist centre - locums, visiting (like Jenori House), hub and spoke model

Education (3):

- Industry specific
- TEE

Government services and buildings, relocate existing:

GROUP 2**SCRIBE: TONY NOTTLE**

- Dental
 - Centrelink
 - Pension
-
- Regional airport - FIFO
 - Caravan parks - new
 - Tourist infrastructure

GROUP 3**SCRIBE: IAN RENNIE**

- Hospital/medical centre expansion (12)
- Aged care - will create employment opportunities (10)
- Senior high school - not leave town for schooling (6)
- Indian Ocean Drive/Jurien Bay bypass (5)
- Improvements at marina - extension to breakwater (5)
- Sewerage/electricity/water (5)
- Public toilets/change rooms - Bashford Street (4)
- Better street lighting (3)
- Regional airport - FIFO (2)
- Industrial land/job creation/apprenticeships (2)
- Visitor/tourist centre (1)
- Horse track (1)
- Redevelopment Bashford Street/streetscape/dual carriageway (1)
- Extension of development of foreshore to Fauntleroy Reserve (1)
- Increased shopping/supermarket
- Improved library facilities
- Funeral facilities
- More long vehicle parking

GROUP 4**SCRIBE: JEROM HURLEY**

- All forms of education (1)
- Deep sewerage (2)
- Medical facilities including overnight bed facilities (3)
- Upgrade power supply into town (4)
- Tourism industry and hospitality (5)
- Tourist information visitors centre
- Industry (6)
- Better quality water
- Recreational facilities - pool, centralise sporting clubs
- Small business support
- Arts and cultural centre - performing arts centre
- Coastal shire - common goal
- Decent accommodation
- Making town hall available for community use
- Museum

GROUP 4**SCRIBE: JEROM HURLEY**

- Signage - promotion and information
- Boating facilities
- Lobby government utilities for infrastructure
- Events to attract people to Jurien Bay
- Surf lifesaving club
- Transport to and from Jurien - bus/rail

GROUP 5**SCRIBE: IAN KELLY**

- Education - private and public - TAFE, senior high school
- Industry - apprenticeships, aquaculture, FIFO, building trades
- Health - hospital, nursing home
- Infrastructure - water, sewerage, power, internet, gas, communication - IT
- Tourism - runway extension, marina upgrade, restaurant, greater access to natural environment eg caves
- Town promotion - entry statement, road signage, marketing
- Relocate government departments to town
- Foreshore development - trees
- Sporting facilities - upgrades, swimming pool
- Cultural centre - theatre, art, gallery, visitors centre
- 15 - 18 year olds need retaining - our biggest asset OUR CHILDREN

GROUP 6**SCRIBE: MIKE SHEPPARD**

- Skate parks - youth entertainment (10)
- Investment in youth - education, employment opportunities
- Combined museum/tourist/heritage/art (9)
- Good urban design (environmentally and community friendly) (8)
- Full range of aged care (jobs) (7)
- Sustainable community - wind/solar power, technology centre (7)
- Improved health facilities (7)
- Deep sewerage - subdivision, waste water for redistribution (3)
- Improvement to scheme water (2)
- New caravan park (1)
- Public transport systems
- Foreshore extended south to Cook Street
- By-pass road
- New airport north of town

GROUP 7**SCRIBE: SCOTT CLAYTON****Education/training - key to attracting and keeping people in town:**

- Lobby government - guarantee TEE
- Specialised training (marine)
- TAFE/tertiary courses

GROUP 7**SCRIBE: SCOTT CLAYTON****Jobs:**

- FIFO - general air service, mine site flights
- Lack of vacant/affordable shop space - incentives to start business
- Encourage and use local businesses

Health care:

- Visiting/resident allied health services - need more space/facilities
- Hospital and career ambulance service
- Disability access
- Low care/retirement village to high care (assisted living)

Sell sea change:

- Target demographic (eg aged care?)
- Proximity to Perth

Water/power/deep sewer:

- Quality
- Guaranteed supply

Art/culture:

- Gallery, public art, workshops, performing arts, museum
- Tourism - focus on natural environment

Leadership - customer service:

- Running training
- Competition in business will improve customer service

Marina:

- Fish kills
- Launch facilities

GROUP 8**SCRIBE: TIM BAILEY**

- Appropriate power, water and sewer to be able to develop infrastructure/industry/population
- Education - senior high school (TEE) and integrated TAFE
- Low/high care aged care
- Overnight beds at medical centre leading to eventual hospital
- Develop concept as Jurien Bay for FIFO community
- Cultural/arts/performing arts centre
- Agriculture/aquaculture business development
- Nature based/adventure tourism
- Establishment of social/community services
- Develop a Jurien Bay style - identity (landscape and architecture)

GROUP 9**SCRIBE: SHANE LOVE****Aged care services and infrastructure:**

- Now apply for increased HACC services and transport to medical
- Low care feeding into high care

GROUP 9**SCRIBE: SHANE LOVE**

- No facilities available - land allocation or availability, partner to develop facility

Community facilities:

- For community groups from youth to aged care
- Arts group - performing arts and culture, exhibitions, theatre, music, workshops and training

Education and training:

- TAFE trades/building and construction, DEC traineeships and eco/nature tourism

Airport - FIFO strategies:

- Need a cross strip - funds through RADS
- Determine future plan for development and management
- Deep sewerage Cervantes and Jurien Bay - plan it, funding via RfR
- Green epi-centre inland - renewable energy technology, bio energy, transport
- NBN