

Joondalup 2032

City of Joondalup Strategic Community Plan 2022–2032

Alternative formats

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Afrikaans

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German

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Italian

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Mandarin

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Noongar

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Spanish

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Acknowledgement of Traditional Custodians

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 their elders past, present and emerging, as well as all Aboriginal and Torres Strait Islander peoples.

Joondalup-ak ngala kadij Noongar moort nidja Wadjak boodjar-ak kalyakool moondang-ak kaaradj-midi. Ngala Noongar Moort wer baalabang moordij kaadidjiny koota-djinanginy. Ngala Noongar wer Torres Strait Moort-al dandjoo koorliny kwaba-djinanginy. Koora, yeyi wer kalyakool, ngalak Noongar wer Torres Strait Birdiya wer moort koota-djinanginy.

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Message from the Mayor

Joondalup 2032 is our new 10-Year Strategic Community Plan, with a strong emphasis on community. It is a collaborative document which brings together the collective vision of our residents, businesses, community stakeholders, community groups, sporting clubs, seniors, young people, Council and the City's workforce.

Throughout 2020 and 2021, we undertook our most comprehensive community consultation exercise to date — Shaping Your Local Community. Over 1,400 community members shared their views with us through a series of polls, workshops and surveys. I am proud to say that our strategic community plan is now more reflective of our community than ever before. I thank all of the community members who took the time to provide us with their thoughts and ideas for the future of the City of Joondalup.

Through the successful implementation of our previous 10-Year Strategic Community Plan, *Joondalup 2022*, we have made good progress towards our vision of a global city. We have seen significant changes in the Joondalup City Centre with the construction of the stunning Prime West Building that houses the Department of Water and Environment Regulation, the opening of the 90-room Quest Apartment Hotel, and completion of the Arthouse Apartment complex, the tallest building within the City Centre.

Major milestones have also been reached towards the development of the Ocean Reef Marina with construction of the new breakwaters and connection to Hodges Drive being completed. Delivering significant events and community infrastructure has also been a key focus over last decade, with Kaleidoscope and the Whitfords Nodes Health and Wellbeing Hub contributing to the City of Joondalup being a desired destination for residents and visitors alike.

I am excited about the City of Joondalup's future — I look forward to working together with you in continuing to build a welcoming, safe, connected, sustainable and resilient City of Joondalup.

Hon Albert Jacob JP
Mayor

Message from the Chief Executive Officer

Joondalup 2032 is the City of Joondalup's long-term strategic planning document. It is our compass to guide our decision-making, our service delivery and our day-to-day work. It builds on the achievements of the past decade, reflects who we are today, and describes what we strive to become.

Joondalup 2032 brings together the results of extensive consultation with our community. Your feedback has helped to design our Plan. When you read *Joondalup 2032*, you are reading the aspirations of your fellow community members, your Elected Members, and the City's workforce.

We will continue to work together to deliver sustainable outcomes to meet the current and future needs of residents, businesses and visitors to our City; and we will continue to focus on delivering high quality social, environmental and economic programs and services.

We can all be proud of the resilience and community spirit that has kept us going through the COVID-19 pandemic. The next decade will be full of opportunities and challenges. We will realise those opportunities and meet those challenges with the confidence that comes from strong financial and governance practices that ensure we are leaders in local government.

The future is as bright for Joondalup as the sunlight, shining off Lake Yellagonga, which gives our City its name. We are open for business, and we welcome everyone who visits here or calls Joondalup home.

Our team of dedicated professionals at the City looks forward to working closely with you towards 2032 and beyond.

James Pearson
Chief Executive Officer

Our unique City

The City of Joondalup is located to the north of the Greater Perth Metropolitan Area along 17 kilometres of stunning coastline. Our City is renowned for its beautiful wildlife, natural bushland and extensive wetlands, including Yellagonga Regional Park. With more than 570 hectares of diverse parklands which incorporate spacious, open grassed areas, and over 600 hectares of natural bushland, the City has been recognised internationally for its liveability and the healthy lifestyle opportunities our community enjoys.

