

**Shire of  
Beverley**

# Strategic Community Plan

**2017 – 2027**

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# Welcome

The Shire of Beverley Strategic Community Plan maps out our vision and represents a clear direction for Council.

It serves as the key strategic planning tool, and it contains the primary aims, strategies and priorities to ensure Beverley remains the place to BE.

The Shire has recognised the importance in identifying progress made since its first strategic community plan in 2013, to provide a point of measurement for Council and to review growth and challenges encountered which can be learnings for the future.

Since this Strategic Plan was adopted in 2018, the Shire has achieved:

## COMMUNITY

- / Construction of Moort Wabiny Park
- / Town Hall upgrades to the kitchen, flooring and entries
- / Construction of Lesser Hall Courtyard
- / Upgrades to Hunt Road Village Units
- / Completion of Beverley Swimming Pool Feasibility and Design Upgrades

## ENVIRONMENT

- / Brooking Street Walk Trail
- / County Peak Trail Plan

## ECONOMY

- / Continued road upgrades including bitumising of town site roads and widening of gravel roads
- / Construction of Onsite Cabins at the Beverley Caravan Park
- / Employment of a Projects Officer
- / New Business at the Industrial Area
- / New Businesses in the Cornerstone Building
- / Vincent Street Redevelopment Funding
- / Avondale Feasibility Study

## GOVERNANCE

- / Completion and continuation of 5 year Recordkeeping Plan
- / Completion and continuation of Statutory Requirements – examples: Annual Reports, Disability Access and Inclusion Plans, Budget Reports, Long Term Financial Plan.

The original Strategic Community Plan developed throughout 2017 was based on community and council input. The minor review completed in 2021 has been completed by Council and Shire Staff. The next review in 2023 will be a major review and again feature community consultation.

Whilst it is recognised that not all outcomes can be delivered immediately, the Plan will continue to guide our decisions through until 2027.

**Cr Don Davis**  
**SHIRE PRESIDENT**

# Role of Council

Council's role is to govern the local government's affairs, be responsible for the performance of the local government's functions, oversee the allocation of the local government's finances and resources and determine the local government's policies.

## **LEADER / PLANNER**

Leading the community, setting an example, setting direction and planning for the future.

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## **OWNER / CUSTODIAN**

Fulfilling Council's obligations to manage the community's assets – economic, social, physical and environmental infrastructure.

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## **REGULATOR**

Undertaking a particular role in response to legislation.

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## **INFORMATION PROVIDER**

Distributing of or displaying community information, developing resources to promote community understanding and to inform decision making.

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## **ADVOCATE**

Making representations on behalf of the community.

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## **FACILITATOR / INITIATOR / PARTNER**

Bringing together or partnering with stakeholders to collectively pursue a shared interest or service to resolve an issue.

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## **DIRECT SERVICE PROVIDER OR PART FUNDER**

Fully funding or contributing funds / resources to provide a service or project.

# Strategic Plan Purpose

Our Strategic Community Plan is a Council visionary document for the next ten years, based on community feedback, our current position and desired position. This plan will guide our decision making. It has a key place in the Shire's delivery and management of services and infrastructure, and it is important to our community because it:

- / Provides short term and medium term strategies with a long term vision in mind
- / Includes core drivers to use as a decision making criteria in the future – developed by Council
- / Identifies our strengths, the risks and opportunities for Council
- / Identifies who the plan is for (community – electors, ratepayers, permanent residents and temporary visitors)
- / Provides points of measurement which can be linked to Council and staff key performance indicators

Under the Local Government (Administration) Regulations 1996, state government legislated an integrated framework for corporate planning and reporting. This framework requires all local governments in Western Australia to have two key documents: a Strategic Community Plan and a Corporate Plan, which are supported by informing strategies including the Workforce Plan, Asset Management Plan and Long Term Financial Plan.

The Strategic Plan identifies what the Shire is seeking to achieve and the Corporate Plan outlines how it will achieve this.

