

Strategic Community Reference Group

Meeting 3 report — Strategic Community Plan review

Date:	Wednesday 9 September 2026
Time:	6.00–8.30 pm
Location:	Civic Centre Conference Rooms 2/3 90 Boas Avenue, Joondalup
Facilitator:	Joel Levin — AHA! Consulting

Attendees

Presiding Member: Mayor Daniel Kingston

Elected Members: Cr John Chester
Cr Phillip Viniciullo
Cr Mathew Count (Deputy)

Community Members:

North Ward:

North-Central Ward: Neil Mortimore
Taylah Bell

Central Ward: Sue North

South-West Ward: Len Collier
David Hudson MBE

South-East Ward: Aleksandra Miller
Rewi Whaitiri

South Ward:

Youth: Julian Tearney

City officers: Jamie Parry, Director Governance and Strategy
Rebecca Maccario, Manager Strategic and Organisational
Development
Emily Peters, Senior Policy and Research Officer
Shumit Polra, Policy Officer

Apologies: Cr John Raftis
Michelle Jenkins, North Ward Representative

Ronni-Jo Howe, North Ward Representative
 Bryan Saunders, Central Ward Representative
 Bianca Galipo, South Ward Representative
 Michelle Wright, Youth Representative

Did not attend: Mark Allgood, South Ward
 Josh Challis, Youth Representative
 Jesse McAuley, Youth Representative

Observers: Cr Bettina Gould

Overview

The purpose of the meeting was to inform the major review of the Strategic Community Plan through the consideration of strategic community insights, helping to ensure the Plan remains responsive to community aspirations, emerging priorities, and the City's evolving future direction.

The objectives of the meeting were:

- Review whether the current vision, goals and outcomes remain relevant to the community.
- Identify emerging trends, challenges and opportunities that may impact the City.
- Explore changes in community priorities and expectations since the adoption of Joondalup 2032.

Preparation

To support an informed and productive discussion, Strategic Community Reference Group members were requested to review the pre-reading materials provided prior to the meeting. The materials were designed to introduce the topic, provide relevant context, and encourage meaningful contribution to the discussion.

Outcomes

Presentation: Strategic Community Plan overview

The City's Manager Strategic and Organisational Development delivered a presentation on the review of the Strategic Community Plan, providing an overview of the Plan's purpose, key objectives and the process for the current major review.

The presentation outlined the legislative framework governing the development, review and amendment of the Strategic Community Plan. It was noted that local government strategic planning requirements are established under section 5.56 of the *Local Government Act 1995* and regulations 19C and 19D of the *Local Government (Administration) Regulations 1996*. These provisions require local governments to plan for the future of their district through the preparation and ongoing review of a Strategic Community Plan.

Members were advised that the development of *Joondalup 2032* commenced in 2020 and was informed by extensive community engagement, including consultation with the Strategic Community Reference Group, community surveys, workshops and other engagement activities designed to capture feedback from a broad cross-section of the community.

The presentation highlighted that a Strategic Community Plan is subject to a minor review every two years and a major review every four years. The City is currently undertaking a major review of

Joondalup 2032, which requires broader community engagement and a comprehensive assessment of the Plan. The Strategic Community Reference Group workshop formed part of the commencement of this review process.

In reviewing the Strategic Community Plan, local governments are required to consider factors such as resource capacity, strategic performance measures and demographic trends. The Strategic Community Plan is the City's highest-level strategic planning document, guiding a range of issue-specific plans and informing the Corporate Business Plan, annual budget and ongoing reporting processes.

A meta-analysis of community consultation activities undertaken as part of the 2024/25 minor review found that community sentiment and priorities remained largely consistent with those reflected in *Joondalup 2032*, resulting in only minor amendments. The current major review will ensure the Plan continues to reflect community priorities and aspirations, with feedback from the Strategic Community Reference Group workshop helping to inform project planning, future community engagement activities and the development of a revised Strategic Community Plan for Council's consideration. Further detail on the matters presented is contained within the presentation slides provided at **Appendix 1**.

Reference Group members were invited to ask questions and provide comments on the presentation. The following matters were discussed:

- Emerging trends and demographic changes identified through recent investigations and data may influence the Strategic Community Plan.
- Updated 2027 Census data may provide further insight into population and demographic trends across the City.
- Different demographic profiles across the City, highlight the need to plan for diverse communities such as ageing populations and younger residents.
- The Strategic Community Plan is the City's overarching strategic document.
- The City's Integrated Planning and Reporting Framework demonstrates how the Plan's strategic objectives are translated into supporting plans, the Corporate Business Plan, operational activities, reporting processes, enabling the delivery and monitoring of outcomes.
- Population growth and the increasing number of residents within the City may influence future planning priorities.
- Workshop activities provided an opportunity for members to share feedback on the City's current goals and progress.

Activity: Review of current Strategic Community Plan progress

The purpose of the activity was to gather members' views on the City's progress towards achieving the Strategic Community Plan goals, based on the information and examples provided. Members were invited to consider the following questions:

- Do the photographs appropriately align with and reflect the objectives of each Strategic Community Plan Goal?
- How would members rate the City's progress towards achieving each Goal?

Members were divided into groups comprising community representatives and Elected Members and invited to circulate around the room, reviewing a series of posters displaying each Strategic Community Plan Goal. The posters included photographic examples intended to demonstrate how the City is progressing towards achieving each Goal.

Groups were provided time to discuss and consider their responses before rotating to the next poster. City officers facilitated the activity, answered questions and provided clarification where required.

Outputs

Participants were provided with A3 scorecards and invited to assess the City's progress towards each Strategic Community Plan Goal. For each Goal, participants assigned a rating and provided commentary explaining the reasons for their assessment.

The following rating scale was used:

1. Very poor progress
2. Poor progress
3. Neutral
4. Positive progress
5. Very positive progress

The scorecards were collated, with scores tallied and participant comments summarised to provide insight into how each rating was determined. The following tables summarise the outcomes for each Strategic Community Plan Goal, with the full raw outputs provided at **Appendix 2**.

Rate the Goals and rate the progress in each key theme:

Goal: 1. Community	Vote count	Comments
	Neutral: (x1) Positive progress: (x3) Very positive progress: (x1)	• Youth centre needed. • More markets and cultural events needed. • Take advantage of opportunity: e.g.) Reconciliation Action Plan (RAP) Really involve them in the decisions. • Adventure Hub: Youth focus at Duncraig Library. • Community events, need more younger events. • Duncraig Adventure Hub and Kallaroo Skate/Bike Park. • Very positive initiatives. • Over-achieving with events? • Library is awesome. • Festival is great, best part of the City. • Art gallery. • Would like more Aboriginal Cultural Heritage.
Goal: 2. Environment	Vote count	Comments
	Poor progress: (x1) Positive progress: (x3)	• Needs to be better. • E-bike rebate. • Sustainability audit. • Tamala Park. • Coastal erosion.

		- You can always achieve more but good things have been achieved. - Perhaps more focus on renewable energy. - Friends Group. - More focus on waste, electric vehicle (EV) and coastal erosion.
Goal: 3. Place	Vote count	Comments
	Poor progress: (x1) Neutral: (x1) Positive progress: (x3)	- Place is about places across the City, not just the coastal areas. - Real gems are the coastal areas. - Inland suburbs: Edgewater quarry and Candlewood Blvd receive less investment. - Continual Improvement. - Good progress in suburbs but more work needed on activating the CBD area. - Utilising our beautiful coastline. - Ocean Reef development, great initiative, not just Sea Sports Club. - Harbour, boating, play areas.
Goal: 4. Economy	Vote count	Comments
	Poor progress: (x2) Neutral: (x3)	- Two members supported increased City activations. - Place activation of key identified areas at the City needs to be focused on. The Joondalup City Centre is important but there are other areas of economic activity. - The City tries for Place activation but is only partially successful. - More opportunities for worker rights, representation, collective bargaining and dispute resolution help.
Goal: 5. Leadership	Vote count	Comments
	Neutral: (x1) Positive progress: (x4)	- More advisory groups that are open for everyone and open to join. E.g. Youth Advisory, Multicultural and LGBT Bodies. - More direct community participation in capital works projects voting. - Unsure about progress on transparency, IT and council diversity. - Recorded meeting. - Website's functionality is good. - SCRG process is very positive.

		• No experience with staff training.
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Discussion

The activity concluded with a facilitated discussion, providing an opportunity to share additional insights and observations. A summary of the discussion and key insights is provided below.

Community

- Overall sentiment was positive, with most feedback falling between the neutral and positive progress ratings.
- Members acknowledged the success of community events, the *Reconciliation Action Plan* initiatives and recreation facilities, including skate parks.
- Opportunities were identified to further recognise and celebrate Aboriginal heritage across the City.
- Community members perceived Elected Members as more positive in their assessment of the City's progress.

Environment

- Positive environmental initiatives were recognised, however further progress could be achieved.
- Opportunities for improvement were identified in sustainability, electric vehicles (EVs), e-bikes and environmental management.
- Coastal erosion remained an area of interest and concern.

Place

- Feedback was generally positive, with the City's coastline and recreational assets recognised as key strengths.
- Planning should consider the needs of all areas across the City, not solely coastal locations.
- Concerns were raised regarding perceived differences in investment across suburbs, including inland areas.
- Positive progress in suburban areas was acknowledged, with further activation of the Joondalup City Centre identified as an opportunity.
- Members identified opportunities for further improvement in Place.

Economy

- This Goal received the lowest overall ratings.
- Further work is required to support economic development and activation.
- Opportunities to strengthen economic activity across the City were identified.
- Improvements to worker representation, advocacy and dispute resolution mechanisms were identified.

Leadership

- Feedback on Leadership was generally positive.
- Initiatives supporting transparency and governance, including the live streaming and recording of Council meetings, were acknowledged.

- Improvements to community participation through advisory groups and representative bodies were identified.
- Some members expressed uncertainty regarding transparency, diversity and organisational initiatives not directly visible to the community.
- Overall, members acknowledged progress and identified areas for improvement.

Emerging changes and Future Trends

A plenary discussion was held to explore the key trends and changes likely to shape the City's future, with consideration given to their potential implications for long-term planning, service delivery and community outcomes. A summary of the discussion is provided below.

