

Planning for the *future*

Summary of Activities October - December 2024



Shire of Serpentine Jarrahdale

Advocacy 2025: Quarterly Report

October – December 2024

1. The projects

Hypergrowth Road Upgrades

Upgrades to roads, prioritised using crash data, current and future traffic volumes and classification, road condition and future growth and development in the area.

SJ Community Recreation Centre: expansion of vital sporting facilities

The delivery of four compliant basketball courts, additional space for other court sports and the ability to develop competition level basketball. Additionally, increased gymnasium and fitness rooms and a crèche.

BMX track relocation

Relocation of the BMX track to Keirnan Park and associated infrastructure.

Six New Netball Courts and Pavilion at Keirnan Park

Delivery of additional multisport facilities at Keirnan Park, Mundijong.

Delivery of a High-Quality Tourism Facility

Development of Jarrahdale Trails Centre as a key tourism asset for the region.

Delivery of upgraded fire station facilities

Vital upgrades to improve safety and hygiene for bush fire volunteers.

2. Advocacy meetings: attended by Shire President Rob Coales and CEO Paul Martin unless stated otherwise.

Date	Meeting	Торіс
1 October 2024	Mr Shane Love, Leader	Advocacy projects
	of the Nationals WA	
	Mr Morgan Byas	
	Nationals WA candidate	
	for Darling Range	
14 October 2024	Meeting with Premier Roger Cook	Advocacy projects
	Update to Community Cabinet	Advocacy projects
23 October 2024	Minister Don Punch	Advocacy projects
13 November 2024	UDIA WA acting CEO and	Housing and the Mundijong
	Manager	Growth Corridor
	Communications	
	ra – National Growth Area	
20 November 2024	Vincent Sheehy - Chief	Housing advocacy
	of Staff to Hon Michael	
	Sukkar - Shadow	
	Minister for Housing,	
	Senator Matt O'Sullivan	Shire election priorities
	– Senator for WA	

Pictured: Senator Matt O'Sullivan with President Rob Coales

Mikaela Wangmann - Adviser to Minister Don	Tourism
Farrell, Minister for	
Trade and Tourism	

	Senator Bridget McKenzie - Leader of the Nationals in the Senate	Shire election priorities
Fictured: Senator Ho	Nationalo III the Genate Image: Additional of the Genate <	resident Rob Coales
	Hon Darren Chester MP – Shadow Minister for Local Government	Shire election priorities
Pictured: President R	to Coales with Hon Darrer	n Chester MP

	Hon Matt Keogh MP – Member for Burt	Shire election priorities
Pictured: Hon Matt K	eogh MP, Member for Burt	with President Rob Coales
21 November 2024	Danialla Candon	Shire election priorities

21 November 2024	Danielle Condon - Adviser to Kristy McBain MP - Minister for Regional Development, Local Government and Territories	Shire election priorities
28 November 2024	Defence Housing – Shane West and James Wallace (Shire President and Director Development Services)	AUKUS
12 December 2024	Hon Matt Swinbourn MLC (Shire President and Director Community Engagement)	Shire election priorities

3. Grant applications

Funding program	Status
Housing Support Program Stream 2 – Woodland Grove District Open Space	Applications submitted 16 August 2024 – announcement expected January 2025
Housing Support Program Stream 2 – roads	
Thriving Suburbs – Keirnan Park Stage 1B	Application deemed ineligible. Shire appealing. Successful applicants announced on 3 December 2024.
urban Precincts and Partnerships Program	Development of application for recreation centre expansion in progress. Open program.

