



**CITY OF
MANDURAH**

Strategic Community Plan

2024-2044



Image credit: Michael Bond







Our Community Vision
Woven by waterways; a city
that is thriving and connected
to its people and nature.

City of Mandurah Purpose
Shaping a vibrant city,
delivering possibility for
everyone.

Thrive

VERB

- to grow, develop or be successful.

Possibility

NOUN

- something you can choose to do in a particular situation; something that can be done or achieved.

Cambridge Dictionary.



Our community priorities



Economy

Empowering our community to thrive

- 1.1 Local jobs to retain our people and attract skilled workers.
- 1.2 A diversified economy that supports growth sectors.
- 1.3 Well-planned, sustainable urban development.
- 1.4 A thriving city that residents are proud to call home and people want to visit.
- 1.5 A supportive business environment where investment is encouraged, and entrepreneurship prospers.
- 1.6 A highly skilled workforce supported by strong education and training opportunities.



Community

A city with a village heart, everyone has a place in our communities

- 2.1 Access to support services that enhance opportunities for everyone.
- 2.2 Safe and connected communities.
- 2.3 Inclusive and welcoming places, spaces, and neighbourhoods.
- 2.4 An enriched, creative, and empowered community that values culture, heritage and life long learning.
- 2.5 A healthy lifestyle and healthy community, with an emphasis on prevention.
- 2.6 Modern health facilities and services that are local, accessible, affordable, and fit for purpose.



Environment

Built in nature not on nature

- 3.1 Nature has a voice in all decision-making.
- 3.2 A shared responsibility for our environment with a focus on engagement, education, and respect.
- 3.3 Our natural environment is celebrated, protected, and restored for generations to come.
- 3.4 Our built environment is clean, accessible, and sustainable.
- 3.5 Our coast and waterways are healthy and celebrated.



Leadership

Advocating and delivering possibility for everyone

- 4.1 A clear and shared vision for Mandurah's future.
- 4.2 Sound decisions based on evidence and meaningful engagement.
- 4.3 Effective advocacy focused on the needs of the community and strong relationships with key stakeholders.
- 4.4 Well-maintained assets and facilities that meet the needs of our community.
- 4.5 Responsible, transparent, value for money delivery of well planned, sustainable, projects, programs, and services.
- 4.6 A committed, innovative, effective, and values driven Council and workforce.



The City of Mandurah acknowledges and pays respect to the Bindjareb people, who are the Traditional Owners and First Peoples of this land. We pay respect to the Elders past and present and acknowledge the continuing contribution they make to the life of this City and this region.

Kaya-wandjoo baalap. Nidja Boodja, Mandjoogordap Boodja, Bindjareb Boodja, Noongar Boodja. Nidja ngaalang wonga.

Hello and welcome to this sacred land, the land of Mandjoogordap, Bindjareb country, part of the great Noongar Nation. This place holds deep spiritual significance, and its history stretches back through the millennia.

Mandjoogordap, meaning 'meeting place of the heart,' has always been a gathering point for our ancestors. For thousands upon thousands of years, our people have lived in harmony with this land, respecting its beauty and abundance. The waterways, the flora, and the fauna have sustained countless generations of Bindjareb Noongar people, and they continue to do so today.

Our connection to this land is not merely one of stewardship but of kinship. The stories, songs, and traditions passed down through the generations bind us to this place, and it is our duty to honour and protect it for the future. As we move forward, it is vital that we do so with respect for the wisdom of the past and a commitment to preserving the essence of Mandjoogordap for the generations yet to come.

In Mandurah, we all share a profound love for this land. It is a place where our hearts meet, a community bound by a shared respect and care for our environment. Together, we are united in our goal to nurture and cherish Mandjoogordap, ensuring it remains a vibrant and welcoming place for all who come here. Let us walk this path together, honouring our heritage and building a future that respects and sustains the beauty of our homeland.

George Walley

Bindjareb Noongar Elder

Board Director, Winjan Aboriginal Corporation

Mayor's message

One thing that we know to be true is that change is a constant. Mandurah is no longer the holiday fishing village it once was. Today, this place looks much different. One hundred thousand people call Mandurah their home today, living in and contributing to a community that values its people. We've been named Australia's Top Tourism Town, welcoming thousands of visitors each year to enjoy our natural beauty and vibrant lifestyle, and private investors and businesses are looking to Mandurah as a serious option deserving of their attention.

Our communities are diverse and each one of our neighbourhoods, from Falcon, to Coodanup to Madora Bay, has its own identity, needs and attributes.

This Community Plan sets out a vision for our future, and it has been shaped by our community for our community.

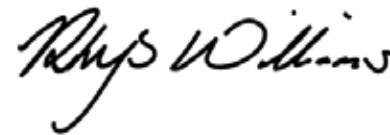
Back in 2018, thousands of residents participated in Mandurah Matters, with more than 4500 community members shaping a vision for Mandurah for the next two decades. The input we received was invaluable, providing a clear direction in the development of the Strategic Community Plan 2020-2040.

In August last year, we launched the Mandurah Matters Big Check-In to test the Strategic Community Plan in today's context. This initiative was a pivotal moment to reaffirm our collective vision and ensure we continue to work together towards a brighter future for our community.

