

# Strategic Community Plan July 2022 to June 2032

By the community of BROOKTON  
for the community of BROOKTON.



Community = Residents + Visitors + Workers + Owners



## Acknowledgement of Country

The BROOKTON people acknowledge the Traditional Custodians, the Noongar People, on whose land we are living and pay our respects to their Elders, past, present and emerging.

## BROOKTON's growth to date.

Before the arrival of European settlers Brookton was inhabited by Noongar people. The local Noongar speak the southwestern dialect Kongal-marawar, of the Noongar language. Since time immemorial, the Noongar people have maintained a living cultural, spiritual, familial, and social relationship with Noongar boodja.

The first European into the area was John Seabrook in 1846. Between the 1840s and 1860s the area was regularly visited by itinerant saddlewood cutters. John Seabrook and his family were the only permanent Europeans in the area until his stepson, A. W. Robinson, took up adjacent land in 1864. By the 1860s and 1870s there were sheep and wheat farms in the area who were cutting sandalwood and clearing the white gums, York gums, jam, she-oak thickets and scrub. They turned the land into grazing and wheat growing acreage.

The Great Southern Railway arrived in 1884 with the establishment of the Seabrook Siding which was named after John Seabrook. A small community grew up around it. The Brookton Railway station was

opened in June, 1889. The town was gazetted in 1895 and named Seabrook. The town's name was changed from Seabrook to Brookton in 1899 because there was another Seabrook near York.

By 1903 the small settlement of Brookton comprised a school, hotel, bank and a few shops. In 1906 the Brookton Road Board was formed, and then in 1940 the town acquired a bulk wheat silo.

Today's population of BROOKTON is static, the community has a median age of 42 (which is increasing year on year) and has a stable business environment. Brookton is home to one of CBH's largest storage facilities.



## A message from our Shire President Councillor Katrina Crute



The community of BROOKTON has together built its next ten-year Strategic Community Plan. This Plan drives all other decision making including the Shire of Brookton's Corporate Business Plan. This process, called integrated planning and reporting, is part of the Local Government Act, and is completed, in depth, every four years.

During the 2022 community engagement phase, the community looked back to determine how much of the last Strategic Community Plan had been completed. The last Plan was called Next Generation BROOKTON and included a 20-piece jigsaw which we called The BROOKTON 20. It was eye-opening to see how much of this Plan had been achieved. I am pleased to report that 65% of The BROOKTON 20 was completed.

In looking forward and forming BROOKTON's next Plan, we can highlight four major findings from the community's engagement phase. First and foremost, our community is very proud of BROOKTON. We stated that we are most proud of our volunteering, our sporting facilities, our main street and our historical and heritage sites.

The next major finding though shows how diverse our desires for the future are. When we were asked to pick our priorities for the next 12 months, 2 years and 4 years, community members picked so many different priorities that mathematically 90% of the community could not get what they wanted. The main message here is that our community members have different views depending on their age, their working needs and their lifestyle.

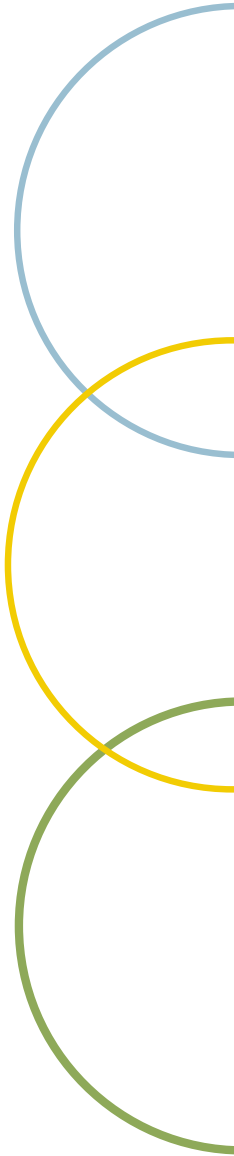
The third major finding is that community members want a more robust, more transparent (in particularly financially transparent) and high performing Council to better deliver upon the community's plan.