4. Events and opportunities

Date	Opportunity	Торіс	Outcomes
1 October 2024	Visit of Leader	Advocacy projects	Follow up letter sent
	of Nationals WA Shane Love		•
13 to 14 October 2024	Community Cabinet	Advocacy projects	Follow up letters sent
14 October 2024	Media opportunity with Minister Templeman	Keirnan Park Stage 1A funding plus Byford bike pump track	Follow up letter sent
26 October 2024	Housing Industry Roundtable	Housing	N/A
13 November 2024	UDIA WA visit to the Shire – meeting with Shire President, CEO and Director Andrew Trosic	Housing	Pic and media statement to go out week of National Growth Areas Alliance Congress
4 December 2024	ALGA Roads Forum	Roads	Cr Mack attended

4 December 2024	ABC Radio Roads Spotlight	Roads	Shire President asked question of Minister. Social media issued afterwards.
21 December 2024	Council in the Community	All projects	Community advocacy leaflets provided.

5. Communications and media

Date	Media	Торіс	Reach
14 October 2024	Shire website	Community Cabinet	
	news story		
14 October 2024	Facebook	Community Cabinet	2.7k
Shire of Serpentine Jar Jarrahdale and 17 other Published by Issy Rule O • 14 October • 🕲	rahdale is with Rob Coales - Presi rs.	dent Shire of Serpentine ***	
It's not every day WA's Premier Community Cabinet arrived in		at's what happened this morning, as	
, 5	State Government the opportunity ommunities the chance to discuss	v to hold its regular meeting outside the issues and concerns on their	
2	hs away, Rob Coales - President S Cabinet on the Shire's key advocad	Shire of Serpentine Jarrahdale and cy projects.	
	Minister for Sport and Recreation [t funding agreement with the Shir	David Templeman MLA to sign a e for one of those projects - Keirnar	
The funding is on top of the \$3 project.	3.5 million the Shire has already re	ceived for the major infrastructure	
	A CONTRACTOR OF A CONTRACT OF	and Hugh Jones MLA for visiting the	
Find out more here 👉 https://	tinyurl.com/4avdsze3		
		Full of disc	
THE PEOPLE HAVE THE CLUB		sent under and and and and and and and and	



		Trails Centre	
1 November 2024	Advocacy Toolkit	Toolkit for community	On Shire website
	-	members to get	
		involved in advocating	
Planning for the <i>future</i> Advocacy toolkit guide	Shire of Gerpentine Jarrahdale		
	cacy 2025		
1 November 2024	Facebook	Share post – WALGA roundtable with CEO Paul Martin	395
1 November 2024	LinkedIn	Share post – WALGA roundtable with CEO Paul Martin	794 impressions
1 November 2024 Shire of Serpentine Jarrahdale 2,640 followers 2w • 🔊		Share post – WALGA roundtable with CEO	794 impressions
Shire of Serpentine Jarrahdale 2,640 followers 2w • 🕥	overnment Ministers and industry leaders	Share post – WALGA roundtable with CEO Paul Martin	794 impressions
Shire of Serpentine Jarrahdale 2,640 followers 2w • S Shire CEO Paul Martin joined State Go	overnment Ministers and industry leaders ising roundtable this weekmore	Share post – WALGA roundtable with CEO Paul Martin	794 impressions
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12 November 2024	Facebook	Video – fire station upgrades	448 2.2k (posted morning and evening)
14 November 2024	Facebook	Photo – upgrades to roundabouts on Soldiers Road (election commitment funding)	1.6k

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Shire of Serpentine Jarrahdale is with Hugh Jones MLA and Rob Coales - President Shire of Serpentine Jarrahdale.

Published by Issy Rule 0

• 14 November at 19:00 · 🚱

🖀 Upgrades to two roundabouts on Soldiers Road are now complete, meaning greater safety on this stretch of SJ road.

🗛 Shire President Rob Coales joined Member for Darling Range Hugh Jones MLA to see firsthand the improvements, saying that road safety continued to be a top priority of the SJ community.

🙏 The upgrades have been made possible thanks to an \$18 million State Government funding commitment, which has already seen upgrades to Kargotich Road, between Rowley Road and Thomas Road.

a. The Shire is continuing to advocate to government for funding to improve the condition of our busiest roads.