Mandurah is constantly evolving, and our Big Check-In was a crucial step in understanding and defining what is important to our community today. We gathered nearly 5,000 pieces of feedback, reflecting key priorities across our economy, community, environment and leadership. These priorities will continue to guide our community and stakeholders and will shape our decision-making process.

Our ongoing challenge is to preserve what we value while striving to realise the possibilities that abound across our community. Our Strategic Community Plan 2024-2044 ensures we have the shared vision and ambition to do this.

On behalf of the City and Council, I extend my heartfelt thanks to everyone who contributed their thoughts and feedback. Together, we are building the vibrant, inclusive city we envision for future generations.



Mayor Rhys Williams

City of Mandurah



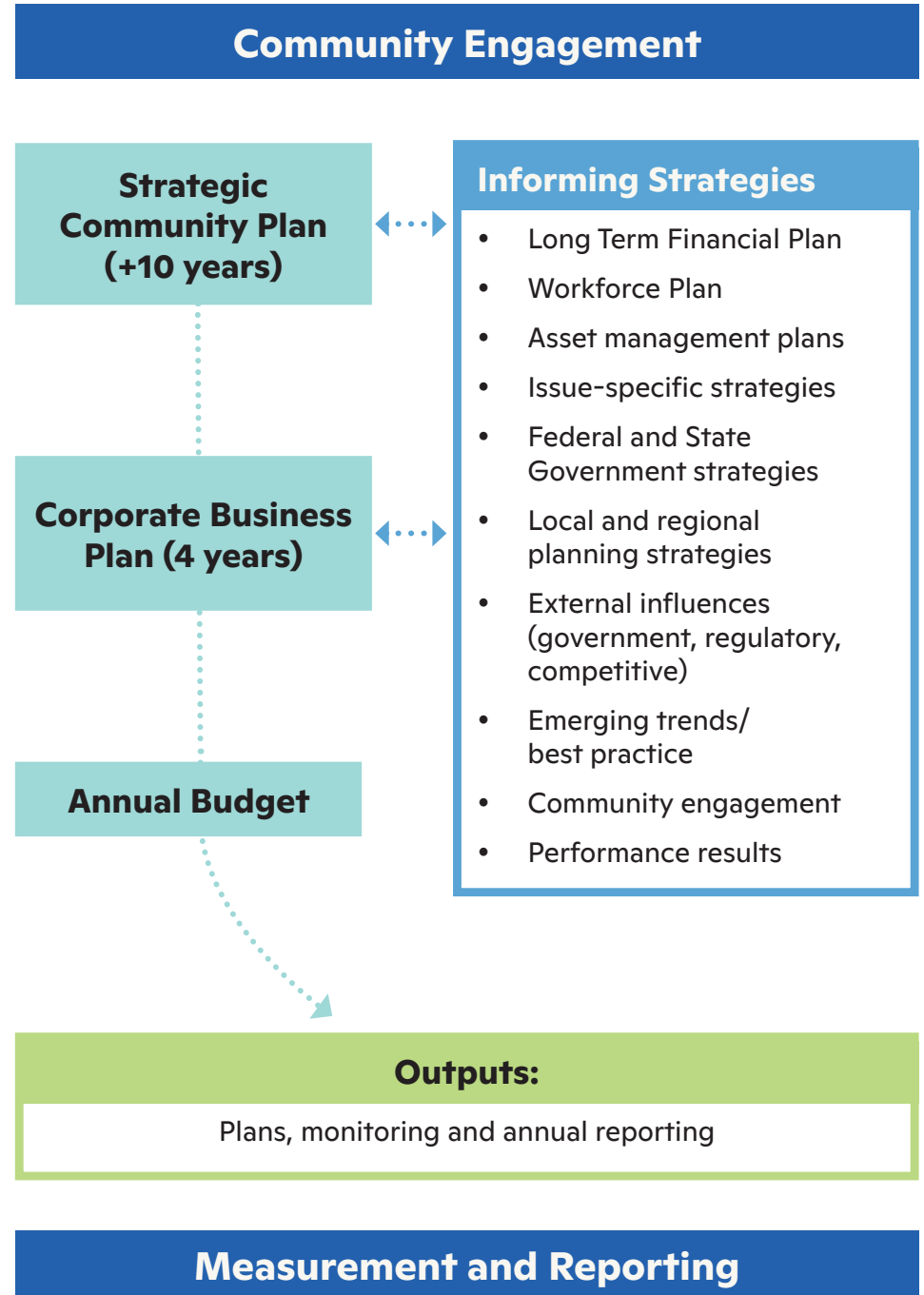
About this plan

The Strategic Community Plan is our primary document for strategy and planning, capturing our community's long-term vision, goals, and priorities. It turns the community's ideas into actions that shape our culture and strategies, helping us achieve the desired future for our city.

A strategic community plan is legally required to be prepared as part of the Integrated Planning and Reporting Framework, set out by the Department of Local Government, Sport and Cultural Industries. This framework guides the City's operations, resourcing and decision-making, based on the community's vision and aspirations.

It is through the Corporate Business Plan that we turn the Strategic Community Plan into action. For more information visit the City of Mandurah website.