Plenary discussion

- State Government's density targets may require increased housing density to accommodate for future population growth.
- Activity centres, train stations and major transport corridors were identified as suitable for high-density development.
- Greater housing diversity was highlighted to support an ageing population and downsizing opportunities.
- Housing affordability was identified as an emerging issue, highlighting the need for more affordable and social housing options.
- Concerns were raised regarding a perceived reduction in civic and community buildings and the potential impact on community events.
- Discussion highlighted that increased residential density may place greater demand on community facilities, public open space and social infrastructure.
- Facility consolidation, redevelopment and improved utilisation of existing facilities may provide operational efficiencies while maintaining community access.
- The distribution of community facilities across the City was identified as an important consideration to ensure equitable access for residents.
- Questions were raised regarding reported reductions in parkland and City-owned land. It was clarified that these changes largely reflect the reclassification of land uses, including environmental conservation areas, marina precincts and expanded community facilities.
- Further information was requested regarding the reduction in parkland hectares and its potential community impacts. The Manager from Strategic and Organisational Development will take this matter on notice and provide a response.
- Coastal erosion was identified as a significant long-term challenge, with discussion suggesting that measures based on the area of coastline may provide a more meaningful indicator of change than coastline length alone.
- Consideration was given to the impacts of population growth on energy demand, including opportunities to support renewable energy initiatives, solar energy uptake and electric vehicle infrastructure.
- Growth in the healthcare and construction sectors was noted, with discussion highlighting the importance of appropriate support, representation and access to information for workers in these industries.
- The concept of "place" within the Strategic Community Plan was discussed, with a view that there should be greater emphasis on social wellbeing, community connection and belonging, in addition to physical infrastructure and urban planning outcomes.
- Libraries, community events, cultural programs and community groups were identified as important mechanisms for fostering social connectivity and strengthening community wellbeing.

Exploring Community Vision

Participants were invited to reflect on the current vision and tagline, and whether it is still relevant and meaningful, and reflective of the community's aspirations for the future.

The discussion focused on the extent to which the existing vision continues to represent the City's long-term direction and values, and whether the tagline effectively communicates the desired identity and aspirations of the community. Participants were encouraged to consider the vision in the context of current and emerging community needs, priorities and future trends.

All participants were asked to provide their views through a live poll, which was used to gauge overall sentiment regarding the relevance and suitability of both the current Community Vision and tagline. The feedback collected will help inform considerations as part of the Strategic Community Plan review process.

The poll and table of results are summarised below.

Vision narrative poll

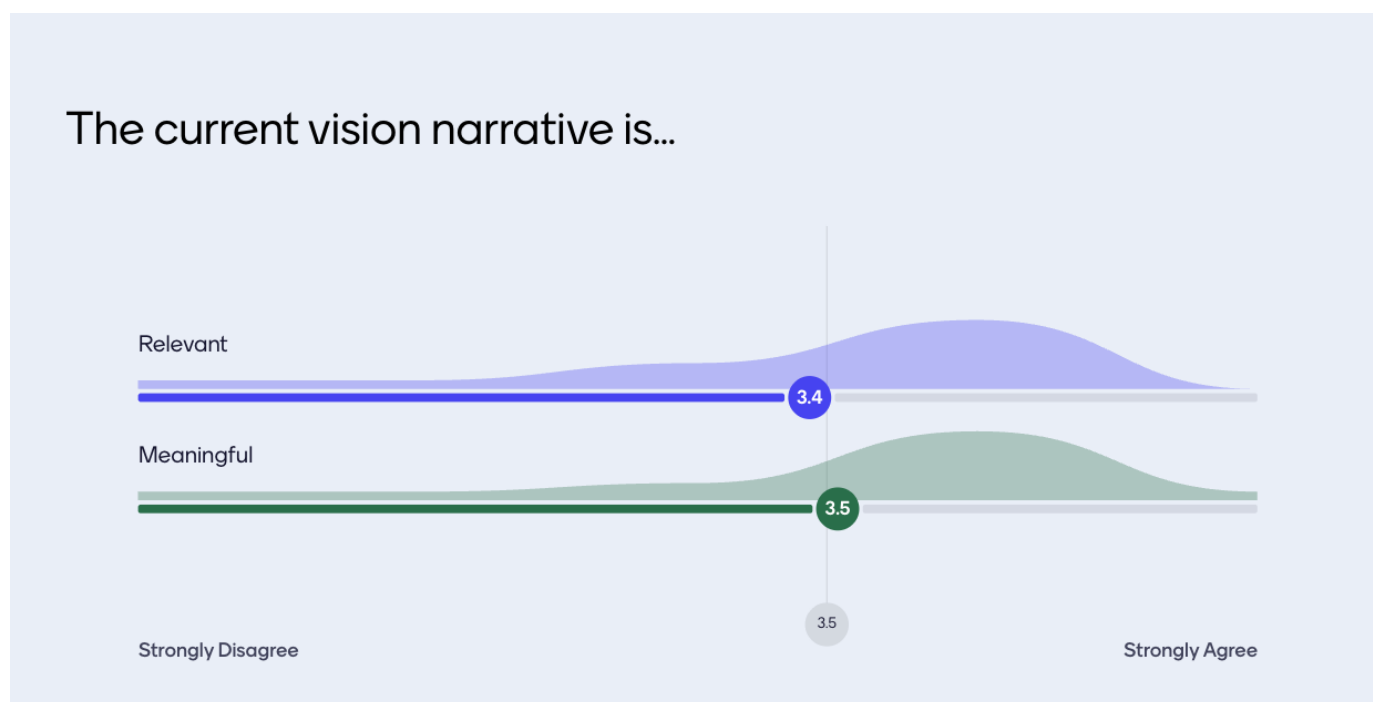


Table: Vision narrative

Measure	Score
Relevant	3.4
Meaningful	3.5

Vision tagline poll

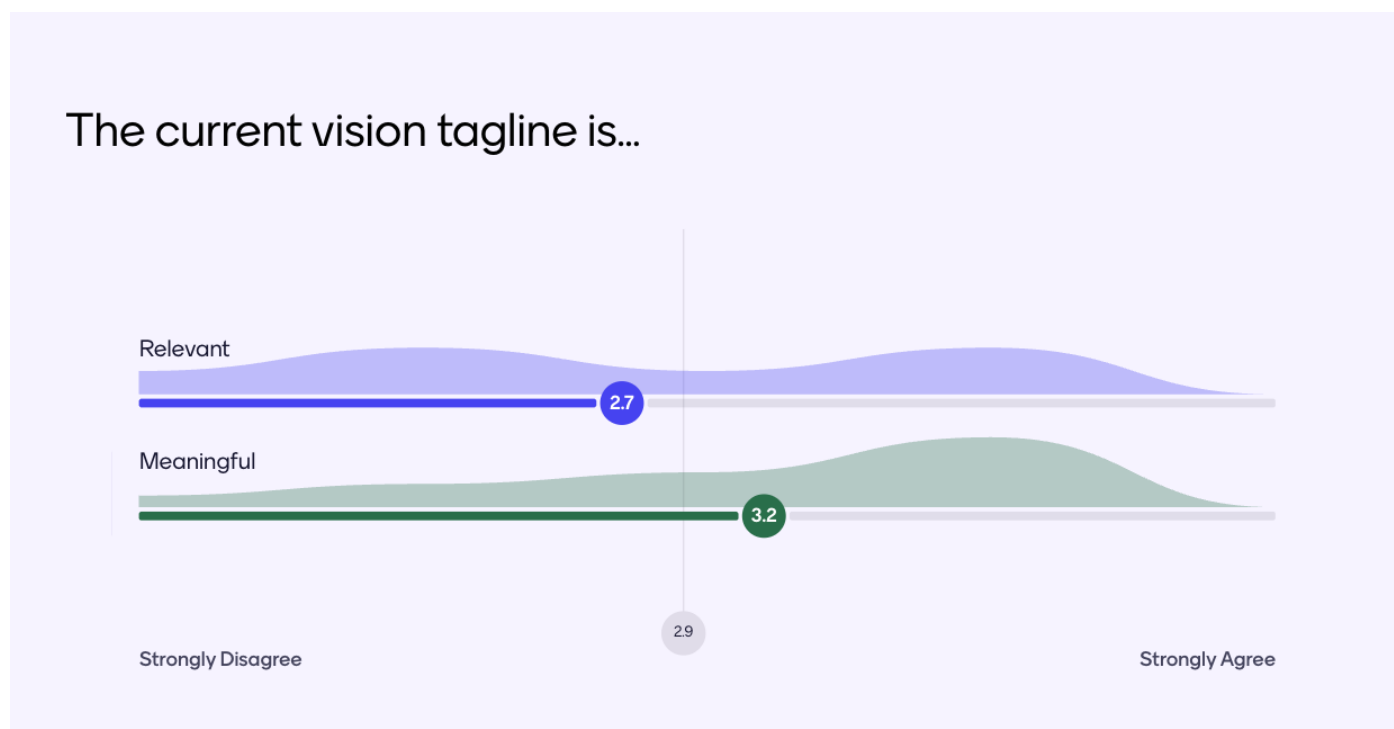


Table: Vision tagline

Measure	Score
Relevant	2.7
Meaningful	3.2

Vision narrative findings

Strategic Community Reference Group members expressed generally positive views regarding the current vision narrative, with average ratings of 3.4 for relevance and 3.5 for meaningfulness. The facilitator noted that the narrative continues to resonate with members and broadly reflects the City's aspirations, values and long-term direction.

Discussion of the polling results indicated that the vision narrative remains a strong foundation for the Strategic Community Plan. The relatively consistent scores for relevance and meaningfulness suggest members consider the narrative both understandable and applicable to the City's future. While there may be opportunities for minor refinements, feedback indicated broad support for retaining the overall narrative.

Vision tagline findings

The current vision tagline received mixed feedback from members, with ratings of 2.7 for relevance and 3.2 for meaningfulness. While members generally understood and appreciated the intent of the tagline, the lower relevance score suggests it is not considered to fully reflect the City's current identity, priorities or future aspirations.

The variation between the relevance and meaningfulness ratings indicates that, although the tagline has some value, it may not resonate as strongly with members as the broader vision narrative. The results suggest there may be merit in exploring alternative wording that better reflects contemporary community expectations and the City's future direction.

Plenary discussion

Discussion on the current vision tagline indicated that many did not consider it particularly relevant or meaningful. While its aspirational intent was acknowledged, there was a view that the tagline does not strongly reflect Joondalup's identity, current priorities or future direction.

A recurring theme was the use of the term "global", with questions raised regarding its relevance to Joondalup. The term was considered open to interpretation and not reflective of the community's perception of the City.

It was noted that the tagline lacks the memorability, simplicity and sense of pride typically associated with an effective tagline. There was a view that a stronger tagline should be more relatable, distinctive and reflective of community aspirations.

Suggested alternative themes included community connection, liveability, health, education and regional identity. Consideration was given to involving the broader community in the development of a new tagline through a public engagement or competition process. The facilitator's discussion notes are provided in **Appendix 3**.

Key insights

- The current vision tagline received mixed feedback regarding its relevance and meaning.
- The term "global" was frequently questioned and was not considered meaningful or reflective of Joondalup by many participants.
- Attendees expressed a preference for language that better reflects community identity, connection and local aspirations.
- The tagline was viewed as lacking the simplicity, memorability and sense of pride associated with an effective community vision statement.
- There was support for reviewing and potentially refreshing the tagline as part of the Strategic Community Plan review process.

Activity: Key priorities and outcomes

The purpose of this activity was to explore the key priority outcomes associated with each Strategic Community Plan Goal and to determine whether they continue to reflect the aspirations and needs of the community.