For more see our website 👉 https://tinyurl.com/423hwz7t



14 November 2024	Shire website	Soldiers Road	
	news story	roundabout upgrades	
20 November 2024	Facebook video	Basketball	298
20 November 2024	LinkedIn video	All projects	1,193 impressions
20 November 2024	LinkedIn post	Jarrahdale Trails	2,181 impressions

Shire of Serpentine Jarrahdale Shire of Serpentine Jarrahdale

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Trails are big news in the Shire of Serpentine Jarrahdale!

Not only are we advocating for funding to develop a dedicated Jarrahdale Trails Centre, but we're working towards becoming the first Horse Trails Town.

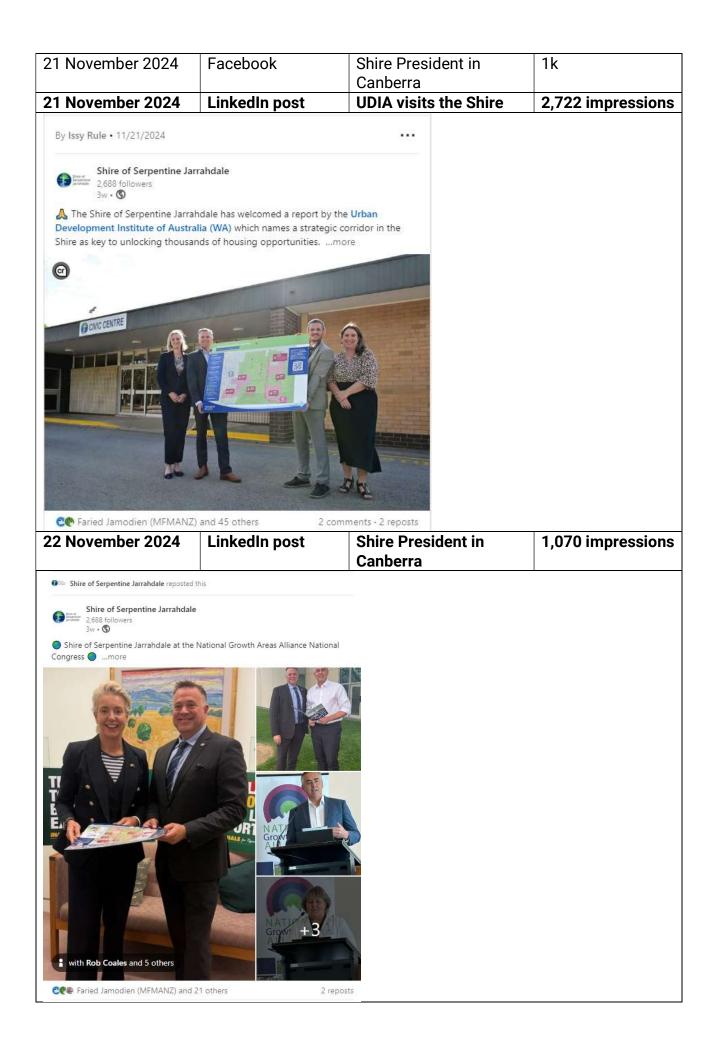
Kesterday Pascal from the Shire Joined reps from peak body agencies, TAFE trainers, trail builders and other local governments, to take part in a Trails Training Strastagy Workshop, hostes by Dypariment of Local Government, Sport and Cultural Industries and Department of Biodiversity, Conservation and Attractions

The purpose of the workshop was to glean the best ideas and talk about training future leaders in planning, construction and maintenance of trails.

And as an added bonus, Pascal bumped into Paul from Three Chillies Design, which has been contracted to help with building a new horse trail in Jarrahdae... watch this space for more news!