More information on integrated planning and reporting can be found on the Department of Local Government, Sport and Cultural Industries website.



CONTEXT

Nestled on the stunning Indian Ocean coastline, Mandurah is a city woven by waterways. Spanning 173 square kilometres, it stretches 50 kilometres from Madora Bay and Lakelands in the north to Herron and Clifton in the south. Its eastern border is shaped by the Ramsar-listed Bindjareb Djilba (Peel-Harvey Estuary), a sanctuary for resident dolphins and migratory birds, and a site where humans have gathered to fish, celebrate, and play for millennia.

Mandurah's history is deeply intertwined with the Bindjareb people of the Noongar Nation, the original inhabitants of the region. The area, gifted by the Bindjareb people with the name Mandjoogoordap, means 'meeting place of the heart', reflecting the deep cultural significance and natural abundance that made it a central gathering place for first nations people across Noongar Country.

From a modest coastal village of fewer than 2,000 residents in the 1950's, Mandurah has evolved into a vibrant city that is home to around 100,000 people. Its strategic location, just 74 kilometres from Perth by road and less than a 50-minute journey by rail, has further integrated it into the broader Western Australian community. This transformation underscores Mandurah's enduring appeal and bright future as a key part of the evolving West Australian story.

Mandurah's story is one of dynamic growth and enduring identity. Named Australia's Top Tourism Town in 2023, it draws over 2 million day-trip visitors each year, a testament to its natural beauty, rich history, and vibrant lifestyle.

As Mandurah moves into the future, it continues to blend its rich history with the excitement and promise of what lies ahead. Whether it's exploring the pristine beaches, enjoying the vibrant local culture, or experiencing the tranquillity of the natural environment, Mandurah offers something special for everyone.



A snapshot of our community

The heart of our city is our people. This demographic snapshot gives us a feel for the everyday experience of our community so we can plan for the future, realising possibilities for everyone.



Growing population

100,000 people currently live in Mandurah and that is expected to grow to 116,000 in 2046.



Families and retirees

Our largest age grouping is 35 to 49 years and second largest is 70 to 84 years.



Just under half travel outside of the city to work

46.3% of our working residents travel outside of Mandurah to work.



Almost half with formal qualifications

47.5% of people aged 15 and over hold formal educational qualifications, compared with 56.5% for Greater Perth.



Some health challenges

36.9% people report one or more health conditions (29.9% in Greater Perth). The most common long-term health condition in Mandurah is arthritis. 6.6% of our people also said they required help in their day-to-day lives due to disability (4.6% in Greater Perth).



Likely to work in healthcare

More residents work in health care and social assistance than any other industry. The next three most common industries are mining, construction and retail.



Household income generally lower than Greater Perth

Overall, 15.2% of the households earned a high income (\$3,000 per week or more) and 29.2% were low income households (earning less than \$800 per week), compared with 24.2% and 19.5% respectively for Greater Perth.



Majority fully own or buying their home

33% fully own their own home, 35% have a mortgage and 24% rent (28%, 40% and 26% in Great Perth).

What defines Mandurah

Location

We are Western Australia's largest regional city, less than an hour from both Perth to the north and Bunbury to the south. We are connected to large population centres, with an enviable coastal lifestyle.

Waterways

With an estuary twice the size of Sydney Harbour, and a collection of winding rivers, pretty lakes, and long stretches of coastline, our city is woven by waterways.

Natural Beauty

With our internationally significant wetlands, protected bushland areas, extensive parks, and reserves providing habitats for native flora and fauna, we are deeply connected to our natural environment. Nature has a voice when we are making decisions and is always a strong consideration for how we do things.

Community

We are a vibrant city with a village heart, connected by our diverse communities. We are supportive of every person at every stage of life. The heart of our city is our people.

Possibility

We've come a long way since our origins as a fishing village. Mandurah is transforming to make it thrive for everyone. We truly are a city of possibility.





State and Regional Context

State Government planning can impact on how local governments plan and operate. These strategies and plans need to be considered when planning for the future of Mandurah.

The City works with State Government agencies, such as the Peel Development Commission, to plan for and action opportunities and requirements under these plans and strategies as required.

Perth and Peel @ 3.5 Million

Projects the future development of the Perth and Peel metropolitan region up to 2050. Mandurah, as a key local government authority within this plan, is expected to accommodate significant growth. By 2050, the region aims to support 1.2 million people and 780,000 jobs, with a goal of 215,000 new homes through urban infill. This requires Mandurah to prepare for substantial population and housing expansion.

State Planning Strategy 2050

A framework guiding public and local authorities in fulfilling their responsibilities in land-use planning, land development, transport planning, and related areas.

State Infrastructure Strategy

Outlines the infrastructure needs and priorities necessary to support the growing population of Western Australia.

Perth and Peel Transport Plan

Envisions the future of transport for the Perth and Peel metropolitan region, identifying long-term opportunities for Mandurah, including enhanced connections to the broader public transport system and improved transport infrastructure.

WA Housing Strategy

Calls for collaboration across all sectors to improve housing options and access to affordable homes, especially for vulnerable populations. The strategy sets clear targets to create a flexible housing system that can meet current and future needs.