And the fourth major finding is the community's desire to work better as one connected and spirited community. Specifically, our community wants stronger and modern Aboriginal reconciliation, population growth, diversity and inclusion, and a more advanced contribution to the greater cause of climate change – as aligned to progress we are all witnessing across Australia.

The community is continuing with its vision statement for the next four years and has created a plan that can deliver upon that vision even stronger. Although there is bias towards 'living' in BROOKTON in this new plan, strategically, we have chosen to push the 'working' side of the plan too. We are all trying to 'grow BROOKTON' for a sustainable and thriving future.

The community has advanced our planning method from being purely aspirational to being aspirational and executable. For the years 2022 to 2026, the community has formed The BROOKTON 15 – being 15 outcomes it wishes to achieve. We can now deliver upon this plan on a year-by-year basis.

In any Strategic Community Plan, in any region, the community achieves parts of the Plan and the Shire of Brookton achieves parts too. The Shire of Brookton has created a Corporate Business Plan to deliver upon the Strategic Community Plan.



BROOKTON's community vision:

**BROOKTON** is  
a well-recognised business and agricultural hub,  
**a flourishing stop-over destination,**  
and a celebrated place to live.



# The BROOKTON 15



BROOKTON has 15 Outcomes to focus during this strategic phase to achieve its community-wide vision statement (shown as blue, yellow and green outcomes). On top of achieving the long-term vision statement the community is also focussing on building community spirit (shown as pink outcomes).

The BROOKTON community now has a series of Deliverables it wishes to achieve, listed and numbered under each Outcome. Deliverables are promises the community is making to other members of the community. The BROOKTON community, which includes the Shire of BROOKTON Council, aims to achieve greater than 75% of all Deliverables within a four-year period.



# BROOKTON is

a well-recognised business and agricultural hub, a flourishing stop-over destination, and a celebrated place to live.

## Business and Agricultural hub

1.

### New business

- 1.1 Industrial land project.
- 1.2 Education site advancement project.
- 1.3 BROOKTON business diversification program.
- 1.4 Renewables initiative project.

2.

### Business growth

- 2.1 Commercial space project.
- 2.2 Business support program.
- 2.3 BROOKTON business program.

3.

### Employment

- 3.1 Employment insights project.
- 3.2 Remote working attraction program.
- 3.3 Youth employment stimulus program.
- 3.4 Employment-of-the-future awareness project.
- 3.5 Childcare support program.

## Stop-over destination

4.

### Strategic identity

- 4.1 Significant assets program.
- 4.2 Significant stories program.
- 4.3 BROOKTON brand advancement program.

5.

### Anytime visitation

- 5.1 BROOKTON TRAILS project.
- 5.2 Stage 2 caravan park project.
- 5.3 Visitor amenity advancement program.
- 5.4 Shire partnership tourism program.

6.

### Peaked visitation

- 6.1 Local and visitor events program.
- 6.2 BROOKTON TRAILS activation program.
- 6.3 BROOKTON tourism products project.

## Community Spirit

7.

### Connected BROOKTON

- 7.1 BROOKTON communication advancement project.
- 7.2 Community Enterprise Advisory Group advancement program.
- 7.3 Community connectiveness program.

8.

### Volunteer engagement

- 8.1 Volunteer support project.
- 8.2 Community readiness program.
- 8.3 Volunteer-of-the-future project.

9.

### Learning community

- 9.1 Insights advancement system.
- 9.2 SCP performance and monitoring system.
- 9.3 Learning scholarship program.

## Celebrated life

10.

### All age wellbeing

- 10.1 Sport and recreation action program.
- 10.2 Aging-in-place program.
- 10.3 Community safety advancement program.
- 10.4 Community health program.
- 10.5 Disability and inclusion action program.

11.