# Community Profile

## SHIRE OF BEVERLEY PROFILE

- / Average Residential Rates  
2017/18: \$1,491 | 2018/19: \$1,534  
2019/20: \$1,567 | 2020/21: \$1,567
- / Sealed roads 270km,  
unsealed roads 497km
- / Rates levied \$3m,  
revenue \$6m
- / Number of full-time and  
part-time employees: 33

## STATISTICAL PROFILE OF THE COMMUNITY

- / Consolidated Roll (Oct 2019)  
– 1363 people (Sep 2016 – 1319)
- / Population: 1745 (Census 2016),  
increased from 1562 in 2006
- / Median age: 53yrs (Census 2016),  
increased from 49yrs in 2006
- / Indigenous proportion of the  
population: 4.4% (77 persons in  
2016), increased from 76 in 2006
- / Top Ancestries were:  
English, Australian, Scottish,  
Irish and German
- / Median weekly income:  
\$991 (Census 2016), increased  
from \$639 in 2006

## LOCATION

The Shire covers an area of 2,310km<sup>2</sup>. The township of Beverley is located 138km southeast of Perth on the Great Southern Highway, the town is within an easy one and a half hours' drive of Perth. The Shire is known for its quiet, safe and peaceful lifestyle.

## OUR PEOPLE

The area provides an attractive place and lifestyle choice for long term agriculture, small hobby farms, retirees, 'tree changes' and families. The population is steadily growing and there is a relatively large number of 'newcomers' to the town site and rural areas, with a large number of drive in and drive out workers.

## ECONOMY

The predominant industry is broad acre agriculture, particularly livestock and cropping. Other supporting industries, such as farm suppliers, steel fabricators, financial services and general retail are found in the main town of Beverley.

## SERVICES AND FACILITIES

The town of Beverley provides a range of commercial, recreational and social services for residents and visitors alike. The main street of Beverley provides all the goods and services that are vital to a country town. The town has an independent District High School catering for students from pre-primary to Year 10. Other educational opportunities are available via the Beverley Community Resource Centre.

The town is proud of its top class health facilities boasting a district hospital, medical centres with several doctors, a frail aged lodge and a retirement village.

Beverley has football, cricket, netball, tennis, swimming, bowls, gliding club and golf clubs amongst others. There are a number of arts, theatre and culture clubs and organisations.

# Considered Risks

Throughout the Strategic Planning review a number of internal and external risks have been discussed and presented to Council for consideration. The risks identified and being considered in the development of this Strategic Plan include:

## INTERNAL RISKS

- / Ageing workforce
- / Increase in workforce turnover
- / Rate increases
- / Pressure on financial position in light of rising business costs and less government funding
- / Increasing legislative compliance burden on local governments
- / Keeping up with technology
- / Asset management and preservation necessities
- / Reliance on external government funding
- / Robust project cost benefit analysis and appropriate planning
- / Lack of diverse Council
- / High number of bridges requiring ongoing maintenance

## EXTERNAL RISKS

- / Our local economic capacity
- / Pandemics
- / Environmental disasters
- / Internet and telecommunication service
- / Increasing competitive nature of government funding
- / Reliance on rate payers to match funding
- / Our role in regional groupings, and not formally part of a ROC
- / Support for local businesses
- / Investment in tourism / visitor growth and our community being open “days”
- / Preservation of the environment
- / Access over river
- / Volunteer burnout
- / Future funding of the Community Resource Centre
- / Lack of available land for development
- / High cost of headworks
- / Supporting development whilst retaining our heritage
- / Engaging places of interest for visitors

## In moving forward we will manage these internal and external risks by:

- / Robust and constructive discussion at Council level
- / Council review of our strategic plan including our strengths, weaknesses, opportunities and threats
- / Councillors promoting the role of Council and identifying future potential candidates
- / Advocating for better NBN and telecommunication services
- / Developing an annual budget and long term financial plan
- / Thorough cost benefit analysis prior to undertaking significant projects
- / Using the asset management plan as a guide for Council
- / Annual audit and implementing recommendations following discussion with Council
- / Workforce forward planning
- / Working with stakeholders and partners to achieve strategic outcomes
- / Advocating for our community's needs at a regional, state and national level
- / Continual update of Local Emergency Management Plan, Business Continuity Response Plan and Adverse Events Plan

## Our Strengths

### INTERNAL

- / Positive relationship between council and management
- / Council leadership, fostering a team approach
- / Flexible work arrangements
- / Positive financial position
- / Our attitude
- / Quality of facilities and services
- / Adaptability of staff in crisis

### EXTERNAL

- / Improving telecommunications across the Shire
- / Proximity to Perth
- / Key services available including GP services, Hospital, District High School

