



SHIRE OF
HARVEY

Advocacy Priorities

2022



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OUR VISION

Together, towards an even better lifestyle.

We value

Effective stewardship of our environment and heritage;

A safe community that has a strong community spirit and sense of belonging;

Effective communication and cooperation;

Strong leaders and fair decisions; and

Our heritage – acknowledging our history in creating our future.

We are committed to being an inclusive, enterprising and engaging community that:

Actively works together and respects each other;

Acts with honesty, integrity and fairness; and

Is open-minded, approachable, tolerant and responsive.

Acknowledgement of Country

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past, present and emerging.



Message from the Shire President and CEO

The Advocacy Priorities for the Shire of Harvey looks to encourage investment in key strategic projects which will support jobs in the region whilst building on the enviable lifestyle opportunities that come with living in the South West of Western Australia

The Shire of Harvey is entering an exciting growth stage and is committed to creating a strategic agenda that promotes sustainable social and economic growth.

We know that over the medium to long term the Shire is set to experience significant population growth that will bring huge opportunities but also some challenges

In order to meet the needs of community now and into the future, the Shire is committed to developing and promoting sustainable social and economic growth with a vision to work together, towards an even better lifestyle.

Our sustained growth is linked closely to derived community benefit, with the district providing not only desirable places to live but employment for local people, by local industry and commerce.

Our Advisory Priorities seek to support the community whilst stimulating the economy. These projects and initiatives have also been developed through community engagement and strategic long-term planning, and are identified within our Corporate Business Plan 2021 – 2025.

Through partnerships, we can make these critical projects a reality and deliver social, environmental and economic benefits for our local community, the South West region and WA.

We hope you can join us as we work towards an even better lifestyle.



Cr Paul Gillett
SHIRE PRESIDENT



Annie Riordan
CHIEF EXECUTIVE OFFICER



Introduction

The area that now forms the Shire of Harvey was originally known as Korijekup, or the place of the red tailed black cockatoo.

Our History

Other Aboriginal names for settlements in the Shire include Myalup (the place of the paperbark tree), Bengier (swamp), Cookernup (the place of the swamp hen cooki) and Binningup (originally Bindinup, or place of Bindin, a local Aboriginal).

European settlement commenced in the 1840's when an agricultural land settlement scheme at Port Leschenault (named after botanist Jean Baptiste Leschenault de la Tour) was set up with the intention of breeding horses for the Indian Army. The area was later renamed Australind, a contraction of Australia and India. When this scheme collapsed, many of the early settlers relocated to the Brunswick River area (thought to be named after the Duke of Brunswick) where land and soil conditions were more suited to agriculture. The Harvey River was named by Sir James Stirling after Admiral Sir John Harvey and its fertile soils also attracted settlers. The township of Harvey was established in the 1890's, spurred by the opening of the railway line from Bunbury to Perth. The Harvey Weir was constructed in 1916 as part of the first irrigation scheme in Western Australia, later to be replaced by the Harvey Dam in 2002.

Famed children's author May Gibbs (creator of Snugglypot and Cuddlepig) lived in the Harvey locality in 1885 and it is believed she drew much of her inspiration for her stories and illustrations from her experiences there.

Our Shire Now

Located about 140 kilometres south of Perth, the Shire of Harvey covers a land mass of 1,766km² and consists of 42 kilometres of pristine Indian Ocean coastline.

It has six distinct districts – Harvey, Leschenault, Australind, Coastal (Myalup and Binningup), Rural North (Yarloop and Cookernup) and Rural South (Brunswick Junction and Roelands). It's known for the diversity of its environment, with tracts of Jarrah forests, rivers, the Leschenault estuary, Harvey, Stirling and Logue Brook dams, unspoilt beaches, rolling hills and fertile agricultural land.

Local industries include dairy, beef, horticulture, mining, commerce, vineyards, citrus, export beef abattoir, silicone smelter, pigment plant, orange juice and milk factory, boutique cheese factory, light engineering and the Binningup Desalination Plant.

