



Review of Strategic Community Plan



Review of Strategic Community Plan

Community consultation process and outcomes summary

In September 2018 the Shire of Mingenew identified that it wished to undertake a review of the Strategic Community Plan. The successful tenderer for the role was Lateral Aspect who partnered with Sue Middleton, who is a regional community development specialist.

This document is a summary of the community consultation process and outcomes, and captures the feedback from both the local and regional community members involved in the process.

The Council and community both expressed a strong desire to review the Strategic Community Plan (SCP) to be able to deliver on their growth objectives for their community. The SCP developed in 2011 was no longer delivering desired outcomes for the community, and in particular delivering on aspirations related to growth and development as a community.

This review process is therefore a major reset of community expectations and has resulted in the re-development of a vision for the future of Mingenew. That vision is aligned with the community expectations and the Shires leadership and management aspirations in 2018.

The plan will assist Council to determine affordable and achievable priorities that will respond to the needs and aspirations of the community. It provides both an engagement point for the Council working with the community on the choices it faces to drive growth and provide services for the community, and an opportunity to share the challenges of balancing aspirations and delivering a sustainable financial future for the Council.

Consultation Process

Three groups of stakeholders were consulted to develop the data on which the SCP is based. They included:

- Council and Council Staff (CEO and CDO)
- Community - represented by 40 members of the community at an engagement workshop on the 18th of October and individual interviews of community members (8)
- Regional Community member interviews(6)

The information from each of those processes is presented under three report sections:

1. Council and Staff
2. Community Workshops results
3. Community Interview summary
4. Regional Stakeholder Interview summary



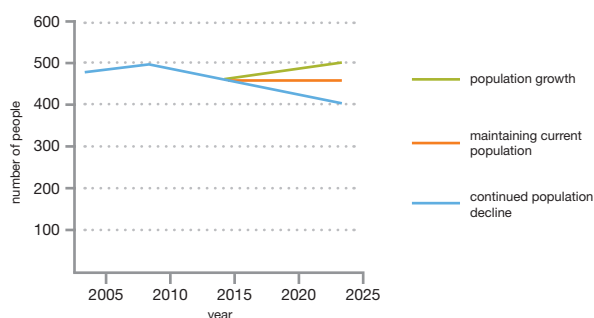
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Council and staff

Current Growth Trajectory of the Shire

The Shire currently has a population under 500 and is continuing to decline. According to Councillors this has halved in the last 40 years and is a long-term trend. The major impact comes from the changing nature of the agriculture industry, changing farming systems, and increased efficiencies that have meant less farm labour is required.

Population Mingenew 2005 to 2018 (with 3 scenarios): source ABS Census Statistics



Shires Vision for Growth

Shire would like to identify the unique advantages that we have and how to maximise their impact. Ideas included:

- Tap into tourism industry potential
- Develop pop up businesses
- Grow businesses through an incubator
- Bring new people and capital into town
- Tap into potential tree-changers/telecommuters
- Do more with the satellite tracking facility
- Fill business gaps with an attraction strategy
- Develop industrial land and opportunities
- Continue the focus on marketing the community (See you in Mingenew)

What are the Economic Drivers Impacting the Shire?

This question was broadly answered and picked up a good range of challenges/local drivers. They included:

- Lack of suitable housing, lack of motivation to invest, capital growth stagnation, lack of rental properties
- Older generation using Mingenew as a base (lock up and go, downsize)
- Capacity to source labour (eg for shire, more attractive to work on farms or mining than Council)
- Movement of retirees – baby-boomers/grey nomads – source of tourism revenue
- Increasing aged community – industry/service opportunity



What are the opportunities for the Shire?

- Tourism – flowers, astro, science/satellite, events, sport, history, walking trails, RV friendly, farmstays
- Science/research – satellite tracking, ag research- MIG partnerships, Rural innovation hub
- Telecommuting tree changers – promote to potential permanent residents (target tourists)
- CBH supernet, digital farms
- EV charging network
- Incentive programs for businesses
- Increased housing

What Capacity exists in the Community to support this plan?

There are 32 active community groups and there is a level of volunteer exhaustion. Is there an opportunity to consolidate or bring together groups to reduce the load from all running incorporated organisations? It was observed there are many outstanding community groups that go beyond the call of duty and are tackling issues that are broader issues than those impacting Mingenew.

Regional organisations to consult: North Midlands Project, Dept Sport and Rec, MWDC, MWCCI and RSM Business Local.

Documents to reference?

Mid West Blueprint and DSR Blueprint for region (authors note: Blueprint has been operationalised into a annual Business Plan that can align with).



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Community workshop results

40 members of the community attended a Community Workshop on the 18th of October 2018, to share their views.

The workshop was designed to gather community ideas on their vision for a preferred future, their view on the population scenarios they believe are achievable for the community, and to brainstorm the strategy areas they believe will create that vision/outcome.