Members were invited to participate in a facilitated discussion across a series of activity stations, with each station dedicated to a specific Goal area. Posters displaying the relevant priority outcomes were positioned at each station, allowing participants to review the existing outcomes and consider their ongoing relevance. Members were encouraged to discuss the outcomes, identify any areas for improvement, and record their feedback, comments and suggestions directly onto accompanying comment sheets. This process enabled participants to provide both individual and collective insights to inform the Strategic Community Plan major review.

Outputs

Activity stations were set up with A3 posters displaying the key priority outcomes for each Strategic Community Plan Goal. Participants discussed and recorded feedback at each station before rotating through all Goal areas. The following table summarises the feedback received, with the full unedited responses provided in **Appendix 4**.

Goal: 1. Community	
Outcome	Comments
1.1 Healthy and safe - You feel healthy and safe in your local community.	• Important, and we feel we are relatively safe and healthy. • Connectedness.
1.2 Inclusive and connected - You enjoy local services and programs that cater for different ages, abilities and backgrounds.	• Increased resources to libraries please!
1.3 Active and social - You enjoy quality local activities and programs for sport, learning and recreation.	• Local markets (could put in economy).
1.4 Artistic and creative - You celebrate, support and participate in art and events in your local area.	• Very good but could be better supported.
1.5 Cultural and diverse - You understand, value and celebrate the City's unique Aboriginal and other diverse cultures and histories.	• Nil comments.
General comments	• Connected communities. • Improved participation: Decision-making, Community and Volunteers.

Goal: 2. Environment	
Outcome	Comments
2.1 Managed and protected - You value and enjoy the biodiversity in local bushland, wetland and coastal areas.	Is this point missing something about the protection of the coast and coastal erosion?
2.2 Clean and sustainable - You are supported to minimise waste and live sustainably in a clean environment.	You are supported and educated. We agree.
2.3 Responsible and efficient - You benefit from a responsible and efficient use of natural resources.	Nil comments.
2.4 Resilient and prepared - You understand and are prepared for the impacts of climate change and natural disasters.	- Limited to what we can do. - Does this put too much focus on individual awareness and preparedness instead of the City proactively doing its part to address climate change?
General comments	- Incentivising and building renewable energy alternatives (e.g. solar, EVs). - Waste management should have a more active role or description.

Goal: 3. Place	
Outcome	Comments
3.1 Connected and convenient - You have access to a range of interconnected transport options	Connectivity and public transport need to be delivered and remain relevant.
3.2 Well-planned and adaptable - You enjoy well-designed, quality buildings and have access to diverse housing options in your neighbourhood.	- Housing is not currently diverse and remains a priority. - Should mention "including public and affordable housing alternatives".
3.3 Attractive and leafy - You have access to quality public open spaces and enjoy appealing streetscapes.	Missing any mention of native flora and fauna. Do we want "artificial" green areas with no natives?
3.4 Functional and accessible - You have access to quality community facilities that are functional and adaptable.	Nil comments.
General comments	- Need to be more specific and measurable. - Sustainability consideration in our places. - Tourism? - An outcome to tie in services and hospitality, will become more and more important with increasing density. - Placemaking?

Goal: 4. Economy	
Outcome	Comments
4.1 Prosperous and local - You feel supported to grow your business in the City.	• Including spending money/supporting local business and services.
4.2 Innovative and confident - You are attracted to the City's unique characteristics and potential and feel confident in investing.	• Nil comments.
4.3 Appealing and welcoming - You welcome residents, and local and international visitors to the City.	• Cull. Not relevant. A given. Not a "you" thing to do. (or add to community) • Welcoming Police and Fires Ward Games (Joondalup). More needed?
General comments	• Needs to be an outcome that talks to attracting business and facilitating new business to make things happen quicker and fills the "Joondalup CBD" picture much quicker. • Outcome picking up the vision of a diverse, vibrant and thriving local business sector especially in the CBD that provides local jobs. • More community consultation for activation. • Why less outcomes on this topic than others? It is very important. • Mention workers and provide support service advice or more union involvement.

Goal: 5. Leadership	
Outcome	Comments
5.1 Capable and effective - You have an informed and capable Council backed by a highly-skilled workforce.	• Needs to be disaggregated. (Disagree) • Council and workforce are two very different things.
5.2 Proactive and represented - You are confident that the City is advocating on your behalf for initiatives that benefit the community.	• Nil comments.
5.3 Engaged and informed - You are able to actively engage with the City and have input into decision-making.	• Mention "through participation in advisory groups e.g. Youth, etc."
5.4 Responsible and financially-sustainable - You are provided with a range of City services which are delivered in a financially responsible manner.	• Nil comments.
General comments	• Need more local/"suburban" action in community groups for focus on issues and actions locally. • Informed community.

Discussion

- There was agreement amongst the tables that the Healthy and Safe outcome remains highly relevant and reflective of the City's generally safe and healthy community.
- Discussion highlighted the importance of social connectedness as a key contributor to community wellbeing and belonging.
- Suggestions were made to increase support and resources for libraries as important community facilities that contribute to inclusion and lifelong learning within the Inclusive and Connected outcome.
- Local markets were discussed as a means to encourage community contribution under the Active and Social outcome, although some participants considered them more closely aligned with the Economy theme.
- Feedback indicated that the Artistic and Creative outcome remains relevant, but greater support could be provided to strengthen community engagement opportunities.
- Broader discussion emphasised the importance of increasing participation in decision-making, community activities and volunteer initiatives.
- Discussion considered whether the Managed and Protected outcome adequately reflects the importance of coastal protection and coastal erosion.
- There was general support for the intent of the Clean and Sustainable outcome, particularly on education and supporting sustainable behaviours.
- Concerns were raised that the Resilient and Prepared outcome places greater emphasis on individual responsibility than on the City's role in responding to climate change.
- Renewable energy initiatives, including solar energy and electric vehicles, were identified as important future priorities for consideration within the Environment goal.
- Waste management was discussed as an area that could receive greater prominence across the Environment outcomes.
- The importance of improving transport connectivity and public transport services to meet future community needs was highlighted.
- The outcome should focus on the continued delivery and relevance of transport options as the City grows.
- Housing diversity is not currently being fully achieved and should remain a priority.
- Discussion identified an opportunity for the outcome to more explicitly acknowledge public and affordable housing options.
- Discussion highlighted that native flora and fauna are not currently referenced and should be considered within the outcome.
- Questions were raised as to whether attractive public spaces should place greater emphasis on biodiversity and native vegetation, rather than artificial green spaces.
- Opportunities were identified to make the Place outcomes more specific and measurable to better demonstrate progress.
- Sustainability was identified as an important consideration that should be more strongly reflected across Place outcomes.
- Discussion highlighted the role of tourism, hospitality and services in supporting vibrant and attractive places, particularly as population density increases.
- The importance of placemaking in creating connected, distinctive and liveable communities was highlighted.
- Discussion highlighted the importance of supporting local businesses through increased local spending and utilisation of local services.
- The relevance of this outcome was questioned, including whether welcoming visitors is an action that can be directly attributed to the community.
- Feedback also referenced the value of welcoming events and activities that strengthen Joondalup's profile and appeal.

- Discussion considered whether Council capability and workforce capability are distinct concepts that may warrant separate consideration.
- Differing views were expressed on the Capable and Effective outcome, with some considering it combines two distinct areas of performance, while others considered the current wording appropriate.
- Discussion suggested the Engaged and Informed outcome could more explicitly reference involvement through advisory committees, youth groups and other engagement forums.
- Feedback highlighted a desire for stronger support for local and neighbourhood-based community groups to address issues and opportunities at a local level.

Plenary discussion

The discussion focused on managing future growth and ensuring the City remains liveable as population density increases. Participants considered the implications of higher-density development on infrastructure, services, housing diversity and community facilities. There was strong support for directing future growth towards activity centres and appropriate development locations, rather than concentrating development solely in coastal areas.

Participants highlighted the importance of providing a greater diversity of housing options, including opportunities for an ageing population to downsize and remain within their local community. Discussion also considered the role of civic and community buildings as important gathering spaces, although there was recognition that future demand may be influenced by changing utilisation patterns.

Environmental considerations were also raised, particularly in relation to coastal erosion, renewable energy and the adequacy of existing measures used to monitor environmental outcomes. There was discussion regarding changes in reported parkland areas, with participants noting that land reclassification and the expansion of club facilities may influence how open space is measured and perceived.

The discussion also explored broader social and economic considerations associated with future growth, including increased pressure on infrastructure, schools, roads and services, as well as the importance of ensuring community and social outcomes remain a focus alongside physical planning outcomes. A complete record of the facilitator's outputs and participant feedback is available in **Appendix 5**.

Key Insights

- Increased population density will place additional pressure on infrastructure, including roads, schools, community services and facilities.
- Future higher-density development should be directed towards activity centres and other appropriate locations rather than concentrated solely along the coast.
- Greater housing diversity is required, including housing options that support an ageing population and enable downsizing within local communities.
- Consideration should be given to the distribution of growth and development across the City.
- Civic and community buildings remain important gathering places for the community, although future utilisation and service delivery models may evolve.
- It was noted that reductions in reported parkland may be influenced by land reclassification and the expansion of sporting and community facilities.
- Coastal erosion was identified as a significant issue, with concerns raised regarding whether existing measures adequately capture and monitor erosion impacts.
- Increased population growth is expected to increase energy demand, with support expressed for incentives that encourage renewable energy uptake.

- Consideration was given to worker representation, particularly for construction workers involved in delivering future growth.
- Feedback suggested Place-related outcomes focus more on physical planning and development than community and people-focused aspects of place.

Appendix 1 — City Officer presentation slides



Strategic Community Plan

Rebecca Maccario

Manager Strategic and Organisational Development



Major Review

Joondalup 2032

10-Year Strategic Community Plan

Legislative Requirements Local Government (Administration) Regulations 1996:



Strategic community plans must:

- set the vision, aspirations and objectives of the community in the district
- cover a period of at least 10 years
- contain a description of community consultation activities undertaken in its development
- be reviewed at least every 4 years.

In making/reviewing a strategic community plan, LGs must have regard to:

- Resource capacity
- Strategic performance indicators and the ways of measuring performance
- Demographic trends.