The City of Joondalup is the third largest local government in Western Australia by population with approximately 169,657 residents. Living across 22 suburbs, our community consists of a significant migrant population, particularly from the United Kingdom and South Africa. There are currently more than 62,000 dwellings in the City, with most residents purchasing or fully-owning their homes.

Our residents work across a range of industries, with large numbers working in health care and social assistance, construction, and education and training. Our City is located approximately 30 minutes north of the Perth Central Business District, and approximately two-thirds of our residents travel outside of the City of Joondalup each day to work.

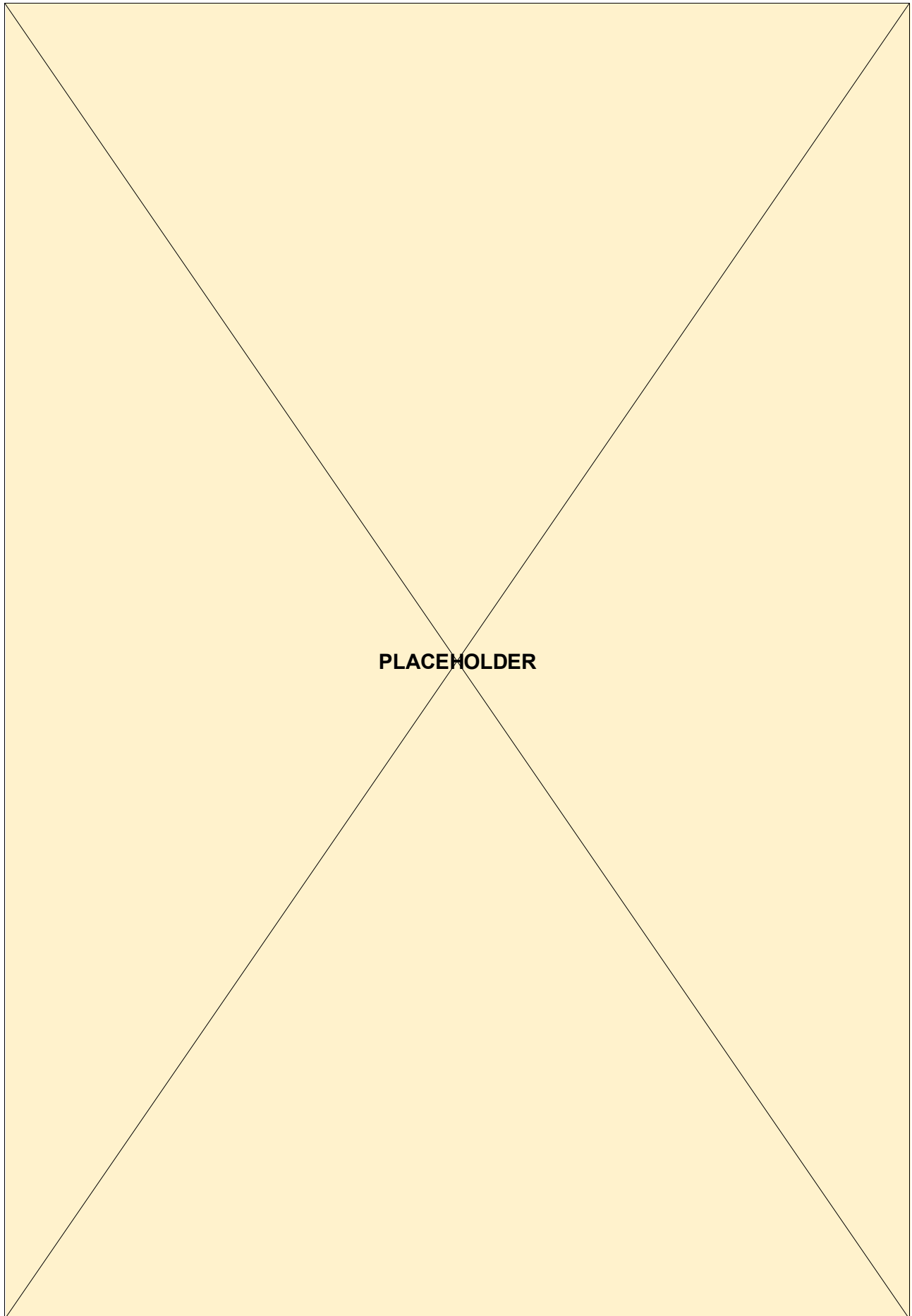
Over the next 10 years, we expect the City's population to grow to more than 173,000 with an annual average growth rate of 0.5%. Growth is expected to be most significant in the suburbs of Burns Beach, Joondalup, Ocean Reef and Sorrento, and low population increases expected in the suburbs of Woodvale, Edgewater, and Kallaroo. By 2032, we expect a 40% increase in the retirement age population, a 1% decrease in the working age population, and an 8% decrease in the population under working age.