Changes to Local Government Act 1995

Expected during the lifespan of this plan, these changes will require the City to adapt as they are implemented.





Transform Mandurah

A disruptive program to enhance Mandurah's economy, environment, community and infrastructure.

The Transform Mandurah initiative is designed to establish the city as an innovative and vibrant destination for residents, workers, and visitors. The program's goal is to tackle economic, social, and environmental issues, fostering a sustainable and thriving future for the community.

To support this vision, the City of Mandurah enlisted experts to carry out an economic analysis. This analysis helped identify eight key opportunities, challenges to overcome, and recommended actions to boost economic growth in the medium to long term. These eight opportunities play to Mandurah's strengths:

1. Capitalise on Mandurah's lifestyle offering
2. Develop Mandurah into a world-class hospitality precinct
3. Build the nations aged care workforce of the future
4. Mandurah as a hub of blue collar tech training and industries
5. Innovation in healthcare delivery with a focus on telehealth
6. Innovative social interventions to support Mandurah's structurally unemployed
7. A hub for decarbonisation, climate resilience and a daptation strategies
8. Increase the base of professional workers in Mandurah

Transform Mandurah projects are assessed using a multi-criteria analysis that prioritises those most likely to reduce the structural unemployment rate gap between Mandurah and Greater Perth, increase labour participation rate, improve tertiary attainment, and improve Mandurah's SEIFA index. Other project objectives can include:

Economic Development:

- Encouraging business investment and innovation to diversify the local economy.
- Supporting the growth of local industries and attracting new businesses to Mandurah.
- Providing resources and support for entrepreneurs and small businesses.
- Promoting Mandurah as a tourist destination by showcasing its natural beauty, cultural heritage, and recreational opportunities.
- Developing tourism infrastructure and amenities to attract visitors and support local businesses.

Infrastructure:

- Upgrading transportation networks, including roads, public transit, and pedestrian pathways.
- Enhancing public spaces, parks, and recreational facilities to improve quality of life.
- Revitalising key urban areas to create vibrant, attractive, and functional spaces.
- Collaborating with stakeholders to plan and implement urban renewal projects.

Environmental Sustainability:

- Promoting sustainable practices and green initiatives to protect and enhance the natural environment.
- Investing in renewable energy projects and reducing the city's carbon footprint.
- Encouraging community participation in environmental conservation efforts.

Community Development:

- Strengthening social services and community programs to support residents' well-being.
- Fostering a sense of community through cultural events, festivals, and public art projects.
- Enhancing educational opportunities and resources for all age groups.
- Supporting affordable housing initiatives to ensure diverse and inclusive community development.

Delivering this program will be transformational to our entire community and it will accelerate our aspiration of realising the community's vision.



Our long-term projects

Here are some of the key projects planned to take place during the life of this plan, aimed at achieving our vision for the future:

Waterfront Redevelopment

Advancing the next phase of the waterfront redevelopment, including enhancements to the Eastern Foreshore North and Central areas. This phase will include new play spaces, landscaping, and car park upgrades.

Western Foreshore Leisure Precinct

Finalising the planning, design, and implementation of the Western Foreshore Leisure Precinct to enhance recreational facilities and community spaces.

Yalgorup National Park

Collaborating with key stakeholders, including the Department of Biodiversity, Conservation and Attractions (DBCA), to develop sustainable eco-tourism opportunities in Yalgorup National Park and its surrounding areas.

Aged Care Centre of Innovation

Facilitating the planning and development of an Aged Care Training Centre of Innovation to be established in Mandurah.

Mandurah Library and Learning Hub

Conducting a needs analysis and business case for the development of a new central Library and Learning Hub in the Mandurah City Centre.

Rushton Park Master Plan

Develop a Master Plan for Rushton Park to guide future investment in the development of community facilities for the precinct.

Literacy Strategy

Developing a comprehensive Literacy Strategy to guide advocacy and investment aimed at improving learning outcomes in Mandurah.

Mandurah Health Precinct Structure Plan

Review the Mandurah East Structure Plan, including land uses and transport networks, to guide future development of the Health Precinct.

Restoration of the Peel Harvey Waterways

Supporting and advocating for the Peel Harvey Catchment Council's efforts in environmental restoration activities to improve the water quality and health of the Peel Harvey waterways.

Community Engagement

In 2018, the City of Mandurah launched Mandurah Matters, its largest Community engagement initiative. Thousands of community members were involved in helping to create Mandurah's vision for the future.

In July 2023, a major review was conducted to ensure the plan meets the evolving needs of the community. Over 4,700 pieces of feedback were received through various channels, which helped shape the Strategic Community Plan 2024-2044.

How we engaged

The engagement process was designed to be collaborative and inclusive, ensuring that all community voices were heard. Various methods were employed to gather input, including:

- **Community pop-ups:** Interactive sessions in public spaces to engage with residents directly.
- **Surveys:** Both online and hard copy surveys were distributed to capture a wide range of views.
- **Social media platforms:** Leveraged to reach a broader audience and encourage participation.
- **Creative competitions:** Engaged younger community members through art and creative projects.
- **In-person consultations:** Direct dialogues with community groups and individuals to gather detailed feedback.