### Amenities

- 11.1 Water supply improvement project.
- 11.2 Power performance project.
- 11.3 Telecommunications connectivity program.
- 11.4 Sewerage expansion project.
- 11.5 Recycling and waste modernisation project.

12.

### Housing and Accommodation

- 12.1 Short term housing project.
- 12.2 Housing development-ready land release project.
- 12.3 Diverse accommodation stimulus project.
- 12.4 Housing-of-the-future project.

## Celebrated place

13.

### Built form

- 13.1 All-of-BROOKTON planning project.
- 13.2 Visitor Precinct Phase B project.
- 13.3 Civic Precinct redevelopment project.
- 13.4 Roads management system.

14.

### Environment

- 14.1 Natural spaces enhancement project.
- 14.2 Streetscape beautification and branding project.
- 14.3 Natural Resources Management program.
- 14.4 Climate change contribution project.

15.

### Cultural

- 15.1 Reconciliation Action Program.
- 15.2 BROOKTON cultural opportunities program.
- 15.3 Built form cultural activation project.

# Delivering growth for BROOKTON by 2026



“I can see our town open more often, especially to help us form a good stop-over for all including truckies,” from a BROOKTON community member during Strategic Community Plan engagement.



# Growth Pillar:

## A well-recognised business and agricultural hub



Outcomes and Deliverables	What this growth looks like in June 2026
<p><b>1. New business</b></p> <ul style="list-style-type: none"> <li>1.1 Industrial land project.</li> <li>1.2 Education site advancement project.</li> <li>1.3 BROOKTON business diversification program.</li> <li>1.4 Renewables initiative project</li> </ul>	<p>There is Industrial land that has been released annually to support new business.            The local school has been used out of hours more often.            There is a greater diversity of businesses in BROOKTON.            There is a new renewable energy business or added renewables to our current business.</p>
<p><b>2. Business growth</b></p> <ul style="list-style-type: none"> <li>2.1 Commercial space project.</li> <li>2.2 Business support program.</li> <li>2.3 BROOKTON business program.</li> </ul>	<p>There is growth in BROOKTON's businesses through the release of commercial space.            There is growth in individual businesses through the support of resources and services.            There is stimulation to BROOKTON's business network through planning, prospectus and programs.</p>
<p><b>3. Employment</b></p> <ul style="list-style-type: none"> <li>3.1 Employment insights project.</li> <li>3.2 Remote working attraction program.</li> <li>3.3 Youth employment stimulus program.</li> <li>3.4 Employment-of-the-future awareness project.</li> <li>3.5 Childcare support program</li> </ul>	<p>There is new and succinct data on BROOKTON's employment trends.            There are new or current people living in BROOKTON who work elsewhere.            Youth have been provided with assistance to find a range of work in BROOKTON.            The community is well-aware of BROOKTON's future employment needs and patterns.            Workers are supported through a strong childcare system.</p>

# Delivering growth for BROOKTON by 2026



“I can see our town open more often, especially to help us form a good stop-over for all including truckies,” from a BROOKTON community member during Strategic Community Plan engagement.



