

Strategic Community Plan 2025-2035



DRAFT

together
towards
2035



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Together Towards 2035

This is our rallying call to our community, who on so many levels have been instrumental in contributing to what we present here. This paper is the result of community consultations involving 2,300 residents, surveys online and workshops in person, expert insights, Council consultations, and collaborative sessions with our Reference Group who generously gave their time to ensure this Strategic Community Plan focuses on the right things, is achievable and uniquely ours.

As laid out in our recent Discussion Paper, there are three key themes that all of this information gathered fits into. In the following sections we dive deeper into how we will:

- Care for our natural environment
- Manage our built environment
- Look after our growing community

We'll discuss what you, our community, has told us, share key trends that will impact us over the next 10 years, and how we plan to respond. We'll go deeper into the practicalities of bringing this plan to life, including how we will work as an organisation and the kinds of services, projects and facilities you can look forward to as we set our sights Together Towards 2035.

Special thanks to our Reference Group

Arts Margaret River
 Augusta Community Resource Centre
 Creative Corner
 Department of Education, Western Australia
 Headspace
 Lower Blackwood LCDC
 Lower South West Growers Group
 Margaret River Business Network
 Margaret River Busselton Tourism Association
 Margaret River Community Centre
 Margaret River Environment Centre
 Margaret River Regional Producers Association
 Margaret River Wine Association
 Mindful Margaret River
 Nature Conservation Margaret River