Preferred Future – the community brainstormed the key ideas that captured their view of a preferred future – concepts included:

- Happy
- Healthy
- Well-being
- Broadacre farming area
- Diverse Economy
- Thriving business
- Profitable
- Innovative
- Unencumbered
- Sustainable (triple bottom line)
- Right to farm
- Connected
- Educated

Vision

Our vision is to be a connected, dynamic and thriving community in which people can be happy, healthy and belong. We do this by creating opportunities, being innovative and being a learning community that pushes the boundaries. Mingenew is entrepreneurial and welcomes change.

What the Community thought about Population Scenarios

The community members all agreed that continued population decline (blue line) was not a preferred scenario. It would make it difficult to continue to maintain services and keep a critical mass of population in Mingenew.

NOT PREFERRED

Community members agreed the scenario to maintain current population was more preferred, but that this would take a reasonable effort as the current trend line was for future decline, so halting this decline and reversing it to just maintenance of current population would take a reasonable clear development effort. **PREFERRED**

Some community members wanted to strive for Population Growth (the grey line) whilst noting this would involve more aggressively targeting growth and development. To achieve this would take over 11% growth rate over the next 7 years. In real terms it is 50 to 60 people, which is 25 new families, which is 3 to 4 new families a year (with no net loss of population). **ASPIRATIONAL**





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With the preferred scenario in mind, the community considered the strategy areas that had already been considered from Council ideas and then brainstormed the following ideas (sorted into groups and prioritised):

Attract and build Industry (37)
Engage local businesses
More services for Agriculture eg. mechanical, good health services, good sporting facilities
Opportunity for more businesses to capitalise on wildflower tourism generally
Get a community bank - Bendigo Bank
Become a solar town
Locally grown produce eg. fruit, vegies, honey sold to the local businesses
Farmers brewing a local beer, sold @ expo, local main events and the Mingenew Hotel
Affordable groceries that allow us to buy local on a budget
Incubator to support new industry - trades and any other identified needs
Social enterprises
Centre of excellence of ag education (to take over from Muresk, Marcus Oldham of WA)
Training for new entrants - farming and business
Scientific facts vs unsubstantiated statements
Employment (17 votes)
Create more local employment opportunities
Local businesses and industry - encourage them to grow to employ more
Town employment impacted by lack of housing
Keep services local eg. teachers, police
Childcare (13 votes)
Access to childcare 5 days a week with spots available
Become a Satellite town for health services (13 votes)
Housing (27 votes)
Cheap Housing and Maintaining Housing
Become a tidy town - everyone can participate, draw attention to town, relatively low cost
The weakness of our biggest competitors - the cities (price of housing?)



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Community Facilities (19 votes)
Mains water pressure too low on south area
Central community/business hub
Fast reliable internet
Improved internet
Grey nomad type retirees village
Skatepark refurb
Consolidate facilities to save cost of assets
Prioritise and deprioritise roads to better maintain them
Health care to support aging population and attract older tree changers
Tourism (15 votes)
Agriculture and Wildflower tours by knowledgeable people
Develop Mingenew Hill access urgently
Agri-tourism (tours, education)
Adventure Tourism
Advertise people's stories eg. retirees buying the Mingenew Hotel (ad in Saturdays west)
Natural assets - business/innovation/education (We have flies/dungbeetles/insects, solar/heat power, water)
Good health services - doctor, ambulance, silver chain
Streamlining volunteers (10 votes)
Streamlining of volunteer/community workforce so we have more time to be entrepreneurial
Innovative and Positive thinking (13 votes)
Embrace innovative thinking (stop the blockers/negative Nancy's)
Community Unity



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Community interview summary

In addition, 8 local community members were identified and interviewed to deepen the analysis of growth opportunities or constraints for the community. Community members were also asked what other innovation or disruption processes could create opportunities.

Ideas from the Interviews included:

- Making the town a great place, cohesive and connected for those that live here is vital
- Access for young families to have a good life and pursue their careers is important eg. Access to childcare facilities really critical to young women
- Need more opportunities for the arts and culture
- Too many associations – there is an AGM every night for 2 weeks – must be a better and more efficient way to run this, can we have Football, netball, hockey as a combined committee
- Need to work better with the region
- Shire could 'second' roles to the community and pay those groups to achieve the same outcomes
- Get the Railway Centre going – North Midlands Project idea to build exchange, museum, hub, artist in residence space
- Get a better approach to events management – monetise some of the work and take the load off the community – get them doing more entrepreneurial things with their time
- Build on more history and culture for tourism, build farm tourism, do more ag advocacy
- Capture more value in ag eg. MIG's north south beef alliance, do innovative things with labour supply eg refugee labour market
- Do more with the crops we grow eg. Lupin flour
- Connectivity big barrier to basing business here and trying to bring your job with you
- Need co-working space in town, somewhere with common user space
- Growing other types of crops eg hemp
- Developing irrigated projects - find competitive advantage in climate, transport, position in value chain eg fodder potential
- Potential to develop micro brewery to value add grains
- Lack housing – critical to address this – need to develop project to activate the housing market
- Could change expo to become more of an event manager and change the event itself to a market type field day with demos
- Tell more of the community narrative in the promotions that we are doing – good marketing but tell more of the local story
- Get more out of CBH – biggest footprint in town, but we don't capture any value from them
- Need to slow the export of wealth to the coast from the Shire, attract people back to be involved



