



STRATEGIC COMMUNITY PLAN

2023 - 2033

SHIRE 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.

INTRODUCTION

This Strategic Community Plan has been developed using previous plans, data, and surveys as its foundation. It has been 'checked' and priorities reconfirmed by the community and Council to ensure continuity and demonstrated progress towards our vision and purpose.

This Strategic Community Plan guides Council for the next 10yrs and it has a key place in the Shire's delivery and management of services and infrastructure.

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.



MESSAGE FROM THE SHIRE PRESIDENT AND COUNCILLORS

We are pleased to present the revised Strategic Community Plan, guiding Council's strategic direction forward towards 2033.

The document presented draws on extensive community consultation, surveys and workshops. We thank everyone in the community for their important feedback and contributions.

The Shire has recognised the importance of identifying progress made since the first strategic plan in 2012. It is an integral part of providing a point of measure for Council and to review growth and challenges encountered which can be learned for future directions.

Whilst it is recognised that not all outcomes can be delivered immediately, the plan will continue to guide our decisions through till 2033.

Cr David White
SHIRE PRESIDENT



ACHIEVEMENTS SINCE THE LAST STRATEGIC PLAN

Our Shire has achieved the following since our last major Strategic Community Plan Review (2017):

ECONOMY

- Continued road upgrades including bituminising of town site roads and sealing, widening of rural roads.
- Construction of onsite cabins at the Beverley Caravan Park
- Employment of a Projects Officer
- Welcoming new business at the industrial area
- Welcoming new businesses in the Cornerstone building
- Vincent Street redevelopment funding and upgrade
- Avondale feasibility study

COMMUNITY

- Construction of Moort Wabiny Park
- Town Hall upgrades
- Construction of Lesser Hall Courtyard
- Upgrades to Hunt Road Village Units
- Completion of Beverley Swimming Pool feasibility and upgrade designs

ENVIRONMENT

- Brooking Street Walk Trail
- County Peak Trail Plan
- Review of the Trails Master Plan

GOVERNANCE

- Completion and continuation of 5year Recordkeeping Plan
- Completion and continuation of statutory requirements



SHIRE OF BEVERLEY PROFILE

LOCATION

The Shire covers an area of 2,310km². 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 changers' 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. The below data compares to a 10-year period (2011 – 2021)

WHEATBELT:



75,863
People



Median Age
47yrs



Population Change:

1,401

more people called the
Wheatbelt region home in
2022 compared to 2012

BEVERLEY:



1,694 ↑
People



Median Age
47yrs ↓



48 Aboriginal
and Torres
Strait Islander People



Families
↑ **458**
with children



Voluntary work
23.5% ↓
of the population



↑ **Median weekly
household income**
\$1,503

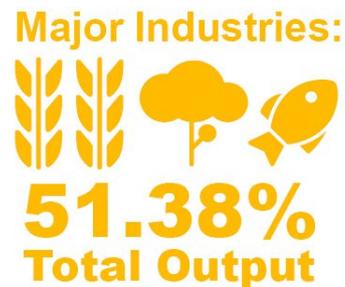
ECONOMY

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 Beverley townsite. The below data compares to a 10-year period (2011 – 2021)

WHEATBELT:



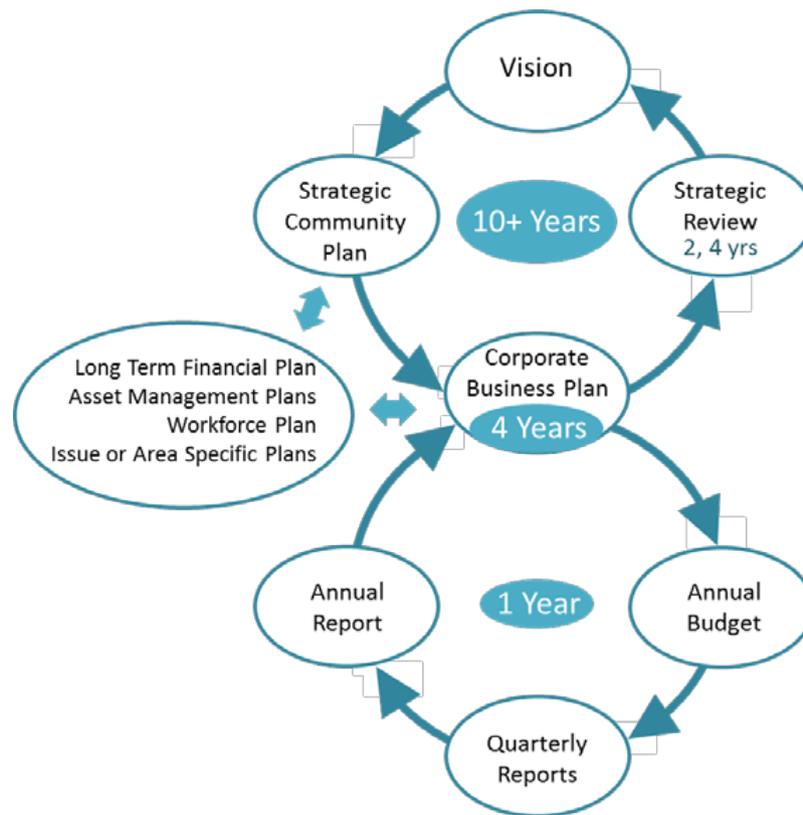
BEVERLEY:



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 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 and golf clubs amongst others. There are a number of arts, theatre and culture clubs and organisations.

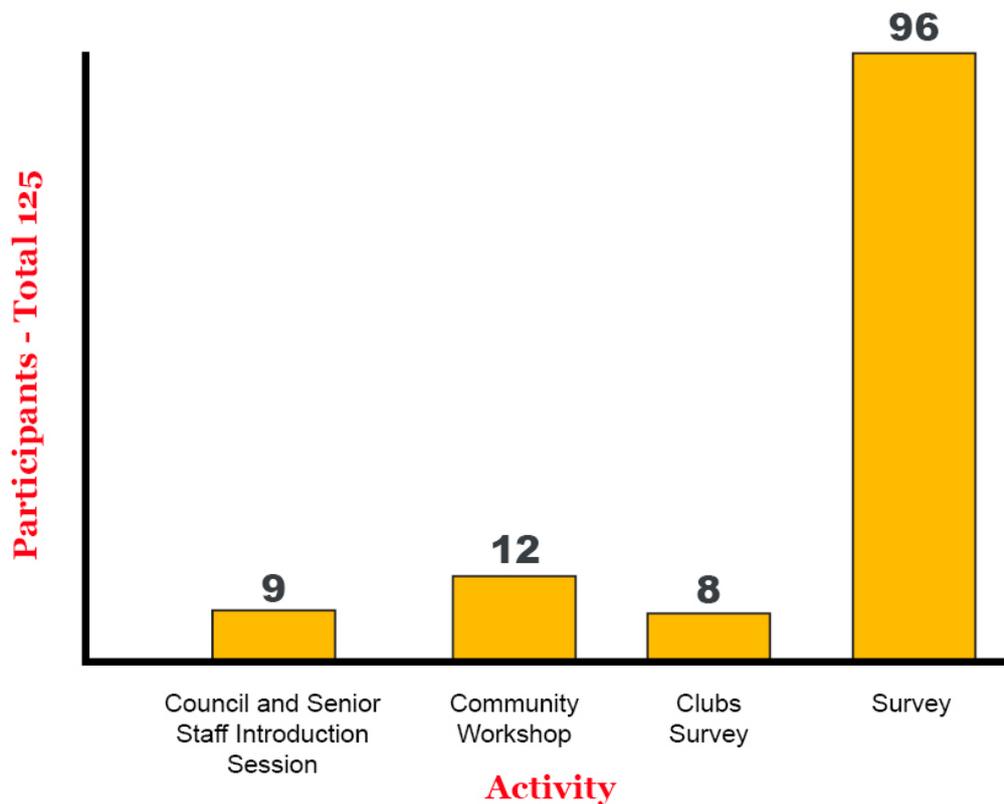
HOW WE DEVELOPED THIS DOCUMENT



Our Strategic Community Plan reinforces our commitment to the people who live, work and visit Beverley. The purpose of this document is to provide a clear purpose and strategic direction for our Shire, and to source the funding and support required to address the community priorities detailed later in this document.