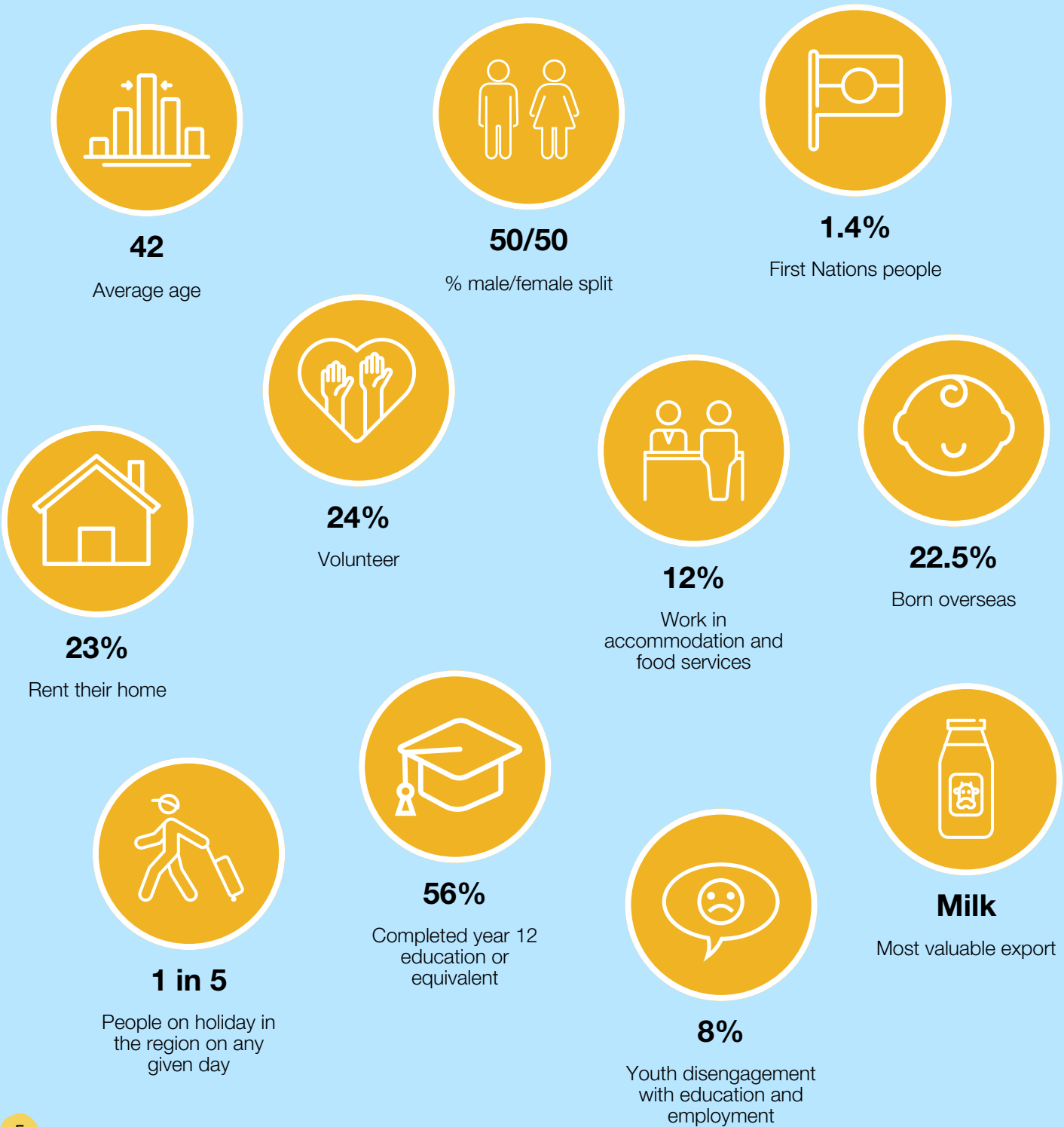
Our journey



Our place

Nestled in the heart of Western Australia’s South West, the Shire of Augusta Margaret River is a place of extraordinary natural beauty and cultural richness. Framed by ancient forests, dramatic coastlines and world-renowned surf, our region is celebrated for its pristine environment and vibrant biodiversity. Home to a welcoming and diverse community,

it offers a highly desirable lifestyle shaped by creativity, sustainability, and connection to nature. From our world-renowned winemakers and fresh food producers to our thriving arts scene and unique heritage, the Shire is as inspiring to visit as it is to live in - where every corner tells a story and every season brings something new.



Our facilities

There are many facilities across the shire that our community and visitors make use of. There are over 600 of these assets that require Shire staff to regularly inspect and maintain.



Did you know?

Local governments are responsible for one-third of Australia's public infrastructure, including 77% of the national road network, yet receive less than 1% of Commonwealth tax revenue in ongoing support.

Section references: Australian Local Government Association

Our services

We provide a range of services that directly or indirectly contribute towards achieving the outcomes described in our Strategic Community Plan.

	Caring for our natural environment	Managing our built environment	Looking after our growing community	Support functions
Administration				
Arts & Economic Development				
Asset Management				
Communications				
Community Building Maintenance				
Community Development & Resilience				
Community Emergency Services				
Corporate Planning and Reporting				
Customer Services				
Environment and Landcare				
Environmental Health				
Finance				
HEART Support				
Holiday Parks				
Information and Systems				
Legal and Governance				
Libraries				
Outside School Hours Care				
Parks and Gardens				
People, Culture and Safety				
Planning, Building and Development				
Rangers				
Sport and Recreation Services				
Waste				
Works, Construction and Technical				

Support functions support all key theme outcomes



Key theme 1

Caring for our natural environment



Above: Western Pygmy Possum

What we heard from our community

From agriculture to windsurfing, our community is deeply connected to and defined by the pristine natural environment that binds us together - it's more than where we live, it's who we are. We strongly believe that nature underpins our lives, and when nature thrives, we thrive.

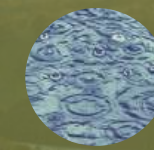
There is continuing demand to not only preserve our precious bushland, waterways and coastal areas, but to restore and revegetate where possible, paying special attention to wildlife corridors and management of non-native and invasive species.

Many expressed concerns about habitat loss and environmental pressures stemming from changes in land use, and a desire to ensure all residents understand the environmental values of the region, whether through education campaigns or strong planning rules.

There are calls to mitigate climate and bushfire risks, but also a concern with the environmental impacts of bushfire prevention and large-scale renewable energy projects. There is a need to carefully consider how we manage these, drawing on Indigenous practices where appropriate.

Your voices reflect a deep commitment to protecting our special home, and we all have a role to play to keep it that way.

Key trends that will impact our lives in the region over the next 10 years.



Climate change is affecting our shire, including a 20% decline in rainfall since the 1970s. A further decrease of 15% is forecast by 2030.



Tourist behaviour is changing, with visitors keen to get 'off the beaten track' and deeper into nature.



Disease and pest pressures such as Marri canker, dieback and polyphagous shot-hole borer are threatening our unique biodiversity.



Busselton Margaret River Airport could see increased visitation from the newly announced Perth route, joining the two interstate routes introduced over the past three years.



Precious and iconic animals are under threat, with the Western Ringtail Possum, Forest Red-tailed Black-Cockatoo, and Hairy Marron amongst the 13 locally listed Critically Endangered animals.

What this means for our region

Our natural environment is facing increasing pressures, both from direct environmental changes and our own activities. In fact, Australia has lost more biodiversity than any other continent over the last 200 years. Climate change is already altering local ecosystems through declining rainfall, rising fire risks and the need for intensified bushfire mitigation measures, which can themselves impact biodiversity.

