



Shire of
Serpentine
Jarrahdale

Council **PLAN**

2023-2033





Acknowledgement of Country and Indigenous History

The Shire of Serpentine Jarrahdale acknowledges that the land of the district is the traditional country of the Noongar people. We recognise their cultural heritage, beliefs, and continuing relationship with the land, and pay our respects to Elders past, present and emerging.

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Shire

President message

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I'm proud to present the Shire of Serpentine Jarrahdale's Council Plan 2023–2033, representing the collaborative efforts of both Council and the community.

This document outlines our strategic priorities and long-term vision, shaped through the input of 600 community members via workshops, surveys, and the Your Say SJ platform.

The extensive consultation process, spanning the depth and breadth of our Shire, ensures that the plan authentically reflects the aspirations of SJ residents and ratepayers. Aligned with our mission of transparent communication, this inclusive approach lays the foundation for a "local government that strives for transparency and clear communication with our community."

Thank you to all of you who took part in shaping this plan. Council looks forward to working with the community to develop and implement it as a living document now and over future years.

This plan builds upon and replaces the 2017–endorsed Strategic Community Plan, marking significant achievements over the past six years.

Our new Council Plan addresses the challenges of growth, maintaining a high level of service to meet residents' needs. Structured around three key pillars—Thriving, Liveable, and Connected—the plan aims to support sustainable growth while preserving the Shire's unique natural environment, and caring for the community.

On behalf of the Council, I look forward to working with the Shire of Serpentine Jarrahdale community to realise our vision of "A welcoming community where everyone feels at home."

President Rob Coales

Our Shire

KEY LANDMARKS

- 1 Byford Town Centre
- 2 Byford Trotting Complex
- 3 Serpentine Jarrahdale Community Recreation Centre
- 4 SJ Library Services
- 5 West Mundijong Industrial Area
- 6 Serpentine Falls
- 7 Serpentine Dam
- 8 Jarrahdale Trails
- 9 Serpentine Airfield
- 10 Perth-Bunbury Australind rail line



Shire *Snapshot*

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About the Shire



905KM²



13
suburbs



11,234
dwellings



37,226
residents



2.9
average
household



954⁺ HA
Total area of reserves
and public open space

Economy



16,056
employed
residents

62% full-time,
31% part-time



2,312
small businesses
operating in the Shire



\$1.05b
Gross Regional
Product

Demographics



65,361
Population
forecast 2036



HIGHER
proportion of children in SJ
than in Greater Perth



25.2%
people born
overseas

State & Regional *context*

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State Government strategies, plans and projects have an impact on how local governments operate. These strategies, plans and projects need to be considered when planning for the future of our Shire.



State Planning Strategy 2050

A guide from which public and local authorities can express or frame their legislative responsibilities in land-use planning, land development, transport planning and related matters. In the context of the Shire, achieving growth in a sustainable manner which ensures economic advancement, social equity and ecological protection and enhancement.



Liveable Neighbourhoods Community Design

The State Government's community design code of Liveable Neighbourhoods calls for mixed use developments, housing variety, connected walkable street structure and accessible local green spaces.



State Infrastructure Strategy

Identifies the whole of government consideration to delivering future infrastructure needs and priorities to support Western Australia's growing population.



WA Housing Strategy

A call to action for all sectors to work together to improve housing choices and access to suitable and affordable homes – particularly for the most vulnerable.



Perth and Peel @ 3.5 million

Plans the future of the Perth and Peel metropolitan region up to 2050, based on the connected city scenario, that Perth and Peel will grow from its current 2.1 million population to 3.5 million.



Western Australian Climate Change Policy

Sets out the State Government's plan for a climate-resilient community and a prosperous low-carbon future. The policy highlights their commitment to adapting to climate change and working with all sectors of the economy to achieve net zero greenhouse gas emissions by 2050.



Tonkin Highway extension

A key transport project for the Shire is the planned 14km extension of the Tonkin Highway from Thomas Road to South West Highway.



