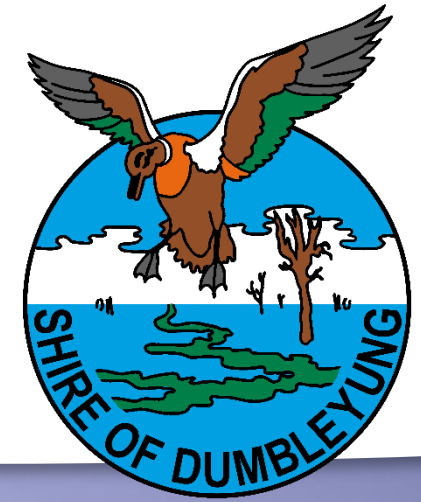


Shire of Dumbleyung

STRATEGIC COMMUNITY PLAN

2022-2032

'Transforming our Future by Delivering Jobs & Growth'



LAKE DUMBLEYUNG • Christine Bairstow Photography

'The Shire of Dumbleyung acknowledges the Noongar people as traditional custodians of this land and their continuing connection to land and community. We pay our respect to them, to their culture and to their Elders past and present.'

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INTRODUCTION

The Shire of Dumbleyung is a proud and progressive community with a history of achievement and success. But like most small regional towns in Western Australia, our Shire's two towns of Dumbleyung & Kukerin have experienced steady decline in its population base and associated business and employment opportunities. This decline has been partially stabilised in recent years with the 2016 Census showing a slight increase in population compared with previous surveys, albeit from a relatively low base.

Without a significant shift in focus on key priorities that have the potential to grow the Shire of Dumbleyung economy, the future will be largely what is currently being experienced: further gradual decline in population and the economy. This deteriorating situation will eventually lead to a similar reduction in social amenities including education, health and general living standards. There have been some recent examples of how this decline has affected the social wellbeing of the Dumbleyung community with threats to close the local hospital, relocate police services and a downgrade in education from a district high to primary school classification.

The new Shire of Dumbleyung Strategic Community Plan intends to tackle these issues head on. It has been prepared as a basis for shifting the dial in a positive socio-economic growth direction. It is an action based Plan that has specific projects and initiatives identified, all of which aim to make a significant difference to the Shire of Dumbleyung economy (and community). This Plan will become the primary strategic roadmap for the Dumbleyung Shire Council to focus its attention and resources towards pursuing activities that will drive economic growth thereby assuring our community's future.

PLAN OVERVIEW

The Shire of Dumbleyung Strategic Community Plan Vision is to ‘Transform the Dumbleyung Shire Economy to Deliver Jobs & Population Growth’. The Shire of Dumbleyung Strategic Community Plan aspires to move Dumbleyung and its economy a quantum leap forward. Economic diversification is a central theme to the Plan. Although Agriculture continues to be the mainstay industry driver of the Dumbleyung economy and continues to be strongly supported by this Plan, it also pushes the notion that there are other industry development options to further pursue. The Plan is broken up into three main sections (Economic Development, Social Development & Economic Infrastructure) and eight industry areas, including the following:-

ECONOMIC DEVELOPMENT

1. Agriculture
2. Aquaculture
3. Small Business
4. Tourism
5. Hospitality
6. Mining

SOCIAL DEVELOPMENT

7. Health
8. Education

ECONOMIC INFRASTRUCTURE

Under each headline industry area, a brief narrative objective for all activities is provided. Health and Education have been included as specific industry sectors due to the importance they play in sustaining and attracting a population, particularly families in a community.

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT ACTIVITIES

AGRICULTURE

1. Dumbleyung 'Smart Farming' Development Plan

AGRICULTURE & AQUACULTURE

2. Dumbleyung Alternative Water Access Study

SMALL BUSINESS

3. Small and Medium Enterprise (SME) Business Enhancement Plan

TOURISM

4. Dumbleyung Lake Masterplan

5. Dumbleyung & Kukerin Destination Development Plan

6. Dumbleyung Aboriginal Tourism Support Plan

HOSPITALITY

7. Dumbleyung Short Stay Accommodation Plan

MINING

8. Dumbleyung Mining Partnership Approach



📷 HEADER: The West Australian/Web Image
📷 TOP CAPTION: MINI MALL, DUMBLEYUNG • Josh Ball Images
📷 BOTTOM CAPTION: DUMBLEYUNG CRC • Christine Bairstow Photography

ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung 'Smart Farming' Development Plan

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AGRICULTURE

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The Shire of Dumbleyung is proactively engaged and participating in the roll out of new tower infrastructure to deliver point to point enterprise grade digital wireless connectivity across the farming areas of the Shire, including local townsites. This project intends to leverage the soon to be activated fast speed internet capability to establish a 'smart farm' trial site to test various technological instruments including the deployment of autonomous vehicles, sensor probes, remote CCTV, drones and electronic tagging of livestock. The aim is establish a fully integrated IT infrastructure and operating system that is able to collect data and information from right across the farming property that allows farmers to optimise the performance of the business enterprise by reducing input costs, tracking, herding & protecting livestock, managing water resource usage (including livestock feed points) and to enhance potential harvest quality & yield. Key learnings from the project would be transferable and able to be applied to other farming enterprises.



ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung Alternative Water Access Study

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AGRICULTURE & AQUACULTURE

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The Shire of Dumbleyung is located in a State Government declared water deficient location, amongst other water deficient local governments. This deficiency impacts both industry (farming) and community (road building, sport & recreation, etc). Significant on site water storage, collection and enhancement activities have and continue to be undertaken at many dams located within the Shire of Dumbleyung. These important activities seek to capture and protect as much rainfall and runoff water as possible. Despite the importance of these activities, all of these dams still require rainfall in an environment where we are experiencing a drier climate. Currently, the only alternative method of supplying water to these water deficient areas is by trucking in water for storage in local dams and/or government provided water tank infrastructure. Focus needs to be given to other forms of water provision to sustain communities without the reliance of trucking in intermittent supplies. An alternative water access study is recommended to identify a water supply solution that creates a more regular and constant supply outcome. This would be a regionally focused study to identify a solution that could be adopted and made assessable for all impacted farming communities, including specific Aquaculture businesses.

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📍 HEADER CAPTION: DUGGAN DAM • Photo Credit Required
📍 TOP CAPTION: CAMBINATA YABBIES, KUKERIN • Jarrad Seng Photography
📍 BOTTOM CAPTION: PRIMARY TREATMENT POND, DUMBLEYUNG • Shire of Dumbleyung

ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

Small and Medium Enterprise (SME) Business Enhancement Plan

SMALL BUSINESS

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- The Shire of Dumbleyung has a reasonably strong SME sector given its population size. In recent times, Dumbleyung has seen many trade qualified young adults return home to start up business activities i.e. 2 auto electricians. A significant barrier to encouraging additional trades and professional operators into the Shire is the lack of key worker housing. Dumbleyung like most other regional, rural centres operates in a 'failed market'. Banks and lending institutions do not allow lenders to borrow funds to build new housing infrastructure unless they have a significant deposit e.g. upwards to 50%. This is because the market value of new housing infrastructure is usually worth less than the cost of building the same. The same employee attraction and retention challenge is faced by the farming sector. Government intervention is required to underwrite a program to increase the number of new 3x2 and 4x2 housing stock in both towns which would also accommodate teachers and police. The Shire could own and lease out these dwellings once developed, creating an additional revenue source for the Shire. Funds generated could be placed into reserve to finance ongoing maintenance, upkeep and potential renewal. Another barrier facing increased business attraction into both towns is a lack of developed commercial land for light industrial use. Funds are required to establish serviced blocks in both towns and/or industrial shed infrastructure to further entice lower cost entry new business growth opportunities. The establishment of a SME Business Enhancement Plan would flesh out these projects and other business support opportunities e.g. business networking and professional development forums.



📍 HEADER CAPTION: ABSOLON STREET SHOPS • Shire of Dumbleyung
📍 TOP CAPTION: KUKERIN GENERAL STORE • Christine Bairstow Photography
📍 MIDDLE CAPTION: DUMBLEYUNG MINI MALL • Josh Ball Images
📍 BOTTOM CAPTION: DUMBLEYUNG GENERAL STORE • Christine Bairstow Photography

ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung Lake Masterplan "Activating the Lake"

1

TOURISM

The Dumbleyung Lake is the largest inland lake/waterway located in the southern half of WA. The lake has amazing flora and fauna assets with significant Aboriginal cultural heritage sites, stories and values. The lake is most famous for Donald Campbell's record breaking feat on 31st December 1964 when he broke the then world water speed record becoming the first (and only) person to break both the land and water world speed records in the one calendar year. Access to the lake is restricted to two specific sections with one of the routes weather dependent i.e. road conditions. There is an opportunity to explore complete whole of lake access to provide a total visitor experience, including the identification of a walking/bike riding link back into Dumbleyung townsite (Dumbleyung is located circa 10kms from the lake). This would create day and overnight trip opportunities for visitors looking for a range of unique experiences i.e. trails, flora/fauna interpretation, additional Donald Campbell interp, Aboriginal story-telling, all potentially using state of the art augmented and virtual reality mediums. DBCA has confirmed Dumbleyung Lake as the second top ranked most important site for potential recreation development and promotion in the Southern Wheatbelt. Funding will be required to engage appropriately skilled parties (consultants) to develop a masterplan for this important site. The process would be in partnership with the lead agency (DBCA) and a working group established of identified key stakeholders including those with tenure control around the lake.