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- Have more communication forums with the key groups, would like more interactive opportunities to discuss the future plans and projects with the CEO, would also like Shire to use Social media better
- Tourist and Promotions needs some growing space to capture more value from interactions with tourists
- Promote “Top 5 Things to do in Mingenew”
- Develop Ag incubator
- Town needs a good outdoor space eg. Kalbarri nature playground
- Need one co-working space that could be like Carnamah exchange space
- Seniors need access to simple programs eg. Staying on your feet

What the regional community said

CEO's or Manager of key Regional Stakeholder organisations were interviewed to develop the background context on opportunities and challenges for Mingenew. All of the organisations interviewed have an active role in working with the Shire of Mingenew, its community or its organisations.

Consultation interviews were held with:

- Gavin Treasure, CEO, Midwest Development Commission
- Joanne Fabling, CEO, Midwest Chamber of Commerce and Industry
- Mike Purslowe, Manager, RSM Business Local
- David O'Malley, CEO, Coral Coast Tourism
- David Bowman – Bright, Founder North Midlands Project

Overall the consultations revealed that Mingenew is seen externally as a forward looking, good community and Shire. Regional stakeholders were highly supportive of developing a growth narrative for Mingenew and each organisation felt they could play a role in assisting that for Mingenew.

The challenge for the region is nearly all of the shires are currently experiencing negative growth. There is a belief that they are also constrained by a lack of strategic thinking and capacity to work together. Shifting the dial on this challenge is critical for the region. All regional stakeholders are interested in working in a strategic way with the community and Shire of Mingenew.



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Key themes to emerge from regional consultations:

Mingenew has good natural and human assets for Tourism:

- Coalseam is seen as one of the three tourism hot spots in the region (Leseur and Kalbarri National Park are the other two)
- Depot Hill is also rated as a good location for wildflowers
- The community could develop more formalised approach to tours using Geraldton and Dongara as the “local” market, and could do more structured ‘hinterland’ type tourism development as in other coastal regions across Australia (day trip hinterland).
- Night time star experiences (Astro Tourism) are also a key opportunity for Mingenew to extend stays and build more depth in visitor experience. This could be done by building some low key infrastructure in key spots and creating interactive experiences.
- Could build off European Space Facility (noting no one interviewed knew what happened here or what the specific opportunities were).
- Mingenew needs to build more depth into the Tourism product to extend the tourism visitation window and ensure the community has a product in dry years (when wildflowers not so good). Could deepen the product at places like Coalseam with more natural and cultural history, to build international tourism numbers. One example is having a season round display of wildflowers eg in a dome or developing gardens around town like Kings Park have done. Planting everlastings with a council truck to water at planting assists (majority of tourists want the carpets of plants).
- Also need to link with towns in the ‘trail’ from Perth through to Exmouth so product is linked and co-promoted.
- The community could tell more of its history and promote its identity more. For example Japanese tourists love honey, they love to pick things, they would like to feed an animal. Work with local farmers to build farm experiences that can tie in with the season that are group focussed and not require a full time tourism business.
- One of key issues for tourism is the lack of accommodation outside of the Van Park, which is very hard to solve because of seasonality. To justify the investment, it would need to be multipurposed. Need 20 good standard rooms to be able to hold groups moving between Perth and Exmouth. At the moment all groups pass through to Geraldton.
- Railway Station is believed to be a unique asset within region and could be developed as a studio, artist in residence space, project hub, place making activity space and/or visitor space to help tell the stories of the local community, and be a place that locals use.



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Mingenew has comparative advantage in Agriculture, and is not necessarily utilising all its assets:

- Mingenew has the largest grain holding facility in the southern hemisphere and hasn't been able to leverage this asset (noting that CBH has a role to play in achieving this). Identify value adding opportunities for agriculture, particularly in relation to this asset.
- Grower groups have done some regional planning and thinking about how to collaborate at scale. MIG is seen as progressive, a leader and is supporting the collaborative approach. How can this be leveraged for greater value for the community? What are the research and development issues that you can solve here, that offer value to agriculture (or the world?).
- Horticulture is a potential area of opportunity, and a Water for Food project assessment has been done on the water resource between Mingenew and Three Springs. Freight location may not be ideal, but the climate has proved ideal for growing vegetables and some fruits near Geraldton. Is there any comparative advantage with energy costs? Common packaging facility is in early discussion stages (developing near Geraldton) for the existing growers. What opportunities are there for Mingenew?
- Water supply opportunities – it was noted the Karara water pipeline travels through Mingenew and they are seeking additional water licence holdings and would need to gain the support of the neighbouring communities. Water pricing is always an issue in horticulture, could there be a partnership in relation to water useage for Mingenew.
- Some dry land aquaculture being developed at Morawa (qld groper) in Yarra Yarra Drainage system to convert salt water into more productive purposes.
- Corporatisation in agriculture could be a negative trend, but not sure of exact figure for Mingenew.

