

Town of
Port Hedland

*strategic
community
plan*
2018-2028





The Town of Port Hedland would like to acknowledge the Kariyarra, Ngarla, and Njamal people as the Traditional Custodians of Port Hedland. We recognise their strength and resilience and pay our respects to their Elders past and present and emerging.





DISCLAIMER

The opinions expressed in this document are made in good faith and while every care has been taken in preparing this document, the Town of Port Hedland makes no representations and gives no warranties of whatever nature in respect of this document, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein.

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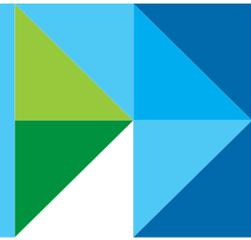
www.porthedland.wa.gov.au

ADVICE

This document may contain images of Aboriginal and Torres Strait Islander people who have passed away.



Strategic Community Planning approach



To develop the SCP 2018-2028 the Town of Port Hedland embarked upon an extensive engagement, review and planning process in 2017 to ensure broad participation in the design and development of the Town's future direction.

This included:

- Consideration of the land use, economic, environmental, cultural and other planning undertaken by industry, State government, the Pilbara Development Commission, local cultural and arts organisations
- Review of internal planning
- Review of prior SCP's
- Analysis of demographics
- Internal engagement with Elected Members and staff
- External engagement with stakeholders and broader community



Other planning



The SCP 2018-2028 has been informed by the broader planning of industry and government and in particular has referenced the following documents and processes:

- Pilbara Regional Investment Blueprint
- Pilbara Port City Growth Plan 2012
- Pilbara Port City Implementation Plan 2012
- BHP Connected Communities focus groups
- Department of Primary Industries and Regional Development forum on West End
- Department of Primary Industries and Regional Development 21st Century Town Hall Meeting
- FORM survey and focus groups

Engagement approach

The Town of Port Hedland launched the Live It Tell It engagement campaign to gain broad participation in the Strategic Community Planning process during October to December 2017. The campaign was the most extensive engagement exercise ever rolled out by the Town.

Residents, community groups, industry, government, council staff, as well as the Town's Elected Members were invited to participate via a range of surveys and exercises, engagement pop-ups, games, planning workshops and meetings.

Participants reviewed the vision and Strategic Community Plan goals and were invited to contribute to strategies for the future.



Engagement program and participation

The Live It Tell It engagement campaign was a huge success, with over 5,871 interactions achieved. This result exceeded the objective of involving 30 percent or more of the population in the engagement campaign.



1,232 Survey responses



8 Conversation Cafés
102 participants



444 School Student Survey responses



4 Targeted Workshops
86 participants, including 7 Elected Members



799 Face-to-face poll responses



1 YouthUprising session
15 participants



595 Facebook poll responses



6 Industry Partner Meetings
9 participants



55 Pop-Ups



1,356 Priority Areas Token Game responses



Engagement program and participation



715

Facilities Token
Game responses



68

Videos



438

Instagram
competition photos



1

Advert



76

Interactive Map
responses



2,000

Flyers
distributed



4

Interactive
Posters



5

Email blasts sent to
250+ stakeholders



4

Town of Port Hedland
media releases



2

Email blasts sent to
1,900 ratepayers



2

Newspaper
articles



20

Posters displayed



32

Facebook
posts



Engagement program and participation

The engagement results obtained are statistically valid and can be summarised as follows:

POPULATION SIZE	SAMPLE SIZE	CONFIDENCE LEVEL	MARGIN OF ERROR	MEANING
14,469	1,232 (survey)	95%	+ /- 3%	We can be 95% sure that answers provided in the surveys are within 3% accuracy of your total population group.
14,469	1,394 (polls)	95%	+ /- 2%	We can be 95% sure that answers provided in the polls are within 2% accuracy of your total population group.
14,469	374 (conversation cafés / workshops)	95%	+ /- 5%	We can be 95% sure that answers provided in the conversation cafés / workshops are within 5% accuracy of your total population group.



