

STRATEGIC COMMUNITY PLAN

**DRAFT STRATEGIES
FOR CONSULTATION**



Town of
Port Hedland





OUR VISION

To be Australia's leading
Port Town embracing community,
culture and environment

OUR GOALS:



OUR COMMUNITY

We honour our people and our cultural heritage – ensuring wellbeing, diversity, creativity and a strong civic dialogue.



OUR ECONOMY

We build prosperity for all – enabling sustained economic growth.



OUR BUILT AND NATURAL ENVIRONMENT

We treasure and protect our natural environment and provide sustainable and resilient infrastructure and built form.



OUR LEADERSHIP

We are united in our actions to connect, listen, support and advocate thereby leveraging the potential of our people, places and resources.



OUR COMMUNITY

OUTCOMES

PROGRESS MEASURES

OUR RESPONSE

1.A A hardy, healthy and safe people

Improved levels of health, safety and wellbeing in the community

- » 1.A.1 Stakeholders are engaged to develop a whole of town approach to increase accessibility to quality health and wellbeing services
- » 1.A.2 Community needs and gaps in health provision are identified and delivered
- » 1.A.3 Youth services and facilities are implemented with regular input from youth and providers
- » 1.A.4 Partnerships with stakeholders to deliver sport and recreation are enhanced
- » 1.A.5 Agencies and the community are fully engaged to reduce anti-social behaviours and improve community safety
- » 1.A.6 Town-wide health, safety, recreation and sporting activities and services are promoted

1.B An inclusive and involved community

Broader community engagement and representative participation in decision-making processes

- » 1.B.1 Newcomers to Port Hedland are provided with inductions, information and opportunities to engage and get involved
- » 1.B.2 A residential workforce is promoted to industry as the preferred option
- » 1.B.3 Forums and activities to give a voice to youth, ageing, ATSI, and CALD are recognised and supported
- » 1.B.4 Regular opportunities for the broad community to have input into the Town of Port Hedland plans and programs are provided for transparency, accountability and two-way interaction
- » 1.B.5 Opportunities to get involved and results of engagement are regularly promoted



OUTCOMES	PROGRESS MEASURES	OUR RESPONSE
1.C A unique, vibrant and diverse community lifestyle	Increased participation and ownership by the community in activities, events and programs	<ul style="list-style-type: none"> » 1.C.1 The community, industry, arts and cultural organisations are engaged to identify, plan and coordinate events and activities » 1.C.2 Events and activities to celebrate the town's cultural heritage, arts and Pilbara lifestyle are consistently delivered » 1.C.3 Partnerships with industry and government to support events and activities are enhanced » 1.C.4 The Town's program of events and activities is promoted locally, regionally and nationally
1.D Well utilised and valued community facilities and services	Community facilities and infrastructure are well utilised and meet the needs of the community Increased community satisfaction, ownership and pride in facilities, events and services	<ul style="list-style-type: none"> » 1.D.1 The present and future facilities and requirements of the Town are planned for and developed in-line with relevant facility standards and community needs » 1.D.2 Facilities and community infrastructure is revitalised across the Town » 1.D.3 Facilities and community infrastructure are well maintained, managed and fit for purpose to provide a range of lifestyle opportunities » 1.D.4 Community services and facilities are well promoted





OUR ECONOMY

2.A Enhanced participation in the workforce

Increased levels of employment

Increased diversity of opportunities to reduce under and unemployment

- » 2.A.1 Local training providers, business, industry, services, agencies, social sector and infrastructure providers fully engaged and coordinated in the development of training and employment opportunities
- » 2.A.2 Partnerships with private enterprises and government to fund projects and create jobs are pursued
- » 2.A.3 Innovation is encouraged to enhance the diversity of employment opportunities
- » 2.A.4 Broader education and training offerings are encouraged and endorsed

2.B An enabling, attractive business environment

Local employers report greater ease of doing business and are engaged in leading economic growth

- » 2.B.1 Forums are regularly provided to support business and industry in engaging with the community and stakeholders
- » 2.B.2 The Town's economic development strategy is promoted and regularly reviewed
- » 2.B.3 Red tape for business is minimised through review and reform of relevant policies and by-laws
- » 2.B.4 Business approval processes are transparent and pathways streamlined
- » 2.B.5 Business opportunities and major projects are promoted online and at relevant national and international forums and events