City of Joondalup Integrated Planning and Reporting Framework:



Joondalup 2032



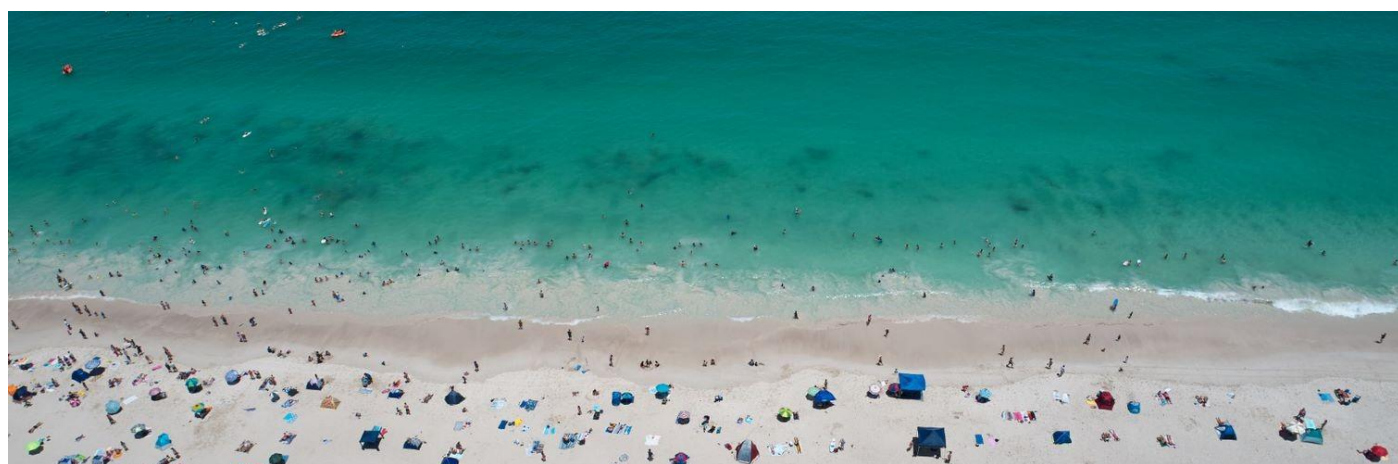
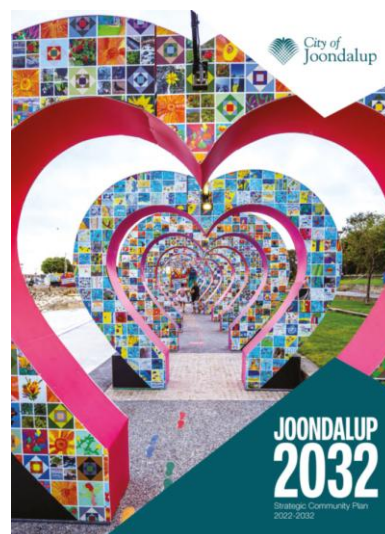
3 Strategic Community Reference Group meetings

1 community survey
(**841** respondents)

10 community workshops
(**219** attendees)

Polling at **4** community events
(**423** participants)

Written feedback on draft plan
(**36** submissions)



Strategic Community Plan, Joondalup 2032—Key Themes

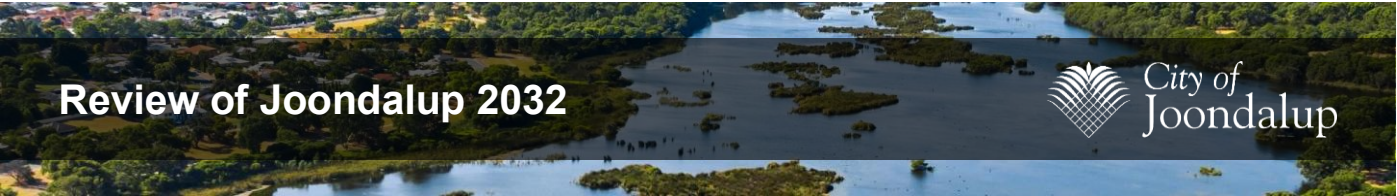
Community

Environment

Place

Economy

Leadership



Review of Joondalup 2032



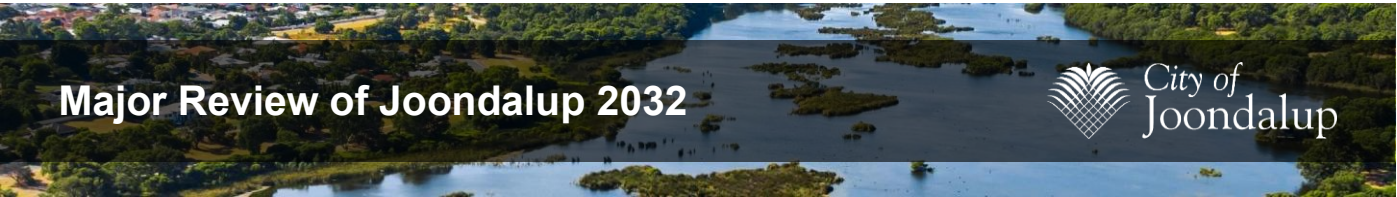
Minor Review 2024/25

Aimed to identify any changes to the vision, goals and outcomes of Joondalup 2032 and included:

- Update of the population and economic data, and population projections.
- Review of legislative changes and local government reforms
- A meta-analysis of recent community consultations

Major Review 2026/27

Purpose is to ensure the 10 year Strategic Community Plan accurately reflects current community values, aspirations, and priorities.

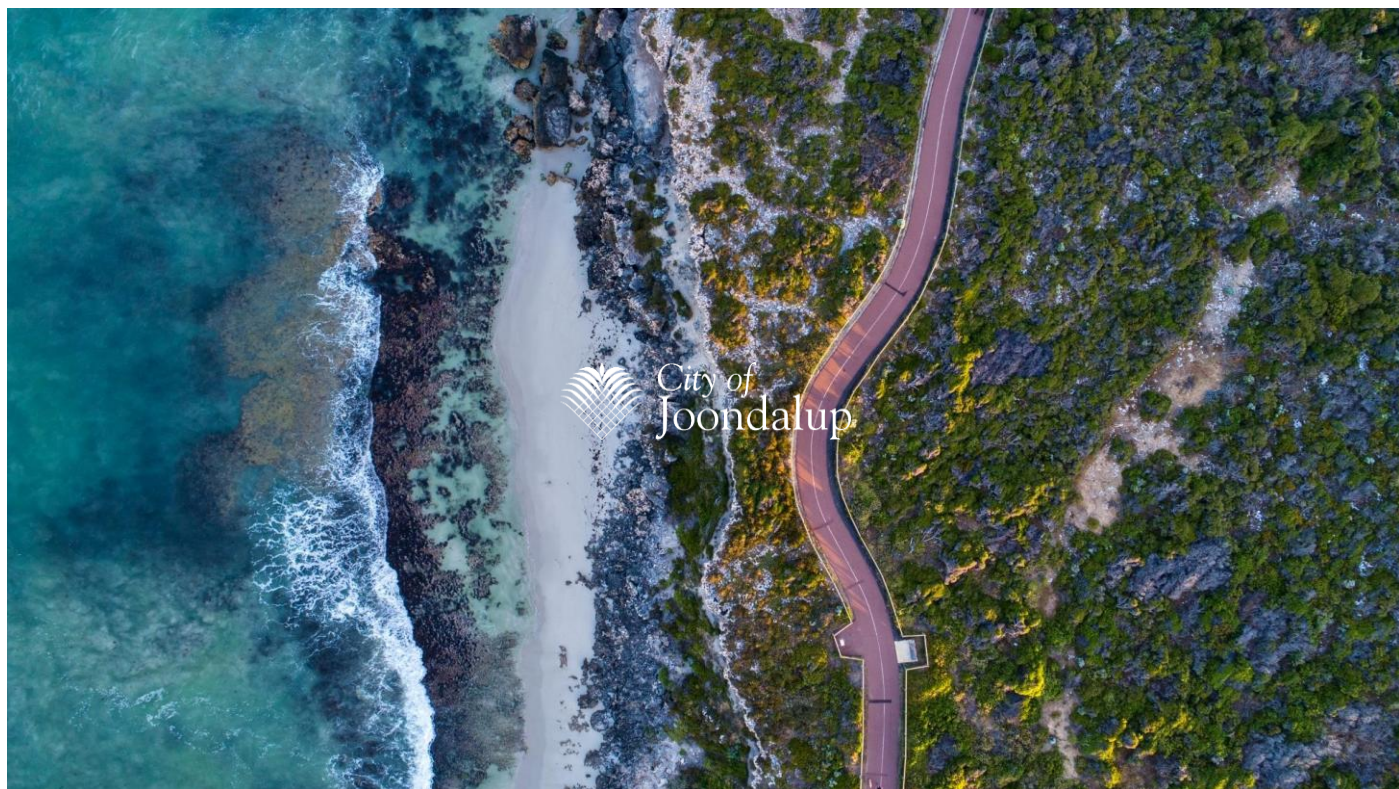


Major Review of Joondalup 2032



The major review will include:

- **Re-engaging the Community:** Providing opportunities for community input and feedback to capture shifting community values, local issues, and future expectations.
- **Update Strategic Alignment:** Ensuring long-term goals align with updated demographic data, regional plans, and state legislation
- **Match Aspirations with Resources** Re-evaluation of long-term financial, asset management, and workforce capabilities to make sure the council can realistically deliver on community desires.
- **Updated SCP to be endorsed by Council.**



Appendix 2 — Raw outputs (Review of current Strategic Community Plan progress)

Goal

1. COMMUNITY

We have a vibrant cultural scene, and our community is friendly, welcoming, caring and supportive. We are prepared for emergencies and feel strong and resilient. We encourage and support local organisations and community-led activities and feel connected and safe in our neighbourhoods.



Access and Inclusion

The City continues to improve accessibility at its beaches, parks and facilities so that more people can enjoy everything Joondalup has to offer. Accessible infrastructure, equipment and pathways help remove barriers for people with disability, seniors and families. These improvements support a more inclusive and welcoming city for everyone.



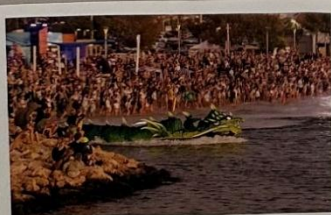
Duncraig Adventure Hub

The Duncraig Adventure Hub was developed to provide a major accessible recreation destination for young people and families in the southern part of the City. Featuring a skate park, pump track, multipurpose courts and community gathering spaces, it encourages active lifestyles and social connection. The project also incorporates extensive landscaping and native planting to create a vibrant and fun environment.



Reconciliation Action Plan

The City's Reconciliation Action Plan strengthens relationships with Aboriginal and Torres Strait Islander peoples and promotes greater cultural understanding across the community. Guided by the Reconciliation Action Plan Community Reference Group, it supports meaningful partnerships, inclusion and respect. The initiative reflects the City's ongoing commitment to reconciliation and positive community outcomes.



Joondalup Festival and Cultural Events

Joondalup Festival has grown into one of Western Australia's most significant community celebrations. The event showcases arts, culture, music, performance and entertainment while attracting thousands of residents and visitors each year. Together with other cultural initiatives, it strengthens community pride and enhances the City's cultural identity.