The Shire prioritises balancing its natural assets with the need to support economic growth. It's a region known for its sense of freshness, with fresh produce, fresh water, a clean and green landscape abounding with nature's goodness. It's also becoming a regional leader in light industry, with further development of the Kemerton and Treendale Industrial Parks and has experienced significant residential development in recent years.

Our Community

To adequately plan, the Shire must understand its current population demographics and anticipated population growth. Other factors that need to be considered include economic fluctuations and environmental trends, as well as social and community needs.

Social



1,766 km²
Total area



42 km
Coastline



140 km
Distance from Perth



27,975*
People living in the
Shire of Harvey



2.2%*
Aboriginal and Torres
Straight Islanders



38*
Median Age



27%*
Residents born
overseas



\$1,553*
Median weekly
household income



16
Schools



4
Libraries



2
Leisure and
Recreation Centres



2
Swimming Pools



43%*
Households have
a mortgage



11,379
Dwellings



64%
Waste diverted
from landfill

Economic

**1,579***

Local businesses

**8,627**

Local jobs

**7.7%***

Unemployment rate

Top Employing Industries



Manufacturing

(mining and food)



Education

(primary and secondary)



Agriculture

(fruit & vegetables, dairy & beef)

**\$4 billion**

Output

**14%**

South West output

**\$2.4 billion**

Value of exports

**23%**

South West exports



3rd largest

contributor to regional
output after Bunbury
and Busselton**\$369,000***

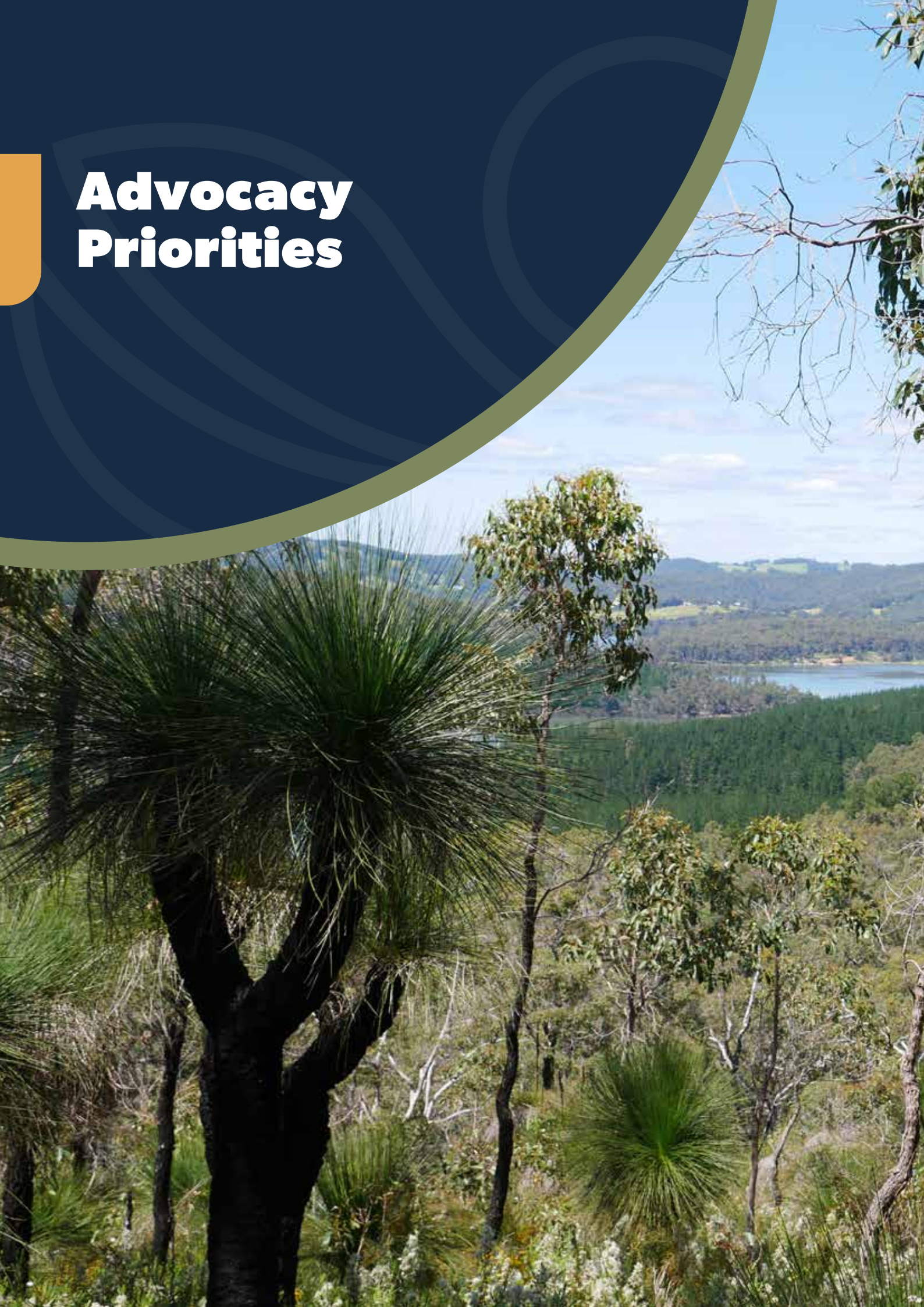
Median housing value

**\$21,877,333**Rates income from 12,583
rateable properties

Sources

*ABS Census 2016, +.idcommunity, # REIWA

Advocacy Priorities



Harvey Community Precinct

Project overview

Providing a resilient community heart to achieve a sustainable regional town.

The Harvey community precinct project will include the creation of a dynamic library and civic centre. Key developments include arts and cultural spaces with a multipurpose exhibition space, an art gallery and artist residency along with areas that can be utilised for events, education and training purposes. Incorporation of community facilities will cater for growing population needs.