What people said

The following summarises the overarching feedback themes described by people who participated in the Live It Tell It engagement process:



What we love

Vibrant community

Great people and support for each other

Family

Climate

Coastline

Outdoor activities

Pace of life



Uniqueness

Diverse culture and heritage

Natural environment

Easy lifestyle

Employment opportunities

Industry and port



What people said



Challenges

Community safety

Affordability

Economic diversity

Attracting and retaining population

Leadership of community

Community cohesion

Access to good education
and health services

Equal participation

Maintenance of facilities
and township amenity



Aspirations

Sustainable economy

Celebrating who and what we are

Working together

Equity and inclusion

Quality leadership

Meaningful engagement

Retention of:

- Access to environment
- Diverse culture and heritage
- Quality facilities and services



What people said about the community

People...

- Are proud to live in Hedland and enjoy its lifestyle and diversity
- Enjoy the sporting and recreational culture
- Agree that youth in Hedland need greater investment in the: quality of education available, life skills training, pathways to work, access to safe places to recreate, services, programming and facilities
- Desire adequate opportunities for ATSI and CALD involvement in engagement processes, decision-making, in the provision of cultural awareness training, events and activities
- Would like more positive stories about young people in Hedland to reinforce the good things they are doing



What people said about the community



People...

- Are less concerned with building more facilities and desire a greater focus on 'working with what we've got'
- Perceive Aboriginal leadership in the community as a strength and believe there needs to be further efforts to develop young Aboriginal leaders
- Would like to address inequity in the community and the cost of living
- Perceive health services to be a fundamental priority and that it is important to focus on addressing the needs of ageing and the chronically ill
- Agree that greater investment in volunteering and supporting a culture of volunteering in Hedland is a key opportunity
- Appreciate that arts and culture in Hedland is supported through the presence of local groups which invest in showcasing and involving the community in events and activities



What people said about the economy

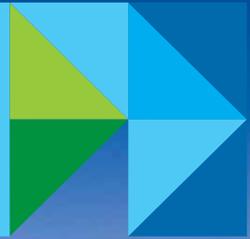


People...

- Value the economic benefits of living and working in Port Hedland but voiced the challenges of high living costs and living in a town that is subject to a boom- bust cycle
- Believe the economy of Port Hedland needs to diversify by building small to medium enterprise
- Understand the difficulties of sustaining businesses in a town with high costs of doing business and high levels of transience
- Desire the development of strategies to support small and medium sized businesses through: local procurement incentives, avenues for partnerships, affordable commercial tenancies and strategies to attract a residential workforce
- Broadly see the cost of living as an area requiring greater attention
- Understand the importance of the port for the Hedland economy and potential to contribute to the town's long-term sustainability
- Desire the establishment of a small business hub in South Hedland
- Perceive there is an opportunity to improve investment in the area's tourism industry to capitalise on the area's unique cultural and natural features



What people said about the natural and built environment



People...

- Treasure the natural environment and see it as an important Hedland asset to be nurtured and protected
- View parks as an integral part of the urban setting to provide shade from the Pilbara sun, to beautify areas and to create community spaces
- Want sustainable practices like recycling and green community initiatives
- Desire more investment in amenity and upgrades to the foreshore, Spoilbank and South Hedland Square
- Would like to see more programs to build understanding of Aboriginal cultural heritage, connection to land and how it brings the landscape to life
- Remain concerned about dust and industry's effect on the environment, despite industry efforts to manage this effectively
- Believe there needs to be a greater focus on enhancing the local character and spirit through built form, green star ratings and more options for mixed and affordable housing



What people said about leadership



People...

- Acknowledge the Town of Port Hedland for its role in achieving investment in the town by industry and State government and its participation in bodies and peak groups such as the WA Regional Cities Alliance
- Commend the Town for its support of the Aboriginal Strong Leaders Forum
- Acknowledge the core role of the Town in the provision of sport, youth and arts and culture facilities, foreshore amenities, roads and networks
- Recognise the Town's contribution to the significant increase in the number of registered local hospitality businesses
- Recognise that the Town is successfully implementing more environmentally sustainable measures including efficient water re-use and higher use of endemic plant species



What people said about leadership



People...

- Would like to see greater progress in the achievement of the Strategic Community Plan goals and a reframing of goals to fit the current context
- Desire greater cohesiveness and collaboration and for Council to be more open and connected with the broader community
- Believe there needs to be greater representation of Aboriginal people on Council and in management positions
- Would like the Town to build upon Hedland's significant positive attributes and to develop a 'new narrative' to promote engagement, collaboration and partnership
- Desire Town management to lead strongly, to engage, plan, deliver wellbeing, judiciously manage financial and other resources and maximise the potential of existing facilities



What people identified as community priorities



During Conversations Cafes with stakeholders and community, participants were invited to play the “Investing in Hedland” game. In this game participants were asked to decide how to invest \$1,000 in Hedland.