PROGRESS ON KEY THEMES



Community



Environment



Place



Economy



Leadership

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

VERY
POOR PROGRESS

POOR PROGRESS

NEUTRAL

POSITIVE PROGRESS

VERY
POSITIVE PROGRESS



COMMUNITY EVENTS
~~→ aimed at families~~
 MORE YOUNGER EVENTS

- overachieving? w/ events
 - library is awesome
 - festival is great
 - best part of the city
 - art gallery
 - would like more Aboriginal
 cultural heritage

Dunrobin AH
 Kallaroo skate/bike Park
 very positive initiatives

Youth centre needed
 more markets + cultural
 events
 Take advantage of opportunities
 eg RAP - really involve
 them in decisions
 adventure hub - youth focus
 at Dunrobin library

Goal

2. ENVIRONMENT

We have a beautiful natural environment which we care for and protect. We demonstrate best-practice in sustainability and environmental management. Our community is actively involved in conservation and sustainability initiatives and we share responsibility for preserving our natural assets for future generations.



CHRMAP Community Reference Group

The Coastal Hazard Risk Management and Adaptation Plan Community Reference Group supports planning for the future of the City's coastline. Members provide valuable community input into strategies for responding to coastal erosion, sea level rise and other environmental challenges. This collaborative approach helps ensure long-term protection of coastal assets and natural environments.



Native Plant Giveaway

The Native Plant Giveaway encourages residents to create waterwise and environmentally sustainable gardens. By distributing locally appropriate native species, the program helps improve biodiversity and habitat connectivity across the City. It also promotes greater awareness of local environmental stewardship.



Waste Services

The City's waste services continue to evolve to support more sustainable waste management and resource recovery. Enhanced collection services, recycling initiatives and community programs help residents reduce the amount of waste sent to landfill. These services contribute to a cleaner and more environmentally responsible city.



New Electric Vehicles

The introduction of electric vehicles into the City fleet demonstrates a commitment to reducing operational emissions. These vehicles support more sustainable service delivery while helping lower fuel consumption and environmental impacts. The initiative aligns with broader goals to address climate change and improve environmental performance.

PROGRESS ON KEY THEMES



Community



Environment



Place



Economy



Leadership

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

VERY
POOR PROGRESS

POOR PROGRESS

NEUTRAL

POSITIVE PROGRESS

VERY
POSITIVE PROGRESS

- need to be better.
- e bike rebate
- sustainability audit
- kamala park.
- coastal erosion.

You can always achieve more but good things have been achieved. Perhaps more focus on renewable energy

FRIENDS Group

More focus on waste, EVs & coastal erosion

Goal

3. PLACE

We have well-planned and attractive suburbs and streetscapes, supported by a range of integrated transport options. Our urban landscapes are connected, useable and accessible. A high standard of liveability is enjoyed by our community who can access quality facilities and public open spaces.



Coastal Shared Path Upgrades

The City has progressively upgraded its coastal shared path network to improve safety, accessibility and user experience. Wider paths and improved connections support walking, cycling and recreational use along the coastline. These improvements encourage active lifestyles while showcasing one of the region's most valued natural assets.



Hillarys Cycle Network Expansion

The Hillarys Cycle Network Expansion is delivering more than 10 kilometres of new and upgraded cycling and shared path infrastructure. The project strengthens connections between coastal destinations, schools, local businesses and residential areas. It represents a significant investment in active transport and sustainable mobility.



Moolanda Boulevard Bridge Upgrades

The Moolanda Boulevard footbridge project restores a vital pedestrian and cycling connection within Kingsley. The new structure provides safer, more accessible travel options while reconnecting an important section of the Robertson Road Cycleway. Its delivery supports active transport, community wellbeing and improved local connectivity.



Ocean Reef Sea Sports Club

The Ocean Reef Sea Sports Club forms an important component of the Ocean Reef Marina vision. The facility supports a range of recreational boating and water-based activities while providing a contemporary home for local sea sports organisations. It contributes to the growth of the marina as a major regional destination.

PROGRESS ON KEY THEMES



Community



Environment



Place



Economy



Leadership

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

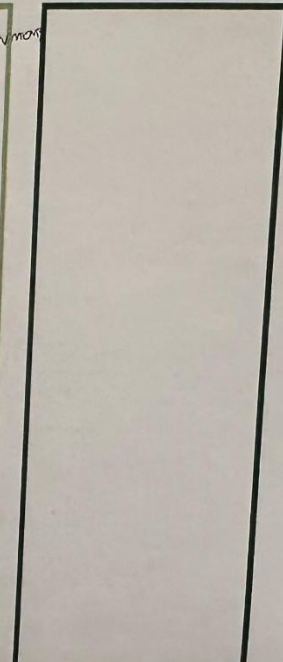
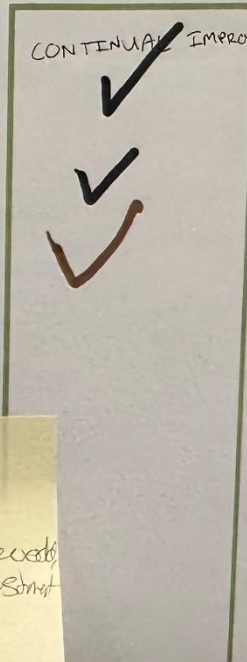
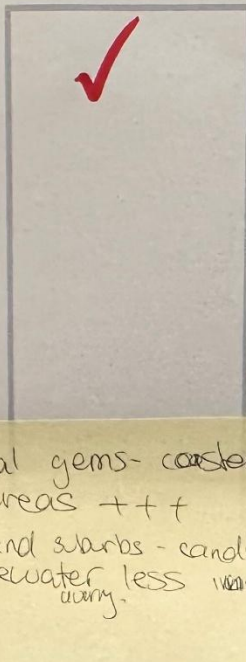
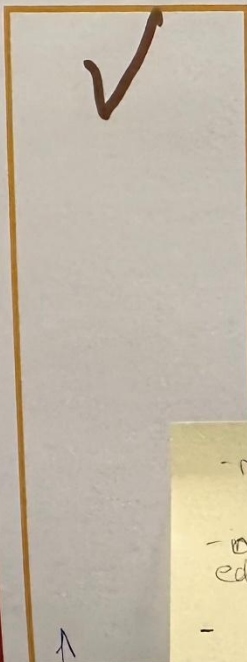
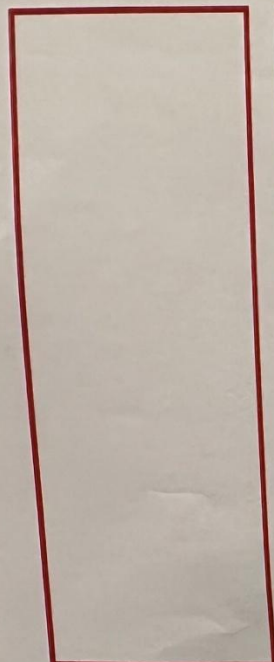
VERY
POOR PROGRESS

POOR PROGRESS

NEUTRAL

POSITIVE PROGRESS

VERY
POSITIVE PROGRESS



- real gems - coastal
areas +++
- inland suburbs - candlemas
edgewater less interesting

place is about places
right across the Gulf
not just coastal areas.

CONTINUAL IMPROVEMENT

Good progress in
suburbs but more
work needed on activating
CBD area

Utilising our beautiful
coastline.
Ocean Reef Development
great initiative, not
just Sea Sports Club.
Harbour/Boating/play areas.

Goal

4. ECONOMY

We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City's brand as a popular business and tourism destination.



Business Station: Upskill Your Business

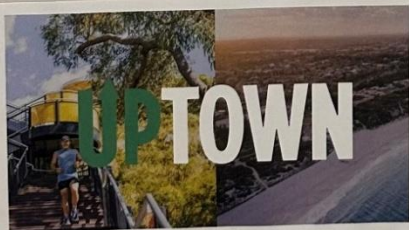
Business Support Program

The City's business support programs help local businesses build capability, drive innovation and achieve growth. Through mentoring, training, workshops and networking opportunities, participants gain practical skills and valuable industry connections. These initiatives strengthen the local economy and support entrepreneurship across the region.



Place Activation

Place activation initiatives have helped transform key public spaces into vibrant destinations where people can connect, shop and socialise. Improvements to the city centre encourage visitation, support local businesses and create a stronger sense of place. These projects contribute to Joondalup's vision as a thriving regional city centre.



Uptown Brand

The Uptown brand promotes Joondalup as a vibrant destination for business, entertainment, culture and lifestyle. Through marketing, events and partnerships, it helps attract visitors, investment and economic activity. The initiative strengthens the City's identity and promotes its unique offerings to a broader audience.



Business Forum – Joondalup 2050

The Joondalup 2050 Business Forum brought together industry leaders, investors and stakeholders to discuss the future of the city. The forum provided opportunities to explore emerging trends, economic priorities and long-term growth opportunities. Business Forums support collaboration in shaping a prosperous future for Joondalup.

PROGRESS ON KEY THEMES



Community



Environment



Place



Economy



Leadership

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

VERY
POOR PROGRESS

POOR PROGRESS

NEUTRAL

POSITIVE PROGRESS

VERY
POSITIVE PROGRESS

- more city
activation

Agree

Place activation of key /
identified areas at the
city needs to be focused
on. The Socialup City
Centre is important but there
are other areas of economic
activity

The city tries for
Place Activation (city)
but only partially successful

More opportunities for
worker rights and representation,
collective bargaining, dispute
resolution help.

Goal

5. LEADERSHIP

We have a diverse elected body that represents, promotes and reflects the composition of our community. Our Council and workforce are accountable and transparent and make balanced decisions based on sound, professional advice. Quality services are delivered by our highly-skilled and effective workforce.



Local Government Reforms

The City has proactively implemented local government reforms that strengthen transparency, accountability and governance, supporting more effective and responsive decision-making. This commitment has been reinforced through the introduction of recorded Council meetings and opening committee meetings to the public, providing greater visibility of local government processes and improving community access to information.



Strategic Community Reference Group

Established in 2012, the Strategic Community Reference Group provides direct community input into major strategic projects and decisions. The group includes community representatives, young people and elected members who contribute diverse perspectives. Its work helps ensure community values and aspirations are reflected in long-term planning.



Digital Services and Accessibility

The City has enhanced digital service delivery through the redevelopment of its website and the introduction of the myJoondalup portal, providing a more convenient and accessible online experience for residents, businesses and visitors. Together, these platforms make it easier to access information, complete transactions and manage a range of City services through user-friendly digital channels. These improvements support greater efficiency, accessibility and customer satisfaction by making it simpler to engage with the City online.



Staff Training

Investment in staff training supports a skilled, capable and adaptable workforce. Professional development opportunities help employees deliver high-quality services and respond to changing community needs. A strong learning culture contributes to organisational excellence and customer service outcomes.