OUTCOMES

PROGRESS MEASURES

OUR RESPONSE

2.C A thriving, resilient, sustainable and diverse economy

Increased business registrations and decreased business closures

Increase in diversity of enterprises

- » 2.C.1 Business and government agencies and other relevant stakeholders are engaged to:
 - » Identify strategic employment and economic development priorities
 - » Assess and address market failures affecting the cost of living
 - » Assess and address cost of doing business challenges
- » 2.C.2 Opportunities for social enterprise, innovators, and small and medium sized businesses are identified, and strategies to attract and support are implemented
- » 2.C.3 Local procurement is prioritised and promoted across industry and agencies

2.D The development and expansion of key industries

Increased investment in the key industrial value chains, including port, logistics and support services

- » 2.D.1 Attract investment for key infrastructure development such as the port and logistics
- » 2.D.2 Encourage and support the development of industry specific value chains





OUR BUILT AND NATURAL ENVIRONMENT

3.A A healthy natural environment

Increased protection and conservation of natural environments, habitats and biodiversity

- » 3.A.1 Traditional owners, key stakeholders, and the community are informed and actively involved in the protection and enhancement of the natural environment
- » 3.A.2 Biodiversity is understood by the community and protected
- » 3.A.3 Natural resource assets are well-managed and enhanced

3.B A safe and fit-for-purpose built environment

Improved perceptions of safety, cleanliness and functionality of the built environment

Increased provision of sustainable and resilient built form

- » 3.B.1 The present and future needs for serviced land and infrastructure provision are identified, planned and developed
- » 3.B.2 Emergencies such as cyclones are prepared for, educated about, responded to and recovered from in partnership with key agencies
- » 3.B.3 Sustainable energy, waste and water management practices are provided and promoted
- » 3.B.4 Innovation and resilience of the built form are encouraged, assessed and implemented
- » 3.B.5 Enhanced community engagement in protecting and valuing amenities and the urban space

3.C An accessible and sustainable urban environment

Greater participation in urban renewal initiatives

Increased satisfaction with attractiveness of urban landscape

- » 3.C.1 Urban and spatial planning is implemented to enhance human interaction with nature and industry
- » 3.C.2 The community is surrounded by and has access to attractive natural habitats, built form, parks and amenities
- » 3.C.3 Enhanced engagement with the community on urban renewal and greening initiatives





OUR LEADERSHIP

OUTCOMES	PROGRESS MEASURES	OUR RESPONSE
4.A A global, national, state and local presence and voice	Greater brand recognition and reputation Increasing visitation and positive perceptions	» 4.A.1 Town of Port Hedland is represented and advocated for in International, Federal, State and regional forums and policy development » 4.A.2 Town of Port Hedland is marketed and promoted locally, state-wide, nationally and internationally to tourists and investors » 4.A.3 A positive narrative and unique brand is developed and promoted
4.B Transparent and accountable governance and financial sustainability	Increased community awareness and positive perception of ToPH transparency and accountability Financial and Governance performance meets industry benchmarks	» 4.B.1 Sound long-term financial planning is implemented » 4.B.2 Transparent and regular financial reporting and communication to the community » 4.B.3 Transparent and regular governance reporting and communication to the community » 4.B.4 Constructive forums are provided for discussion and the representation of the diversity of views and needs that impact on the Town's developments, programs and policies
4.C Effective delivery of services and infrastructure to meet community needs	Improving customer satisfaction with a range of services and quality of service delivery Increased utilisation of Town's assets and amenities	» 4.C.1 Provision of high quality and responsive customer service » 4.C.2 Community members, business and tourists are engaged to provide feedback about local facilities and services » 4.C.3 Implement innovative marketing to attract amenity usage » 4.C.4 Implement efficiency strategies across the Town's infrastructure and amenity assets

Town of
Port Hedland
Councillors.



Town of Port Hedland



To provide feedback on these strategies
please visit www.porthedland.wa.gov.au
or contact:

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The opportunity to provide feedback
closes on 27 April 2018