The top five priorities identified by participants were:

- Sport and recreation facilities
- Arts, culture and events
- Youth activities
- Community safety initiatives
- Access and inclusion programs

What people identified as priority facilities

Community members participating at the engagement pop-ups, youth workshop and survey had the opportunity to contribute to this decision-making by casting their vote to identify their top five facilities. The adjacent diagram below shows the number of votes allocated to each facility.

1052

MATT DANN THEATRE AND CINEMA

1020

GRATWICK AQUATIC CENTRE

979

WANANGKURA STADIUM

799

JD HARDIE YOUTH ZONE

760

SOUTH HEDLAND AQUATIC CENTRE

630

COURTHOUSE GALLERY

582

SOUTH HEDLAND LIBRARY

550

MARQUEE PARK

459

VISITORS CENTRE

359

PORT HEDLAND LIBRARY



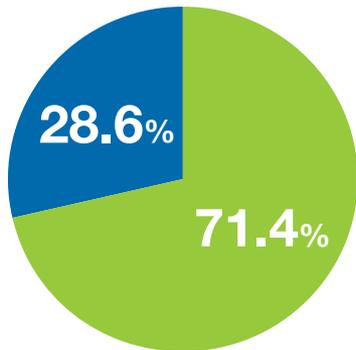
People's feedback on key topics

During the Live It Tell It engagement campaign a series of polls were asked through pop-up engagement and social media. The polls focused on gaining feedback from the community about a range of current local “hot topics.”



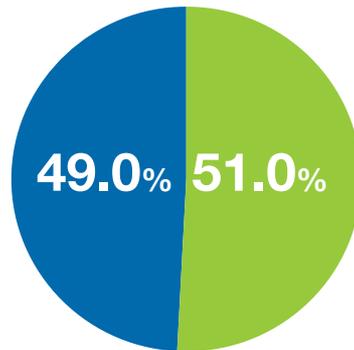
What people think about boating facilities/Marina

Do you think Port Hedland needs improved boating facilities?



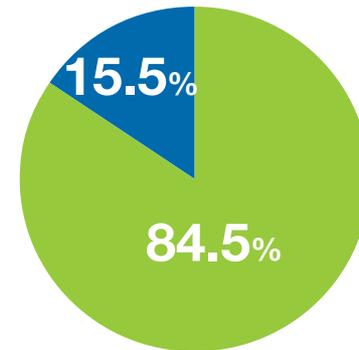
- Yes
- No

Do you believe improved boating facilities are a community priority?



