

# Strategic Position Statements

## 1. COMMUNITY FACILITIES

### *Master Planning*

Each significant facility should be developed in accordance with a master plan rather than being the subject of small ad-hoc fixes.

Private commercial facilities should also be considered within upgrades and developments of master planned community facilities.

### *Usage*

Facilities should be multi-use and be used at all times where possible. Facilities should include complementary services where possible.

Opportunities for decentralised service centres should be considered for master planning upgrades of community facilities such as libraries and leisure centres.

## 2. LEISURE CENTRE OPERATIONS

Leisure Centre operations overall should aim to be self-sufficient and meet all operating costs.

## 3. HBF ARENA JOONDALUP

Should the State Government agree to the transfer of this large-scale leisure and recreation facility to the City, the transfer is supported on the following conditions as a minimum:

- Consideration from the Minister for Transport and Public Transport Authority for the site to incorporate improved public transport linkages with the Joondalup City Centre.
- Maintenance of the existing facility to be addressed before transfer.
- Agreement for the land tenure to provide for development of commercial activities aligned to a sports precinct.

## 4. TAMALA PARK

The contribution of funds for the development of future regional recreation facilities at Tamala Park should be coordinated by the Mindarie Regional Council, with contributions provided by all current member Councils.

## 5. TAMALA PARK INCOME

Funds from Tamala Park should be used for programs aligned to the City's *Strategic Financial Plan*, but for the following purpose as a minimum:

- To invest in income producing facilities.

## 6. CBD LAND

Development of high rise commercial office space and other City Centre uses, including high density residential development within the City Centre on City-owned land, is supported under the following conditions:

- High quality, environmentally sustainable, landmark development that will strengthen the local economic and employment base for the City.
- Enhances the vitality and vibrancy of the Joondalup City Centre increasing the number of people attracted to the City Centre for work, retail and commercial and residential purposes.
- Provides a fast-growing location for business, commercial operators and Government agencies surrounded by existing infrastructure with an increasing population base.

## 7. THIRD AUSTRALIAN FOOTBALL LEAGUE TEAM IN WESTERN AUSTRALIA

Should the Australian Football League (AFL) decides to establish a third AFL football team in Western Australia, the City of Joondalup supports the licence being located within the City of Joondalup, with the club base located at HBF Arena, Joondalup.

## 8. CITY OF JOONDALUP LEADERSHIP AND REPRESENTATION

The City supports and encourages Elected Members and Senior Officers to actively participate in professional and/or industry associations that will further enhance the image of the City and provide a mechanism for leveraging new opportunities that benefit the City and its community.

## 9. INTERNATIONAL RECOGNITION AND INNOVATION

The City should build upon its international recognition for liveability by continuing to demonstrate and embrace innovation and best practice in all fields of service, which are comparable on a global scale.

## 10. SUSTAINABLE BORROWING

The City supports borrowing as an appropriate form of financing capital expenditure in the achievement of objectives contained within the *Strategic Community Plan 2012-2022* and the City's *Strategic Financial Plan*.

Sustainable borrowing parameters should be determined as follows:

- Long term borrowing requirements will be identified as part of the City's *Strategic Financial Plan* and specific borrowings will be approved as part of the annual budget process.
- Borrowings should only be considered where the impacts are within the range of the key ratio targets contained within the City's *Strategic Financial Plan – Guiding Principles*, in particular, the Debt Service Coverage Ratio.

## 11. SIGNIFICANT EVENT ATTRACTION

The City will attract and support significant events that are unique to Joondalup and enhance its image as an attractive destination for visitors, tourists and business.

These significant events will deliver economic development benefits for local businesses while promoting Joondalup's reputation state-wide, nationally and internationally as the cultural, civic and entertainment centre of the north-west region of the Perth metropolitan area.

## 12. HOMELESSNESS

The City of Joondalup recognises that a whole of community response is required to reduce and prevent homelessness and minimise the impact of homelessness on families, individuals and the community.

The City's role in addressing homelessness will be one of coordination, support and advocacy in responding to homelessness in collaboration and partnership with the State and Federal Government, neighbouring local governments, homeless support services, community organisations and other relevant stakeholders to ensure that people experiencing homelessness are provided with effective and coordinated responses.

## 13. ECONOMIC DEVELOPMENT INTERNATIONAL ACTIVITY

The City supports the pursuance of international economic development activities that seek to achieve:

- local economic growth
- investment attraction
- export growth in local goods and services
- return on investment.

The City's role in achieving the above should include:

- facilitating linkages between local businesses and industries to international markets
- providing financial contributions to pilot programs and initiatives with partner organisations that support international investment within the City
- leveraging current international sister city relationships, for example Jinan, China
- delivering a focused economic development international activities program to support the economic growth of the City of Joondalup for the benefit of ratepayers, Joondalup businesses, and other key stakeholders.

Activities should also align with the specialist themes contained within the City's *Economic Development Strategy*, namely: Global City, Destination City and Digital City.

## 14. TRI-CITIES ALLIANCE

The Tri-Cities Alliance will provide a platform for the Cities of Joondalup, Wanneroo and Stirling to adopt a collaborative and strategic approach to engagement with the State and Federal Government in order to promote and progress regionally agreed economic development and infrastructure priorities that will provide benefits across municipal boundaries.

## 15. SECOND A-LEAGUE FOOTBALL (SOCCER) TEAM IN WA

Should the Australian A-League decide to establish a second A-League Football (Soccer) team in Western Australia, the City of Joondalup supports the licence being located within the City of Joondalup on condition that the City is not required to provide a site but may contribute to the infrastructure requirements for an A-League facility.

## 16. CYBER SECURITY

The City actively seeks opportunities to strengthen its position as the home to cyber security and the first ever Innovation Hub in Western Australia by:

- identifying opportunities to support smart job creation, innovation and entrepreneurship in the City to grow the local economy
- facilitating connections between industry, government and academia to support the growth of the cyber cluster
- attracting business, investment, events, students and research to grow the cyber security supply chain
- partnership with industry facilitating greater awareness of cyber security to business and the community
- facilitating the relocation of government agencies into the Joondalup Innovation Hub.

---

**Amendments:** CJ120-07/08, C14-04/10, CJ121-07/10, CJ109-06/12, CJ132-08/14, CJ055-04/16, CJ061-04/18, CJ126-07/18, CJ185-12/20