

# **SHIRE OF EAST PILBARA**

# **PLAN FOR THE FUTURE OF THE DISTRICT**

**2008 - 2011**

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## ***Message from the President and the Chief Executive Officer***

It is with great pleasure that we present the review of the Shire of East Pilbara's Plan For the Future of the District for the coming 4 years.

This review of the plan was conducted by Councillors and staff after community consultation via a telephone survey which was conducted in November 2007.

This plan will build on the work undertaken in the previous plan (Strategic Plan 2004 – 2007).

The surveys indicated that the community had a greater than 80% satisfaction rate in the areas surveyed. This is an acknowledgment of the effort put in by Councillors and staff in servicing the community. However, there were some areas for improvement and these have been reflected in this revised plan.

Our Plan is our vision and our focus for the future and how we are going to work towards achieving it. The strategies in this plan have been developed to further enhance the community. They are designed to be achievable but also flexible for changing community need.

This Plan ensures that Council will continue to strive to assure that the Shire is well placed for the future.

The Councillors and staff are committed to achieving the outcomes and see the Plan as a vital planning tool in developing the systems and skills needed to get us there.

Council is confident that with the involvement and support of our community the objectives of the Strategic Plan will be effectively delivered. The people of East Pilbara will continue to have a strong sense of community and have cause to be justifiably proud of their Shire.

We would like to thank everyone who had a hand in helping formulate this plan for the future of the Shire of East Pilbara.

**Lynne Craigie**  
**Shire President**

**Allen Cooper**  
**Chief Executive Officer**

# Our Plan

**Our Plan describes where and what we want to be by the year 2011, by building on the sound foundation, which already exists.**

**It represents the hopes and aspirations of the Shire.**

**During the life of this plan, we will continue to:-**

**be known for our leadership within the region as a Shire who listens and partners with its residents, communities and business to achieve outcomes for the benefit of the East Pilbara.**

*How, see strategies 1.1, 1.11, 2.1, 2.2, 2.4, 2.5, 2.6, 2.7, 3.1, 3.2, 3.3*

**build the Shire of East Pilbara as a place to live, work and play through the facilitation of social, cultural and recreational activities.**

*How, see strategies 1.4, 1.6, 1.8, 1.9, 1.10, 2.1, 2.2, 2.3, 2.4, 2.5, 2.7, 3.2*

**have the Eastern Pilbara Region established as a known tourist destination.**

*How, see strategies 1.6, 1.9, 1.10*

**provide attractive town centres.**

*How, see strategies 1.5, 2.5*

**operate with a sustainable financial base.**

*How, see strategies 1.1, 1.2, 1.3 1.7*

**assist to foster growth to sustain the region.**

*How, see strategies 1.6, 1.8, 1.9, 1.10, 1.11*

**partner with the Federal and State Governments and the Resources Sector to provide quality services and infrastructure.**

*How, see strategies 1.6, 1.8, 1.11, 2.1, 2.6, 2.7, 3.1*

## **Our role statement outlines the purpose and core business of the Shire.**

# **Our Role**

To enhance the **quality of our community** using **strong  
and innovative leadership.**

**Which means:**

### **Quality of our Community**

To continue to build the Shire of East Pilbara as a place to live, work and play through the facilitation of social, cultural and recreational activities.

### **Strong and Innovative Leadership**

The continued lobbying of the Federal and State Governments, the Resources Sector and other industry sectors for the benefit of our community.

It also means that we will play a significant role in the facilitation and coordination of initiatives that will help develop our community.

It also involves good governance and compliance with statutory obligations.

By enhanced communication methods to ensure Councils activities are known by the residents.

Actively promoting and marketing the Eastern Pilbara region

# Goal 1 - Community Viability

## Supporting Opportunities that Encourage Growth and Diversity

### Strategies

- 1.1 Develop a long-term financial outlook.
- 1.2 Ongoing review of services to ensure a balance between community aspirations and financial capacity.
- 1.3 Continue to explore new and alternative funding sources.
- 1.4 Promote and enhance opportunities for recycling.
- 1.5 To provide attractive town centres.
- 1.6 Continue the Newman Airport redevelopment.
- 1.7 Continue to develop and implement infrastructure management strategies and policies.
- 1.8 Review Local Land Use Planning Strategies for the three Townsites.
- 1.9 Review Council's Tourism Policy to allow for tourism within the East Pilbara taking into account the following:
  - Identify and promote new and existing local and regional significant tourist attractions/locations.*
  - Support local/ regional tourism through visitors centres and tourism associations.*
  - Initiate guidelines for the maintenance and development of tourist locations in conjunction with the tourism and associated industries.*
  - Investigate funding for specific projects.*
  - Encourage aboriginal community participation in tourist opportunities.*
- 1.10 Continued access to identified and promoted tourism sites throughout the Shire.
- 1.11 Develop a definitive position on Fly-In Fly-out workforce operations.