- Yes
- No

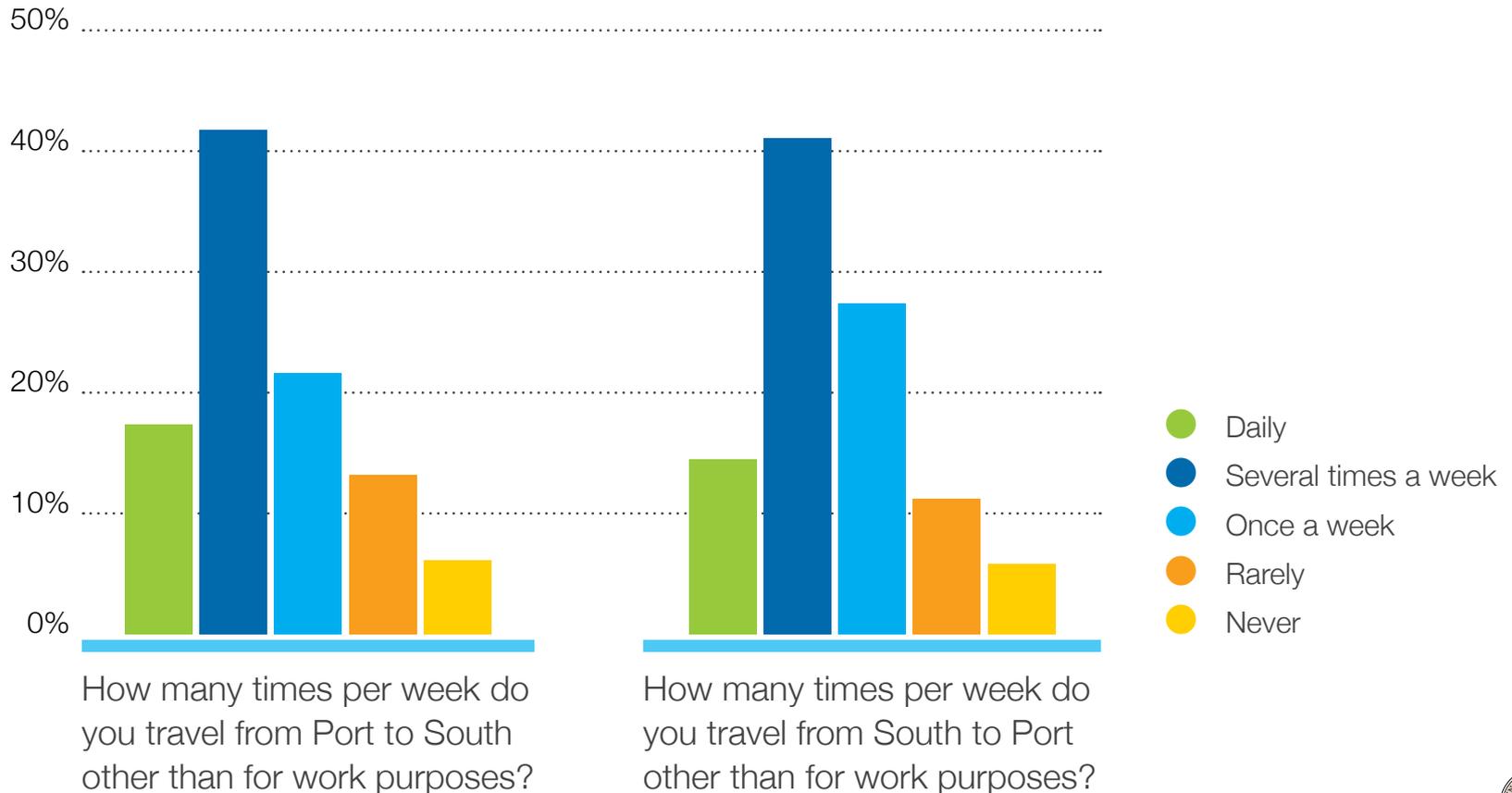
Are you aware of the Marina project?



