



**TOWN OF BASSENDEAN**

**STRATEGIC PLAN**

**2010-11**

ADOPTED 28 SEPTEMBER 2010

**RECOGNISING OUR PAST, CELEBRATING THE NOW, CREATING THE FUTURE.**

### **OUR LEGACY:**

The Town of Bassendean will:

- ❖ be a vibrant inner City hub and destination
- ❖ value and sustain the local environment
- ❖ be a place of green open spaces creating networks to walk, cycle and recreate
- ❖ value its community creating a place of belonging

### **Our Key Priorities**

- We will provide good governance with a focus on sustainable outcomes.
- We will value our heritage, protect and enhance our environment and provide sustainable living environments.
- We will sustain our community through development and growth, growth in population, housing and local businesses.
- We will manage and maintain our infrastructure and assets. infrastructure
- We will strengthen our financial security.

### **Principles**

Our principles will guide our decisions and actions.

#### **Leadership**

The Town is dynamic and responsive to external issues and opportunities, providing leadership and creating opportunities for the local communities.

#### **Partnerships**

The Town will develop partnerships and relationships to optimise the Town's services and infrastructure.

#### **Community**

The Town values and includes the local communities in developing their futures.

## **Values**

### **Good Governance**

We will ensure our decisions and behaviours are based on good governance principles to foster ethical behaviours, transparency in responsible decision making, fair, honest and acting with integrity.

### **Socially Inclusive**

We will engage with all stakeholders and value diversity of our community.

### **Innovative**

We will be dynamic, explore new options and be forward thinking.

## **Role**

We deliver, facilitate, advocate and partner to ensure services and development meet changing community requirements.

## **KEY AREAS**

### **Economic**

Goal: To strengthen our sustainable economy

<b>Outcomes</b>	<b>Strategies</b>
1. Employment opportunities created	Increase office and commercial space through targeted partnerships Attract and encourage new services Facilitate networks across home businesses
2. Facilitate the development and enhancement of the Town Centre	Increase quality retail space and service areas (entertainment, dining) Implement Town Area Strategy
3. Local activity centres created, with business and diverse housing options, in specific areas	Target and support areas for development (eg. Ashfield, Eden Hill) Review existing businesses and identify niche markets (eg. Education and Technology, Engineering)

## **Social**

Goal: To facilitate and provide services to meet changing community requirements and maximise quality of life benefit to community

<b>Outcomes</b>	<b>Strategies</b>
4. Community requirements understood through engagement, consultation and communication	Develop a consultation strategy Review the community communication strategy
5. Strengthened activities and services with focus on youth, aged, multicultural, arts and culture, recreation and information services	Focus on priority services Review and develop service plans Strengthen community based development and capacity Build, maintain and support volunteer base

## **Built Environment**

Goal: To provide well-maintained community facilities and diverse housing, commercial and retail options

<b>Outcomes</b>	<b>Strategies</b>
6. Reviewed and maintained Town assets	Develop Civic Centre precinct Define asset service levels and asset management plans Explore funding opportunities and investments (commercial enterprises)
7. Provision of safe networks for cycling, paths and pedestrian walkways	Develop plans for connected pathways and cycleways
8. Improved public transport	Implement EMRC integrated transport strategy Advocate for improved public transport Advocate for cross-City light rail, river public transport (alternative routes) and road systems to cater for growth
9. Diverse and affordable housing options	Develop an integrated planning strategy, providing housing for everyone to reflect the changing demographics and requirements of our community
10. Sustainable quality building designs	Provide initiatives for providing sustainable designs

## **Natural Environment**

Goal: To sustain the natural environment and provide sustainable living environments)

<b>Outcomes</b>	<b>Strategies</b>
11. Networks of sustainable open spaces (including verges, trees, bush and parks)	Explore better use of foreshore and facilities Implement ground and storm water management plan and biodiversity plan Create, celebrate and communicate local open spaces
12. Progress towards carbon neutrality and adaptation to climate change	Support EMRC initiatives Develop Climate Change Adaptation Plan Review buildings and parks to prioritise use of solar and LED

## **Governance**

Goal: To provide good governance through transparency, efficiency and effectiveness

<b>Outcomes</b>	<b>Strategies</b>
13. Developed partnerships with government and businesses	Strengthen and formalise partnerships with surrounding Local Governments – Swan, Bayswater and political representatives Continue to support EMRC
14. Resource capability	Implement Financial Plans Explore diverse income streams Monitor organisational performance Review workforce and structure to meet changing needs
15. Strengthened Council governance and compliance	Review Governance processes Support Councillor training and development