Supporting Business in Mingenew will take some concerted action in partnership with the community and region:

- Industry development could be more prospective through active approach to commercial/industrial land development opportunities.

New Economy opportunities need to be on the table:

- Digi farms project for North Midlands area is estimated to be around \$500,000, deployment estimated for North Midlands to be around late 2019.
- Could develop a vision to become a renewable power town and to use solar power. Three Springs in the best comparative position to sell renewable power back into the grid. Hydrogen a potential area of opportunity for Midwest but not Mingenew.
- Health and well-being area is a growing area and there could be jobs in this area for a community like Mingenew. Mingenew community is aging, could develop a strategy for positive aging in place and having an action plan for aged living.



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Constraints to Growth are real but manageable:

- Proximity to the coast makes it possible to live on the coast and work in Mingenew. What is preventing people from moving to Mingenew if they work here?
- One of the constraints mentioned was Mingenew is “the regions best kept secret” and needs to be better promoted to communities outside of the region.
- Digital infrastructure is critical.
- Need a regional education plan to help transition kids from year 6 into senior school, and link to schools where secondary students are going.
- All businesses need quality workers, could develop regional project to attract labour to the region through a BBRF (building better regions fund) project.
- Building retail food offering linking across the region and considering models for how to create the best and widest offering in each community.
- Volunteer burnout is an issue – instead of having 40 presidents, 40 treasurers, 40 secretaries can groups be amalgamated or consolidated so can transform those hours into services or activities delivered to the community.

What next – what is going on in region that Mingenew should be a part of?

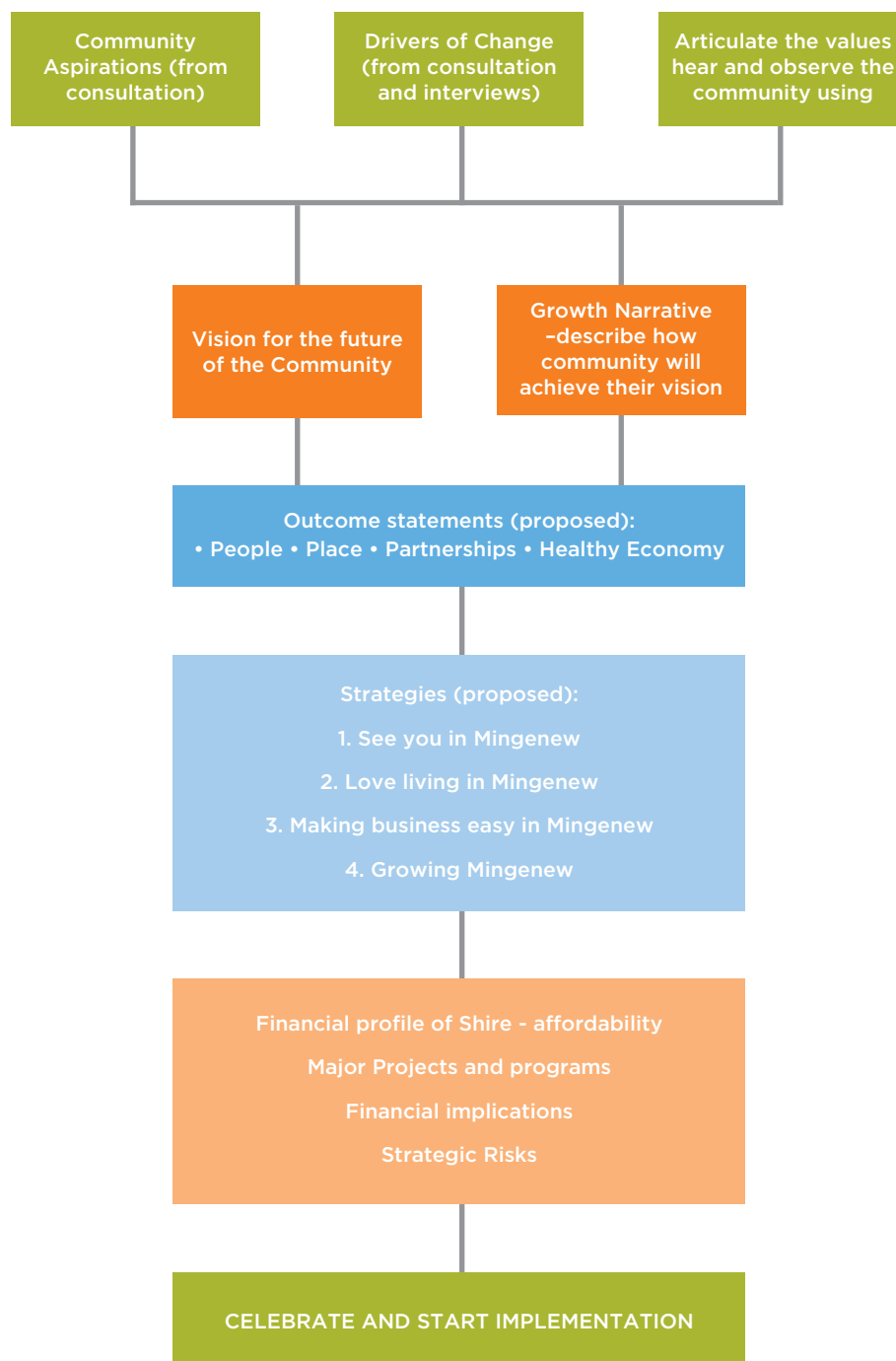
- Mid West Transport Strategy has not been publicly released, and contains some good analytics around Ag Freight. What role for Mingenew given it has a uniquely large grain holding capacity?
- Health Strategy for Midwest not adopted by Government, but WACHS is pursuing key initiatives identified. Scanning the key projects and programs and understanding their impact for Mingenew?
- North Midlands Project Super Region concept – looking at region as population of 6000 rather than 4200, encouraging working together as Shires, and understanding the outcomes the communities want to achieve and building and strengthening community capacity to support achieve that. Build an active partnership with this organisation.
- RSM Business Local is keen to engage with local business development opportunities and projects.
- Opportunity to develop more impact from Tourism but need to develop more depth, breadth and experiential components of existing (and potentially new) assets.