What you told us you value most about your local community:

- Safety
- Amenity
- Access to services
- Parks and nature
- Friendly neighbours
- Community spirit

Map of the City



Community snapshot



173,469

population



62,148

dwellings



27,964

households with children



23%

aged under 18 years



18%

aged 65+ years



37%

born overseas

Economy snapshot



12,841

local businesses



58,549

local jobs



\$8.23 billion

gross regional product



25%

employed in health care and
social assistance industry



16%

employed in education and
training industry



14%

employed in retail trade industry

City assets snapshot



579 ha

parks



602 ha

natural areas



17 km

coastline



1,098 km

roads



955 km

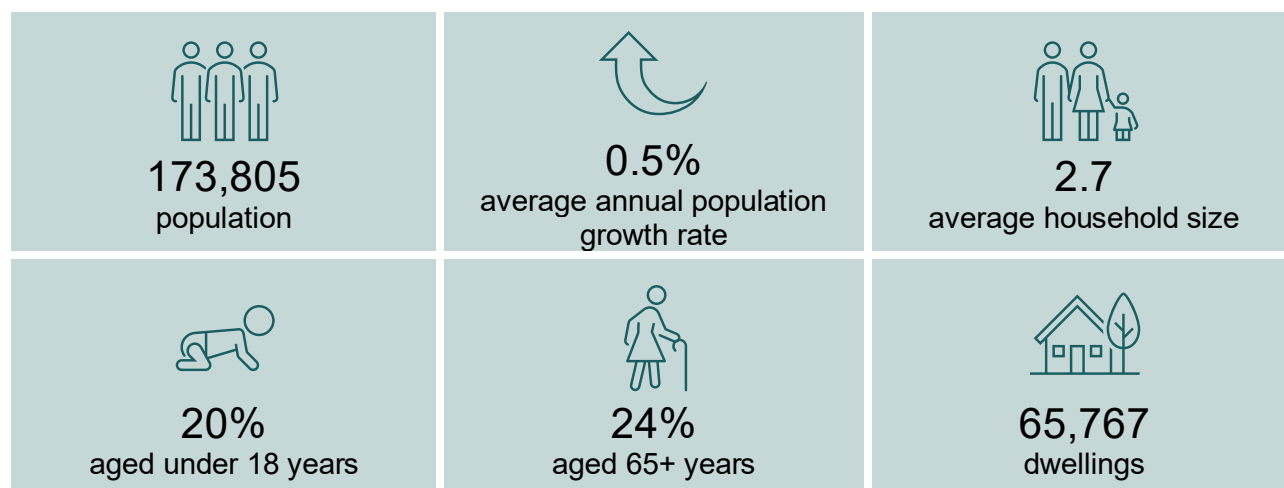
pathways



155

community and civic buildings

2032 snapshot



Sources:

Australian Bureau of Statistics (ABS) 2021, Census of Population and Housing, Australian Government, Canberra.

Australian Bureau of Statistics (ABS) 2024, Regional Population, Australian Government, Canberra.