**Action Plan**

Strategy 1.1 – Develop a long term financial outlook

<b>RESPONSIBLE OFFICER: Director Corporate Services</b>	
<b>Action</b>	<b>Timeframe</b>
Develop a 10 year financial plan	Dec 2008

Strategy 1.2 – Ongoing review of services to ensure a balance between community aspirations and financial capacity.

<b>RESPONSIBLE OFFICER: Executive Management Group *</b>	
<b>Action</b>	<b>Timeframe</b>
Annual survey of residents	2 <sup>nd</sup> quarter of the financial year

Strategy 1.3 - Continue to explore new and alternative funding sources

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Pursue alternative funding sources and shared services opportunities.	Ongoing

Strategy 1.4 - Promote and enhance opportunities for recycling.

<b>RESPONSIBLE OFFICER: Executive Management Group and the Managers Health and Regulatory Services and Community Services</b>	
<b>Action</b>	<b>Timeframe</b>
Promote recycling	Ongoing
Seek partnerships with others to enhance recycling opportunities	Ongoing
Develop a cash for recycling program	Ongoing

**\* Note: Executive Management Group is comprised of the Chief Executive Officer and All Directors.**

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Strategy 1.5 - To provide attractive town centres

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Implement the Newman Town Centre Revitalisation Plan.	Ongoing

Strategy 1.6 – Continue Newman Airport Redevelopment

<b>RESPONSIBLE OFFICER: Executive Management Group and the Manager Airport Services</b>	
<b>Action</b>	<b>Timeframe</b>
Implement the staged development process as adopted and amended by Council.	Ongoing

Strategy 1.7 - Continue to develop and implement infrastructure management strategies and policies.

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Complete strategies and policies	Jun 2009
Roads upgrade and maintenance policies reviewed	Sep 2008

Strategy 1.8 – Review Local Land Use Planning Strategies for the Three Townsites.

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Complete the review of the Land Use Planning Strategies for Newman (Residential)	Dec 2008
Complete the review of the Land Use Planning Strategies for the Townsites	Ongoing

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Strategy - 1.9 - Review Council's Tourism Policy to allow for tourism within the East Pilbara

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Policy Redeveloped	June 2009

Strategy 1.10 - Continued access to identified and promoted tourism sites throughout the Shire.

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Agreements entered into with land owners/holders for access to known and promoted sites	Ongoing

Strategy 1.11 Develop a definitive position on Fly-In Fly-out workforce operations.

<b>RESPONSIBLE OFFICER: Chief Executive Officer</b>	
<b>Action</b>	<b>Timeframe</b>
A definitive position paper developed	Aug 2007 Completed item 11.1 19 <sup>th</sup> October 2007

## **Performance Indicators**

### Strategy 1.1 – Develop a long term financial outlook

Presentation to and adoption of the financial plan by Council.

Annual review of the financial plan.

### Strategy 1.2 – Ongoing review of services to ensure a balance between community aspirations and financial capacity.

Review, analyse and present the results of the survey to Council within three (3) months of the survey being completed.

### Strategy 1.3 - Continue to explore new and alternative funding sources.

Due to the variable nature of the availability of external funding a definitive performance indicator could not be determined. However, funding received is detailed in Councils annual financial report.

### Strategy 1.4 Promote and enhance opportunities for recycling

Number of recycling bins taken up by the community.

Annual distribution of recycling information.

Number of partnerships/arrangements entered into.

Program developed and adopted by Council for implementation. Program advertised no response, therefore ongoing activity.

### Strategy 1.5 - To provide attractive town centres

Council commits annually financial and other resources towards providing attractive town centres.

### Strategy 1.6 – Continue Newman Airport Redevelopment

Staged development completed within financial capacity.

### Strategy 1.7 - Continue to develop and implement infrastructure management strategies and policies.

Strategies and policies adopted and implemented by Council.

Roads upgrade and maintenance policies reviewed.

Strategy 1.8 – Review Local Land Use Planning Strategies for the Three Townsites.

Completion of and the adoption of the strategies by Council.

1.9 Review Council's Tourism Policy to allow for tourism within the East Pilbara

Review of policy completed and adopted by Council.

1.10 Continued access to identified and promoted tourism sites throughout the Shire.

Agreements completed.

1.11 Develop a definitive position on Fly-In Fly-out workforce operations.

Position paper developed and adopted by Council. Completed item 11.1  
19/10/2007

Position paper utilised and promoted by Council.

## **Goal 2 - Community Enrichment**

### **To enrich our cultural, social and recreational lifestyles**

#### **Strategies**

- 2.1 Identify, develop and promote youth programs.
- 2.2 Continue to provide a range of recreational programs and facilities
- 2.3 Ensure that there continues to be a number of events in the three towns.
- 2.4 Work with other organisations towards the further enhancement of programs to reduce crime and promote safety throughout the community.
- 2.5 Engage in a campaign to reduce visual litter in the townsites.
- 2.6 Work with local and regional bodies to meet their obligation associated with indigenous issues.
- 2.7 Continue to provide a range of programs to promote healthy lifestyle and wellbeing in the shire including all towns and rural properties.