## Our Opportunities

### INTERNAL

- / Our people
- / Our lifestyle
- / Embracing technology to improve efficiency

### EXTERNAL

- / Proximity to Perth
- / Good hospital and medical centre
- / Potential to attract a dentist
- / Promoting our High School
- / Ageing population
- / Employment growth
- / Arts and heritage
- / Tourism – aviation, day trips, river, sports tourism (water skiing, triathlon, cycling).
- / RV friendly centre and facilities
- / Avondale
- / Gliding Society
- / Eco Tourism

# Conducting a minor review of our Strategic Community Plan

## REVIEW

- / Community Profile
- / SWOT Analysis
- / Funding
- / Council 12 goals

## INVOLVE

- / Councillor workshops

## CONSULT

- / Councillors conduct general one on one conversations with business owners, ratepayers and residents
- / One on one conversations with key service organisations in the Shire e.g. Police, Hospital, CRC etc

## COLLABORATE

- / Review of other strategic and integrated plans within the Shire

**The key priorities that Council identified during the process included:**

## HIGH PRIORITY

- / Maintenance and improvement of road and bridge infrastructure
- / Main street improvements
- / Support in early years and young people
- / Continuing to support agriculture and local business
- / Telecommunications
- / Meeting all legislative requirements

## MEDIUM PRIORITY

- / Investment into the tourism experience and tourism servicing
- / Supporting volunteers and reducing burnout
- / Capitalising on our unique facilities such as the Platform Theatre, Avondale, art deco buildings, river etc.
- / Aged care services (facilitating this) and facilities

These priorities have all been reflected in the goals and strategies of our plan.

# Goals and Strategies to Achieve Our Outcomes

## OUR VISION:

A vibrant and progressive community which values its history in a welcoming and friendly place to live, work and visit. **Beverley is the place to BE!**

## WE VALUE:

- / The contributions made by our community towards an inclusive, active, diverse and friendly community.
- / Our natural resources and our place in the natural environment.
- / Economic diversity and opportunistic growth.
- / Forward thinking leadership and good governance.

## COUNCIL PRIORITIES

1. Our investments support or facilitate employment and local business growth.
2. Our people, the community and quality of life are important to our success.
3. Our relationships bring financial, social, health and environmental benefits to the organisation and residents.

## HOW TO READ THE STRATEGIC PLAN

Each goal includes the following elements:

**The strategy** – how we plan to achieve a defined outcome within specific time periods.

**Outcome** – what we want the end result to be in 10yrs time.

**The community will see...**  
tangible results.

**Measures...**  
to keep track of our success.



# Infrastructure

## GOAL 1: Shire infrastructure is prepared for economic gains and an increase in our population

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>1.1 Performance and structure of roads and bridges are included in our road management plan, communicated to Council and the community.</p> <p>1.2 Shire assets are prepared for commercial and population increases.</p> <p>1.3 The Community Resource Centre is recognised as a key service provider in the Cornerstone building, as well as visitor, library and community services across the Shire.</p> <p>1.4 Investigate and advocate for extended deep sewerage.</p> <p>1.5 A partnership approach to maintaining and enhancing Community Arts infrastructure.</p> <p>1.6 Shire Staff are retained and receive ongoing training.</p> <p>1.7 Investigate and advocate for improved internet throughout the Shire.</p>	<ul style="list-style-type: none"> <li>/ Roads and bridges maintained to a trafficable standard.</li> <li>/ Roads supporting and improving efficiency for key industries.</li> <li>/ Shire owned assets are guided by the Asset Management Plan.</li> <li>/ Community Resource Centre and Shire continue to have a mutually beneficial relationship.</li> <li>/ Improved patronage in Community Arts infrastructure and wider regional significance.</li> <li>/ Minimal staff turnover, training and promotion.</li> <li>/ Improved internet connection.</li> </ul>	<ul style="list-style-type: none"> <li>/ Asset management plan developed and guides Council decision making.</li> <li>/ Clear road service standards are to be developed that focus on Asset Preservation and will include km's of winter grades achieved, gravel re-sheeting and reseals. When data has been collected benchmarks will be set.</li> <li>/ Plant Inventory life is recorded and benchmarks set on minimum machinery operating hours.</li> <li>/ Community Resource Centre is retained.</li> <li>/ Increase in population by 1% annually.</li> <li>/ Increased participation in the Arts is recorded at local events.</li> <li>/ Actual staff turnover volume, performance reviews.</li> <li>/ Internet bandwidth and speed increase.</li> </ul>	<ul style="list-style-type: none"> <li>/ Current road infrastructure is maintained and continually improved upon to meet community and business needs.</li> <li>/ Shire assets are ready for opportunities.</li> <li>/ Our population and visitor numbers increase.</li> <li>/ An increase in the ability of the Station Gallery and Platform Theatre to provide economic growth to the local economy.</li> <li>/ Stability within Shire Staff.</li> <li>/ Internet infrastructure is continually improved to meet business, personal and tourism needs.</li> </ul>