Population growth is amplifying these pressures, leading to habitat loss, increased groundwater extraction and further strain on biodiversity. The Shire doesn't control how many people move to the region, but through our Planning framework we aim to positively influence how growth is managed to achieve the best social and environmental outcomes.

Our region is becoming more accessible. A large share of our visitors come from Perth, so as Perth's population grows, so too does tourism in our region. New flight routes open additional tourism markets, bringing economic opportunities along with potential environmental risks, particularly around biosecurity for our natural environment and agricultural sectors.

The community's concerns underscore a strong desire for leadership in addressing these challenges, ensuring that growth does not come at the cost of the region's natural beauty and ecological integrity.

While much of the region's natural environment is managed by the Department of Biodiversity, Conservation and Attractions (DBCA), we can play an important role in managing our own reserves, advocating for adequate funding of our National Parks, partnering with conservation groups and landowners for on-ground works, regulating and enforcing sensitive use of land, and funding natural resource management efforts.

Below: Boranup Forest



We must protect our natural environment and landscape character. It is difficult, if not impossible, to recover once destroyed.

Where we want to be

The below outcome statements summarise where we want to be by 2035.

In 2035



Natural landscapes are protected and managed to preserve and restore their biodiversity and cultural values.

New development is concentrated within clearly defined areas to avoid impacts on remaining farmland and ecosystems.



Waste is minimised with a focus on keeping resources in circulation.

The Shire and community are committed to climate action, reducing carbon emissions and achieving net zero.



Industry, government, community and visitors understand, respect, and steward the environment.

Water resources are protected and well-managed to ensure biodiversity flourishes in the region.



Strong community partnerships support environmental initiatives and projects.

How we'll get there

Achieving these outcomes requires reliable research and planning to guide our actions. This planning is undertaken through issue-specific strategies and plans such as the below:

- Local Biodiversity Strategy (draft)
- Climate Action Plan
- Climate Adaptation Plan
- Coastal Hazard Risk Management and Adaptation Plan

Our plans describe what actions we'll take, including what we *provide* directly, how we *partner* with other groups to deliver, what we *regulate*, and how we *advocate* to other tiers of government for more support. We can't achieve these outcomes on our own. To dive a little deeper read the **Outcomes in Action** section on page 31.

These are only some of the plans used to guide our work. Check out our website at amrshire.wa.gov.au to view and download a range of these important documents.

What we'll measure



We are working on developing a range of indicators to help us measure whether we are moving in the right direction.

Project spotlight



Protecting and managing the Wadandi Track

The Shire's efforts in weed control and revegetation have enhanced a strategic ecological linkage along the Wadandi trail not only for our human residents but for a host of local species, too. With over 6250m² of revegetation so far, we have been creating habitat and foraging opportunities for our precious black cockatoos.

Approximately 2000 native seedlings have gone in the ground so far, and an additional 1.5kg of local native seed has been direct seeded. This is just one of many strategic revegetation projects throughout the shire.



Key theme 2

Managing our built environment



Above: Riflebutts accessible playground

What we heard from our community

Our region is known for its natural beauty, worldclass produce and welcoming communities that span from rugged coastline through expansive forests and into farmlands. As more people are drawn to the lifestyle offered here, we're starting to feel the strain on the places and spaces that define how we live. Our community is concerned about sprawling new developments, lack of affordable housing, and what that means for our unique local identity.

As our region grows, so too does the need to improve roads and pathways for cars, cyclists, pedestrians and those who rely on mobility aids. We heard that smaller townsites, like Witchcliffe, need special consideration to both improve liveability and reduce the need to drive to more developed towns such as Margaret River. In addition, the lack of public transport continues to be a challenge for those unable to drive, and agricultural communities

are calling for better infrastructure, such as quality roads and telecommunications towers, to ensure they stay connected to the wider community.

With more people calling this region home, our public spaces are under pressure. There's increasing demand for better playgrounds, dog exercise areas, flexible community venues and outdoor courts to support growing interest in sport. At the same time, the community is clear that new investment must not come at the cost of maintaining the much-used facilities we already have.

Balancing growth with sustainability, accessibility and liveability is a shared priority. The challenge ahead is ensuring that as our region and each townsite grows, our infrastructure and public spaces reflect the needs of all who live and visit here, keeping it safe, connected and welcoming for generations to come.

Key trends that will impact our lives in the region over the next 10 years.