The current community precinct is at the heart of the Shire, with strong links to all community infrastructure. The redevelopment of this precinct will create a path to the future while celebrating the agricultural history of the district. This regional area reflects growth, enterprise and sustainability, all values that the new precinct will promote. Heritage buildings within the community precinct in Harvey will be rejuvenated by repurposing and updating the facilities to become flexible spaces, with a multitude of community and civic uses.

The Shire has been active in informal meetings with all of the community groups, both in the town and the Shire as a whole. A precinct Master Plan and feasibility study has been developed.

An amount of \$200,000 was allocated for the preliminary consultancy, with a further \$1.1 million to design development and documentation. Robust public consultation was undertaken with the public comments being incorporated into the concept design.

The Shire has committed funding to the development, and will actively pursue grant funding avenues to achieve the required budget.

We are seeking \$7 million in funding support to develop the full scope of the proposal to enable the Shire to cater for a progressive community precinct that benefits the growing community now and into the future.



\$14 million

Key points

- Creation of a fit-for-purpose Community Precinct catering for population needs and growth of the Shire.
- As one of Western Australia's fastest growing communities, the Shire's population is set to double over the next 30 years.
- Creation of arts and cultural spaces along with multipurpose areas that can be utilised for events, education and training purposes.



Leschenault Leisure Centre Expansion

Project overview

Promoting participation, performance and integrity in the sport and recreation industry to support a healthy lifestyle for all people.

The Leschenault Leisure Centre (LLC) is the premier sporting and aquatic centre in the Shire of Harvey and a leading South West sporting facility. The LLC Expansion project will allow the centre to maintain this position and provide crucial sporting facilities for one of Western Australia's fastest growing communities.

Some features of the project include construction of additional courts, spectator seating, a retractable grandstand, a mezzanine level for events and upgraded change facilities. A workshop for wheelchairs and other sports equipment is one of the key developments, together with umpires, coaches and time keeping amenities and accommodation for training and education requirements.