.... & Like Comment C Repost



26 November 2024	Facebook video	Jarrahdale Trails	443
30 November 2024	Facebook video	Basketball	486
4 December 2024	LinkedIn post	Jarrahdale Trails /	1,191 impressions
	•	Youth - visit of	
		Minister Beazley	
By Issy Rule • 12/4/2024			
Shire of Serpentine Jarrahdal 2,688 followers 1w • S	e		
Vesterday the Minister for Local Gov MLA paid a visit to Jarrahdale Cemetery improvements that have been made record improvements that have been made record improv	with Shire President Rob Coales to see		
	Mar		
5 December 2024	LinkedIn post	Roads video	645 impressions
5 December 2024	LinkedIn post	Link to ABC News clip –	
0 Deccember 202 1		Roads Spotlight	
9 December 2024	LinkedIn post	Video – all projects	17 responses 4
		(repost)	reposts
10 December 2024	LinkedIn post	Jarrahdale Trails	1,189 impressions
Shire of Serpentine Jarrahdale 2688 followers: Get Bet Construction is now underway on 28 kilometer			
CCO Faried Jamodien (MFMANZ) and 30 others	3 reposts		

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17 December 2024 Facebook video All projects 440 20 December 2024 LinkedIn post Advocacy wrap up 1,024 impre A Thank you to all the State and Federal Government leaders we met withmore Image: Content of the state and Federal Government leaders we met withmore	
20 December 2024 LinkedIn post Advocacy wrap up 1,024 impre Thank you to all the State and Federal Government leaders we met withmore Image: Comparison of the state and Federal Government leaders we met withmore	
Thank you to all the State and Federal Government leaders we met withmore	
	ssions
Image: With Rob Coales and 24 others Image: With Rob Coales and	
 Like © Comment ¹ Repost Comment as Shire of Serpentine Jarrahdale 	
Most relevant Most relevant	

20 December 2024	Western Councillor magazine (WALGA)	All projects	All local governments in WA	
		Full of disc		
Shire of Serpentine Jarrahdale On Monday, 14 October 2024 the Shire of Serpentine Jarrahdale received a visit from the Premier Roger Cook MLA and Ministers, as the Community Cabinet came to Mundignog. Shire President Rob Coales and CEO Paul Martin presented to. Cabinet on the Shire's key advocacy projects, and the Shire Signed a \$18.5 million funding agreement with the State Government for one of these projects - the Keirnan Park Recreation Precinct. This is on top of \$3.5 million funding already received. Sport and Recreation Minister David Templeman found time to drop in on the mobile library with Member for Darling Range Hugh Jones MLA. Pictured: Hon. David Templeman MLA, Mobile Library Officer Cindy Bain and Hugh Jones MLA Member for Darling Range. Provided by Jsay Rule, Strategic Communications & Advocacy Advivocacy Advivocacy Bain and Hugh Jones MLA.				
20 December 2024	Newsletter	Advocacy 2025 wrap	Circulation 1k+	
	💋 Making t	big change in SJ 💋		
		or government funding to bring important projound the corner, we won't be letting up in 2025!		
lif	e in SJ. And with elections just arou ant to support these initiatives or kin		B	
lif	e in SJ. And with elections just arou ant to support these initiatives or kin packed with everything you	und the corner, we won't be letting up in 2025! ck start your own? We made a <u>Community To</u>	B	
lif	e in SJ. And with elections just arou ant to support these initiatives or kin packed with everything you	und the corner, we won't be letting up in 2025! ck start your own? We made a <u>Community To</u> I need to know to make a difference. 🍞	B	
lif W	e in SJ. And with elections just arou ant to support these initiatives or kin packed with everything you Ge	und the corner, we won't be letting up in 2025! ck start your own? We made a <u>Community To</u> I need to know to make a difference. %	Le la	
1if 21 December 2024	e in SJ. And with elections just arou ant to support these initiatives or kin packed with everything you Ge Facebook video	und the corner, we won't be letting up in 2025! ck start your own? We made a <u>Community To</u> I need to know to make a difference. % et the Toolkit Basketball	<u>له</u> ۵۱ <u>к</u> іт, 593	