The cost of construction is 31% higher than pre-pandemic levels.



Decreasing control by local government of planning decisions in favour of state government centralisation.



Median house rental prices are increasing, going from \$420 per week in 2020 to \$740 per week in 2025



Popularity in sports and recreation is growing, with significant increases in basketball, hockey and in overall female participation in organised sports.



Library use is rapidly growing as people seek out air-conditioned work and study options.

What this means for our region

Our built environment is under growing pressure from both environmental and social changes. Rising costs of materials and labour is hindering our ability to maintain existing assets, further compounded by the availability of skilled tradespeople across the region. In addition, as planning decisions become more centralised at the state level, ensuring our townsites retain their unique character will be increasingly challenging.

Climate change is affecting roads, buildings and public spaces through storm damage, bushfires and extreme heat, increasing the cost and urgency of maintaining critical infrastructure. Demographic shifts are also reshaping community needs. An ageing population requires more accessible

infrastructure and services, while the rise in children and youth is increasing demand for family-friendly spaces and targeted youth services.

Steadily increasing house and rental prices and lack of available, affordable housing, will continue to affect our most vulnerable community members and requires special attention to ensure no-one in our community is left behind.

These trends highlight the need for careful long-term planning to ensure that our built environment remains safe, functional and sustainable, balancing growth with current financial realities so that future generations can continue to enjoy the services provided.

Below: Old Augusta Jetty



Development needs to be managed so that it supports non-car-based travel. So many developments are out of town meaning that families are restricted to car travel to reach schools and shops.

Where we want to be

The below outcome statements summarise where we want to be by 2035.

In 2035



Townsites have developed in a manner that retains their unique identity and encourages community connection, safety and vibrancy.

Active lifestyles are supported through a range of facilities, sports and recreation opportunities and public open space.



Community halls, libraries and other facilities offer diverse spaces and services to support community wellbeing.

A well-connected network of paths, cycle trails and roads allows safe movement through and between townsites.



Residents and seasonal workers have access to a diverse range of housing options that meet their needs and budgets.

Our built environment is functional, sustainable, accessible, safe, and sympathetic to the surrounds.



How we'll get there

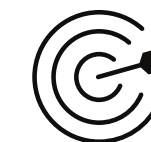
Achieving these outcomes requires reliable research and planning to guide our actions. This planning is undertaken through issue-specific strategies and plans such as the below:

- Local Planning Strategy
- Local Planning Scheme
- Leisure Plan
- Public Open Space Strategy
- Asset Management Plan

Our plans describe what actions we'll take, including what we *provide* directly, how we *partner* with other groups to deliver, what we *regulate*, and how we *advocate* to other tiers of government for more support. We can't achieve these outcomes on our own. To dive a little deeper read the **Outcomes in Action** section on page 35.

These are only some of the plans used to guide our work. Check out our website at amrshire.wa.gov.au to view and download a range of these important documents, including specific character studies and design guidelines to help retain townsite character.

What we'll measure



We are working on developing a range of indicators to help us measure whether we are moving in the right direction.

Project spotlight



Gloucester Park Clubhouse Upgrade

Built in 1984, the Gloucester Park clubhouse supports soccer, cricket and rugby, but lacks inclusive and accessible facilities. With growing female participation in sport, the upgrade will deliver new, gender-inclusive changerooms, accessible entry and connection to the town sewer system.

A new viewing deck will provide sightlines to the Lower Western Oval, improving the spectator experience and supporting future community sporting needs.

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Key theme 3

Looking after our growing community



Above: Margs Youth Collective

What we heard from our community

We are fortunate to call this magical place our home, it's understandable why we want to protect it. We've talked about the natural and built environment, now it's time to talk about our community, the people, that make it special.

There is a strong desire to maintain our values of being a fair and inclusive place, where no-one is left behind, however homelessness and mental health challenges are affecting our most vulnerable community members.

There is concern over how fast we are growing. Strains are showing on local services that many of us rely on, such as childcare, aged care, recreation spaces, high schools and libraries, where demand is outpacing capacity. There is also a concern about the impact of rapid growth on our community connections, values and heritage, with farmers in particular calling for greater recognition and

support for their role in the community.

The need for locally accessible mental health and social support services, diverse employment opportunities and meaningful representation, particularly for agricultural communities and First Nations Wadandi people, reflects a community striving to be equitable for all.

Building upon our strong sustainability reputation, we've heard the economy needs to evolve and diversify, supporting small businesses to thrive and grow, creating training and employment for young people.