It was developed based on:

- The blueprint for the region.
- Community engagement on what is important to the people that live within our Shire.
- Input from Elected Members based on feedback they have received and their strong desire to deliver positive outcomes for their community.
- Current partnerships and projects already being delivered.



PROGRESS REPORTING

The Shire of Beverley has adopted a traffic light based quarterly update to report progress against the priorities as detailed in this plan, which will be shared via a Council Item and on the Shire website. In addition, results are formally communicated to the community annually via the legislated Annual Report

IPR REVIEW CYCLE

The Integrated Planning Framework should consist of linked documents which evolve to reflect changes in organisation and community. The Strategic Community Plan 2023 – 2032 initiates a fresh review of integrated plans.

Strategic Community Plan	2023 (major)	2025 (minor)
Corporate Business Plan		
Long Term Financial Plan		
Asset Management Plan		
Workforce Plan		

STRATEGIC PRIORITIES

In 2023, community members were asked to review the strategies from the previous strategic plans (2013, 2017, 2021) through a survey and workshop, to determine whether the strategies/projects were still priorities for the next 10-years. The following strategies/projects were highlighted as the most important and have been continued into this Strategic Integrated Plan:

ECONOMIC

- Maintenance and improvement of road and bridge infrastructure
- Support for childcare services
- Improved telecommunications

COMMUNITY

- Facilities, services and programs for seniors, aged care housing
- Supporting volunteers
- Swimming Pool upgrade
- Sports and recreation facilities
- Community arts
- Heritage and culture

ENVIRONMENT

- Importance of the river and lakes
- Bushfire prevention and control
- Avon River Park redevelopment

CIVIC LEADERSHIP

- Keeping the community informed
- Responsible and accountable leaders



STRATEGIC RISKS FOR THE SHIRE OF BEVERLEY

The following risks were identified by Council and mitigation of these risks are included in the Integrated Planning documents:

INTERNAL RISKS

- Ageing workforce
- Increase in workforce turnover
- Minimising 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 representation on Council
- High number of bridges requiring ongoing maintenance

EXTERNAL RISKS

- Facilities, services and programs for seniors, aged care housing
- Supporting volunteers
- Swimming Pool upgrade
- Sports and recreation facilities
- Community arts
- Heritage and culture



OUR PLAN ON A PAGE

There are four strategic pillars to our Strategic Integrated Plan – economy, community, environment and civic leadership. For each pillar there is an aspiration and desired outcomes. The Shire will report against these outcomes.

Within each pillar there are details of what we will focus on aside from our ‘business as usual’ approach and desire for continuous improvement.

Strategic Pillar	1. Economy	2. Community	3. Environment	4. Civic Leadership
Strategic Priorities	1.1 Safe, efficient and connected transport network 1.2 Reliable and fast telecommunications 1.3 Beverley attractions and experiences are promoted 1.4 Stable increase in the resident population 1.5 Local business growth 1.6 Locals can participate in the workforce	2.1 High quality arts and cultural experiences 2.2 Preservation and protection of local heritage 2.3 Active and healthy community 2.4 Older residents feel safe and connected	3.1 Diverse recreation and leisure activities amongst our natural assets 3.2 Well prepared for adverse natural events 3.3 Natural resources are sustainably managed	4.1 Community and customer focus 4.2 Continuous organisational improvement 4.3 Responsible planning

Current Informing Strategies:

Disability Access and Inclusion Plan | Corporate Business Plan | Annual Budget | Asset Management Plan | Workforce Plan | Long Term Financial Plan | Local Planning Strategy and Scheme | Public Health Plan | ICT Policy