# Infrastructure

## GOAL 2: Community infrastructure of significance, economic value and history adds value to our identity

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
2.1 Retain, capture and provide local historically significant stories, indigenous history, sites, facilities, events and items.	<ul style="list-style-type: none"> <li>/ With external assistance we will capture, share, present and access our local history.</li> <li>/ Digital access to Beverley's historical records including archives and photos.</li> <li>/ Local indigenous oral history recorded.</li> </ul>	<ul style="list-style-type: none"> <li>/ Number of local, state and national partnerships that benefit the preservation of history.</li> <li>/ Degree of history included in our tourism product.</li> <li>/ Amount of external funding attracted.</li> <li>/ External funding to facilitate a curator and digitised program.</li> </ul>	<ul style="list-style-type: none"> <li>/ Our history is captured and is part of our identity.</li> <li>/ Digital and physical access by researchers and visitors to Beverley's History increase.</li> </ul>
<p>2.2 External funding is attracted to Avondale.</p> <p>2.3 Assist in facilitating working relationships between the stakeholders of Avondale and progress towards a model that generates value to the local economy.</p> <p>2.4 Avondale Machinery Museum future is identified through community consultation</p>	<ul style="list-style-type: none"> <li>/ Avondale is a viable working asset.</li> <li>/ The community are proud of Avondale.</li> <li>/ Increased visitation.</li> <li>/ Employment opportunities through the Farm.</li> <li>/ Machinery Museum activation or closure.</li> </ul>	<ul style="list-style-type: none"> <li>/ Attendance / visitation records increase.</li> <li>/ Regular events are held at Avondale.</li> <li>/ Amount of external funding for Avondale.</li> <li>/ Avondale available for public and community access.</li> </ul>	<ul style="list-style-type: none"> <li>/ Avondale is well patronaged and plays a contributing role to our local economy.</li> </ul>
2.5 Community lead arts programs are delivered at the Station Gallery and Platform Theatre.	<ul style="list-style-type: none"> <li>/ A developing community feeling of pride and sense of ownership and belonging of the Station Gallery and Platform Theatre.</li> <li>/ Arts' participants spending money locally.</li> </ul>	<ul style="list-style-type: none"> <li>/ Increased visitation to Station Gallery, gardens and increased attendance at Platform Theatre events.</li> </ul>	<ul style="list-style-type: none"> <li>/ An increase in the ability of the Station Gallery and Platform Theatre to provide economic growth to the local economy and add value to unique Beverley identity.</li> </ul>

# Economic Development

## GOAL 3: To have land available for domestic and commercial growth

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>3.1 Work with the State Government to release and service appropriate land.</p> <p>3.2 Shire facilitate the development of land that has strategic value.</p> <p>3.3 Rationalise Shire owned assets.</p> <p>3.4 Provision of water and electrical supply to developed land in partnership with State Agencies.</p>	<p>/ Land is developed and attracts new businesses and families, as well as encouraging existing businesses to expand.</p> <p>/ Services are upgraded.</p>	<p>/ Release of industrial land every 10yrs.</p> <p>/ Release residential land.</p> <p>/ Degree of consolidation of current housing stock.</p> <p>/ Number of new housing stock.</p> <p>/ Adoption of an Urban Development Strategy.</p>	<p>/ Industrial land encourages employment growth.</p> <p>/ Residential land development increases residential population.</p> <p>/ Upgrades to water and electricity services improve the quality of life.</p>

## GOAL 4: Vincent Street is activated and aesthetically improved

<p>4.1 Following consultation and planning with businesses, key stakeholders and the community develop a main street activation plan.</p> <p>4.2 Retain and enhance our art deco and historically significant buildings.</p>	<p>/ Vincent street upgraded (from Hunt Rd to Lukin St) with underground power, semi mountable kerbing, level footpaths and place activation.</p>	<p>/ Upgrades minimum 50% funded from external sources.</p> <p>/ Construction to begin by 2021.</p> <p>/ Increase main street activity.</p> <p>/ Reduction in complaints regarding the main street.</p>	<p>/ Main street of Beverley adds value to our local economy and value to businesses.</p>
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# Economic Development