Across the shire the message is clear, as we grow, we must ensure that community wellbeing remains at the heart of decision-making, strengthening our sense of place and belonging for those here now, and generations yet to come.

Key trends that will impact our lives in the region over the next 10 years.



The local population is increasing 3.5% year-on-year, placing us within the 20 fastest growing local government areas in the country, and is expected to grow a further 35% by 2035.



Health and social services are being centralised in Bunbury.



The number of retirees and seniors is growing faster than any other demographic.



Real wages are 4.8% lower than before COVID and grew for the first time in 2024.



Adoption of AI is increasing in business, with 35% adopting AI as part of operations.

What this means for our region

We live in a desirable area, that's a big positive that has drawn many of us here over the years. As our population continues to grow, so will the demand for essential services like childcare, aged care and recreational spaces. The arts will also play an increasingly important role in bringing our community together.

The growth in people living and visiting over the next 10 years will bring challenges in managing bushfire risks, road safety, animal-related incidents and risks to public health.

New technology and increasing shifts to online services highlights the need for digital connectivity, particularly in more remote areas.

There is a need to balance growth that complements our strong economy with pathways to training, stable employment and fulfilling careers for locals in alternative sectors, particularly for young people.

To maintain a fair and inclusive community, we need equitable housing solutions, meaningful representation for all and for community services to be available locally.

Below: Readers & Writers Festival



The ageing population needs more support and access to specialists without driving to Bunbury or Perth, maybe more age care facilities.

Where we want to be

The below outcome statements summarise where we want to be by 2035.

In 2035



Our healthcare, childcare and aged care services are well-resourced and responsive to the needs of a growing and ageing population.

Young people are valued, empowered and engaged, and have good opportunities for building a future here.



Our community is strong and connected, enriched by active community groups and collaboration on local priorities that matter to us all.

Farmers and local businesses are valued and can thrive in a supportive economic and regulatory environment that acknowledges our responsibilities to future generations.



We are welcoming and inclusive to all, regardless of background and ability, and our multicultural community is enriched by Wadandi Pibelman culture and knowledge.

The health, safety and resilience of our communities is supported through a coordinated approach of risk management, response and recovery.



Our vibrant arts and events showcase and celebrate our unique identity, bring public spaces to life, and create meaningful experiences for all.

How we'll get there

Achieving these outcomes requires reliable research and planning to guide our actions. This planning is undertaken through issue-specific strategies and plans such as the below:

- Public Health Plan
- Access and Inclusion Plan
- Jenna Yen Mundamung (Walking Together)
- Strengthening Community Capacity Plan
- Empowering Youth Plan
- Age Friendly Community Plan

Our plans describe what actions we'll take, including what we *provide* directly, how we *partner* with other groups to deliver, what we *regulate*, and how we *advocate* to other tiers of government for more support. We can't achieve these outcomes on our own. To dive a little deeper read the **Outcomes in Action** section on page 39.

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What we'll measure



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Team spotlight



Advocacy Committee

Following the 2023 Community Perception Survey, Council established the Advocacy Committee to lead focused and transparent advocacy efforts aligned with community values.

The Committee identifies key priorities and engages with all levels of government, partners and the community to drive outcomes that support wellbeing, resilience and environmental protection. It ensures local voices are heard and reinforces the Shire's commitment to long-term regional benefit.



Implementation



How we work

Before we take a closer look at what we do at the Shire, we'd first like to share how we strive to work effectively as an organisation. The below principles describe what you can expect from us as we deliver the outcomes across each key theme presented in this document.



Community-first mindset

We act with a community-first mindset, where customer service is the responsibility of all staff.



Effective communication

Our communication reflects integrity, care, and a commitment to building enduring relationships with our community.



Inclusive engagement

We actively listen, engage and collaborate with our whole community to better understand all perspectives to aid our decision-making.



Ethical leadership

We demonstrate ethical leadership at all levels in our organisation, making decisions in an open, transparent and accountable way.



Culture of innovation

We embrace a courageous mindset to meet the unique challenges of our times, pursuing bold and creative ideas for a sustainable future.



Financial responsibility

We manage our finances responsibly, investing in services and assets that deliver sustainable, long-term value for now and the future.



High performing staff

We provide a supportive, empowering and safe environment that encourages Council and staff to deliver to their best potential.



Continuous improvement

We ensure our processes, systems and services are fit-for-purpose and evolve to meet the diverse needs of all who use them.

