

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





# 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

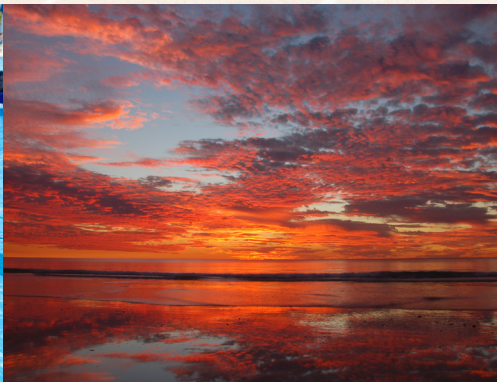
- » 3.B.1 The present and future needs for serviced land and infrastructure provision are identified, planned and developed
- » 3.B.2 Emergencies such as cyclones are prepared for, educated about, responded to and recovered from in partnership with key agencies
- » 3.B.3 Sustainable energy, waste and 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](http://www.porthedland.wa.gov.au)  
or contact:

**T** (08) 9158 9300

**E** [liveittellit@porthedland.wa.gov.au](mailto:liveittellit@porthedland.wa.gov.au)

The opportunity to provide feedback  
closes on 27 April 2018