.id (informed decisions) 2024, Population and Household Forecasts, City of Joondalup Population Forecast, Melbourne.

National Institute of Economic and Industry Research (NIEIR) 2024, compiled and presented in economy.id by .id (informed decisions).

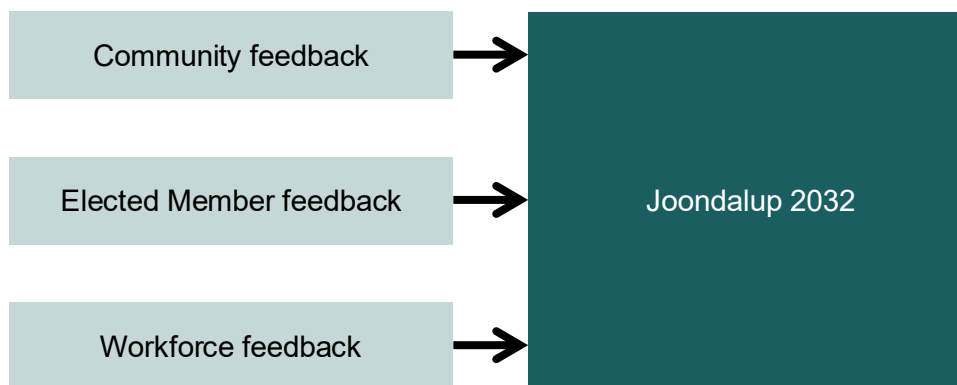
How we developed our plan

In developing *Joondalup 2032*, we listened to your feedback through the comprehensive Shaping Your Local Community consultation initiative. In total, 1,483 community members shared their views with us through a series of polls, workshops and surveys.

A single-question poll was delivered at four community events in 2021, including both Music in the Park concerts, Valentine's Concert and Luminight. 10 community and stakeholder workshops were held with residents, community and sporting groups, seniors, primary school students, local businesses, major commercial and retail stakeholders, and major service providers. Finally, a detailed community survey was available online and in hard-copy.

We also consulted with our Elected Members, our workforce, and our Strategic Community Reference Group — a collaborative group comprising community representatives and Elected Members.

Joondalup 2032 is truly a community document — a 10-Year Strategic Community Plan that articulates a shared vision for the future of our City.



Outcomes of the 2025 minor review

A minor desktop review of *Joondalup 2032* was undertaken in 2025 to ensure the plan continues to align with your values and expectations. Additional community consultation was not undertaken at that time; however, an extensive meta-analysis of a broad range of other community consultation activities was undertaken. This included a total of 28 separate community consultation activities delivered through 2023 and 2024 on a broad range of topics, such as infrastructure upgrades, landscaping projects, local laws, differential rating, and the development of various plans and strategies (amongst others). This meta-analysis showed that community priorities continue to be aligned to the outcomes of the Shaping Your Local Community consultation initiative shown overleaf.

What you told us

Throughout our Shaping Your Local Community initiative you were positive and enthusiastic about your neighbourhood and the future of your local community. You told us that you value how safe your local community is, as well as how well-maintained and attractive the streets are. You told us that parks, green spaces, playgrounds and playing fields are especially important to you, and also the natural environment, including wetlands, bushland and coastal areas. You told us how much you value your neighbours and the friendly, local feel of your community. Community spirit and connectedness are what gives you a sense of belonging and helps you feel welcomed, accepted and safe.



What City services you told us are most important to you: (top 10)

1. Parks/sporting grounds/playgrounds
2. Conservation/bushland management
3. Waste/recycling collection
4. Roads/pathways/drainage/street lighting/public works
5. Beach management
6. Libraries
7. Leisure centres
8. Cultural events/concerts/festivals
9. Building and planning approvals
10. Emergency management/bushfire prevention

How we listened to you



2,722

people visited our webpage



18,726

people engaged with our social media



841

people completed a
community survey



219

people attended
10 community workshops



423

people participated in a poll at
4 community events

A shared vision for the future

The City in 2032 has a strong focus on sustainability, liveability, active lifestyles and friendly social interactions. We have a healthy environment, with protected bushland, marine ecosystems and accessible parks and green spaces. We are an environmentally-aware and socially-responsible City. We are a vibrant place where people want to live, work and play, and where people can find everything they need locally.