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How does all this information get used?

The following flowchart shows you how it gets turned into the pieces of your Strategic Community Plan.



Summary of Community and Regional Stakeholder Consultation Feedback for Community Strategic Plan

Name Community Member	Their feedback (summary)	Response
Respondent 1	<p>This member of community couldn't attend the workshop but sent his ideas on the day of the first workshop. They included:</p> <ul style="list-style-type: none"> • Sports club - Rec Centre - Autumn Centre need to start consolidation, but has no opinion on which is more valued by community. 10 to 20 yr project but need to start now. • Air strip - suggestions to make it more user friendly including new entry to strip at northern end, Dunn's Aviation would consider putting bore in if that was considered (for water bombing). • CBH - increase storage in Mingenew and capture flow on advantages. • Services - good service providers in town, can this be extended and make it a good environment for business in Mingenew. 	<p>Great ideas which will mostly go into Corporate Business Plan (CBP) where they are too granular for the CSP.</p> <p>Other than air strip, all other projects have been raised and captured in consultation and covered in strategies.</p>
Respondent 2	<p>Email sent 31 January 2019:</p> <ul style="list-style-type: none"> • Vision captures destination. Values sound like Mingenew. • Outcomes very broad - can they be more Mingenew specific? Can we say what makes Mingenew special and unique? • Strategies appear to repeat from 2012 version. • Health strategy needs to include telehealth, health education sessions eg 'on your feet' workshops. • Would like to see how community will be more engaged in enhancing and improving their lifestyle for current and prospective residents. Need health and well being strategies aimed at all generations, not just aged care • Need for a multipurpose gymnasium for general strength training, which would be a drawcard for potential residents as well as existing. • Health also incorporates mental health, and strategy is missing that component. 	<p>This feedback is very on trend with lifestyle and well being needs of contemporary communities.</p> <p>Strategies in this version (2019 vs 2012) are more focussed on developing sustainable models not service provision.</p> <p>Noted on innovation in health services- to be included in CBP.</p> <p>Gym project could be included in any forward planning for rationalising community facilities.</p> <p>Note need for healthy community services when do health care planning (next level down from this plan).</p>
Respondent 3	<p>Feedback form sent 14 January 2019:</p> <ul style="list-style-type: none"> • Need continuity of plans because of changes in admin/ leadership means lost ideals/ideas. • Town needs a proactive CRC which can create opportunities. • CBH Interpretative centre in Little Well Reserve precinct - project to be funded by CBH. • Gardens important as they reflect on the town, fleabane becoming a problem, requires more regular spraying and whipper snipping. • Replace gazanias with native plants outside Museum - can be joint project. • Enthusiasm is infectious but we must be honest and open. 	<p>This feedback will be very useful for CBP and highlights the need to keep the town looking great to reflect the image you want as a progressive, go-ahead community.</p> <p>Have kept a good record of all the ideas that inputted into the strategy in the event of change in staff or leadership. Those records will also help when you review the plan in 2, and then 4 years time.</p>

Continued....