PROGRESS ON KEY THEMES



Community



Environment



Place



Economy



Leadership

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

VERY
POOR PROGRESS

POOR PROGRESS

NEUTRAL

POSITIVE PROGRESS

VERY
POSITIVE PROGRESS

More advisor groups that
are open for anyone/more open
to join e.g. Youth Advisor
Body^(AG), Multicultural AB, LGBT...
etc. More direct
community participation in
capital works projects voting

Unsure about progress
on transparency, IT
and council diversity

- recorded meeting
- website's functionality
is good
- SCR6 process ++
- no experience w/
staff training

Appendix 3 — Facilitator discussion notes (Exploring Community Vision)

VISION

Narrative

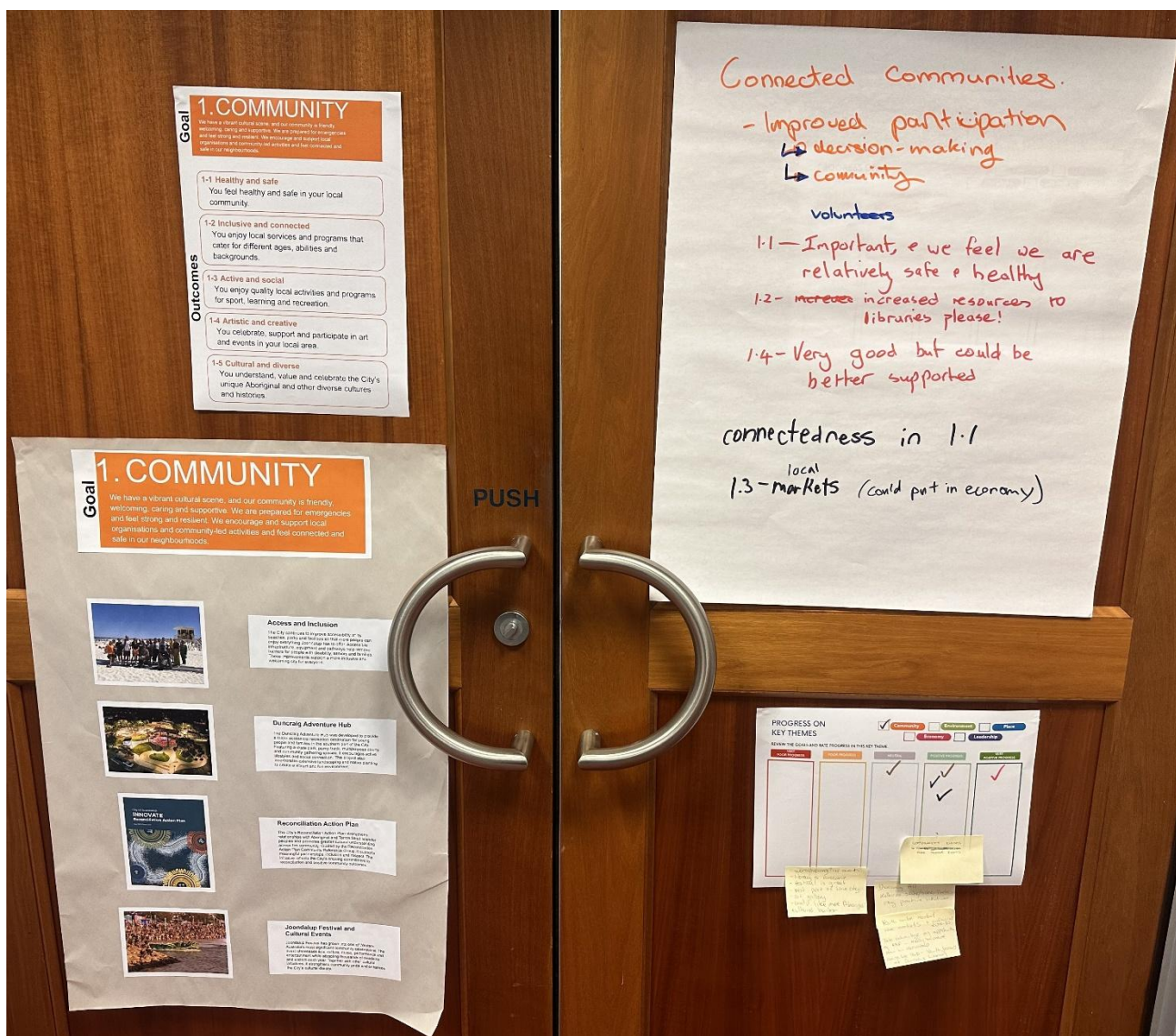
- Bit of a word Salad/waffle
- Don't focus on economic development
- ? internationally connected? relevance
- CBD activation - CBD of north
- Strong sense of the outcome

Tag line

- Relevance of global focus? what lens
- economy
- culture
- diversity
- Bold or prudent
- does it give a sense of pride - not catchy or memorable
- Global not a the same a diverse city
- "connected" "A Nice place to live"
great

* Make this part of the consultation

Appendix 4 — Raw outputs (Key priorities and outcomes)



Goal 2. ENVIRONMENT

We have a beautiful natural environment which we care for and protect. We demonstrate best-practice in sustainability and environmental management. Our community is actively involved in conservation and sustainability initiatives and we share responsibility for preserving our natural assets for future generations.

Outcomes

- 2-1 Managed and protected
You value and enjoy the biodiversity in local bushland, wetland and coastal areas.
- 2-2 Clean and sustainable
You are supported to minimise waste and live sustainably in a clean environment.
- 2-3 Responsible and efficient
You benefit from a responsible and efficient use of natural resources.
- 2-4 Resilient and prepared
You understand and are prepared for the impacts of climate change and natural disasters.

Goal 2. ENVIRONMENT

We have a beautiful natural environment which we care for and protect. We demonstrate best-practice in sustainability and environmental management. Our community is actively involved in conservation and sustainability initiatives and we share responsibility for preserving our natural assets for future generations.

CHIRMAP Community Reference Group

The Coastal Shire's Park Management and Recreation Plan Community Reference Group is a group of people who represent the community's views on the future of the Shire's parks, recreation and open spaces. The group meets regularly to discuss and provide input on park management and recreation issues. The group's role is to provide advice and support to the Shire's Parks and Recreation Department.

Native Plant Giveaway

The Native Plant Giveaway is a free event where you can get native plants and seedlings for your garden. The plants are sourced from local nurseries and are suitable for growing in the Shire's climate. The giveaway is held at the Shire's Community Centre and is open to all residents.

Waste Services

The Shire's Waste Services team is committed to providing a high quality waste management service to our residents. We offer a range of services including household waste collection, bulky waste collection, and recycling services. We also offer a range of advice and support to help you manage your waste responsibly.

New Electric Vehicles

The Shire's new electric vehicles are a great way to reduce your carbon footprint and save money on fuel. We offer a range of electric vehicles for hire, including cars, vans, and trucks. We also offer a range of advice and support to help you get started with electric vehicles.

- waste management has more active role / description

2.2 You are supported + shared
We agree

2.4 Limited to what we can do

2.5 Incentivising & building renewable energy alternatives (e.g. solar, EVs)

2.1 Is this point missing something about "protection of coast" and coastal erosion?

2.4 → does this put too much focus on individual awareness & preparedness instead of the city proactively doing its part to address climate change

Goal 3. PLACE

We have well-planned and attractive suburbs and townships, supported by a range of integrated transport options. Our urban landscapes are connected, usable and accessible. A high standard of livability is enjoyed by our community who can access quality facilities and public open spaces.

Coastal Shared Path Upgrades

The Coastal Shared Path Upgrades project is a multi-year program to improve the safety and usability of the coastal shared paths. The project includes a range of upgrades such as new paving, signage, and lighting. The project is funded by the Shire and the State Government.

Wilyaya Cycle Network Expansion

The Wilyaya Cycle Network Expansion project is a multi-year program to expand the Wilyaya Cycle Network. The project includes a range of upgrades such as new signage, lighting, and safety features. The project is funded by the Shire and the State Government.

Moolinda Restored Bridge

The Moolinda Restored Bridge project is a multi-year program to restore the Moolinda Bridge. The project includes a range of upgrades such as new paving, signage, and lighting. The project is funded by the Shire and the State Government.

Ocean Reef Sea Sports Club

The Ocean Reef Sea Sports Club is a new club that will provide a range of facilities and services for the community. The club will include a range of facilities such as a swimming pool, a playground, and a sports field. The club is funded by the Shire and the State Government.

PROGRESS ON KEY THEMES

Theme	Progress
1. Well planned and adaptable	✓
2. Attractive and usable	✓
3. Functional and accessible	✓
4. Connected and convenient	✓

Goal 3. PLACE

We have well-planned and attractive suburbs and townships, supported by a range of integrated transport options. Our urban landscapes are connected, usable and accessible. A high standard of livability is enjoyed by our community who can access quality facilities and public open spaces.

Outcomes

- 3-1 Connected and convenient
You have access to a range of interconnected transport options.
- 3-2 Well planned and adaptable
You enjoy well-designed, quality buildings and have access to diverse housing options in your neighbourhood.
- 3-3 Attractive and usable
You have access to quality public open spaces and enjoy swimming opportunities.
- 3-4 Functional and accessible
You have access to quality community facilities that are functional and adaptable.

- need to be more specific and measurable

- connectivity/public transport needs del. still relevant.

- sustainability consideration in our places

- housing is not currently diverse - del. still a priority

- tourism?

3.3 Missing any mention of native flora and fauna. Do we want "cultural" green areas with native natives??

An outcome to tie in services and hospitality - will become more & more important with increasing density

3.2 Should mention 'including public & affordable housing alternatives'

Place-making?

Goal

4. ECONOMY

We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City's brand as a popular business and tourism destination.

Outcomes

- 4-1 Prosperous and local
You feel supported to grow your business in the City.
- 4-2 Innovative and confident
You are attracted to the City's unique characteristics and potential and feel confident in investing.
- 4-3 Appealing and welcoming
You welcome residents, and local and international visitors to the City.

4.3 Cull. Not relevant. A given.
Not a "You" thing to do. (or add to Community)

- why less outcomes on this topic than others? ^{It's very important}
4.4 More community consultation for activation

- Needs to be a outcome that talks to attracting business and facilitating new businesses to make things happen quicker and fills the "Joondalup CBD" picture much quicker.

↳ outcome picking up the vision of a diverse, vibrant & thriving local business sector esp. in the CBD
↳ that provides local jobs.

- Mention workers and provide support + service advise or more union involvement

4.3 - Welcoming Police & Fire's Word Games (Joondalup) More needed ???

4.1 - including spending money / supporting local business + services

Goal

4. ECONOMY

We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City's brand as a popular business and tourism destination.



Business Support Program
The City's business support programs help local businesses build capacity and innovation and achieve growth. Through mentoring, training, workshops and networking opportunities, businesses gain practical expertise to strengthen the local economy and support entrepreneurship across the region.



Place Activation
Place activation initiatives have helped transform key public spaces into vibrant destinations where people can connect, share and explore. Activation projects include art installations, pop-up markets, and community events that bring people together and create a sense of place. These projects contribute to Joondalup's reputation as a thriving regional city.