## GOAL 5: Existing businesses can grow in Beverley and new businesses are attracted

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>5.1 Key assets such as roads, telecommunications, power etc support the growth of agriculture and other key industries in the Shire.</p> <p>5.2 Together with the Community Resource Centre we engage with businesses across the Shire to achieve common strategic goals.</p> <p>5.3 Key private business (e.g banking, supermarkets, chemist) is encouraged to remain in Beverley.</p>	<ul style="list-style-type: none"> <li>/ Maintenance of assets and advocating for state / federal owned assets that are enablers of economic and business development.</li> <li>/ Businesses in Beverley working cooperatively for common goals.</li> <li>/ Advocate for business to stay open or be retained with new owners / brand.</li> </ul>	<ul style="list-style-type: none"> <li>/ Asset management plan developed and guides Council.</li> <li>/ Thorough business cases developed on new infrastructure development for industry.</li> <li>/ Refresh our procurement policy.</li> <li>/ Number of our strategic goals achieved with the input of local businesses.</li> <li>/ Key private business is retained.</li> </ul>	<ul style="list-style-type: none"> <li>/ Local businesses are supported by the community.</li> </ul>

# Economic Development

## GOAL 6: Beverley has a unique identity in the region and is well visited

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>6.1 Help coordinate tourism products and experiences with local stakeholders.</p> <p>6.2 Review and action the Tourism Plan.</p> <p>6.3 Support aviation tourism.</p> <p>6.4 Review the Trails Master Plan.</p> <p>6.5 Continue to review and action the Beverley Communications Plan (BE very Brand).</p> <p>6.6 Support the expression of local identity through art and culture.</p>	<p>/ Increase in tourists and visitors across the Shire.</p> <p>/ Coordinated and seamless tourism experience.</p> <p>/ Beverley is recognised as an ideal aviation site.</p> <p>/ Trail development.</p> <p>/ BEverley brand is recognised in the Shire and region.</p> <p>/ Artworks and performances that express the identity of Beverley.</p>	<p>/ Majority of strategies in the Tourism Plan are achieved.</p> <p>/ Formalisation of aviation activities.</p> <p>/ BE Brand is visible in a majority of local businesses and throughout tourism promotions and activities.</p> <p>/ Trails Master Plan is initiated after review with the support of external funding.</p> <p>/ The Arts programme is visible and recognisable when visiting Beverley.</p>	<p>/ Visitors and tourists contribute to our local economy.</p> <p>/ Beverley improves its profile as a day and overnight destination.</p> <p>/ Visitors and tourists identify Beverley as being a unique Arts place in the region.</p>

## Our People

### GOAL 7: Increase all forms of club participation

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>7.1 Support the forward planning process by clubs in our Shire.</p> <p>7.2 Facilitate governance training for clubs to address increasing compliance and encourage participation.</p> <p>7.3 Undertake a cost benefit analysis of all future sport and recreation investment (assets).</p>	<ul style="list-style-type: none"><li>/ Healthy club operations.</li><li>/ Less volunteer burnout.</li><li>/ Streamlined club governance.</li><li>/ Co-located club facilities.</li></ul>	<ul style="list-style-type: none"><li>/ Positive relationship between the Shire and local clubs.</li><li>/ Level of participation in local clubs.</li><li>/ Number of club collaborations.</li><li>/ Number of Community Grant Applications.</li></ul>	<ul style="list-style-type: none"><li>/ The diversity and number of clubs in our Shire add to our quality of life.</li></ul>