Name Community Member	Their feedback (summary)	Response
Respondent 4	<p>Email sent 31 January 2019:</p> <ul style="list-style-type: none"> • Vision suggests maintaining status quo. Expect it to be more something to strive for. Should be aiming to improve the Mingenew lifestyle, and see no evidence that we are a forward thinking community, but hope we can be in the future. • Don't think "dare to be different" is Mingenew. • Outcome statements - environment seems to underpin them and think our people, infrastructure and service assets are much more important. <p>Strategies feedback:</p> <ul style="list-style-type: none"> • Global impact ag research and development is unlikely without significant support from research organisations. Perhaps a regional leader is more feasible. • Value capture for ag is limiting, we have other assets such as solar, wind and skilled people. • How does local banking model provide growth and value? • Tourism opportunities need to be expanded, innovation such as self guided apps, partnering with other service providers - felt this fitted better under Strategy 3. • Strategy 4 - regen power is a business opportunity but also is a selling point for people moving to the community. • Daycare is essential for economy growth. • Innovative health care model should be expanded to include all age groups. Opportunity to build on success of yoga, chiro and other allied health services for young people especially women, this would improve lifestyle. • Support community volunteers - given volunteer burnout - program to engage with is www.inclusionsolutions.org.au - as an example of how to organise ourselves - they provide access to pool of qualified volunteers. • Like the inclusion of Art Space and Hub for small businesses, assuming this includes remote worker spaces. • Like inclusion of digital infrastructure. • Missing - no mention of supporting active lifestyles for under 45's and children, rec infrastructure needs upgrading and sporting clubs need to function and grow. • Plan wants to attract 50 new people to town, but actions for service provision and lifestyle that attract people to town are not there. • What is most important? Economy growth and improving lifestyle through fitness and innovative spaces to work and gather. • Other feedback - there is no consistency in the Councils roles - confusing. 	<p>Vision redeveloped after 2nd community workshop.</p> <p>Forward thinking community and 'dare to be different' - have changed this language somewhat to reflect what Council and Community were comfortable with.</p> <p>Language around resource base changed slightly to ensure the relative importance of other assets.</p> <p>To remain - regional leader in R&D won't attract additional resources or engage broader investment.</p> <p>Broaden to include other assets.</p> <p>Banking is an essential service, and could create investment in local projects.</p> <p>Ensure innovation in Tourism opports is included.</p> <p>Ensure included.</p> <p>Childcare is included.</p> <p>Will ensure health care model has all age groups included.</p> <p>Include this reference in CBP - good idea of how to organise volunteers.</p> <p>Check for inclusion</p> <p>Check for inclusion</p> <p>Check for inclusion</p> <p>Check wording</p>

Continued....

Name Community Member	Their feedback (summary)	Response
Respondent 5	<p>Email sent 29 January 2019</p> <ul style="list-style-type: none"> • CSP is very unimpressive document. • Would like to see the financial and personnel resources available to carry out the Plan. Otherwise it will waste everyone's time. <p>Questions:</p> <ul style="list-style-type: none"> • Have read Shire Minutes and can't find where the Shire has agreed to review the CSP. When was community offered opportunity to express its desire. • Has a review been undertaken and has a report been written? That would give us a base starting point, what has been implemented, what is in the pipeline. • 2019 plan reads like a marketing person has written it. Slogans like Growing Mingenew are not appropriate. It must be serious and have defined areas such as economic, social, environmental objectives. <p>Feedback:</p> <ul style="list-style-type: none"> • Vision is where we are now, not where we want to be. • The plan is similar to 2012, many ideas are repeated, we do not require a totally new plan, what is required is a review of the 2012 plan. • SWOT should be undertaken - current financial and personnel resources need to be established to know what we can achieve, need to communicate this to the community, and can set KPI's and timelines • Goals should be measurable and realistic and broken into actionable steps, should specify who, timeline for start and finish, how it will be evaluated • Communication - vital for there to be 2 way communication between stakeholders and Shire Staff to gain experience and knowledge from community. • Services - should be incentives for people that work in Mingenew to live there. • Infrastructure - roads, housing (what is current Shire inventory), Sporting facilities, Shire buildings maintenance plan, digital infrastructure should include all Shire, make townscape attractive. • New ideas - solar power development, housing and light industrial development, space developments, crown land for community crop, approaches to corporate business. • Social development - skate park upgrade, Railway Stn and Town hall refurbishment to allow for art and cultural events, roller blading, badminton, gym, reunions. Develop innovative health care model. • CRC's role to be proactive and in area of childcare. • Mingenew Hill attraction. • Tourism - needs a separate plan put together by TPC and Shire, need to get into the State advertising, link to other organisations, do not attribute 2018 success to the Marketing company - can a facilitated T&P meeting be organised. 	<p>Noted</p> <p>Granular level of detail that will be provided in Corporate Business Plan.</p> <p>Shire is required to review the plan and determined to do this in 2018. It was commenced in October 2018. A review was undertaken in meeting with the Council to understand what needed to be continued. At that meeting, Council determined to change the structure and develop a plan more focussed on growth.</p> <p>The choice of Strategic Framework is up to the Local Government, the areas the Shire have chosen include the usual areas but have used language that is designed to be engaging, as the document will be used to attract partners for implementation.</p> <p>It has been written by a Regional Development Specialist, and formatted by a Marketing specialist to be engaging and easy to read.</p> <p>Vision checked at Community workshop 2.</p> <p>SWOT - articulated in drivers of change section.</p> <p>Granular level of detail will be completed in the Corp Bus Plan.</p> <p>Communication included in Strategy 1.</p> <p>All other ideas noted in feedback are in SCP at the appropriate scale.</p>