# Growth Pillar:

## A flourishing stop-over destination



Outcomes and Deliverables	What this growth looks like in June 2026
<p><b>4. Strategic identity</b></p> <ul style="list-style-type: none"> <li>4.1 Significant assets program</li> <li>4.2 Significant stories program</li> <li>4.3 BROOKTON brand advancement program</li> </ul>	<p>There is a collected and use of historical and new facts of our significant assets.</p> <p>There is a collected and use of BROOKTON's unique non-tangible assets.</p> <p>BROOKTON's brand building has progressed from logo use to place branding and more.</p>
<p><b>5. Anytime visitation</b></p> <ul style="list-style-type: none"> <li>5.1 BROOKTON TRAILS project</li> <li>5.2 Stage 2 caravan park project</li> <li>5.3 Visitor amenity advancement program</li> <li>5.4 Shire partnership tourism program</li> </ul>	<p>There is a new BROOKTON TRAILS which has been mapped, built and sign posted.</p> <p>BROOKTON's caravan park is enhanced.</p> <p>There are toilets, parking and further amenities for visitors.</p> <p>Shire of Brookton Council, along with surrounding Councils, have a unified approach to tourism.</p>
<p><b>6. Peaked visitation</b></p> <ul style="list-style-type: none"> <li>6.1 Local and visitor events program</li> <li>6.2 BROOKTON TRAILS activation program</li> <li>6.3 BROOKTON Tourism Products project</li> </ul>	<p>There is a supported and co-ordinated annual local and visitor events program.</p> <p>There is an annual BROOKTON TRAILS event for locals and visitors.</p> <p>There is a unique BROOKTON product available to purchase by any person, anywhere, anytime.</p>

## Delivering growth for BROOKTON by 2026



“I’d like our community to embrace each other’s diverse thinking and work together to achieve long-term goals,” from a BROOKTON community member during Strategic Community Plan engagement.

# Growth Pillar:

## A connected and spirited community



Outcomes and Deliverables	What this growth looks like in June 2026
<p><b>7. Connected BROOKTON</b></p> <ul style="list-style-type: none"> <li>7.1 BROOKTON communication advancement project.</li> <li>7.2 Community Enterprise Advisory Group advancement program.</li> <li>7.3 Community connectiveness program.</li> </ul>	<p>The BROOKTON community is in communication with each other any time. CEAG has guided the BROOKTON Master Plan (13.1) and Connected BROOKTON (7.1 and 7.3). All BROOKTON community members have been provided an opportunity to be involved.</p>
<p><b>8. Volunteer engagement</b></p> <ul style="list-style-type: none"> <li>8.1 Volunteer support project.</li> <li>8.2 Community readiness program.</li> <li>8.3 Volunteer-of-the-future project.</li> </ul>	<p>Volunteers have been supported and celebrated, and volunteering is more attractive. The BROOKTON community is prepared to respond to emergencies. There is well-documented knowledge of new-age and different volunteering.</p>
<p><b>9. Learning community</b></p> <ul style="list-style-type: none"> <li>9.1 Insights advancement system.</li> <li>9.2 SCP performance and monitoring system.</li> <li>9.3 Learning scholarship program.</li> </ul>	<p>There is a systematic approach to collect and promote BROOKTON’s social data and insights. The BROOKTON community has had transparency of progress of its Strategic Community Plan. Younger BROOKTON community members have been supported in their community leadership development.</p>

# Delivering growth for BROOKTON by 2026

“I can see more lifestyle lots and hobby farms,” from a BROOKTON community member during Strategic Community Plan engagement.



# Growth Pillar: A celebrated place to live. Celebrated life.



Outcomes and Deliverables	What this growth looks like in June 2026
<p><b>10. All age wellbeing</b></p> <ul style="list-style-type: none"> <li>10.1 Sport and recreation action program.</li> <li>10.2 Aging-in-place program.</li> <li>10.3 Community safety advancement program.</li> <li>10.4 Community health program.</li> <li>10.5 Disability and inclusion action program.</li> </ul>	<p>There are new sport/recreation equipment, assets and programs, including a pool upgrade.</p> <p>There are telehealth, pedestrian and digital technology improvements for seniors.</p> <p>There is a strong ‘neighbourhood watch’ system and security cameras are in place.</p> <p>The community works collaboratively to ensure a wide range of health services are maintained in Brookton.</p> <p>There are ACROD parking bays in priority places, improved access into parks and local businesses are providing accessible venues.</p>
<p><b>11. Amenities</b></p> <ul style="list-style-type: none"> <li>11.1 Water supply improvement project.</li> <li>11.2 Power performance project.</li> <li>11.3 Telecommunications connectivity program.</li> <li>11.4 Sewerage expansion project.</li> <li>11.5 Recycling and waste modernisation project.</li> </ul>	<p>The Council has advocated for water supply to meet BROOKTON’s needs of business and life.</p> <p>The Council has advocated for power performance to meet BROOKTON’s needs of business and life.</p> <p>BROOKTON knows, and has actioned, correction in telecommunication blackspots.</p> <p>BROOKTON’s sewerage provisions are not an impediment to living nor business.</p> <p>The BROOKTON community has a renowned and enjoyed local recycling and waste system.</p>
<p><b>12. Housing and Accommodation</b></p> <ul style="list-style-type: none"> <li>12.1 Short term housing project.</li> <li>12.2 Housing development-ready land release project.</li> <li>12.3 Diverse accommodation stimulus project.</li> <li>12.4 Housing-of-the-future project.</li> </ul>	<p>The most immediate short-term housing problems have been corrected.</p> <p>Land has been released for residential development.</p> <p>BROOKTON people have broadened their types of short and long-term accommodation options.</p> <p>BROOKTON is well-planned for its future accommodation needs.</p>