Who we engaged with

Efforts were made to engage a diverse cross-section of Mandurah's population, including traditionally underrepresented groups. Workshops were planned in collaboration with the City's Access and Inclusion team and the Youth Team, ensuring inclusivity in the consultation process.

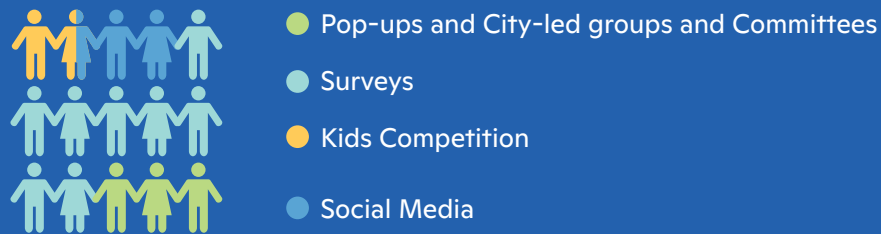
We heard from people from all suburbs in our community including residents, ratepayers, children, businesses and special interest groups.



Who did we hear from?

We heard from around 4,000 people from all suburbs in our community including residents, rate payers, children, businesses and organisations.

Stage 1 Engagement



In person

Community pop-ups, engagement sessions with various City-led groups and Committees focusing on hard to reach audiences.

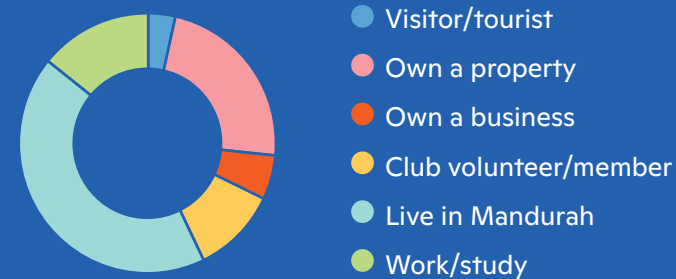


Comments on social media

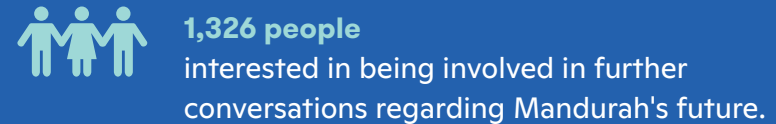
We also considered community members' engagement in discussions, sharing opinions, and interacting with content on various social media platforms such as Facebook, Snap Chat and Instagram.



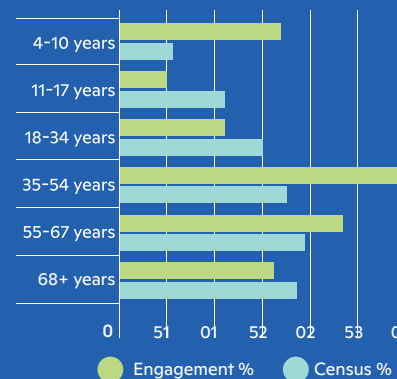
Demographics



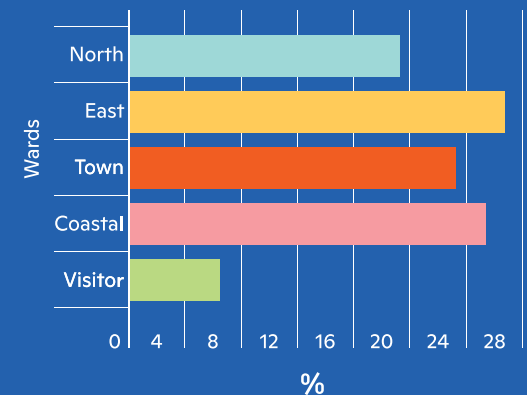
57% of people seek further engagement with the City



Ages



Location





What we heard



What our community loves most

This is what our community told us they value the most about Mandurah.

- **Natural environment:**
The pristine waterways, beaches, estuaries, and bushland are deeply cherished. The community takes pride in the clean beaches and stunning sunsets.
- **Community spirit:**
A strong sense of community, with friendly residents and a supportive atmosphere.
- **Lifestyle:**
The relaxed, coastal lifestyle with a balance of city amenities and natural beauty.
- **Local businesses and services:**
The presence of a range of local cafes, restaurants, and shops.
- **Entertainment and events:**
A vibrant calendar of events and festivals that enrich community life.



Our challenges

Our community told us that these are the most prominent challenges currently faced by Mandurah.

- **Social issues:**
Homelessness, addiction, and antisocial behaviour were highlighted as significant concerns.
- **Economic challenges:**
Need for economic diversification and support for local businesses.
- **Environmental sustainability:**
Concerns about coastal erosion and the preservation of natural habitats.
- **Healthcare access:**
Improvement of healthcare services, especially mental health support and hospital facilities.
- **Transport and traffic:**
Issues related to public transport availability and traffic management.
- **Youth engagement:**
Need for more activities and opportunities for young people



Our community priorities

The community's feedback highlighted several priorities for the future development of Mandurah:

- **Enhance healthcare facilities:**
Advocacy for state-of-the-art healthcare facilities and mental health services.
- **Support for vulnerable populations:**
Increased support for the homeless and more affordable and crisis housing.
- **Economic development:**
Focus on job creation, support for local businesses, and economic diversification.
- **Environmental conservation:**
Continued efforts to protect and preserve the natural environment.
- **Improved traffic management:**
Better public transport options and traffic management solutions.
- **Youth and family activities:**
More recreational facilities, activities and programs for young people and families.
- **Enhanced city vibrancy:**
Development of tourism, entertainment and event offerings, including affordable, family-friendly options and promotion of the local arts and culture scene.