Supporting plans

As with each of the key themes, there are a number of important plans that support the overall efforts of the organisation:

- Customer Experience Strategy
- Long Term Financial Plan
- Corporate Business Plan
- Overarching Sustainability Policy

You can read more on our website at amrshire.wa.gov.au

What we'll measure



We are working on developing a range of indicators to help us measure whether we are moving in the right direction.

How it all fits together

Our Strategic Community Plan was created in collaboration with our community, Shire staff, Council and Reference Group (see page 3), and in line with the Integrated Planning and Reporting (IPR) framework. It sets out our vision for where we want to be in the future across three key themes, each including desired outcomes, measures and examples of intended actions.

For further details on our actions, please refer to the Corporate Business Plan and informing documents found at amrshire.wa.gov.au



Let's talk money

Before we dive into how we'll deliver on the key theme outcomes, let's first look at how our last Strategic Community Plan led to some major projects that have improved our community and how they were funded.

About two-thirds of our money comes from rates. The rest comes from fees for services (like gym memberships and Yiradjinda holiday park bookings) and grants we secure from the state and federal government.

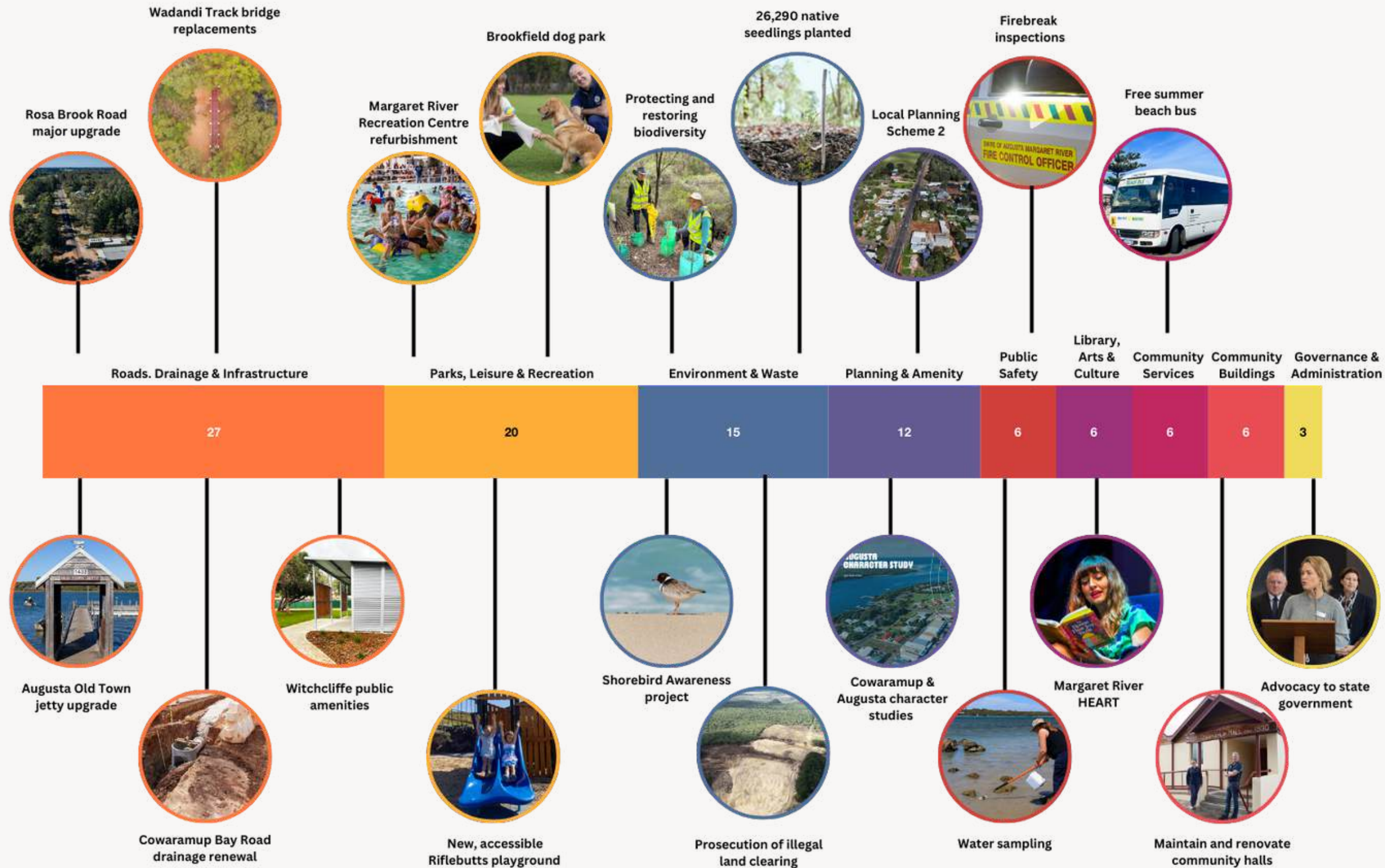
The chart to the right shows the range of services a typical \$100 in our budget covers, from maintaining and upgrading physical assets such as roads to running community services such as libraries and events for youth.