The Shire has completed an extensive consultation process, needs and feasibility studies and developed concept plans. The final detailed design is nearing completion, and almost 50% of funding has already been secured.

There is extensive support from a number of State Sporting Associations to hold regional competitions and significant sporting events, and an immediate and urgent demand from community and clubs for places to play.

The development focuses on the principles of universal design to maximise on the regions ability to provide a sporting and event space in which interactions are inclusive. Investing in the LLC will not only build on the already significant contribution sport has to the

Australian economy, it will contribute to harnessing the social benefits of sport through improved cohesion and reduced isolation.

Detailed design and documentation is underway and it is anticipated the project will be investment ready by April 2022.

The Shire has secured up to \$3 million in funding from State Government with an additional \$6 million committed by Council.

The Shire is seeking funding support of \$6 million.

 **\$15 million**

Key points

- Expand the Leschenault Leisure Centre to cater for Western Australia's regional sport industry.
- A consistent theme has been a high level of demand for indoor sport and event spaces in regional WA.
- The South West of WA is the most visited and populated region outside of Perth, and is the highest rated region to live in WA for its lifestyle, sense of community and happiness.
- By universally designing the LLC, the Shire aims to contribute to the way we can welcome all people.



Leschenault Recreation Park Ovals 7 & 8

Project overview

Creation of a Regional Sporting Precinct catering for growth of the sports industry in the South West and WA.

Current participation statistics for community and regional sport in the Shire of Harvey have trebled since 2019, with participation and membership for community based sports increasing at 3.5% per annum.

The exponentially increasing demand and usage of facilities and reserves by the local and regional communities is further exacerbated by requests from state sporting associations to utilise ideally located facilities and reserves at the Leschenault Leisure Park for domestic games such as cricket and AFL.

Redeveloping and providing more green open space and supporting facilities and amenities will support the needs of the local community, meet the requests of state sporting associations and support the economic and tourism objectives of the Shire's Strategic Community Plan 2031.

The Leschenault Recreation Park Master Plan (2019) supports the development of two new playing fields, a sports pavilion and associated community amenity at the Leschenault Recreation Park.

The plan intends to incorporate the following:

- Two additional playing fields.
- Oval LED lighting and waterwise reticulation system installation.
- Fencing and lighting as required.
- Smart sport artificial intelligence technology network.
- Indoor multipurpose facility with training, coaching and meeting rooms.

- Change room facilities that cater for male, female and gender diverse players.
- Shade and seating structures.
- Car parking and supporting path network.
- Signage and wayfinding.

Community need is driving the the Shire to consider this project earlier than anticipated. There is currently a high number of local clubs, teams and players that are displaced due to lack of oval space.

 **\$8.9 million**

Key points

- Maximise the opportunities for local residents to pursue healthy and active lifestyles through a range of sporting and leisure pursuits.
- Provide a venue where local teams can develop excellence by competing at the highest level.
- Provide a venue that hosts regional and state domestic games and competitions as well as community functions.
- Build social connectedness and cohesion within the community.



Yarloop Workshops

Stage 2

Project overview

Encourage economic growth, community interaction and tourism with the redevelopment of fire-impacted infrastructure.

The first stage of the project covers the protection of the surviving machinery housed in the original Steam Workshop. This initial interpretive centre will include a small exhibit and background to the history of the site, the timber industry and the fire of 2016. Extensive landscaping will encourage both local residents and tourist to interact with the site. A workshop for artefact restoration will also house the 1:8 scaled model of the original development.

The second stage of the development has been designed to showcase the functionality of the Workshops, using artefacts gleaned from private collectors and the surviving artefacts identified by State Heritage Council. The museum will include a section of historical recordings, videos of the trains and Workshop in action, and visitor-friendly interactive displays designed to entice tourism.

The Master Plan for the Museum Complex redevelopment was approved for progression by Council early in 2020, with construction started on the first stage.