Mandurah's plan on a page

Community Vision: Woven by waterways; a city that is thriving and connected to its people and nature.

Key Focus Area	Economy	Community	Environment	Leadership
Community Goals	Empowering our community to thrive	A City with a village heart, everyone has a place in our communities	Built in nature not on nature	Advocating and delivering possibility for everyone
Community Outcomes	<p>1.1. Local jobs to retain our people and attract skilled workers</p> <p>1.2. A diversified economy that supports growth sectors</p> <p>1.3. Well-planned, sustainable urban development</p> <p>1.4. A thriving city that residents are proud to call home and people want to visit</p> <p>1.5. A supportive business environment where investment is encouraged, and entrepreneurship prospers</p> <p>1.6. A highly skilled workforce supported by strong education and training opportunities</p>	<p>2.1. Access to support services that enhance opportunities for everyone</p> <p>2.2. Safe and connected communities</p> <p>2.3. Inclusive and welcoming places, spaces and neighbourhoods</p> <p>2.4. An enriched, creative, and empowered community that values culture, heritage and life long learning</p> <p>2.5. A healthy lifestyle and healthy community, with an emphasis on prevention</p> <p>2.6. Modern health facilities and services that are local, accessible, affordable, and fit for purpose</p>	<p>3.1. Nature has a voice in all decision-making</p> <p>3.2. A shared responsibility for our environment with a focus on engagement, education and respect</p> <p>3.3. Our natural environment is celebrated, protected and restored for generations to come</p> <p>3.4. Our built environment is clean, accessible and sustainable</p> <p>3.5. Our coast and waterways are healthy and celebrated</p>	<p>4.1. A clear and shared vision for Mandurah's future</p> <p>4.2. Sound decisions based on evidence and meaningful engagement</p> <p>4.3. Effective advocacy focused on the needs of the community and strong relationships with key stakeholders</p> <p>4.4. Well-maintained assets and facilities that meet the needs of our community</p> <p>4.5. Responsible, transparent, value for money delivery of well planned, sustainable, projects, programs and services</p> <p>4.6. A committed, innovative, effective, and values driven Council and workforce</p>

City's Purpose: Shaping a vibrant city, delivering possibility for everyone.

COMMUNITY GOALS



ECONOMY

Empowering our community to thrive.

We share a vision of a thriving city, united in the belief that success and fulfilment have individual meaning for our communities. And that everyone has access to possibility.

Together, we're shaping a city where opportunity is boundless, where innovation thrives and where Mandurah stands as a shining example of what's achievable when our communities connect.



Key focus area: Economy

Community Goal	Empowering our community to thrive	
Community Outcomes	1.1. Local jobs to retain our people and attract skilled workers 1.2. A diversified economy that supports growth sectors 1.3. Well-planned, sustainable urban development 1.4. A thriving city that residents are proud to call home and people want to visit	1.5. A supportive business environment where investment is encouraged, and entrepreneurship prospers 1.6. A highly skilled workforce supported by strong education and training opportunities
Measures of Success	Measure	
Supporting Strategies and Plans	<ul style="list-style-type: none"> • Economic Development Strategy (New) • Mandurah’s Economic Opportunities • Events Strategy 	<ul style="list-style-type: none"> • City Centre Master Plan (New) • Local Planning Strategy

COMMUNITY GOALS



COMMUNITY

**A city with a village heart,
everyone has a place in
our communities.**

No one is left behind - we hear and embrace all voices,
past and present.

We are a vibrant city with a village heart, connected by
our diverse communities.

Our people and their connection to our communities will
make the city thrive.

We are supportive – of every person at every stage of
life (age or health).

We are compassionate - consider all aspects of our
people's health and well-being.

The heart of our city is our people.