This diverse spread of work supports much of what makes our home special and illustrates the challenges we face when allocating time, money and resources to make them happen. We often need to make trade-offs between doing one thing or another.

You can find a full breakdown of our annual budget at amrshire.wa.gov.au/budget

The projects and services shown here highlight just some of the work we've done based on our last Strategic Community Plan.

If you want to see the full list, check out our previous Corporate Business Plans and Annual Reports at amrshire.wa.gov.au/reports



Outcomes in action



The following pages look at the key theme outcome statements presented earlier, and provides broad examples of what we, the Shire, will do to make them a reality by 2035.

There are four roles we can play:

1

We provide

Important services like libraries, recreation centres, youth programs, ranger services and town planning.

2

We regulate

To make sure rules are followed for things like building, animal management, public health and parking.

3

We partner

With people and organisations to get things done through funding, training and providing resources.

4

We advocate

By speaking up for our community and push for support from other levels of government.

For more information on our plans and strategies, please refer to the Annual Report and Corporate Business Plan, published each year. You can find the latest documents on our website at amrshire.wa.gov.au



Caring for our **natural environment**

Where we're going

& How we'll get there

In 2035...

Natural landscapes are protected and managed to preserve and restore their biodiversity and cultural values.

New development is concentrated within clearly defined areas to avoid impacts on remaining farmland and ecosystems.

Waste is minimised with a focus on keeping resources in circulation.

The Shire and community are committed to climate action, reducing carbon emissions and achieving net zero.

Industry, government, community and visitors understand, respect, and steward the environment.

Water resources are protected and well-managed to ensure biodiversity flourishes in the region.

Strong community partnerships support environmental initiatives and projects.

We will provide

Weed control and revegetation efforts, along with educational signage and infrastructure to safeguard our nature reserves.

Community facilities and services that support responsible disposal and recovery of waste products.

Renewable energy upgrades to Shire facilities, equipment and fleet, and education to assist the community to also transition to lower carbon energy sources.

Education and information via signage, our website and social media to build awareness about how we all play an important role in preserving our region's unique landscape.

A recycled water scheme, utilising treated wastewater for irrigation on our reserves.

Grant funding, equipment and expertise to build capacity in local environmental groups.

We will regulate

By enforcing local laws designed to minimise the ecological impact of new developments, sediment runoff into waterways, and illegal land clearing.

All new development applications in line with our Local Planning Scheme and Strategy, encouraging infill development in existing urban areas.

Applications for renewable energy projects to maximise benefits to locals and minimise risks to our environment.

Via local laws and other government regulations to mitigate damage to our environment from illegal camping, dumping and other risks to flora and fauna.

By imposing development conditions that protect our waterways, and encourage waterwise parks and gardens.

We will partner

With local landcare organisations, volunteers and 'Friends of' groups to share knowledge, and provide resources and funding for on-ground works.

With other local governments and state government authorities to deliver programs aimed at achieving a sustainable, low-waste, circular economy.

With community groups to promote sustainability and encourage low impact living.

With conservation, tourism and other local organisations to create a 'culture of care' for the environment.

With landcare and volunteer groups to protect and restore our waterways, and with the relevant authorities to expand our recycled water network.

With local 'Friends of' groups, providing assistance in grant applications, and involvement in large collaborative projects including hands-on work alongside Wadandi Cultural Custodians.

We will advocate

For increased support from state government to manage visitation impacts on our environment and National Parks.

For greater responsibility on local planning decisions with the state government.

For additional investment from state government to support the waste management needs of our growing community.

For a stronger position and accountability on climate change at the state and federal level, and for investment into additional infrastructure to support our renewable energy needs.

For funding to manage impacts of our growing residential and visitor numbers on sensitive areas.

For focused attention from state government authorities on future water security in this drying region.



Managing our **built** **environment**

Where we're going
& How we'll get there

In 2035...

Townsites develop in a manner that retains their unique identity and encourages community connection, safety and vibrancy.