Uptown Brand
The Uptown Brand is a visual identity for the Uptown area, which is a vibrant and diverse part of the City. The brand includes a logo, color palette, and typography that are used across all Uptown branding materials. This helps to create a strong and consistent identity for the area, which is a key part of the City's overall branding strategy.



Business Forum - Joondalup 2050
The Joondalup 2050 Business Forum is a key initiative of the City's business support programs. It provides a platform for local businesses to share their views on the future of the City and to provide input into the City's strategic planning process. The forum is held annually and is open to all local businesses.

K. Haree

the main intention was to...
the main intention was to...
the main intention was to...

The main intention was to...
The main intention was to...
The main intention was to...

Goal

5. LEADERSHIP

We have a diverse elected body that represents, promotes and reflects the composition of our community. Our Council and workforce are accountable and transparent and make balanced decisions based on sound, professional advice. Quality services are delivered by our highly-skilled and effective workforce.

Outcomes

- 5-1 Capable and effective**
You have an informed and capable Council backed by a highly-skilled workforce.
- 5-2 Proactive and represented**
You are confident that the City is advocating on your behalf for initiatives that benefit the community.
- 5-3 Engaged and informed**
You are able to actively engage with the City and have input into decision-making.
- 5-4 Responsible and financially-sustainable**
You are provided with a range of City services which are delivered in a financially responsible manner.

- 5.3 Mention 'through participation in advisory groups e.g. Youth, etc.'
- 5.1 Needs to be disaggregated. (Disagree)
Council and workforce two very different things
- 5.5 Need more local ^{"suburban"} action ~~sub~~ community groups' for focus on ~~sa~~ issues and actions locally.

Informed community

✓✓✓✓

Goal

5. LEADERSHIP

We have a diverse elected body that represents, promotes and reflects the composition of our community. Our Council and workforce are accountable and transparent and make balanced decisions based on sound, professional advice. Quality services are delivered by our highly-skilled and effective workforce.



Local Government Reforms

The City has proactively implemented local government reforms that strengthen transparency, accountability and governance. Supporting more effective and 'responsive' decision-making. The Government has been reinforced through the introduction of renewed Council member and standing committee training to the public and greater transparency of local government processes and reporting community access to information.



Strategic Community Reference Group

Established in 2012, the Strategic Community Reference Group provides local community input into major strategic projects and decisions. The group includes community representatives, young people and related partners who contribute shared perspectives. The work helps ensure community values and aspirations are reflected in long-term planning.



Digital Services and Accessibility

The City has enhanced digital service delivery through the introduction of digital services and the provision of a more convenient and accessible online experience for residents, businesses and visitors. Through a series of online 'e-services' to make it easier to access and manage a range of City services through online portals, the City has improved its digital service delivery, accessibility and customer experience. It is working to ensure it is digital with the City online.



Staff Training

Staff training and development is a priority. The City has implemented a range of training programs to ensure staff are equipped with the skills and knowledge to deliver high-quality services to the community. This includes ongoing professional development, leadership training and cross-departmental collaboration.

PROGRESS ON KEY THEMES

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEMES.

Community	Economy	Environment	Planning	Leadership
		✓	✓	✓

Have a plan to ensure that we can get the most out of our community. We need to be able to get the most out of our community. We need to be able to get the most out of our community.

Have a plan to ensure that we can get the most out of our community. We need to be able to get the most out of our community. We need to be able to get the most out of our community.

Appendix 5 — Facilitator discussion notes (Key priorities and outcomes)

LOOKING FORWARD

- Impact of density target
 - ↳ Need look at areas for approp. development not just coast
 - ↳ look @ activity center
 - ↳ Need to ↑ diversity of stock
 - the social subsidised housing
 - ↳ ↑ aging pop → needs opp to downsize
- (close population renewal)
 - may not be a net loss - building rationalised → may not need more but better utilgen
- Civic & community building
 - ↳ needed for gathering
- Parks
 - reclassified into enviro protected area
 - club facilities expanded - takes park
 - marina development → drop is a concern
- Coast Measure redundant ~~but~~ not a meaningful measure → doesn't cover erosion
- also need to consider distribution across city

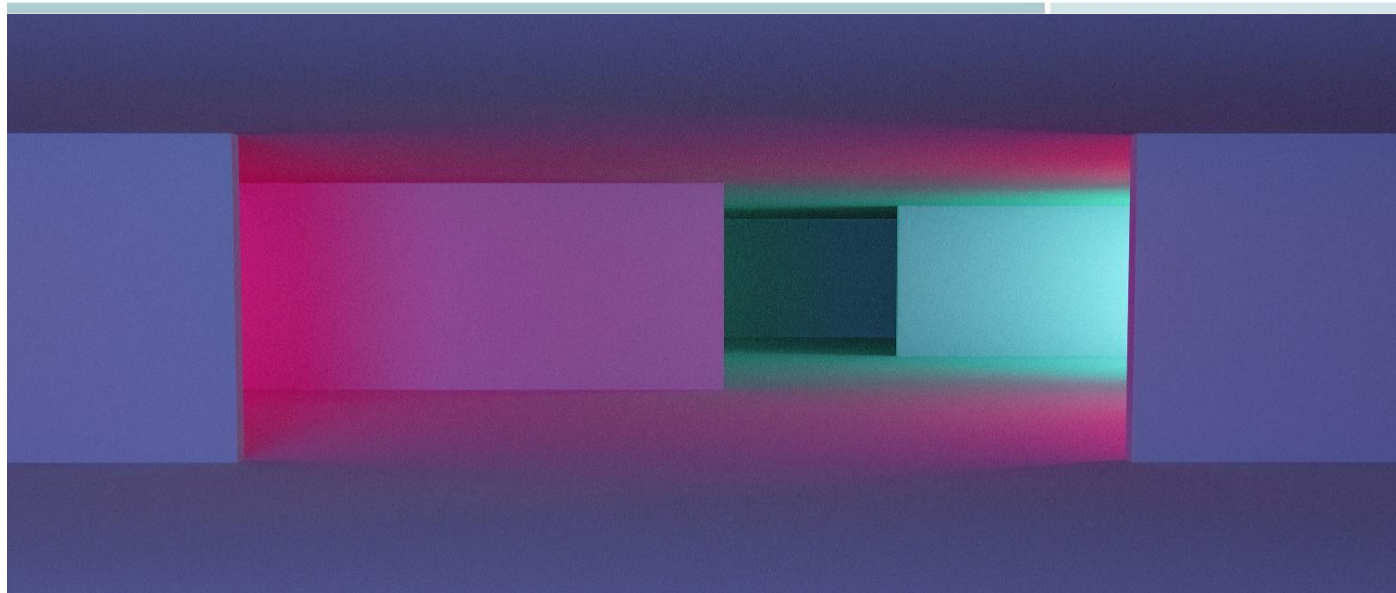
look service
to service
not housing

Looking Forward

- ↑ population → ↑ power draw - needs incentive to ~~not~~ renewables
- Consider representation for construction workers
- Focus on place = physical & planning
 - ↳ would like more focus on community & people aspect of place.

Appendix 6 — Meeting presentation slides

Welcome



Civic Centre emergency procedures



CIVIC CENTRE EMERGENCY PROCEDURES

The City of Joondalup values the health and safety of all visitors to City of Joondalup facilities. The following emergency procedures are in place to help make evacuation of the City of Joondalup Civic Centre safe and easy.

Alarms

The City of Joondalup emergency system has two alarm tones:

- Alert Tone (Beep... Beep... Beep).
- Evacuation Tone (Whoop...Whoop...Whoop).

On hearing the Alert Tone (Beep... Beep... Beep):

- DO NOT EVACUATE ON THIS TONE.
- Remain where you are.
- All designated Fire Wardens will respond and assess the immediate area for danger.
- Always follow instructions from the designated Fire Wardens.

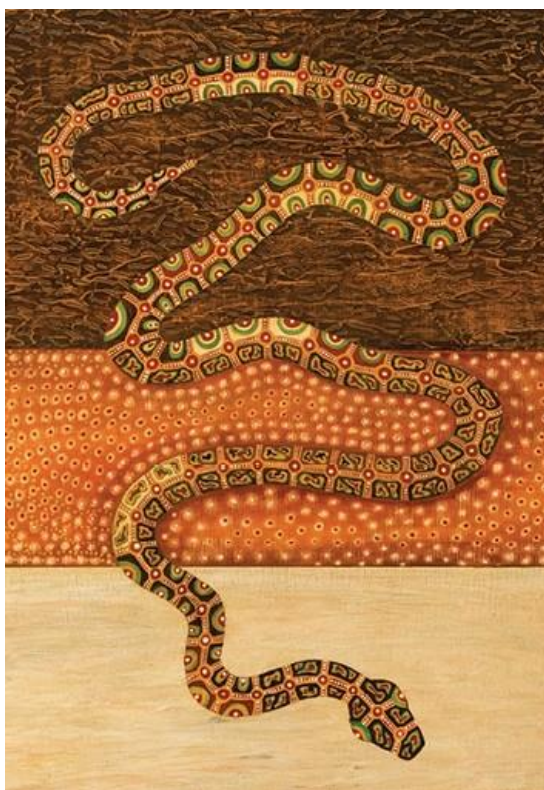
On hearing the Evacuation Tone (Whoop...Whoop...Whoop):

- Evacuate the building immediately as directed by a Fire Warden or via the nearest safe exit.
- Do not use lifts.
- Remain calm and proceed to the designated Assembly Area (refer to site plan below).
- People with impaired mobility (those who cannot use the stairs unaided) should report to a Fire Warden who will arrange for their safe evacuation.
- Do not re-enter the building until authorised to do so by Emergency Services.



Strategic Community Reference Group

Strategic Community Plan Review



The City of Joondalup acknowledges the Traditional Custodians of this land, the Whadjuk people of the Noongar nation. We recognise the culture of the Noongar people and the unique contribution they make to the Joondalup region and Australia. We pay our respects to Elders past and present and all Aboriginal and Torres Strait Islander peoples.

Image: Sandra Hill, Wautt Paadalaininy (Moving Camp Together), 2008 (detail)



Purpose and objectives



- Review whether the current vision, goals and outcomes remain relevant to the community.
- Identify emerging trends, challenges and opportunities that may impact the City.
- Explore changes in community priorities and expectations since the adoption of Joondalup 2032.

Our agreements as a group



Respectful

- Respecting others' views
- Respecting diversity of opinions



Encourage participation:

- Encouraging others to participate and validating
- Ensuring full participation
- Encouraging people to speak up, even with alternate views



Open-minded

- Remaining open and understanding different views
- Turning up with an open mind
- Listening and respecting others' views



Outcome focus:

- Focusing on the task
- Sticking to the relevant issue at hand
- Aiming for consensus-oriented actions



Curious listening:

- Listening receptively
- Allowing others to speak without interruption
- Approaching discussions with curiosity

Progress on the current Goals

How would you rate progress on the goals of the current plan?

