

Ashleigh Brice

From: Shire of Merredin <no-reply@sparkcms.com.au>
Sent: Thursday, 15 April 2021 11:37 AM
To: Ashleigh Brice
Subject: Strategic Community Plan Feedback Form Response



The following form was filled out on the Shire of Merredin website.

Strategic Community Plan Feedback

Name

Debbie Morris

What did you like about the Strategic Community Plan?

Pleased to see the inclusion of the concerns, comments etc expressed by the community at the engagement process and the referencing to State and Regional priorities.

The Themes are relevant.

What didn't you like about the Strategic Community Plan?

I feel heritage/history has not been acknowledged or recognised anywhere in the SCP. For example, our rail history (Railway Museum). If it were not for some dedicated volunteers, Merredin's rail history would be not existent.

Strategies for change - I agree with 'Increasing the number and diversity of events, including a signature annual event, which celebrate the rich culture and history of the town and region'. (The 'military' theme for this signature event - Gateway Merredin, was chosen without any consultation or community engagement with Railway Museum and it has only been after the Railway Museum Committee commenced inquiries with Shire staff that some of the railway history has been included).

Which is why I don't believe 'The Shire regularly engages with its community, and in return, communicates the information gathered in a clear and transparent manner. OR 'The Council works closely with the community to successfully achieve projects or outcomes that deliver the community's vision for Merredin.' But I hope this will change! I don't think this comment is a true reflection of our community - 'Sporting clubs are thriving in membership and volunteers'. I feel some are really struggling and memberships have declined.

I look forward to the implementation of Priority - 'Effective mechanisms for community representation in key decision-making', but believe this should be extended to 'Effective, regular mechanisms for communication with the whole community'.

Whilst there is a slight reference in the SCP about actively pursuing partnerships with the community, I believe there are some untapped opportunities for Council which are not acted on as often as they could be. However saying that, when some partnerships have occurred there is minimal or no recognition given to the community partner. I don't believe it is solely the role of Council to deliver everything to and for the community, the Council is the catalyst/facilitator for things to happen, but Council need to allow the community to be involved.

Submitted:

12/04/2021 4:43:29 PM

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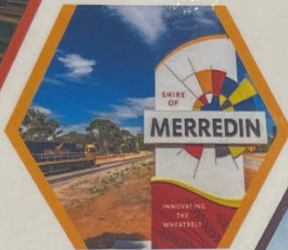
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ECONOMY & GROWTH

Merredin thrives with a job-rich and multi-faceted economy, building on local strengths



PRIORITIES	STRATEGIES FOR CHANGE
Clearly articulate Merredin's identity and value proposition	Develop a marketing plan for Merredin as a place to live, work, invest and visit
Tourism product development, including cultural tourism	Collaborate with WEROC to develop a tourism product investment prospectus Collaborate with the Njaki Njaki Noongar and other relevant organisations to develop cultural tourism
Strengthening the economy through local business development	Prepare a local economic development strategy and action plan, led by business Support a local business leadership organisation to drive business development in partnership with the Shire and others Collaborate with the Njaki Njaki Noongar people and the wider Aboriginal community to develop local Aboriginal businesses
Building on Merredin's strengths to expand the economy	Identify business opportunities and prepare and market a Merredin investment prospectus Be a business-friendly Shire and provide a concierge service for businesses that have the potential to locate in Merredin Ensure adequate supply of industrial and commercial land

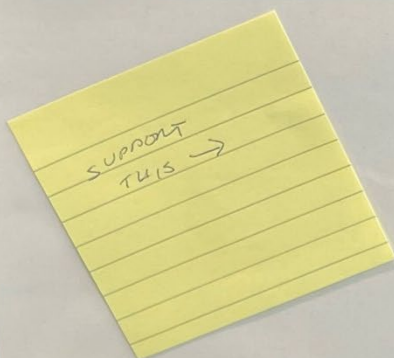
have a strong
'support local first'
policy

PLACES & SPACES

*Merredin is an attractive regional town,
with an inviting public realm.*



PRIORITIES	STRATEGIES FOR CHANGE
Revitalise the Merredin CBD	Develop a shovel ready CBD revitalisation plan in partnership with businesses and residents and actively pursue funding
	Create more compelling and welcoming town entrances
Improve public open space	Revitalise Apex Park



TRANSPORT & NETWORKS

Merredin is easy to get around for all and well-connected regionally, nationally and internationally for people and industry



STRATEGIES FOR CHANGE	
PRIORITIES	
Improving local roads	Development of Rooding Hierarchy and ten-year capital works plan to establish clear, transparent and affordable priorities to meet the needs of residents and industry
Improving stormwater management	Development of a Stormwater Asset Management Plan and ten-year capital works program

Yes, that! →

ENVIRONMENT & SUSTAINABILITY

*Merredin looks after the natural environment
and minimises its carbon footprint.*



PRIORITIES	STRATEGIES FOR CHANGE
Address climate change	Develop climate change strategy and action plan
Ensure continuous potable and non-potable water supply	Develop a water strategy and action plan
Advocacy for drylands farming support	Work with State and Federal agencies and representatives for the inclusion of our local farming community in schemes to develop drylands farming techniques and support water short regions
Developing a more efficient and sustainable waste management service	In collaboration with WEROC, develop a regional waste management plan and solutions
The Shire leading by example	Institute exemplary practices in energy and water efficiency and waste minimisation Local biodiversity plan for natural areas under Shire control

TOWN TO BE
TOTALLY
RENEWABLE
ENERGY

BIODIVERSITY
FARMING

Shire
should
have an
EV