The City in 2032 caters for every stage of life. People feel welcome here and have a clear sense of belonging. We live in high-quality housing in attractive neighbourhoods which have excellent transport linkages and connectivity. We are multi-generational and multicultural; a place where everyone feels connected and safe.

We celebrate and adopt technology and innovation. We are a hub for education and state-of-the-art health facilities, and we are an active advocate for health and other community services. The City in 2032 is internationally connected — we are a global-facing city, with local amenity, and a powerful sense of community.

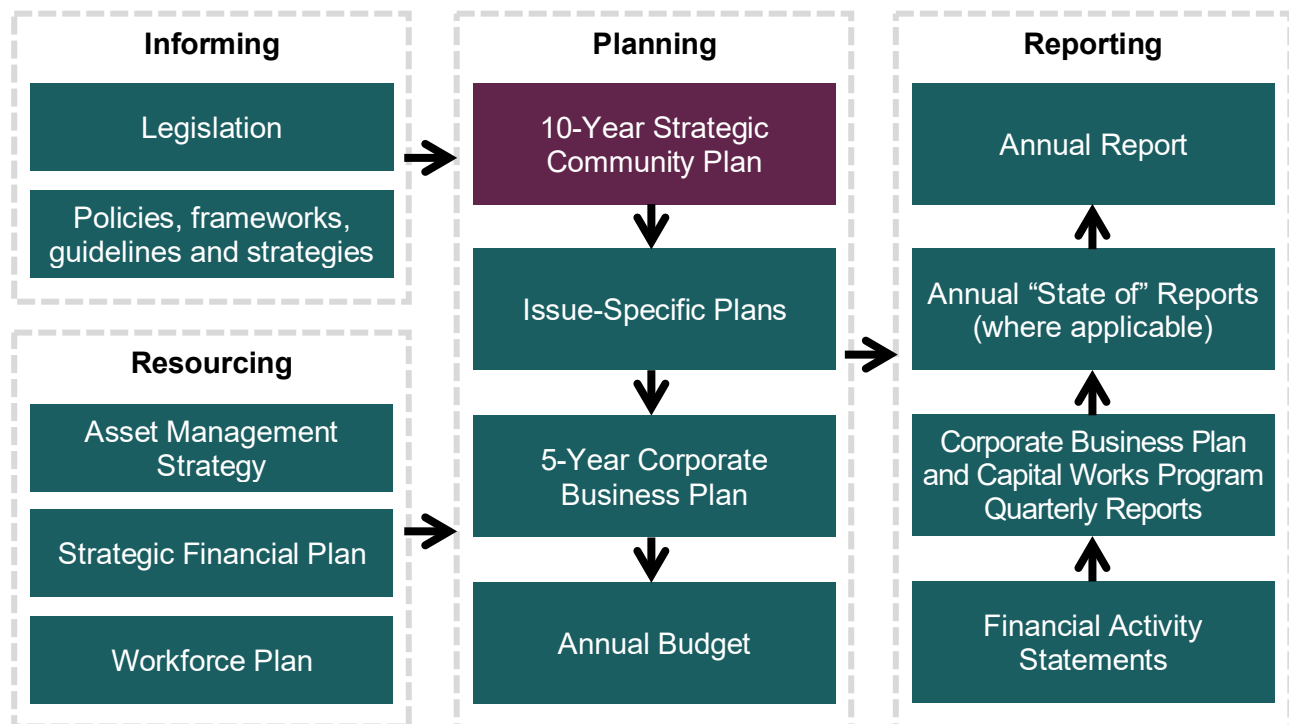
A global City: bold, creative and prosperous

The purpose of this plan

Joondalup 2032 is the 10-Year Strategic Community Plan for the City of Joondalup. The purpose of this plan is to articulate your aspirations, vision and objectives for the next 10 years. *Joondalup 2032* is the overarching document that informs all of our other plans and services. Every local government in Western Australia is required to have a 10-year strategic community plan.