WestPort

A key program to investigate, plan and build a future port in Kwinana, supported by a road freight corridor along Anketell Road and Thomas Road. This will be a central opportunity for the Shire to pursue development of its strategic industrial areas through promotion for freight handling and logistical support.



METRONET

A large investment into Perth's public transport system, which includes Byford Metronet which will deliver an 8km rail extension from Armadale and a new train station in Byford. This will help unlock investment opportunities in the Byford Town Centre and provide improved access to public transport options.



Byford Health Hub

In February 2021 the State Government made an election commitment to support the delivery of a Byford Health Hub, which will support residents to access primary healthcare services closer to their home. East Metropolitan Health Service is responsible for coordinating its planning and delivery.



Changes to Local Government Act 1995

The State Government has announced a suite of reforms to the *Local Government Act 1995*, with changes expected to be legislated throughout the life of this plan.

Community Engagement

We engaged extensively with our community in the development of this plan. We provided a range of opportunities for our community to provide feedback through workshops, pop-up events and through an online survey.

What we heard:

RIGHT NOW, THE COMMUNITY VALUES:



Community



Rural living



Environment



Atmosphere



Amenities

GOING FORWARD, THE COMMUNITY WOULD LIKE THE SHIRE TO FOCUS ON:



Roads



Services and shops



Community infrastructure



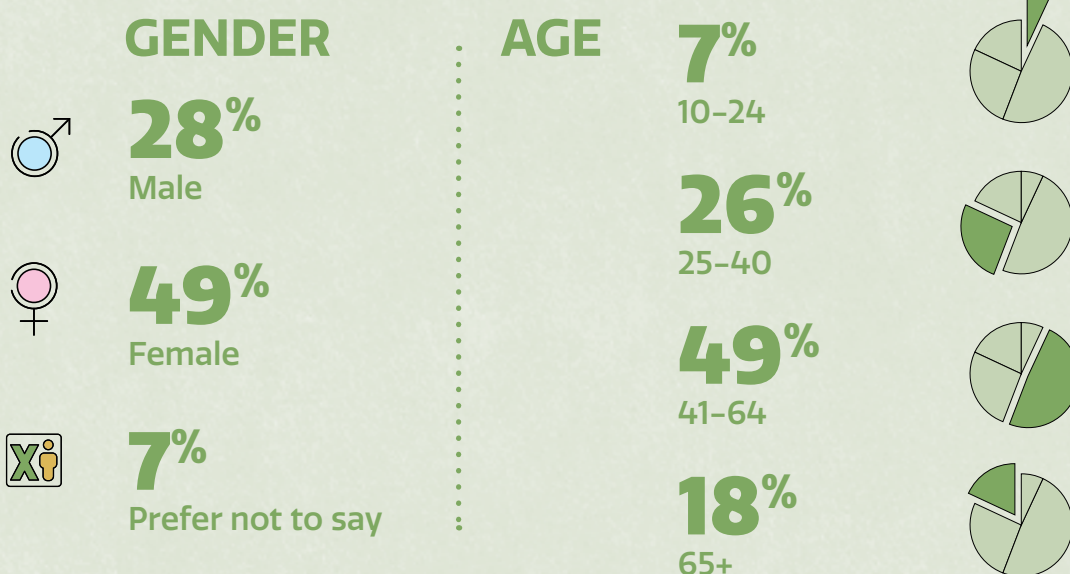
Development and Urbanisation



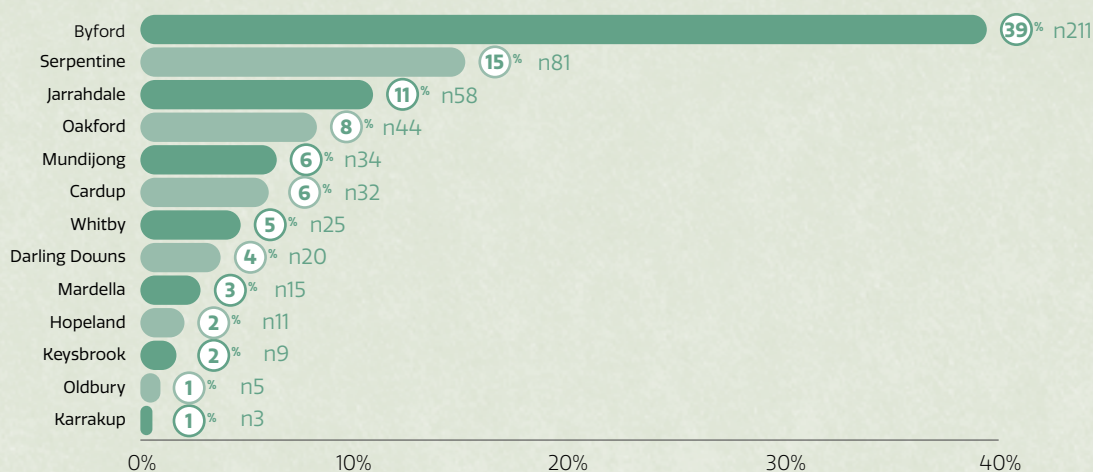
Council leadership



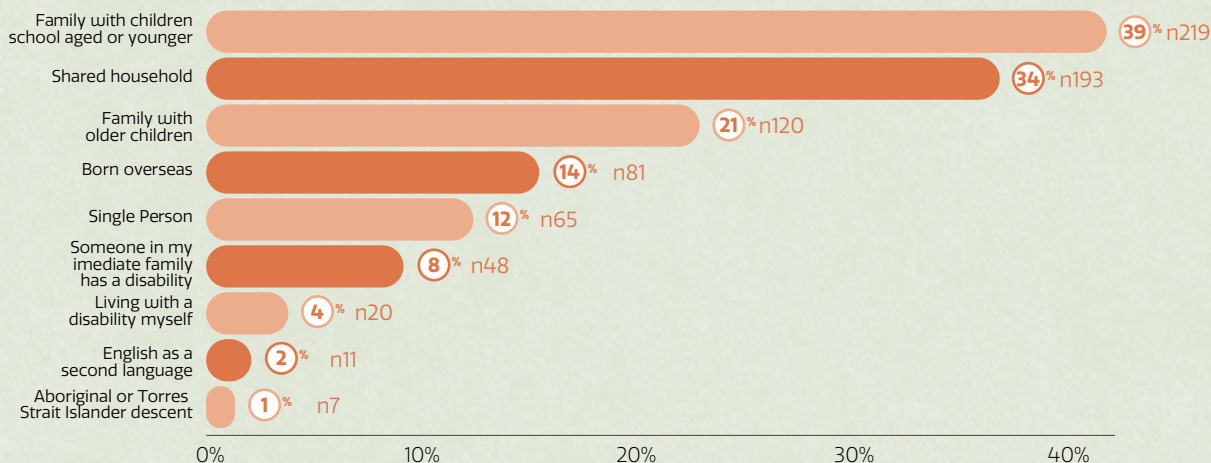
Who we heard from:



By suburb



By household



*The above statistics is based on online survey response data only.

Vision

A welcoming community where everyone feels at home.

Mission

A local government that strives for transparency and clear communication with our community, providing excellence in our stewardship in delivering on community priorities.

Pillars



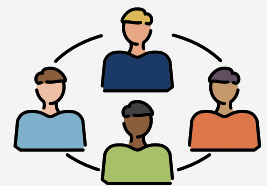
Thriving

A well-planned Shire which supports our community to flourish through sustainable growth, partnerships and leadership.



Liveable

A protected, enhanced and safe natural and built rural environment, with access to services and facilities.



Connected

Connected and vibrant neighbourhoods, celebrating our history and diversity.



Thriving



A well-planned Shire which supports our community to flourish through sustainable growth, partnerships and leadership.