## Delivering growth for BROOKTON by 2026

“I’d like places where people can connect socially outside of an alcohol area,” from a BROOKTON community member during Strategic Community Plan engagement.





# Growth Pillar:

## A celebrated place to live.

## Celebrated place.



Outcomes and Deliverables	What this growth looks like in June 2026
<p><b>13. Built form</b></p> <ul style="list-style-type: none"> <li>13.1 All-of-BROOKTON planning project.</li> <li>13.2 Visitor Precinct Phase B project.</li> <li>13.3 Civic Precinct redevelopment project.</li> <li>13.4 Roads management system.</li> </ul>	<p>BROOKTON people have a precinct-by-precinct Master Plan.            The Phase B works of the Railway Station and surrounding area is completed.            The works of the Memorial Hall and surrounding areas are in action.            BROOKTON community is engaged in roads management.</p>
<p><b>14. Environment</b></p> <ul style="list-style-type: none"> <li>14.1 Natural spaces enhancement project.</li> <li>14.2 Streetscape beautification and branding project.</li> <li>14.3 Natural Resources Management program.</li> <li>14.4 Climate change contribution project.</li> </ul>	<p>BROOKTON community has an enhanced access to existing natural attractions.            Brookton’s town facilities are clean, well-maintained and easy to find and use.            Local NRM projects have been identified and delivered.            BROOKTON community is measuring its united contribution to climate change.</p>
<p><b>15. Cultural</b></p> <ul style="list-style-type: none"> <li>15.1 Reconciliation Action Program.</li> <li>15.2 BROOKTON cultural opportunities program.</li> <li>15.3 Built form cultural activation project.</li> </ul>	<p>All of BROOKTON (and its Council) have a Reconciliation Action Plan and is progressing through its stages.            BROOKTON community celebrates its engagement in art, heritage, and unique cultural activities.            BROOKTON community has increased its use of its built-form through cultural activities for locals and visitors.</p>



## The BROOKTON Community contributes to the success of its own Strategic Community Plan by:

Using positive and data-driven communication,

Contributing to 'how' to achieve the agreed Deliverables, rather than making up new Deliverables,

Selecting a Deliverables to contribute to, rather than the whole,

Using the Deliverable numbers when explaining pieces to Council or the community,

Collecting images and providing them to Council for collation,

Acknowledging that community members have diverse wants and needs,

Donating time or financial support to grow a Deliverable within The BROOKTON 15,

Encouraging a robust and high performing Council,

Collecting all forms of insights and successes and providing them to Council for collation,

Following the performance results the Council releases quarterly.





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DO NOT OPEN

NO STEP



BROOKTON's Strategic Community Plan has been produced by the community of BROOKTON, with support of the Shire of Brookton.

The Community is encouraged to engage on 'how' to achieve each Deliverable from this current plan.

BROOKTON's next Strategic Community Plan will be created in 2026.

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