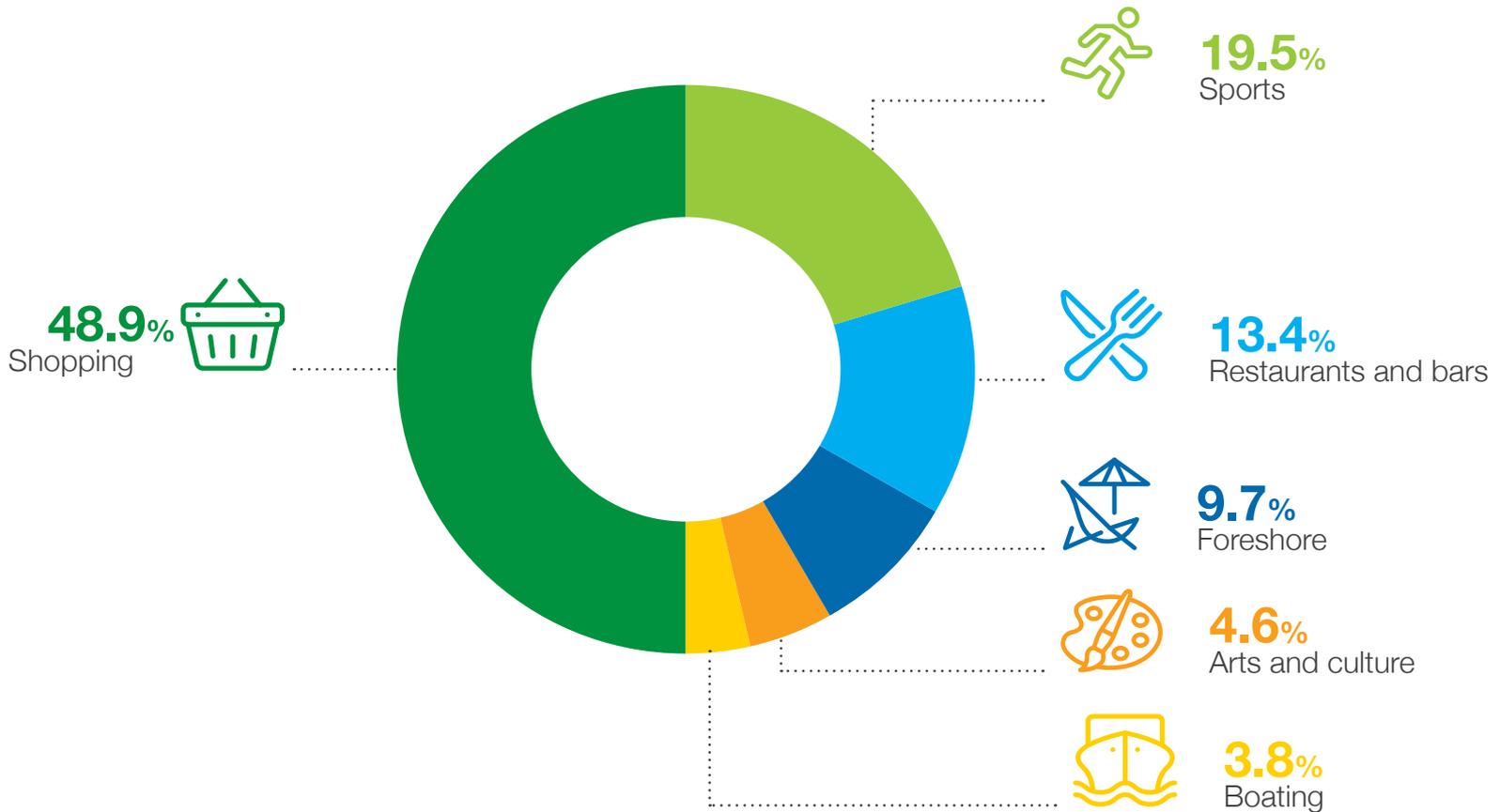
- Yes
- No



How many times per week people travel between South and Port

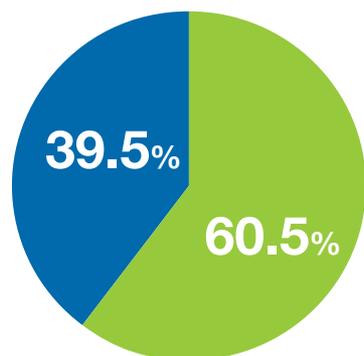


The main reasons people travel between south and port



How people identify themselves

Do you identify as coming from Hedland rather than Port Hedland or South Hedland?

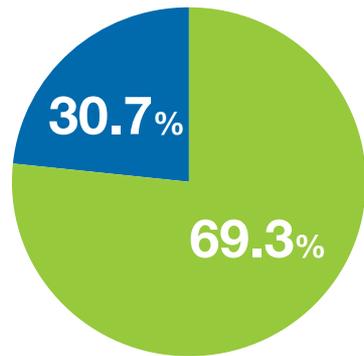


- Yes
- No



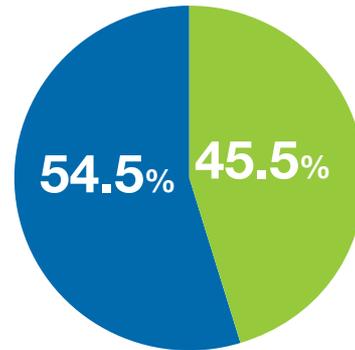
How people feel about community safety

Do you feel safe living in Hedland?



- Yes
- No

Do you believe the Town of Port Hedland does enough to make the community feel safe?

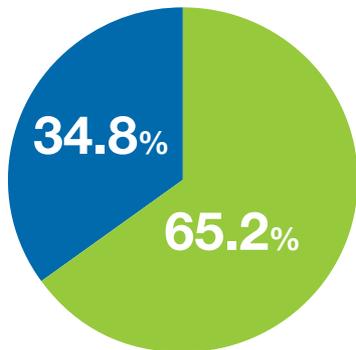


- Yes
- No



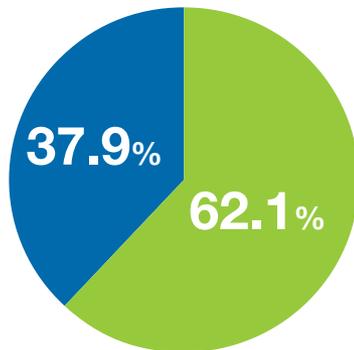
How people use the facilities and travel for events

Do you use the sports grounds and community facilities in South Hedland?