1. ECONOMY

STRATEGIC PRIORITY	OUTCOME
1.1 Safe, efficient and connected transport network	Achievement of the 10 year road plan
	Maintenance of unsealed roads can cater for increased freight and weather impacts
	Achievement of the footpath strategy
1.2 Reliable and fast telecommunications	Demonstrated achievement of the Digital Connectivity Plan
	Reduction in mobile black spots
	Reliable high-speed internet for business and the community
1.3 Beverley attractions and experiences are promoted	Demonstrated achievement of the Tourism Plan
	Increased awareness and impact of the BE brand
	Sustainable visitor servicing model
	Expansion of Caravan Park infrastructure
	Well patronaged museums
1.4 Stable increase in the resident population	Shire's housing stock is expanded
	Shire's housing stock is well maintained
	Residential land, connected to infill sewerage is available
1.5 Local business growth	Development of an Economic Development Strategy
	Diverse and vibrant central business district
	Shire collaborates with the business community to reduce barriers to growth and improve economic resilience



1.6 Locals can participate in the workforce	Available serviced industrial land
	Expansion of and access to local early childhood facilities
	Apprenticeships and traineeships offered at the Shire

We Will Continue:

- Roads, drains, bridges and footpath construction and maintenance
- Planning and development services
- Transport licensing
- Building maintenance
- Fleet management and fixed plant acquisition and maintenance
- Provision of an airstrip and associated infrastructure
- Tourism promotion and development
- Advocate for local education facilities and services



2. COMMUNITY

STRATEGIC PRIORITY	OUTCOME
2.1 High quality arts and cultural experiences	Beverley is recognised as an Arts Precinct in the Avon
	High levels of local and visitor participation in arts and cultural activities
2.2 Preservation and protection of local heritage	Community groups have access to central records storage and support to make records digital
	Avondale Machinery Museum is activated, well patronaged and plays a contributing role to our local economy.
2.3 Active and healthy community	Community has access to quality local health care services and facilities
	Upgrade completed at the Swimming Pool Precinct
	Coordinated and planned facility improvements to sport and recreation playing surfaces and community facilities
	Volunteer run community groups are supported in achieving their goals
2.4 Older residents feel safe and connected	Demonstrated achievement of the Aged Friendly Community Plan
	Support to acquire the nursing quarters for local benefit
	Support towards the achievement of the Beverley Frail Aged Lodge Strategic Plan
	Local access to services and programs that connect and support older residents

We Will Continue:

- Supporting the Cornerstone and Community Resource Centre
- Providing library services
- Implementation of the Public Health Plan
- Events and celebrations
- Care for community parks, gardens and playgrounds
- Streetscapes, verges and lighting
- Provision of a community bus



3. ENVIRONMENT

STRATEGIC PRIORITY	OUTCOME
3.1 Diverse recreation and leisure activities amongst our natural assets	Demonstrated achievement of the Trails Master Plan
	Upgrade of river foreshore amenities at Avon River Park.
3.2 Well prepared for adverse natural events	The impact of natural events and hazards on the community and businesses are reduced
	Evacuation Centre and local emergency service groups are resourced
3.3 Natural resources are sustainably managed	Waterways are healthy, water is conserved and used efficiently
	Increase in the number of renewable energy sources on Shire facilities
	Upgraded waste management infrastructure, review of opening hours and resource recovery methods

We will continue:

- Provision of Environmental Health Services
- Provision of Ranger Services
- Maintenance and improvements at the cemetery
- Pest and mosquito control
- Management of nature reserves
- Provision of standpipes and associated infrastructure
- Waste management services and transfer station infrastructure
- Emergency Services Management



4. CIVIC LEADERSHIP

STRATEGIC PRIORITY	OUTCOME
4.1 Community and customer focus	Communications Plan is developed and implemented
	Community is consulted and informed
4.2 Continuous organisational improvement	External funds and strategic partnerships assist us achieve our goals
	Innovation and technology improve our efficiency and effectiveness
	Council is supported and works with a capable and skilled team
4.3 Responsible planning	Responsible management of Council assets and finances
	Regular reporting of progress towards our Integrated Planning documents

We will continue:

- High level of customer service
- Manage organisation in a financially sustainable manner
- Reporting results from audit and compliance reviews
- Provision of Councillor training and education
- Records management
- Law making (local laws)
- Resourcing sharing where appropriate