Integrated Planning and Reporting Framework

Joondalup 2032 is our highest level planning document — our 10-Year Strategic Community Plan. It sits within an Integrated Planning and Reporting Framework which also includes Informing, Resourcing and Reporting components.



How to use this plan

Joondalup 2032 is for all members of our community, including residents, ratepayers, businesses, City of Joondalup Elected Members and the City's workforce.

Community members

Residents, ratepayers, businesses and other stakeholders of our City can use this plan to:

- Examine how your feedback has informed the plan.
- Identify the key priorities of your community and local government.
- Understand the framework that guides decision-making in your local government.
- Consider how your actions can contribute to achieving positive change in the City of Joondalup.

Elected Members

Elected Members can use this plan to:

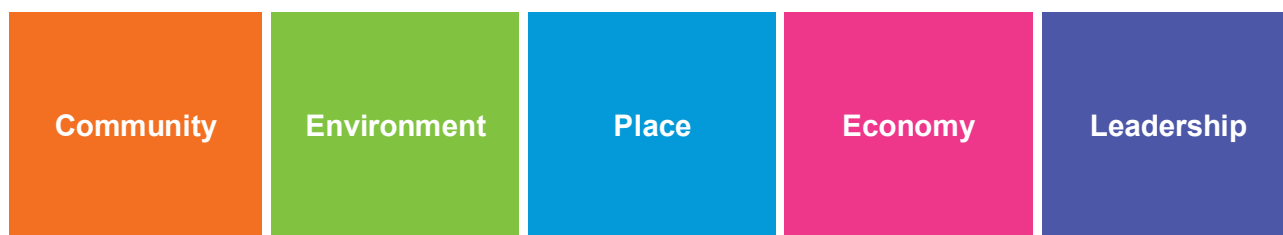
- Consider whether motions and proposals put forward by other Elected Members, community members, proponents and staff are contributing to the vision, goals and outcomes of the plan.
- Ensure finances and resources are appropriately applied based on alignment to the plan.
- Ensure City policies support the overall shared vision.
- Monitor the City's performance against the vision, goals and outcomes of the plan.

City workforce

The City's workforce can use this plan to:

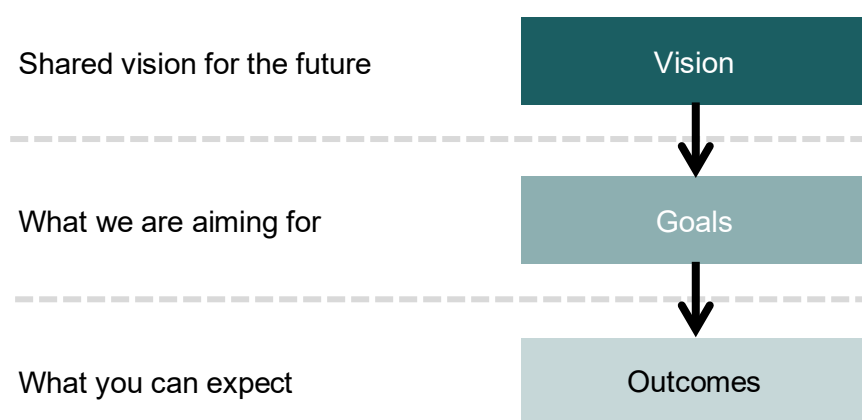
- Assess new tasks, projects and proposals to ensure they contribute towards the vision, goals and outcomes of the plan.
- Plan for and deliver City services based on strategic priorities, legislated needs and community aspirations.
- Assess any competing priorities against the vision, goals and outcomes of the plan to determine which provides the greater value.

