

# Meeting Our Community's Aspirations

A City growing at the pace of ours faces many challenges. To help turn those challenges into opportunities we engage regularly with the wider community to develop a strategic community plan which looks over the horizon to the kind of City we want to be in 10 years' time. Our current one, developed in 2015, identified four key aspirations:



## Tourism Lifestyle

Rockingham Beach  
Foreshore Precinct

Investment Attraction

Safety, Appearance  
and Cleanliness

Coastal Facilities

## Strong Community

Mobility and Inclusion

Services and Facilities

Capacity Building and  
Wellbeing

Safety and Support

## Quality Leadership

Financial Sustainability

Community Engagement  
and Advocacy

Infrastructure

Governance

## Sustainable Environment

Climate Change

Coastal and Bushland  
Reserves

Land Use and  
Development Control

Carbon Footprint and  
Waste Reduction



Turning these aspirations into reality is an ongoing process. Every year we work steadily towards realising the strategic objectives we have identified to take us closer to our aspirational goals.

Over the past 12 months we have taken many steps on this journey in each of the four main aspirational areas.

## Quality Leadership

Quality leadership is the common thread in good governance, sound financial management, the development of community infrastructure and effective community engagement.

Quality leadership depends on engaging with and listening to our community. To make it easier for our residents to connect with the City we recently launched a secure online website portal called Rock Port®. This exciting new engagement tool makes it easy for community members to connect with the City on a wide range of topics, and helps the City better understand the needs of community members.

Rock Port® also introduces the **Happiness Index**, designed by the City to measure how happy community members are with living in Rockingham.

Leadership is also about finding new ways to help our residents. Last year we introduced Rates Smoothing to give ratepayers a greater range of payment options and help make their rates more manageable. Around 4,200 people (8% of rate payers) have signed up for Rates Smoothing.

Securing funds for important projects is another component of leadership. During the 2016/2017 financial year we secured the following funding:

- \$450,000 from Lotterywest for the \$1.5 million Secret Harbour Inclusive Play Space
- \$450,000 from the Department of Sport and Recreation Community Sport and Recreation Facilities Fund (CSRFF) for the \$4.09 million Baldivis South Sports Pavilion
- \$20,000 from the Federal Government Stronger Communities Program for the Mike Barnett Netball Court Upgrade.

Recent infrastructure projects completed in the City include:

- Secret Harbour Surf Life Saving Club Facility (\$5.9 million)
- the City's first Enclosed Dog Park at Bayview Reserve, Rockingham
- 17.5 kilometres of roads and 17.6 kilometres of cycle ways
- resurfacing of 30 km of carriageway

We issued 628 Development Approvals with a total value of \$580 million, and established a new Compliance and Emergency Liaison team to ensure a more coordinated approach to all areas where compliance and enforcement are necessary.



# A Strong Community

Through many different community programs and services we are creating a strong community built on inclusion and a widespread sense of wellbeing.

## Seniors

We conduct many seniors programs, events and activities, such as the Annual Seniors and Carers Expo, and Age Friendly Communities Information Workshops. The Autumn Centre currently has over 1,500 members and offers a rich variety of activities to members. We also participated in an Alzheimer's Australia WA pilot project and are now working towards becoming a "Dementia Friendly City". Rockingham Connect Community Transport Service provides well over 400 trips per month.

## Safety

More than 350 eligible residents claimed the Security Subsidy scheme rebate to install a security device which now makes them feel safer in their home. Over the past year our high profile safety service, Rockingham SmartWatch, conducted about 600,000 km of safety patrols (almost as far as the moon and back).

Neighbours Unite, our own initiative in partnership with Neighbourhood Watch WA, focuses on the simple community actions we can take to build safer, healthier and more vibrant neighbourhoods.

## Disability Access and Inclusion

We are making good progress with implementing the actions from the Disability Access and Inclusion Plan and the Reconciliation Action Plan

## Youth

Our youth services team has successfully transitioned to a new way of working, delivering outreach directly within schools and other agencies. Youth workers assisted about 4000 young people and their families in the past year.