**Action Plan**

Strategy 2.1 – Identify, develop and promote a range of youth programs.

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
In conjunction with other organisations promote available youth activities.	Advertise available programs each term
Establishment of a Youth Forum	Youth Forum meets quarterly commencing July 2008

Strategy 2.2 – Continue to provide a range of recreational programs and facilities

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Review the 2006 Recreation Plan	Dec 2008

Strategy 2.3 – Ensure that there continues to be a number of events in the three towns.

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Council to Identify significant events	Policy/Guideline completed by 30 <sup>th</sup> September 2007. Completed 30 <sup>th</sup> November 2007.
To provide financial and in kind support to identified significant events	Annual allocation of resources in Council budget process
In conjunction with other community groups/organisations produce a calendar of cultural/social events	Calendar produced and advertised

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Strategy 2.4 – Work with other organisations towards the further enhancement of programs to reduce crime and promote safety throughout the community.

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Complete the Community Safety Plan.	Dec 2008

Strategy 2.5 - Engage in a campaign to reduce visual litter in the townsites

<b>RESPONSIBLE OFFICER: The Executive Management Team and the Manager Health and Regulatory Services</b>	
<b>Action</b>	<b>Timeframe</b>
Continue to work with organisations and community groups to reduce the amount of visual litter within the townsites	Ongoing

Strategy 2.6 - Work with local and regional bodies to meet their obligation associated with indigenous issues.

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Regular reports from agencies and other bodies in regard to activities undertaken within the Shire	Ongoing

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Strategy 2.7 - Continue to provide a range of programs to promote healthy lifestyle and wellbeing.

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Seek funding and support to implement a range of programs to promote healthy lifestyle and wellbeing in the shire including all towns and rural properties	Ongoing

## **Performance Indicators**

Strategy 2.1 – Identify, develop and promote a range of youth programs.

Directory of youth activities advertised at the beginning of each term.

Strategy 2.2 – Continue to provide a range of recreational programs and facilities

Plan reviewed.

Strategy 2.3 – Ensure that there continues to be a number of events in the three towns.

Council annually allocates financial and other resources towards recognised significant events.

Calendar of events produced and advertised.

Strategy 2.4 – Work with other organisations towards the further enhancement of programs to reduce crime and promote safety throughout the community.

Plan completed and accepted by Council.

Strategy 2.5 - Engage in a campaign to reduce visual litter in the townsites

Community education program undertaken.

Partnerships entered into for the collection of litter.

Strategy 2.6 - Work with local and regional bodies to meet their obligation associated with indigenous issues.

Reports received and distributed to Councillors and Senior Staff.

Strategy 2.7 - Continue to provide a range of programs to promote healthy lifestyle and wellbeing in the shire including all towns and rural properties.

Directory of healthy lifestyle and wellbeing programs advertised at the beginning of each term.

## Goal 3 - Community Leadership

### To Provide Sound Leadership and Strong Representation

#### Strategies

- 3.1 Provide relevant representation and promotion in the interests of the community
- 3.2 Maintain adequate levels of resources to enable the organisation to provide the best possible service delivery.
- 3.3 Provide effective communication

#### Action Plan

##### Strategy 3.1 - Provide relevant representation and promotion in the interests of the community

<b>RESPONSIBLE OFFICER: Director Community Engagement</b>	
<b>Action</b>	<b>Timeframe</b>
Council representatives regularly meet with parliamentary representatives on issues of community interest	ongoing

##### Strategy 3.2 - Maintain adequate levels of resources to enable the organisation to provide the best possible service delivery.

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Annually review the organisational structure	April/May of each year
Adequate level of resources allocated in the annual budget to undertake necessary duties and provide necessary services	Annually

Strategy 3.3 - Provide effective communication

<b>RESPONSIBLE OFFICER: Executive Management Group</b>	
<b>Action</b>	<b>Timeframe</b>
Enhance communication effectiveness	ongoing
Investigate alternative communication media	ongoing
Prepare a communication policy/strategy	30 Sep 2008

**Performance Indicators**

Strategy 3.1 - Provide relevant representation and promotion of the interests of the community

Council representatives have met and reported on meetings with parliamentary representatives

Strategy 3.2 - Maintain adequate levels of resources to enable the organisation to provide the best possible service delivery.

Sufficient resources are allocated in Councils annual budget to meet the needs of service delivery

Strategy 3.3 - Provide effective communication

Installation of a new visible public notice board in Newman

Relocation of the public notice boards in Marble Bar and Nullagine

Community feedback through surveys

Communication Policy/Strategy adopted by Council

In Saecula

“Forever Forward”

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