Objectives

- 1 Plan for the sustainable growth of the Shire
- 2 Advocate and attract businesses to grow and thrive, increasing opportunities for local employment
- 3 Strengthen and grow the local tourism industry
- 4 Ensure sustainable and optimal use of Shire resources and finances

MAJOR INITIATIVES

Administration building and Council Chamber upgrades	Short term	D
Byford Metronet	Short term	A
Tonkin Highway extension	Short term	A
Development of Byford Town Centre	Short term	P
Consider Shire involvement in Aged and Social Housing provision	Short term	P
Mundijong Precinct Structure Plan	Short term	D
New Depot and Pound	Medium term	D
Byford TAFE	Medium term	A
West Mundijong Industrial Area development	Medium term	P
Jarrahdale Trails Town development	Medium term	P
New Transfer Station	Medium term	D
Review Local Planning Strategy (focus on industrial and commercial)	Medium term	D
New Tourism Strategy	Medium term	D
Review of Community Infrastructure Developer Contribution Plans	Medium term	D
Commitment of timeframe for passenger rail to Mundijong	Long term	A

KEY

	D DELIVER	A ADVOCATE	P PARTNER
Short term – 0-3 years	Project or initiative will be delivered by the Shire	The Shire will advocate to external parties to fund and/or deliver the project or initiative	The Shire will partner with external parties to help realise the project or initiative
Medium term – 4-6 years			
Long term – 7-10 years			



Liveable



A protected, enhanced and safe natural and built rural environment, with access to services and facilities

Objectives

- 1 Advocate for public transport and focus on connectivity within communities
- 2 Improve maintenance and investment in roads and paths
- 3 Preserve and enhance our natural places, parks, trails and reserves
- 4 Invest in facilities and amenities to meet current and future needs
- 5 Increase our capacity to reduce, recover and recycle waste to improve sustainability and reduce impacts on the environment

MAJOR INITIATIVES

Hypergrowth Road upgrades - Kargotich Road	Short term	D
Hypergrowth Road upgrades - Orton Road	Short term	D
Mundijong Road upgrades and transfer to State Government	Short term	A
Implement Equine Trails Master Plan	Ongoing	P
Hypergrowth Road upgrades - Stage 2	Medium term	A
Byford Health Hub	Medium term	P
The Glades District Community Facility	Medium term	D
Regional Destination Playground	Medium term	A
Briggs Park Pavilion	Medium term	D
Briggs Park Youth Centre	Long term	D

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Medium term – 4–6 years			
Long term – 7–10 years			



Connected



Connected and vibrant neighbourhoods, celebrating our history and diversity.

Objectives

- 1 Invest in community recreation and support local clubs and groups to increase opportunities for participation
- 2 Contribute to a well-connected, accessible and healthy community
- 3 Empower the community to engage with the Shire and collaborate on matters that are important to them
- 4 Facilitate an inclusive community that celebrates our history and diversity

MAJOR INITIATIVES

Improved telecommunication infrastructure	Ongoing	A
New Oakford Volunteer Bush Fire Brigade station building	Short term	D
Cardup Career and Rescue Fire Station	Short term	A
Keirnan Park Recreation Precinct – Stage 1A (Pavilion and Ovals)	Short term	D
Keirnan Park Recreation Precinct – Stage 1B (BMX)	Medium term	D
Keirnan Park Recreation Precinct – Stage 1C (Netball)	Medium term	A

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Medium term – 4-6 years			
Long term – 7-10 years			

Measurement, Reporting & Resourcing the *Plan*

Measurement

The Shire's Council Policy: Community Perception Survey states that a Community Perception Survey will be conducted every two years. The summarised results of the Shire's performance in delivering its services to the community can be found on the Shire's website. The results are benchmarked across the local government sector. The intention is to undertake these surveys every two years to determine whether improvements are being achieved or further initiatives are required.

Reporting

Reporting against the objectives of the Council Plan will be captured in the Corporate Business Plan, including the areas responsible for delivery, the resourcing available and the key projects to be delivered. Reporting of the Corporate Business Plan occurs quarterly and is presented to Council and published on the Shire's website. Reporting against the Council Plan and Corporate Business Plan will be included in the Shire's Annual Report.

Resourcing the plan

Each year Council adopts an annual budget which allocates funds and resources to deliver against the community's priorities. This will involve an ongoing review of our services to reflect the needs and priorities of our community. We will continue to advocate to State and Federal Governments for funding to help deliver community infrastructure projects to support our growing community.





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This document is available in alternate
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