## Facilities

In July 2017 we will assume direct management of our premier leisure facility, the Aqua Jetty in Warnbro.

## Events

We presented a full calendar of highly popular events during the past year, including:

- International food festival – attended by 7000 people
- Castaways® sculpture competition –19,000 people attended
- New Year's Eve and Australia day fireworks attracting 25,000 and 27,000 people respectively
- "Romance in the Park", presented in collaboration with the Perth Symphony Orchestra in February 2017 with around 1600 people attending
- The 2016 Seniors Expo with 135 stalls and 1500 attendees.
- Celebrate Ability! with 600 attendees
- The Outdoor Cinema Series attracted over 200 residents at each event
- Various events at our libraries, attracting nearly 27,000 participants throughout the year



# A Tourism Lifestyle

Known as the place “where the coast comes to life” our City is blessed with a wealth of attractions and facilities that support a tourism lifestyle for our residents.

The enduring appeal of our beautiful coast continues to provide immeasurable lifestyle benefits to our residents and draws visitors from far and wide. Boating is an enormously popular activity along the length of our coast, and there are several proposals for marinas under consideration at the moment, including Mangles Bay, and Port Rockingham at the Wanliss Street end of Rockingham Beach.

We are progressing with our strategy to attract a major hotel brand to the foreshore by actively engaging with landowners and investors, and modifying the Planning Policy to include provisions for an ‘iconic hotel’ development within the Foreshore Precinct.

To encourage investment we have also developed a dynamic relationship with the French Chamber of Commerce and Industry resulting in a Memorandum of Friendship between France and the City.

We have also reviewed our tourism business model to add better value to both the local tourism industry and the local economy generally. The City continues to support the Rockingham Kwinana Chamber of Commerce through funding for events such as the Long Table Lunch, Rockingham Jetty Beach Party, the Rockingham Beach Cup, Business Awards and the Business Expo.

The overall amenity of our community continues to sparkle thanks to the ongoing collaboration between residents and the City. During the last year our LitterBusters team has responded to more than 2,200 customer requests by phone, email and the LitterBusters mobile app.



# A Sustainable Environment

From planning to meet the challenges of climate change and reducing waste, to preserving bushland and coastal reserves, and planning for population growth, maintaining our unique environmental values is seen by our community as a major priority.

The Land and Development Infrastructure team has been created to provide a one-stop multi-disciplinary approach to development across the City. The team provides detailed assessment for all engineering, landscape and urban water matters.

We are currently implementing a Bushfire Risk Mitigation Strategy to reduce bushfire hazards within the City and to develop a bushfire awareness culture throughout the community.

The Baldvis Tramway Masterplan, endorsed by the Western Australian Planning Commission, will protect and enhance the value of the Tramway Reserve for recreational purposes.

Through the Waste Authority's Better Bin program, we are aiming to increase our level of recycling to exceed state recycling targets of 65% by 2020. We are upgrading to a three-bin rubbish collection system which will prevent additional recyclables and green waste from ending up in landfill.

The installation of solar panels on City buildings is continuing, and significant savings in our power costs and greenhouse emissions are already being delivered.



# Future projects

During 2017/2018 we will complete these infrastructure projects:

- Golden Bay Sports Pavilion (Rhonda Scarrott Reserve) - \$4.8 million
- Singleton Sports and Community Centre (Laurie Stanford Reserve) - \$4.8 million
- Baldivis South Youth Space - \$450k
- Secret Harbour Inclusive Play Space - \$1.5 million
- Mike Barnett Netball Court Upgrade - \$340k
- Baldivis South Sports Pavilion (Eighty Road Reserve).

Other projects scheduled for the coming financial year include:

- Creation of a new CCTV plan.
- Disposing of vacant land holdings and encouraging further investment in the City's precincts
- Upgrade to graffiti reporting equipment
- Extension of the Rockingham Connect Community Transport Service
- Development of a Coastal Hazard Risk Management and Adaption Plan to guide future management of our coastline
- Development of the 2018-2028 Strategic Community Plan
- Toilet block maintenance and renewal works (\$2.2 million).