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Name Community Member	Their feedback (summary)	Response
Respondent 6	<ul style="list-style-type: none"> • Current community situation needs addressing - communication is urgently needed to address the issue of the supermarket. Why build new hubs or facilities if we can't support our supermarket? Could we build a purpose built building for a supermarket with plans for new business opportunities (hub). • Pride in our town - we are innovative and progressive, but clearly not everyone is on board. Many homes and yards are neglected and the weed situation is a concern. Is there a way we can engage people eg. through a committee such as Tourism and Promotions? • Love, love, love the Shire vision - positive vibe. • Good for young people but does it fit the 50+ age group. Does the word 'prosper' work? • Making business easy - not sure a light industrial incubator is the answer, has it been successful in other places. Offering an assistance package could be better idea. • Mingenew needs a change of mindset with the 'shop out of town' mindset. • There is great potential for employment opportunities in the area of health and recreation and we have professionals that could be asked to come together to explore future possibilities and ideas. • Lacking in recreation programs and additional health services for an older population who are no longer active in sport and who may need additional medical support (+60yr olds). • Majority of farmers move out of the district for retirement - need better health services for this age group to stop them leaving. Active and well ageing activities and strategy, might lead to employment activities. • Housing - Shire could consider prefabricated transportable housing 	<p>A Project like this can be incorporated into any of the facilities proposed under the SCP.</p> <p>This could be done by a tidy towns rate rebate or other mechanism.</p> <p>Review in Community Workshop 2. Vision changed following second workshop.</p> <p>To be considered when this project is planned in more detail.</p> <p>Include under Active and well being strategy area.</p> <p>Include under Active and well being strategy area.</p> <p>Include under Active and well being strategy area.</p> <p>Housing Strategy</p>
Respondent 7	<p>Developed a draft Mingenew Strategic Community Plan which has the following ideas within it:</p> <ul style="list-style-type: none"> • Align with the 7 pillars under the Midwest Blueprint • Suggested vision: "Mingenew is highly liveable, affordable, clean, safe, vibrant, welcoming, forward thinking community that offers a great lifestyle and opportunities for all to thrive and prosper." "As people we are resilient, adaptive, proactive, innovative, dynamic, proud and empowered to drive our own future." • Increase in population is a critical success factor. • Need regulatory, community and digital/comms infrastructure. • Good ideas included on external funds and grants. • A range of actions under each pillar/objective area that can be referenced when developing the Corp Bus Plan. 	<p>The Midwest BP is not a statutory plan and is no longer a government priority for investing. Suggest that SoM is aware of the document but not align unless it becomes a document used by State or Federal governments.</p> <p>Vision tested in community workshop 2. New vision developed/</p> <p>Include in Corp Bus Plan Refer when developing Corp Bus Plan</p>

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Name Community Member	Their feedback (summary)	Response
Respondent 8	<p>Meeting held on the 12th March 2019</p> <ul style="list-style-type: none"> • 'Outback Beds' – how do I set up a station for tourism – SA and NSW has a good model. • Blueprint - Albanese looking to invest more in LG (where competitive advantage exists) • Mining Procurement Database – will include Mingenew • Pop up shops – will work with local businesses or people wishing to start a pop up business, particularly in tourism season 	Strategies align with this feedback
Respondent 9	<p>Meeting held on the 12th of March 2019</p> <ul style="list-style-type: none"> • Doc easy to read; good flow <ul style="list-style-type: none"> • Key focus areas: Tourism (Abrolhos, Road Trip State, WFC projects are aligned) <ul style="list-style-type: none"> • Day trip packages • Night time experiences eg. laser light night time experience • See you in Mingenew campaign has been excellent - getting good feedback about the campaign • Agribusiness (Horticulture & Aquaculture), Space + Astrotourism <ul style="list-style-type: none"> • R&D Foundation Committee (roadmap exists) • Want to coordinate R&D better • Renewables <ul style="list-style-type: none"> • EV Charging (not high priority) • BTM • Kalbarri Microgrid • Small business/local content (focus for Premier) <ul style="list-style-type: none"> • Policy-setting space; concerns that State policies don't provide regional opportunities • Have projects ready to go for next election (2 years away) "jobs and growth" • ArtBelt <ul style="list-style-type: none"> • REDS - projects can be funded up to \$200k, each region gets \$700k. • Infrastructure <ul style="list-style-type: none"> • Digital Farms - happening over next 2 years • Regen power - Hydrogen on radar, EV charging stations – talk to RAC, could Mingenew become a community that has the cheapest power in the Midwest? • Strategic Rds <ul style="list-style-type: none"> • Carnarvon Muehea Rd • Meeka-Wiluna • Incubator <ul style="list-style-type: none"> • Trade gaps? • Linkage with industry/foundation Community foundation? <ul style="list-style-type: none"> • Could set up organisation to accept bequests • Revenue provides sustainable income • E.g. Morawa trust (elected reps from community, mining company rep, shire pres) • Migrant workers <ul style="list-style-type: none"> • Dalwallinu • CRC <ul style="list-style-type: none"> • Enterprise hubs 	Strategies align with this feedback