## Our People

### GOAL 8: Beverley continues to be an inclusive, friendly and caring community

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>8.1 Continue our role in the Early Years Network.</p> <p>8.2 Facilitate child care services which provide local families with respite and the opportunity to gain employment.</p> <p>8.3 Develop and implement a youth activity plan with key stakeholders and local young people.</p> <p>8.4 Increase the opportunity to belong, socialise, and empathise through arts and culture activity.</p>	<ul style="list-style-type: none"> <li>/ Our young children are school ready.</li> <li>/ Council has an informed position on childcare.</li> <li>/ Improved social, recreation, education and employment opportunities for our local young people.</li> <li>/ Delivery of a diverse program of intergenerational Arts activities across the community.</li> </ul>	<ul style="list-style-type: none"> <li>/ Feedback from early years teachers at the High School.</li> <li>/ Number of new and existing youth activities delivered annually.</li> <li>/ Level of anti-social behaviour.</li> <li>/ Clear education pathways for all life stages.</li> <li>/ Number of youth engaging in activities.</li> <li>/ Community and visitor engagement in the Arts.</li> </ul>	<ul style="list-style-type: none"> <li>/ Resident children are supported through the Early Years Network.</li> <li>/ Our young people are actively engaged.</li> <li>/ Arts and culture participation embedded within the community.</li> </ul>

# Our People

## GOAL 9: We have a healthy and safe community

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>9.1 Encourage the provision of quality health services, facilities and programs in the Shire.</p> <p>9.2 Encourage ageing in place.</p> <p>9.3 Continue to improve our facilities and assets for inclusive access through the review and implementation of the Disability Access &amp; Inclusion Plan.</p>	<p>/ Inclusive access to health services, facilities and programs.</p> <p>/ Our seniors can age safely and confidently in our community.</p> <p>/ Our facilities and services can be accessed by everyone.</p> <p>/ DAIP initiatives actively investigated.</p>	<p>/ Number of positive relationships between the Shire and health providers (public, private and community based).</p> <p>/ Hospital and Beverley Frail Aged Lodge are retained.</p> <p>/ Health service feedback is positive from the community.</p> <p>/ Swimming Pool Development and Feasibility Study.</p> <p>/ Completion, either successful or unsuccessful, of DAIP progress reporting.</p>	<p>/ Our community feels safe and inclusive.</p> <p>/ Our community is healthy.</p>
<p>9.4 We facilitate and support emergency services planning.</p>	<p>/ Emergency services are well resourced and prepared.</p>	<p>/ LEMC meets at least once a year.</p> <p>/ Key services such as St Johns Ambulance, Police and Hospital are retained.</p>	<p>/ We can respond to emergencies in a coordinated and resourced approach.</p>
<p>9.5 Support access to arts opportunities to encourage improvement in mental health.</p>	<p>/ Improved mental health outcomes.</p>	<p>/ Positive mental health outcomes.</p>	<p>/ A community which is physically and mentally healthy.</p>

## Our Location

### GOAL 10: Rivers, lakes and reserves are an attraction for locals and visitors

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>10.1 Continue to participate in assisting the management of the river.</p> <p>10.2 Investigate options for improving water movement in the river system.</p> <p>10.3 Maintain and enhance the aesthetics and visibility of the river foreshore.</p>	<p>/ Visual aesthetics of the river foreshore are improved.</p> <p>/ The river and foreshore is activated.</p>	<p>/ Positive comments by residents and visitors regarding the river and river foreshore.</p> <p>/ Number of meetings attended regarding regional management of the river.</p> <p>/ External funding attracted for infrastructure at the foreshore.</p> <p>/ Avon River Park Redevelopment by 2025.</p>	<p>/ A healthy natural environment adds to the quality of life.</p>
<p>10.4 Continue to engage with key stakeholders regarding access to and management of the Lakes.</p> <p>10.5 Support the development of sports tourism at the Lakes.</p>	<p>/ Boating and water activities grow at the Lake.</p>	<p>/ Shire representation on the Lakes Management Group.</p> <p>/ Access to the Lakes is retained.</p> <p>/ Number of seasonal water activities held annually.</p>	

## Our Location

### GOAL 11: We aim to protect and preserve our natural environment

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>11.1 Maintain our open spaces and reserves.</p> <p>11.2 Appropriately manage crown land sub leases.</p> <p>11.3 Encourage and educate our community about recycling.</p> <p>11.4 Reduce our environmental footprint</p> <p>11.5 We investigate local and sub regional waste strategies that reduce costs on our community and environment.</p> <p>11.6 Apply appropriate bushfire protection.</p>	<p>/ Protection and preservation of spaces, reserves and crown land.</p> <p>/ Reduction in waste generation.</p> <p>/ Improved recycling habits of residents.</p> <p>/ Management of weeds and pests.</p> <p>/ Reduction in risk areas.</p> <p>/ Increase use of solar energy.</p> <p>/ Investigation of electric car charging stations.</p>	<p>/ Level of preservation of existing spaces, reserves and crown land.</p> <p>/ Increase in tonnes of recycling collected in kerbside pick up.</p> <p>/ Reduction in tonnes of general household waste collected in kerbside pick up.</p> <p>/ Implement Bushfire Risk Management Plan, thereby reducing the risk levels across the Shire.</p> <p>/ Using external funding, target all assets identified as high, very high and extreme and coordinate treatment objectives.</p> <p>/ Shire Assets using and producing solar energy.</p>	<p>/ We reduce our impact on the environment.</p>