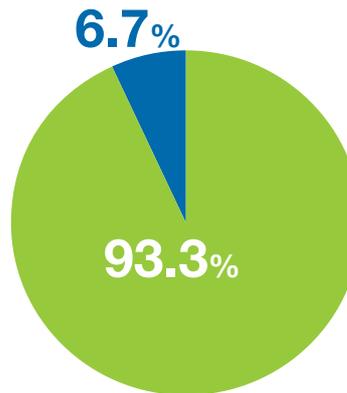
● Yes
● No

Do you use the sports grounds and community facilities in Port Hedland?



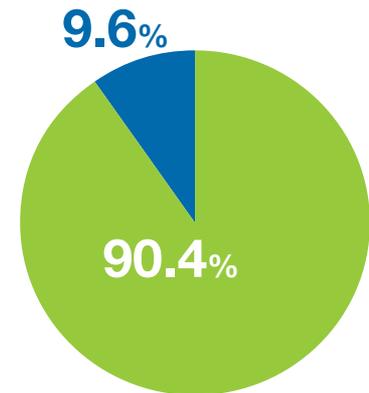
● Yes
● No

Would you travel from South to Port for an event?



● Yes
● No

Would you travel from Port to South for an event?

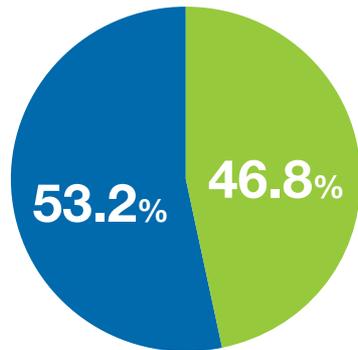


● Yes
● No



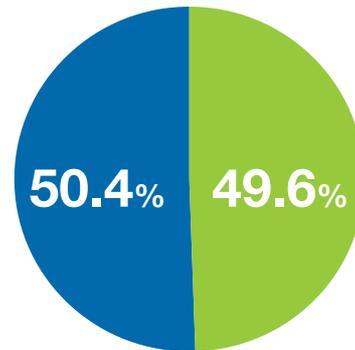
What people think about rates, services and facilities

Would you accept a service reduction for a rate reduction? (eg. Only one pool, less events, one library)



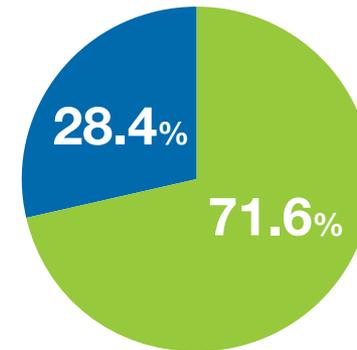
- Yes
- No

Would you accept an increased user fee (facilities and services) for a rate reduction?



- Yes
- No

Would you accept increased fees for improved facilities?

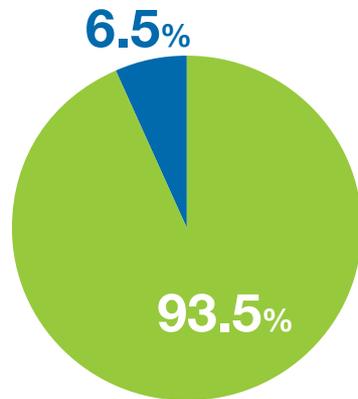


- Yes
- No



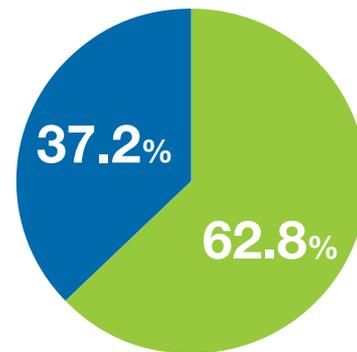
What people think about recycling

Would you like to have kerb side recycling in Hedland?



- Yes
- No

Are you willing to pay for kerb side recycling?

