

Next Generation >

# BROOKTON

Shire of Brookton's

STRATEGIC COMMUNITY PLAN

2027 >

November 2020



## Acknowledgement of Country

The BROOKTON community would like to acknowledge the Balladong Noongar people as the traditional custodians of this land, and pay respect to all Elders, past and present. The community wish to acknowledge and respect local people's continuing culture and the contribution they make to Country and its life.

### About Integrated Planning and Reporting (IPR)

Next Generation BROOKTON 2027> Strategic Community Plan is the people's plan. The document details long-term objectives setting out the vision and future aspirations for the Brookton community. The Strategic Community Plan is the parent document community members, external members, and the Shire of Brookton use to enable all groups to collaborate, achieve, decide and fund. All local governments require an Integrated Planning and Reporting (IPR) framework in Western Australia to set out their 10-year target; the Strategic Community Plan forms part of this framework. As a community, we will update this plan every two years internally and every four years externally.



### A Message from the Shire President

"We all came together to form the Next Generation BROOKTON 2027> Strategic Community Plan in November 2017 and unashamedly voted for growth and progress. From considerable input, we are now shifting to become a fully empowered and transparent community that is inclusive and open to new ideas. As we advance, we will be more mindful of our three elements: work, live and visit, with a vision statement to match. We will be better at measuring our successes and using insights to make decisions. With our 20 priority outcomes, now called The BROOKTON 20, our community and stakeholders are already starting to achieve priority outcomes. From your feedback, we have four new group behaviours: equitable, empowering, enthusiastic, and entrepreneurial. I look forward to working individually, in small groups, or collaboratively as a community, to boldly achieve Next Generation BROOKTON 2027>."



Katrina Crute  
Shire President  
BROOKTON



## How We Contributed

In 2017 more than a fifth of BROOKTON residents contributed their thoughts to Next Generation BROOKTON 2027>. It was a thorough and deep process where internal and external stakeholders were interviewed by an independent consultant one-on-one. Community members were asked to either complete two different online surveys, respond via email, complete a paper survey or attend one of eight group stakeholder sessions. Mountains of feedback gathered and collated formed three books during the processes.

An independent consultant considered all community views, ensuring an equal and thorough process. The formation of our Strategic Community Plan is a requirement under the Local Government reform process. Most local governments have now initiated this process twice, with BROOKTON's first completed in 2013.

From Brookton's community views, combined with best-practice PESTEL Analysis (political, economic, social, technological, environmental, legal influences), themes arose. Outcomes were derived, resulting in a very precise Strategic Community Plan and community vision. The BROOKTON community shared some excellent yet diverse messages.

To view the three books of community and stakeholder feedback, visit the Shire of Brookton website.





"We live in a good place, so let's make the most of what we've got."

"Infrastructure, plus housing:-it's a catch 22—if you don't have rental, you don't have people, and if you don't have people, you don't have rental."

"In regards to the future, and in discussion about e-changers, we need to have the technology that stands up to it."

"We need a real corporate type business that will link into railways and everything."

"We can see BROOKTON as a training hub. There is a continuum needed in education from out of school through to ongoing education. We wish to help locals to be employable, as that will help us too."

"We need young volunteers coming into the community."

"Low levels of diversification is an issue for the future growth of BROOKTON."

## BROOKTON

= all our community

= live, work and visit

"We should improve the caravan park, so people actually want to come here."

"We are very fortunate to have some stable businesses."

"I'm more than happy to die here; I'd like good palliative care around."

"We need to keep the past, and present like Fremantle keeps the facades and has flash interiors."

"Accommodation: "Itinerant workers and truckers always say there's just nowhere to stay."

"Technology advancement: you go three kilometres in either direction, and you've got no mobile reception."

"What about not the decrepit aged care, but the one before that? Consider self-supported living."

"You need something on the main road out there. If there were an Information Centre there, they would stop."