Key themes



We have used what you told us to define five key themes for *Joondalup 2032*. Each of these key themes has a goal which reflects your feedback, and a series of outcomes which guide our service delivery. The outcomes are intentionally broad. This is because we want our plan to be flexible enough to allow for different ways to achieve the goals over the 10-year term of the plan.

How this plan is structured



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.

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.



"I live in Padbury and our community is very strong and friendly...the willingness to come together and help one another in times of hardship is amazing. I have no desire to relocate now or in the future."



"I value the beautiful parks and being able to safely walk around my area and other parts of the community."

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.

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.



“We really like the lovely parks, open space, trees, bushland, and beaches we have chosen to live in and near. We like meeting and greeting community members during walks and picnics in these lovely places. Streets with trees and greenery are truly valuable for mental wellbeing, fauna and cooling the suburb.”



“I’d like Joondalup to take a strong approach to managing our waste and the environment for the future generations.”

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.

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.



“Prioritising walking, cycling and public transport use over cars will help by reducing traffic, making walking safer and more pleasant.”



“Better planning for and management of redevelopment so that we can have a mix of different housing types while still maintaining the leafy, welcoming, community feel of the area.”

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.

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.



"Make the City more of a tourist attraction with restaurants, family-friendly pubs and music venues."



"More local businesses selling sustainable products. In our local shopping centre in Greenwood, we have a few local shops which I support, but more shops like that that sell locally made food/drinks would be great for the community to support our local economy."

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.

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 Accountable and financially-sustainable

You are provided with a range of City services which are delivered in a financially responsible manner.



“More consultation with the ratepayers and less bureaucratic box-ticking with no common sense. Governance, at the end of the day, is about people, not just policies.”



“I want to be able to trust the City administration, the Mayor and the Councillors to act in the short and long term interests of the residents of the City and the health of our environment.”

Delivering our plan

Joondalup 2032 articulates your aspirations, vision and objectives for the next 10 years. It is the overarching document that informs all of our other plans and services. We operationalise this plan through our 5-Year Corporate Business Plan which details the major programs, activities, projects and initiatives that we will deliver to achieve the outcomes of this plan over a 5-year period. Our Corporate Business Plan also identifies the key priorities for each financial year, and is reviewed annually.

We all have a role to play

As we work towards the shared vision for the City, there will be challenges that require effort from more than just the City of Joondalup. We know that we will play a number of roles. In some cases, we will lead in delivery, sometimes we will partner with others, and in other cases we will advocate, facilitate or provide financial support. Other community stakeholders will have responsibility to deliver and fund some elements of this plan, including other government agencies, business partners and community groups.

We are committed to ensuring that we focus on our areas of responsibility and use our resources efficiently and effectively in delivering this plan.

Monitoring our plan

Joondalup 2032 will be reported on, evaluated and reviewed as part of a dynamic, ongoing process. Our Integrated Planning and Reporting Framework prescribes comprehensive reporting against our 10-Year Strategic Community Plan through our Corporate Business Plan Quarterly Reports, Capital Works Quarterly Progress Reports and Annual Report.

Quarterly milestones are listed against each of the projects and activities listed in our 5-Year Corporate Business Plan, and quarterly and annual performance measures are listed against each outcome. The annual performance measures include efficiency and effectiveness indicators developed by the City together with the Council.

Please refer to our 5-Year Corporate Business Plan for the specific performance measures as relevant to each of the outcomes in *Joondalup 2032*.

Reviewing our plan

It is inevitable that new issues will emerge, and community values and expectations will change over the 10-year timeframe of this plan. To ensure that this plan continues to align with your values and expectations, we will undertake a minor review of this plan every two years, with a major review in four years' time.

A minor review was undertaken in 2025, two years after the initial launch of *Joondalup 2032*. The review identified no changes were required to the vision, goals and outcomes of Joondalup 2032 as they continued to align with community sentiment and priorities. An analysis of legislative changes and local government reforms was undertaken, and minor updates were made to population and economic data.