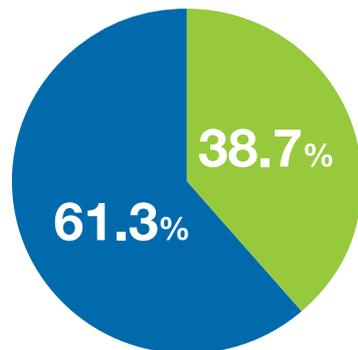


- Yes
- No



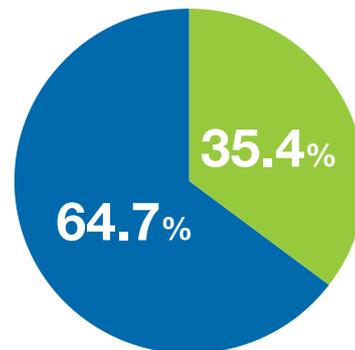
What people think about the Town of Port Hedland administration office

Have you visited the Town of Port Hedland administration offices in the last six months?



- Yes
- No

Should the Town of Port Hedland administration offices be located in South Hedland?

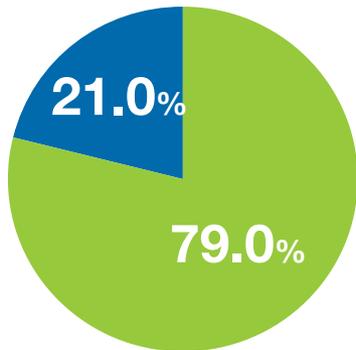


- Yes
- No



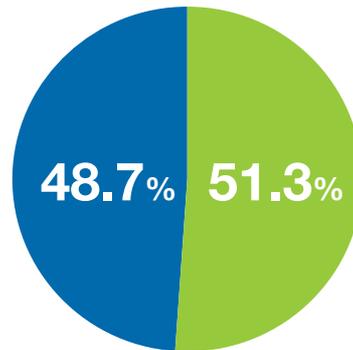
What people think about the parks and gardens

Are you happy with the maintenance of Hedland's parks and gardens?



- Yes
- No

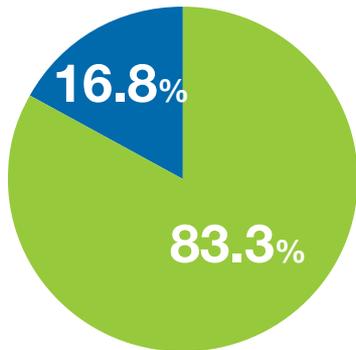
Do you think we should maintain them more often?



- Yes
- No

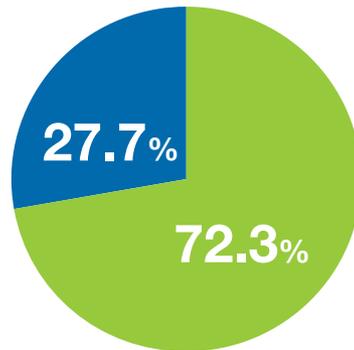
What people think about the playgrounds

Are there enough playgrounds in Port Hedland?



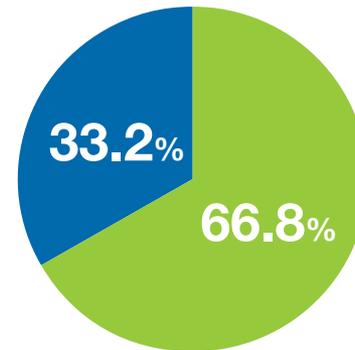
- Yes
- No

Are there enough playgrounds in South Hedland?



- Yes
- No

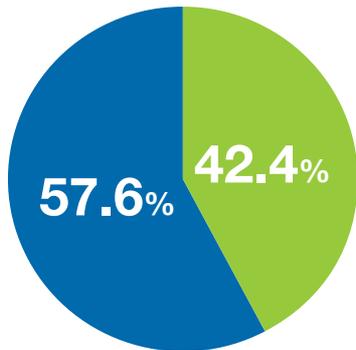
Are you happy with the quality of the playgrounds in Hedland?



- Yes
- No

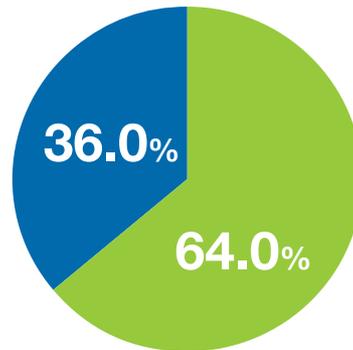
What people think about footpaths and cycleways

Do we have enough cycleways?



- Yes
- No

Do you believe our footpaths are well maintained?



- Yes
- No

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