Key focus area: Community

Community Goal	A City with a village heart, everyone has a place in our communities			
Community Outcomes	<p>2.1. Access to support services that enhance opportunities for everyone</p> <p>2.2. Safe and connected communities</p> <p>2.3. Inclusive and welcoming places, spaces and neighbourhoods</p>	<p>2.4. An enriched, creative and empowered community that values culture, heritage and life learning</p> <p>2.5. A healthy lifestyle and healthy community, with an emphasis on prevention</p> <p>2.6. Modern health facilities and services that are local, accessible, affordable, and fit for purpose</p>		
Measures of Success	<p>Measure</p> <table border="0"> <tr> <td data-bbox="344 671 1234 951"> <ol style="list-style-type: none"> 1. Reduction in the level of generational social disadvantage 2. Decrease in the number of criminal offences recorded 3. Improved community safety and security <ul style="list-style-type: none"> • Increased community satisfaction on Mandurah as a place to live • Facilities and public spaces </td> <td data-bbox="1234 671 2123 951"> <ol style="list-style-type: none"> 4. Events and cultural activities 5. Recognition and respect for local heritage and culture 6. Improved community health outcomes <ul style="list-style-type: none"> • Physical activity, mental health, smoking and alcohol use • Quality adjusted life years/average life expectancy 7. Increased access to local health services </td> </tr> </table>		<ol style="list-style-type: none"> 1. Reduction in the level of generational social disadvantage 2. Decrease in the number of criminal offences recorded 3. Improved community safety and security <ul style="list-style-type: none"> • Increased community satisfaction on Mandurah as a place to live • Facilities and public spaces 	<ol style="list-style-type: none"> 4. Events and cultural activities 5. Recognition and respect for local heritage and culture 6. Improved community health outcomes <ul style="list-style-type: none"> • Physical activity, mental health, smoking and alcohol use • Quality adjusted life years/average life expectancy 7. Increased access to local health services
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Supporting Strategies and Plans	<ul style="list-style-type: none"> • Place Enrichment Strategy (New) • Youth Strategy • Arts and Culture Strategy • Community Safety Strategy (New) • Reconciliation Action Plan • Access and Inclusion Plan 	<ul style="list-style-type: none"> • Shared Approach to Homelessness - Action Plan (New) • Literacy and Learning Strategy (New) • Public Health Plan • Local Emergency Management • Community Infrastructure Plan (New) 		

COMMUNITY GOALS



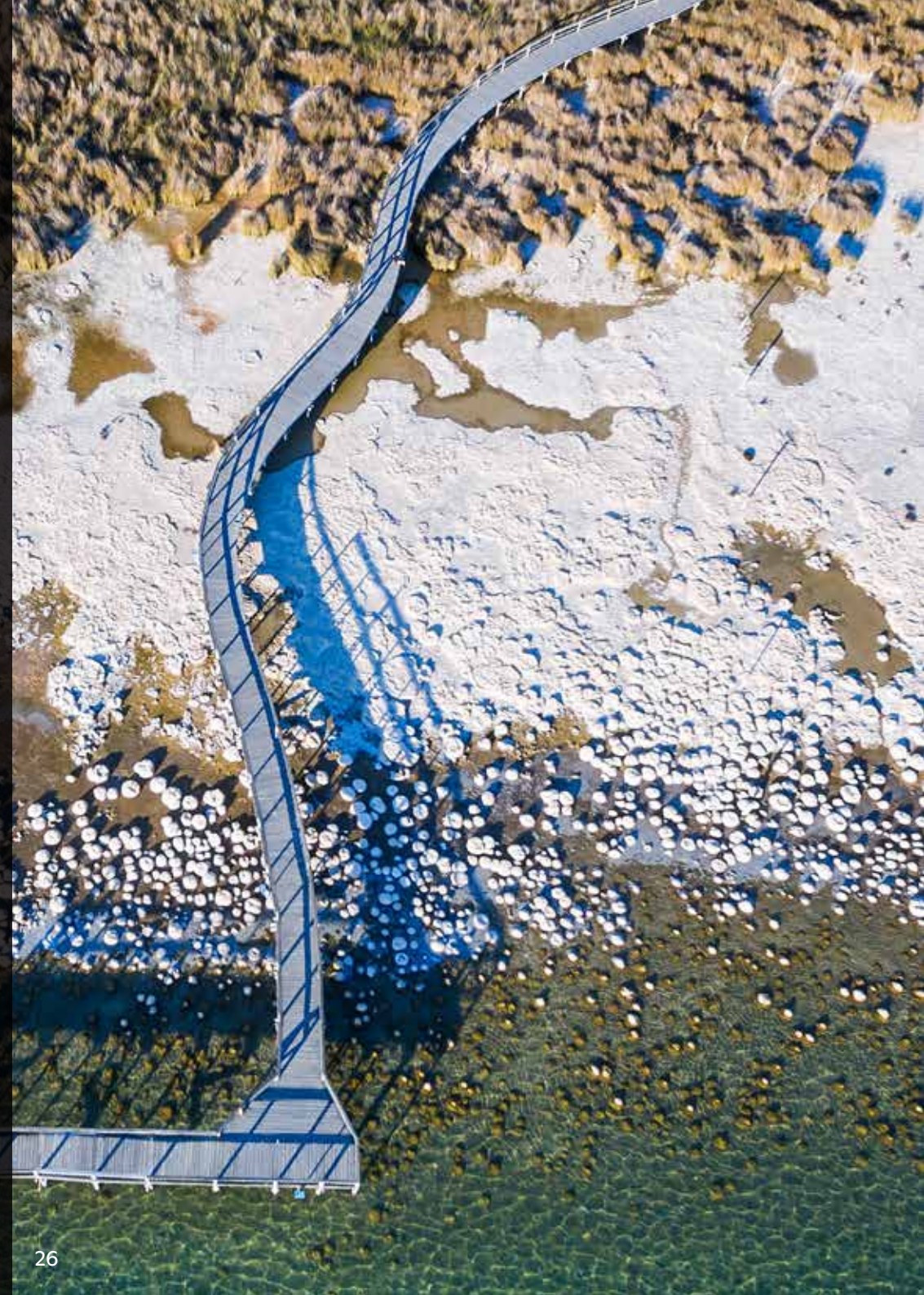
ENVIRONMENT

Built in nature, not on nature

We are built in nature not on nature.