Active lifestyles are supported through a range of facilities, sports and recreation opportunities and public open space.

Community halls, libraries and other facilities offer diverse spaces and services to support community wellbeing.

A well-connected network of paths, cycle trails and roads allows safe movement through and between townsites.

Residents and seasonal workers have access to a diverse range of housing options that meet their needs and budgets.

Our built environment is functional, sustainable, accessible, safe, and sympathetic to the surrounds.

We will provide

Upgrades to townsites and public spaces that emphasise what makes them special, including street furniture, landscaping and pathways.

A variety of high quality, bookable spaces that support individual, team, competitive and casual sports and leisure pursuits.

Functional spaces and supportive staff to build the capacity and wellbeing of our community, maintaining and renewing existing assets before building new ones.

Maintenance of existing roads and paths, and connection of missing pathways.

Employment and housing for seasonal workers in our holiday parks.

Accessible, well-maintained community facilities that are easy-to-use, fit-for-purpose and adapt to our ageing population.

We will regulate

Through character studies and place plans that encourage best possible outcomes.

Through a planning framework that oversees short-stay accommodation and facilitates a range of housing types reflective of community needs.

By enforcing standards of construction.

We will partner

With community members to seek input and feedback on new infrastructure plans such as playgrounds.

With state government, sporting associations, local clubs and businesses to build opportunities for sports participation.

With community groups to activate these spaces with programs, events and initiatives to meet community needs

With RAC on a Safer Speeds Trial to improve road safety, and with local clubs and organisations to improve management of our trail network.

With community groups to support better outcomes for homeless community members.

With landscaping, design and development professionals to share knowledge through robust design review processes.

We will advocate

To the Western Australian Planning Commission (WAPC) for greater input into local decision making and to improve local planning outcomes.

For greater financial assistance as a tourism destination to maintain the assets used by both community and visitors.

To the Department of Transport for additional funding to support the strategic expansion of existing infrastructure.

To state government to intervene around homelessness and support construction of social housing.

Looking after our **growing community**

Where we're going
& How we'll get there



In 2035...

Our healthcare, childcare and aged care services are well-resourced and responsive to the needs of a growing and ageing population.

Young people are valued, empowered and engaged, and have good opportunities for building a future here.

Our community is strong and connected, enriched by active community groups and collaboration on local priorities that matter to us all.

Farmers and local businesses feel valued and can thrive in a supportive economic and regulatory environment that acknowledges our responsibilities to future generations.

We are welcoming and inclusive to all, regardless of background and ability, and our multicultural community is enriched by Wadandi Pibelman culture and knowledge.

The health, safety and resilience of our communities is supported through a coordinated approach of risk management, response and recovery.

Our vibrant arts and events showcase and celebrate our unique identity, bring public spaces to life, and create meaningful experiences for all.

We will provide

A crèche and outside school hours care to support access to sports and recreation facilities for all.

Traineeships, job and volunteering opportunities for young people, vibrant Youth Precincts, and range of inclusive youth events, programs and services.

Access to grants, workshops, training and support for community groups and volunteers.

Accessible facilities, acknowledgement of our local indigenous heritage, and inclusive events, training, services and information for the community.

Emergency management planning, environmental health inspections, evacuation centres and community recovery in the event of a disaster.

Grants funding and promotional support for both major and community-led events, and direct funding, technical and production support to the Margaret River HEART (Nala Bardip Mia).

We will regulate

On behalf of other tiers of government as well as our own local laws in a way that is clear, navigable and streamlined wherever possible.

Standards of construction to ensure it complies with national guidelines and meets disability requirements.

Ensuring compliance with events and commercial activity permits, fire permits and firebreaks, and other rules that safeguard public safety.

Fair use of public open spaces through events permits.

We will partner

With community organisations and service providers to support vulnerable members of our community.

With young people and youth experts to best understand their needs and challenges, and how we can support them.

With community groups and training organisations to build capacity, collaborate on projects and celebrate local volunteerism.

With local industry groups, including through grant funding, to support local businesses and improve outcomes for the economy, environment and community.

With Cultural Custodians, service providers and community groups to support diverse needs and cultural backgrounds.

With multiple emergency services and government departments to ensure our community stays safe.

With local community and industry groups to deliver high-quality events, programs and initiatives that celebrate and reflect the unique values of our region.

We will advocate

To state government to adequately resource and locate services where most needed in our shire.

For additional state government investment in our local not-for-profit providing essential community support services.

Locally for the inclusion of minority groups as an integral part of our community.

For greater state government support in local disaster preparedness.



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