1. COMMUNITY

OUR GOAL

We have a vibrant cultural scene, and our community is friendly, welcoming, caring and supportive. We are prepared for emergencies and feel strong and resilient. We encourage and support local organisations and community-led activities and feel connected and safe in our neighbourhoods.

What you told us you would like to see in your local community over the next 10 years:

- Community events, programs and activities.
- Low levels of crime and anti-social behaviour.
- Friendly and caring communities.
- Well-maintained community infrastructure.
- Support for elderly residents and ageing-in-place.
- Support for at-risk populations.

2. ENVIRONMENT

OUR GOAL

We have a beautiful natural environment which we care for and protect. We demonstrate best-practice in sustainability and environmental management. Our community is actively involved in conservation and sustainability initiatives and we share responsibility for preserving our natural assets for future generations.

What you told us you would like to see in your local community over the next 10 years:

- More trees and greener spaces.
- Conservation and preservation of natural areas.
- Appropriate management of weeds in public open spaces.
- Improved focus on environmental issues.
- Effective management of fire risks.
- Improved recycling and waste management practices.

3. PLACE

OUR GOAL

We have well-planned and attractive suburbs and streetscapes, supported by a range of integrated transport options. Our urban landscapes are connected, useable and accessible. A high standard of liveability is enjoyed by our community who can access quality facilities and public open spaces.

What you told us you would like to see in your local community over the next 10 years:

- Better urban planning and design outcomes.
- More transport options and better connectivity.
- Reduced traffic congestion and commute time.
- Improved parking options.
- Attractive streetscapes and good amenity.

4. ECONOMY

OUR GOAL

We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City's brand as a popular business and tourism destination.

What you told us you would like to see in your local community over the next 10 years:

- Support for local businesses and jobs.
- Increased tourism and improved promotion of the City.
- Continued partnerships between the City, industry stakeholders and service providers.

5. LEADERSHIP

OUR GOAL

We have a diverse elected body that represents, promotes and reflects the composition of our community. Our Council and workforce are accountable and transparent and make balanced decisions based on sound, professional advice. Quality services are delivered by our highly-skilled and effective workforce.

What you told us you would like to see in your local community over the next 10 years:

- A Council which is accountable to the community.
- Effective and clear communication with the community.
- Greater and more meaningful community consultation.

How would you rate progress on the goals of the current plan?



1. COMMUNITY

OUR GOAL

We have a vibrant cultural scene, and our community is friendly, welcoming, caring and supportive. We are prepared for emergencies and feel strong and resilient. We encourage and support local organisations and community-led activities and feel connected and safe in our neighbourhoods.

OUR GOAL

We have a beautiful natural environment which we care for and protect. We demonstrate best-practice in sustainability and environmental management. Our community is actively involved in conservation and sustainability.

3. PLACE

OUR GOAL

We have well-planned and attractive suburbs and streetscapes, supported by a range of integrated transport options. Our urban landscapes are connected, useable and accessible. A high standard of liveability is enjoyed by our community who can access quality facilities and public open spaces.

4. ECONOMIC SHIP

OUR GOAL

We are a global facing city with a place for all. We encourage creativity and innovation. We support the City's brand as a popular business destination.

PROGRESS ON KEY THEMES

REVIEW THE GOALS AND RATE PROGRESS IN THIS KEY THEME.

POOR PROGRESS	POOR PROGRESS	NEUTRAL	POSITIVE PROGRESS	POSITIVE PROGRESS

What you told us you would like to see in your local community over the next 10 years:

- Community events, programs and activities.
- Low levels of crime and anti-social behaviour.
- Friendly and caring communities.
- Well-maintained community infrastructure.
- Support for elderly residents and ageing-in-place.
- Support for at-risk populations.

What you told us you would like to see in your local community over the next 10 years:

- Better urban planning and design outcomes.
- More transport options and better connectivity.
- Reduced traffic congestion and commute time.
- Improved parking options.
- Attractive streetscapes and good amenity.

What you told us you would like to see in your local community over the next 10 years:

- A Council which is accountable to the community.
- Effective and clear communication with the community.
- Greater and more meaningful community consultation.

WHAT HAS CHANGED WHAT IS CHANGING



What's changed/ What is changing



- What has changed in the City since 2022?
(Social, Economic, Assets)
- What could these changes mean for the future?



EXPLORING THE VISION

Exploring the Vision

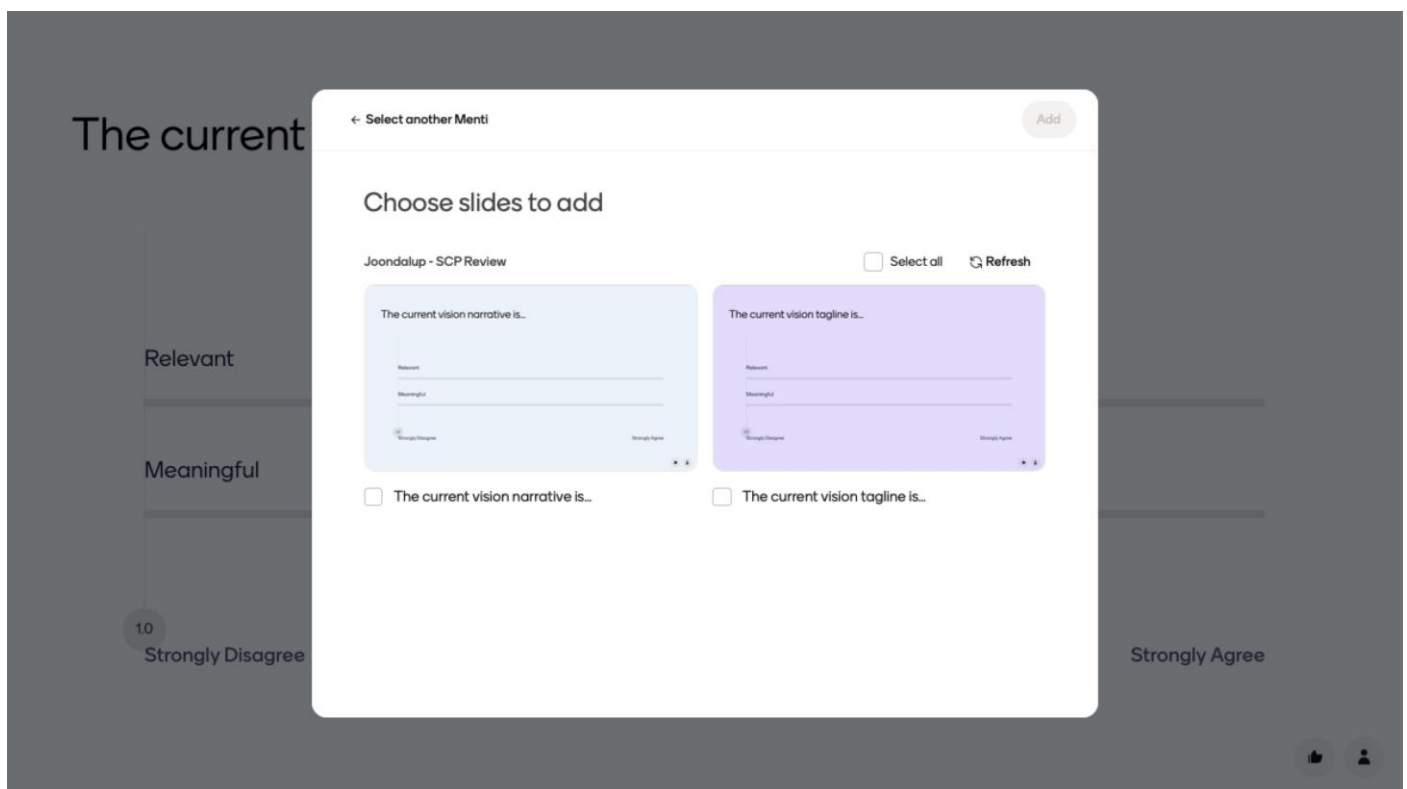


- The current vision narrative is...

Relevant / Meaningful

- The current vision tagline is...

Relevant / Meaningful



Live poll undertaken during the presentation (refer to Vision tagline poll section).



Live poll undertaken during the presentation (refer to Vision narrative poll section).



Priority Outcomes



- Are the priority outcome still the priority?

Are the priority outcomes accurate?



1. COMMUNITY

YOUR OUTCOMES

- 1-1 **Healthy and safe**
You feel healthy and safe in your local community.
- 1-2 **Inclusive and connected**
You enjoy local services and programs that cater for different ages, abilities and backgrounds.
- 1-3 **Active and social**
You enjoy quality local activities and programs for sport, learning and recreation.
- 1-4 **Artistic and creative**
You celebrate, support and participate in art and events in your local area.
- 1-5 **Cultural and diverse**
You understand, value and celebrate the City's unique Aboriginal and other diverse cultures and histories.

2. ENVIRONMENT

YOUR OUTCOMES

- 2-1 **Managed and protected**
You value and enjoy the biodiversity in local bushland, wetland and coastal areas.
- 2-2 **Clean and sustainable**
You are supported to minimise waste and live sustainably in a clean environment.
- 2-3 **Responsible and efficient**
You benefit from a responsible and efficient use of natural resources.
- 2-4 **Resilient and prepared**
You understand and are prepared for the impacts of climate change and natural disasters.

3. PLACE

YOUR OUTCOMES

- 3-1 **Connected and convenient**
You have access to a range of interconnected transport options.
- 3-2 **Well-planned and adaptable**
You enjoy well-designed, quality buildings and have access to diverse housing options in your neighbourhood.
- 3-3 **Attractive and leafy**
You have access to quality public open spaces and enjoy appealing streetscapes.
- 3-4 **Functional and accessible**
You have access to quality community facilities that are functional and adaptable.

4. ECONOMY

YOUR OUTCOMES

- 4-1 **Prosperous and local**
You feel supported to grow your business in the City.
- 4-2 **Innovative and confident**
You are attracted to the City's unique characteristics and potential and feel confident in investing.
- 4-3 **Appealing and welcoming**
You welcome residents, and local and international visitors to the City.

5. LEADERSHIP

YOUR OUTCOMES

- 5-1 **Capable and effective**
You have an informed and capable Council backed by a highly-skilled workforce.
- 5-2 **Proactive and represented**
You are confident that the City is advocating on your behalf for initiatives that benefit the community.
- 5-3 **Engaged and informed**
You are able to actively engage with the City and have input into decision-making.
- 5-4 **Responsible and financially-sustainable**
You are provided with a range of City services which are delivered in a financially responsible manner.

NEXT STEPS AND CLOSING

NEXT STEPS

What happens next?

- This evening's SCRG meeting is the first step in engagement with the community for the major review of the 10-Year Strategic Community Plan.
- The outcomes from this meeting will inform the project planning and community consultation plan for the project.
- Further community consultation will be undertaken throughout 2027.

2026 SCRG Work Plan



Item	Date
CCTV	23 April 2026
Local Planning	22 June 2026
Strategic C... an	9 September 2026

Thank You!
SEE YOU IN 2027

Thank you