## Governance

### GOAL 12: Council leads the organisation and engages with the community in an accountable and professional manner

STRATEGY	THE COMMUNITY WILL SEE...	POINT OF MEASUREMENT	10 YR OUTCOME
<p>12.1 Develop and maintain our strategic plan, corporate business plan, asset management plan, workforce plan and long term financial plan.</p> <p>12.2 Service level plans detail operational roles, responsibilities and resources.</p> <p>12.3 Engage with local, regional, state and federal stakeholders to grow mutually beneficial relationships.</p>	<ul style="list-style-type: none"><li>/ Responsive and accountable Council and organisation.</li><li>/ Transparent communication from Council.</li></ul>	<ul style="list-style-type: none"><li>/ Annual audit results.</li><li>/ We meet the integrated planning standards.</li><li>/ Number of partners engaged that deliver external funding for significant infrastructure projects.</li></ul>	<ul style="list-style-type: none"><li>/ Council makes informed decisions in regards to resource allocation and communicates this to the community.</li></ul>

Services and facilities provided by the Shire have been linked with the relevant strategies in the Strategic Community Plan in the following table. The table provides a connection between the services and facilities and the desired outcomes and community vision for the Shire of Beverley.

<b>SHIRE SERVICE</b>	<b>STRATEGIC COMMUNITY PLAN</b>
Airfield	1.2, 6.3
Arts	1.5, 2.4, 6.6, 8.4, 9.5
Caravan Park and Cabin accommodation	1.2, 6.3
Cemetery	1.2
Community development	2.1, 7.1, 7.2, 8.1, 8.2, 8.3
Community facilities (halls, recreation etc.)	1.2, 7.3, 9.2, 9.3, 10.1, 10.4
Council leadership	12.1, 12.2, 12.3
Early years support	8.1, 8.2
Economic development	1.2, 1.3, 2.2, 2.3, 4.1, 4.2, 5.1, 5.2, 5.3, 6.1, 6.2, 6.5, 8.2
Emergency Services	9.4
Environmental Health	11.3, 11.4
Health services	9.1
Human Resource Management	1.6
Library and services	1.3
Natural Resource Management	10.2, 10.3, 10.5, 10.6, 11.1, 11.2, 11.6
Ranger services	11.1, 11.2
Recreation and leisure	1.2, 6.4, 7.1, 7.3, 9.3, 10.6
Regional participation	12.3
Road construction, maintenance and preservation	1.1, 5.1
Seniors support and aged accommodation	9.2
Town beautification, parks, gardens and reserves	4.1, 4.2
Town planning / land development	3.1, 3.2, 3.3, 3.4, 4.1, 4.2
Waste Management and Environmental Impact	1.4, 11.3, 11.4, 11.5

## MONITORING, REPORTING AND TIMEFRAME

The Shire of Beverley will conduct a Strategic Review every two years, alternating between a Minor Strategic Review and a Major Strategic Review.

- / Minor Review completed June 2021
- / Major Review scheduled June 2023
- / Minor Review scheduled June 2025
- / New 10 year Strategic Community Plan scheduled June 2027

## RECORD OF ADOPTION AND REVIEW

<b>Document Status</b>	Final
<b>Revision No.</b>	5
<b>Original Prepared By</b>	Caroline Robinson
<b>Initial Adoption By Council</b>	22 May 2018
<b>Motion</b>	M11/0518
<b>Next Review Due</b>	June 2023

VERSION	ISSUE DATE	AUTHOR	REASON FOR CHANGE
1	12 March 2018	C Robinson	Initial Preparation with Council
2	11 April 2018	C Robinson	Public Consultation
3	22 May 2018	C Robinson	Adoption by Council
4	22 June 2021	A Lewis	Review by Council and Public Consultation
5	24 August 2021	A Lewis	Adoption by Council