27 December 2024	LinkedIn video	Basketball	226
28 December 2024	Facebook video	Roads	1,185
29 December 2024	Facebook video	All projects	568
30 December 20224	LinkedIn video	All projects	213
31 December 2024	Facebook video	Basketball	500

6. Correspondence

Date	Stakeholder / Portfolio	Торіс
Letters to Federal G	overnment MPs	
	Michael Sukkar – Federal Coalition Housing	Roads / Housing
	Anika Wells – Federal Government Sport and Recreation	Roads / Housing
	Claire O'Neil – Federal Government Housing	Roads / Housing
Letters to State Gov	ernment MPs and Candidates	
November 2024	Libby Mettam MLA /Paul Mansfield (candidate) – Leader of the Liberal Party WA	Thank you letter Roads / Housing / follow up meeting request.
	Hon Roger Cook MLA – Premier	Thank you letter Roads / Housing / follow up meeting request.
	Shane Love MLA /Morgan Byas (candidate) – Leader of the Nationals WA	Thank you letter Roads / Housing / follow up meeting request.
	Hon David Templeman MLA – Minister for Sport and Recreation	Thank you letter Roads / Housing / follow up meeting request.
	Hon John Carey MLA – Minister for Housing	Thank you letter Roads / Housing / follow up meeting request.
	Hon Rita Saffioti MLA – Deputy Premier –	Thank you letter

Minister for Transport	Roads / Housing / follow up meeting request.
Hon Sue Ellery MLC – Minister for Finance, Commerce, Women's Interests	Thank you letter Roads / Housing / follow up meeting request.
Hon Stephen Dawson MLC – Minister for Emergency Services	Thank you letter Roads / Housing / follow up meeting request.
Hon John Quigley MLA – Attorney General	Thank you letter Roads / Housing / follow up meeting request.
Hon Paul Papalia MLA – Minister for Police; Corrective Services; Racing and Gaming; Defence Industry	Thank you letter Roads / Housing / follow up meeting request.
Hon Dr Tony Buti MLA – Minister for Education; Aboriginal Affairs; Citizenship and Multicultural Interests	Thank you letter Roads / Housing / follow up meeting request.
Hon Simone McGurk MLA – Minister for Training and Workforce Development; Water; Industrial Relations	Thank you letter Roads / Housing / follow up meeting request.
Hon Amber-Jade Sanderson MLA – Minister for Health; Mental Health	Thank you letter Roads / Housing / follow up meeting request.
Hon Don Punch MLA – Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing; Volunteering	Thank you letter Roads / Housing / follow up meeting request.
Hon Reece Whitby MLA – Minister for Energy; Environment; Climate Action	Thank you letter Roads / Housing / follow up meeting request.

	Hon Sabine Winton MLA – Minister for Early Childhood Education; Child Protection; Prevention of Family and Domestic Violence; Community Services	Thank you letter Roads / Housing / follow up meeting request.
	Hon David Michael MLA – Minister for Mines and Petroleum; Ports; Road Safety; Minister Assisting the Minister for Transport	Thank you letter Roads / Housing / follow up meeting request.
	Hon Hannah Beazley MLA – Minister for Local Government	Thank you letter Roads / Housing / follow up meeting request.
	Hon Jackie Jarvis MLC – Minister for Agriculture and Food; Forestry; Small Business	Thank you letter Roads / Housing / follow up meeting request.
	Mr Shane Love, Leader of the Nationals WA CC Mr Morgan Byas Nationals WA candidate for Darling Range	Post Canberra letter, re Roads Congress December 2024, requesting meeting with Senator McKenzie
Letters to other stake	nolders	
November 2024	Her Excellency Caroline Kennedy – US Ambassador to Australia	Letter re AUKUS housing and proposal to assist.