Stage 2 incorporates the main museum centre with visitor facilities, and will house iconic machinery which survived the fire. The main exhibits are in the process of being restored by the members of the curating body, the Yarloop Workshop Inc.

The Shire has allocated \$6 million to Stage 1 Interpretive Centre development. Grant funding is being applied for from private and public entities to fund the second stage of the development.

We are seeking an additional \$6 million in funding to support this historical and unique redevelopment.



\$12 million

Key points

- Redevelopment of an Interpretive Centre at the Railway Workshops site destroyed in 2016 bush fires.
- To encourage tourism and resident visitation through the redevelopment of an iconic Interpretive Centre within the footprint of the previous world heritage interpretive facility.
- After school activities for younger children will be increased by the development of the outdoor spaces and gardens, which will be permanently open to the public.



Brunswick River Cottages

Stage 3

Project overview

To provide place-based age-appropriate affordable living in regional Western Australia.

To construct an additional 12 independent low cost living units, an integrated community centre and preparatory site works and infrastructure at the Brunswick River Cottages site located in Brunswick Junction.

This project will address the shortage of age appropriate accommodation in Brunswick Junction and support and build social capital in regional Western Australia by retaining seniors, and their rich volunteering and mentoring attributes. Brunswick River Cottages Stage 3 development is ready to start. This project will provide:

- Affordable accommodation for Aboriginal people over the age of 55 (other people over the age of 65).
- Attract and retain over 55s in the community.
- Support the Brunswick Junction economy.
- Incorporate a high quality design and low carbon footprint.

- Complete economically and environmentally sustainable development.
- Enhance the local community and support activities through having an active over 55s population.

 **\$6.2 million**

Key points

- To provide older people with opportunities to live healthy, positive and productive lives, connected to and participating in their local community for as long as possible.
- Creation of approximately 20 FTEs during the 12-month construction phase.
- Direct expenditure during the construction phase will have a broader impact on South West regional economic output with direct and flow-on benefits to regional suppliers estimated to be \$9.516 million.



Binningup Foreshore Precinct Master Plan

Project overview

To provide much-needed facilities to a growing coastal community and drive the region's visitor economy.

To develop a Master Plan, Coastal Engineering Report and Business Case for the development, environmental protection and activation of the Binningup Foreshore.

Identified as one of Harvey Region's most significant coastal tourism development locations, Binningup is rapidly growing in popularity. Local and regional communities highly value its foreshore for its outstanding natural beauty, rich biodiversity, and the many social benefits it provides through passive and active recreational opportunities.

As one of only two built up areas and formal recreation zones within 42 kilometres of pristine coastline, it experiences many competing social and recreational demands and requires a strategic and long-term approach to management.

It is anticipated this project will unlock significant private sector investment and support jobs during and post-construction while delivering improved visual appeal, connectivity, accessibility, activation, and environmentally sustainable foreshore protection.

It will integrate open space and public facilities with existing not-for-profit leases and new private investment, including a flagship Harvey Region produce-driven restaurant and/or tavern, coffee kiosk, and essential boutique accommodation.

The Master Plan will be collaboratively shaped with

the local community, other stakeholders, potential investors and regional users. Local and regional benefits include:

- Construction phase and long-term tourism and hospitality jobs.
- Increased visitor expenditure.
- Significant private investment.
- Community amenity.
- Foreshore protection and environmental sustainability.
- Ongoing ground lease revenue.

 **\$400,000**

Key points

- Binningup is conveniently placed 90 minutes south of the Perth and 90 minutes north of Margaret River.
- The Harvey Region's visitor economy generates \$46.8M direct output.
- With an economic multiplier of 1.9 (ie \$88.9M), it also creates the largest value-add; greater than any other local industry driver, including mining and agriculture.
- After Bunbury (\$273M), the Harvey Region's visitor economy surpasses every other Bunbury Geopraphe local government.





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HARVEY
A Breath of Fresh Air

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