"We know BROOKTON has an excellent proximity to Perth, but what we don't know is why that is a competitive advantage."

"Why do we not know there are 103 businesses here?" "It's really surprising. How can we support them?"

"There is a place in Tasmania which has murals all over the town. They get about six tourist buses through, making it absolutely crowded."

"Visitors are really looking for authentic Indigenous experiences, and BROOKTON could be the one, being so close in proximity and having an organized partner in Seabrook."

"There is a big trend of moving back to the country—can Brookton tell a better story? There's some really good matrix of statistics in the Sub-Regional Strategy documents which may be helpful."

"We need our shops to be open."

"I think we should focus on 35-50 age group: they have kids, and their parents are looking for aged care."

BROOKTON <b>grows</b>	BROOKTON <b>grows</b>	BROOKTON <b>grows</b>	BROOKTON <b>grows</b>	BROOKTON <b>grows</b>
Enterprise + Industry	Population + Visitation	Performance + Knowledge	Lifestyle + Community	Built + Natural Amenities
<b>1. New and Secondary Industry</b> BROOKTON enhances, attracts and diversifies its big business.	<b>5. Older Population</b> BROOKTON is recognised for its 'age-friendly and active-ageing' positioning which benefits all ages of the community.	<b>9. Community Engagement</b> BROOKTON is an empowered and resilient community.	<b>13. Education Super Site</b> BROOKTON attracts new-age education, business and learning opportunities.	<b>17. Resource Maximisation and Sustainability</b> BROOKTON community elevates efforts toward water, energy, waste use and supply, and sustainability.
<b>2. Small to Medium Enterprise</b> BROOKTON'S small to medium businesses are celebrated, prosperous and diverse.	<b>6. New Population</b> BROOKTON's population has grown and diversified, and is well-understood, measured and targeted.	<b>10. Strategy and Reporting</b> BROOKTON's community has elevated its knowledge and use of strategic planning and engages in reporting and insights.	<b>14. History, Heritage, Recreation and Culture</b> BROOKTON's culture enables a flourishing stop-over destination and a celebrated, and active, place to live.	<b>18. Town Precinct</b> BROOKTON capitalizes on its main road arteries, enhancing the level of visitor engagement within the Town Precinct.
<b>3. Social Innovation</b> BROOKTON has found better ways to use its assets and its people for the benefit of the community and the planet.	<b>7. Aboriginal Population</b> BROOKTON's Indigenous population has grown and is supported in BROOKTON's strategic growth.	<b>11. Value Proposition</b> A distinct BROOKTON brand is owned and managed by the BROOKTON community.	<b>15. Technology and Automation</b> BROOKTON has kept involved with the digital age and proven its technology capabilities to attract business.	<b>19. Buildings</b> BROOKTON's buildings are maximised and housing and accommodation support live-ability, business and visitation growth.
<b>4. Jobs and Volunteering</b> BROOKTON is a thriving community with strong job options and new-age volunteering models.	<b>8. Visitation and Transient Population</b> BROOKTON has attracted a new-age transient workforce, transient visitors, mid-term population groups and short-term visitors.	<b>12. Measurement, Learning and Knowledge</b> BROOKTON community and Council has changed its behaviours to make decisions aligned to strategy, and with the use of insights.	<b>16. Community Activity and Visitor Eventing</b> BROOKTON's events and gatherings have increased prosperity, short term population, knowledge and social impact.	<b>20. Connection to Country</b> BROOKTON is a leading and celebrated cultural and spiritual place, where all people can feel connected to Country.



# BROOKTON BEHAVIOURS

Equitable—Empowering—Encouraging—Entrepreneurial



## BROOKTON Vision by 2027

BROOKTON is



a **well-recognised** business and agricultural hub,

a **flourishing** stop-over destination, and

a **celebrated** place to live.

*‘If you run, you stand a chance of losing, but if you don’t run you’ve already lost.’*

*Barack Obama, former President of USA*



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