Preserving and celebrating the waterways that make us special.

Nature has a voice when we are making decisions - a strong consideration for how we do things.



Key focus area: Environment

Community Goal	Built in nature not on nature	
Community Outcomes	3.1. Nature has a voice in all decision-making 3.2. A shared responsibility for our environment with a focus on engagement, education and respect	3.3. Our natural environment is celebrated, protected and restored for generations to come 3.4. Our built environment is clean, accessible and sustainable 3.5. Our coast and waterways are healthy and celebrated
Measures of Success	Measure	
Supporting Strategies and Plans	<ul style="list-style-type: none"> • Environment Strategy • Greening Mandurah Framework • Coastal Hazard Risk Management Adaptation Plan • Bushland Buy Back Scheme 	<ul style="list-style-type: none"> • Integrated Transport Strategy • Biodiversity Strategy • Strategic Waste Plan • Waste Education Plan

COMMUNITY GOALS



LEADERSHIP

Advocating and delivering possibility for everyone

Making considered choices that can be passed down to future generations across economic, community and environment.

That will help us realise possibilities for our communities faster.

We are making innovative efforts to transform our city, to make it thrive for everyone.

Key focus area: Leadership

Community Goal	Advocating and delivering possibility for everyone	
Community Outcomes	4.1. A clear and shared vision for Mandurah’s future 4.2. Sound decisions based on evidence and meaningful engagement 4.3. Effective advocacy focused on the needs of the community and strong relationships with key stakeholders	4.4. Well-maintained assets and facilities that meet the needs of our community 4.5. Responsible, transparent, value for money delivery of well planned, sustainable, projects, programs and services 4.6. A committed, innovative, effective, and values-driven Council and workforce
Measures of Success	Measure	
Supporting Strategies and Plans	<ul style="list-style-type: none"> • Strategic Community Plan • Corporate Business Plan • Long Term Financial Plan • Workforce Plan • Asset Management Strategy and Plans 	<ul style="list-style-type: none"> • Customer Service Strategy • Digital Strategy • Mobility Strategy • Community Engagement Strategy
<ol style="list-style-type: none"> 1. A clear vision and plan for Mandurah’s future 2. Improved community engagement outcomes 3. Improved stakeholder support for strategic initiatives 	<ol style="list-style-type: none"> 4. Sustainable financial management 5. Transparent reporting and communication of organisational performance and leadership 6. Improved employee satisfaction 	

Delivering on the community plan

The Integrated Planning and Reporting Framework requires the City to undertake a desktop review of the Strategic Community Plan every two years and a major review (including community engagement) every four years.

The outcomes of the Strategic Community Plan will be incorporated into the City's Four-Year Corporate Business Plan, which outlines specific actions to be undertaken and informs existing plans such as;

- 10-year Long Term Financial Plan
- Annual budget
- Asset management plans
- Workforce plans
- Business plans

The different roles played by the City of Mandurah, other government agencies, private institutions and/or community members, in the process of achieving community outcomes, include;

Provide: responsible for the planning and delivery of a service (this will include but not be limited to terms such as create, build, deliver, engage, demonstrate, ensure, foster, educate, encourage, leverage etc.)

Partner with: formally engage with other organisation(s) to deliver a service

Fund: provide funds to other organisations to deliver a service e.g. grants

Facilitate: bring interested parties together to deliver a service

Advocate: promote the interests of the community to other decision-making organisations – e.g. State and Federal Government



Federal Government

Deals with matters such as



Healthcare
Defence
Immigration



State Government

Deals with matters such as



Main roads
Public housing
Homelessness
Public transport
Police
Utilities
Education



Local Council

Deals with matters such as



Town planning
Local roads
Waste management
Local facilities
Parking
Animal management
Building approvals

The City of Mandurah's purpose and values

Purpose: To shape a vibrant city, empowering everyone to thrive.

Values:

We are engaging (Connected)

We uphold and protect our community (Integrity)

We are determined to make a difference (Courage)

We are always striving to deliver (Excellence)

We embrace ideas and opportunities (Innovative)

Risk Management

The City recognises that as a public authority, it is exposed to a broad range of risks which, if not properly managed, could adversely impact the organisation. In response, the City has implemented a risk management framework to identify and address areas of potential risk to the City.

The system adopted is consistent with the International Standard ISO 31000:2018 risk management guidelines. A range of activities have been implemented to embed risk management principles into the organisation, including;

- risk management awareness training for all staff
- utilisation of the risk register
- improving the quality of risk management plans for major events, projects and grant funding submissions

Regular updates are provided to Council on the City's risk management and occupational health and safety performance.

Emergency Management

The City aims to mitigate and minimise the impact of disruptive and disaster events through an ongoing commitment to emergency prevention, preparedness, response and recovery.

A shared responsibility is encouraged between the City of Mandurah, Emergency Services, State Government and the community.

Through preparing, planning and exercising for disruptive events, the City will be better placed to respond and recover, minimising impact to the City and our community.





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