Continued....

Name Community Member	Their feedback (summary)	Response
Respondent 10	<p>Meeting held on the 12th March 2019</p> <ul style="list-style-type: none"> • Leverage 'Grain Capital' status <ul style="list-style-type: none"> • R&D/science • RSM Business Local can't engage with primary producers but can do: <ul style="list-style-type: none"> • Ag bi-products eg. lupin flour • Value-add <ul style="list-style-type: none"> • Business planning • Marketing • Financial management • Female farmers - do they want to start up businesses? <ul style="list-style-type: none"> • Co-op store space - could community buy IGA? • Digital capacity 	Strategies align with this feedback
Respondent 11	<p>Meeting held on the 12th of March 2019</p> <ul style="list-style-type: none"> • Non-member attendance at BAHs - encourage Mingenew businesses to come; Networking opportunities for local businesses • Workshops (e.g. Legal), and can do support services such as negotiating a lease • Can assist with tackling markets outside of Mingenew - trade and business facilitation • Tour products <ul style="list-style-type: none"> • Chinese market • Space • Renewable energy <ul style="list-style-type: none"> • Geraldton community energy • Paddock to plate <ul style="list-style-type: none"> • Clustering/food tourism • Food as a drawcard • Promoting local produce or bush tucker 	Strategies align with this feedback

Continued....

Name Community Member	Their feedback (summary)	Response
Community Workshop 12th March 2019	<p>Check if the Shire requires a Service Delivery Plan.</p> <p>Feedback on the Vision:</p> <ul style="list-style-type: none"> • Word prosper - doesn't work - try alternatives • Punches above its weight - try is ambitious and gets results • Community that pursues success • Pursues a better future • Leaders - amongst our peers <p>Mission - try local community, existing and potential partners and investors</p> <p>Areas of focus (set matrix for more detail):</p> <ul style="list-style-type: none"> • Yrs 1 - 4: Health, housing, childcare, digital • Yr 1: Tourism, volunteer efficiency <p>Feedback after workshop:</p> <ul style="list-style-type: none"> • Non Govt funding eg. tourism infrastructure, council/ community will require minimum of 20% for projects to leverage state/federal funds, 10% in-kind allowed. 	<p>Service Delivery Plan not part of the requirements under the Integrated Planning Framework for WALGA</p> <p>New vision incorporates key concepts</p> <p>Priorities from Workshop noted and to be integrated into Council planning for the Corporate Business Plan</p> <p>Feedback on funding and leverage noted</p>
Respondent 5 (2)	<p>Received in post 21st March 2019</p> <ul style="list-style-type: none"> • Community fatigue mentioned in opportunities section • Community hub - will this be part of CRC role <p>Wording for vision:</p> <ul style="list-style-type: none"> • Mingenew will be a leading, progressive, sustainable and a safe community for the benefit of all who live here 	<p>Move to another section - not an opportunity</p> <p>To be determined when project planning occurs</p> <p>New Vision statement incorporates core concepts</p>
Respondent 7 (2)	<p>Received via email</p> <p>Good ideas on external funds, sources and how to tackle the leveraging of funding.</p>	<p>Noted for implementation of Corporate Business Plan</p>

Matrix of how people voted in the Community Workshop				
	High Priority Year 1	High Priority Years 1 - 4	Where would you put your resources (time, \$, other)	What would you be prepared to pay extra rates for?
Health - focus on allied health, digital health, attract professionals, activities and education		8	2	
Housing - land and housing to attract long term housing (start with audit), innovative housing model		8	1	1
Childcare - investigate family day care model, after school care and holiday care		6		
Digital - available, reliable, cost effective		7	1	1
Townscape/public spaces/streetscape plan			1	2
Economic Development	1	3		
Tourism	4	2	5	
The Vibe	1			
Volunteer efficiency	1	1	3	
Community Facilities (building audit)		2		
Road Network		1		
Business Incubator		1		
Infrastructure (baseline to maintain or improve)	1	2		
Community land cropping				
Communication and Partnership	1			
Education (school)		1		
Social Enterprise				2
Small business support	1	1		
Financial sustainability	1			
Resource Management	1			
Cultural Heritage			1	