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📷 HEADER CAPTION: LAKE DUMBLEYUNG • Christine Bairstow Photography
📷 TOP CAPTION: PUSSY CAT HILL • Jarrad Seng Photography
📷 MIDDLE CAPTION: PUSSY CAT HILL • Christine Bairstow Photography
📷 BOTTOM CAPTION: LAKE DUMBLEYUNG • Christine Bairstow Photography

ECONOMIC DEVELOPMENT



DEVELOPMENT ACTIVITY

Dumbleyung & Kukerin Destination Development Plan

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TOURISM

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Dumbleyung and Kukerin are located on the direct road route between Perth & Esperance making both locations easily accessible for visitors and commercial operators alike. At present, both main streetscapes into Dumbleyung and Kukerin have been developed dependent on Shire budget and/or grant funds. As a result, smaller scale projects have been established that cumulatively increases the level of interest, but not enough to entice destination visitation in its own right. An overarching destination development plan needs to be established for both townsites that considers the broader strategic needs of both towns and focusing on transformational opportunities to attract and retain visitors. Ideally, both towns should establish at least one iconic world class attraction e.g. the Ultimate Donald Campbell 6D Theatre Experience in Dumbleyung and a major skate park & pump track for Kukerin (complementing the existing bouncy pillow, turning Kukerin into a significant youth precinct).. Both of these projects would deliver significant profile, attraction and as a result direct economic benefits to the Shire of Dumbleyung and the hospitality business sector. Other attractors would also be considered as part of this destination planning effort.



📷 HEADER CAPTION: KUKERIN ENTRY STATEMENT • Christine Bairstow Photography
📷 TOP CAPTION: EMU ESSENCE, KUKERIN • Jarrad Seng Photography
📷 MIDDLE CAPTION: BLUEBIRD REPLICA, DUMBLEYUNG • Christine Bairstow Photography
📷 BOTTOM CAPTION: ABSOLON STREETSCAPE, DUMBLEYUNG • Josh Ball Images



ECONOMIC DEVELOPMENT



DEVELOPMENT
ACTIVITY

Dumbleyung Aboriginal Tourism Support Plan

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TOURISM

Dumbleyung is host to Wuddi Cultural Tours: a local Aboriginal tourism family business making significant strides to offer an Aboriginal cultural immersive experience to visitors, including food produce & tasting. Shire of Dumbleyung is also home to significant Aboriginal cultural sites, particularly at Lake Dumbleyung and Tarin Rock Dam. A high percentage of international tourists seek an authentic Australian Aboriginal experience but are unable to access such an opportunity due to low numbers of businesses in operation and proximity i.e. most accredited Aboriginal tourism businesses are located in the Kimberley region of Western Australia. Wuddi Cultural Tours operates out of the town of Dumbleyung via a shopfront and nature garden within a reasonably accessible distance from Perth International Airport, thus offering an opportunity for international arrivals to gain access to a world class experience within a day's drive. A Dumbleyung Aboriginal Tourism Support Plan will engage with the existing business proprietors, key Aboriginal tourism organisations (WAITOC) and other key stakeholders to explore opportunities to add value to the existing offering, including opportunities to build broader direct connections and linkages between the international marketplace and Dumbleyung.



📷 HEADER CAPTION: AUSTRALIA DAY 2022, DUMBLEYUNG
 📷 TOP CAPTION: WUDDI CULTURAL TOURS, DUMBLEYUNG • Amber Bateup
 📷 BOTTOM CAPTION: AUSTRALIA DAY 2022, DUMBLEYUNG • Amber Bateup

ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung Short Stay Accommodation Plan

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HOSPITALITY

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There is a significant shortage in quality short term (overnight) accommodation options in Dumbleyung. With the aim for Dumbleyung to become a tourism destination in its own right, visitors will need to be accommodated during their stay. Overnight stays deliver significant add-on economic multiplier benefits to the local economy including meals, beverages, fuel, food & other consumables; creating employment. Unless this accommodation shortfall is addressed, visitation will predominately become day trip experiences resulting in significant lost economic opportunity. The Shire is in a good position to identify suitable land holdings within the Dumbleyung township that offers sufficient size and location to establish a private or publicly owned lodging. Once a suitable land allotment has been identified, the Shire would determine the best arrangements to progress including site access, planning, scoping, design and promotion. This could also include resolving any tenure issues if access is constrained.



📷 HEADER CAPTION: MARY'S FARM COTTAGES KUKERIN • Christine Bairstow Photography
📷 TOP CAPTION: TAYLOR STREET B&B • Shire of Dumbleyung
📷 MIDDLE CAPTION: MARY'S FARM COTTAGES KUKERIN • Christine Bairstow Photography
📷 BOTTOM CAPTION: THE GODI DUMBLEYUNG • The GODI

ECONOMIC DEVELOPMENT

DEVELOPMENT ACTIVITY

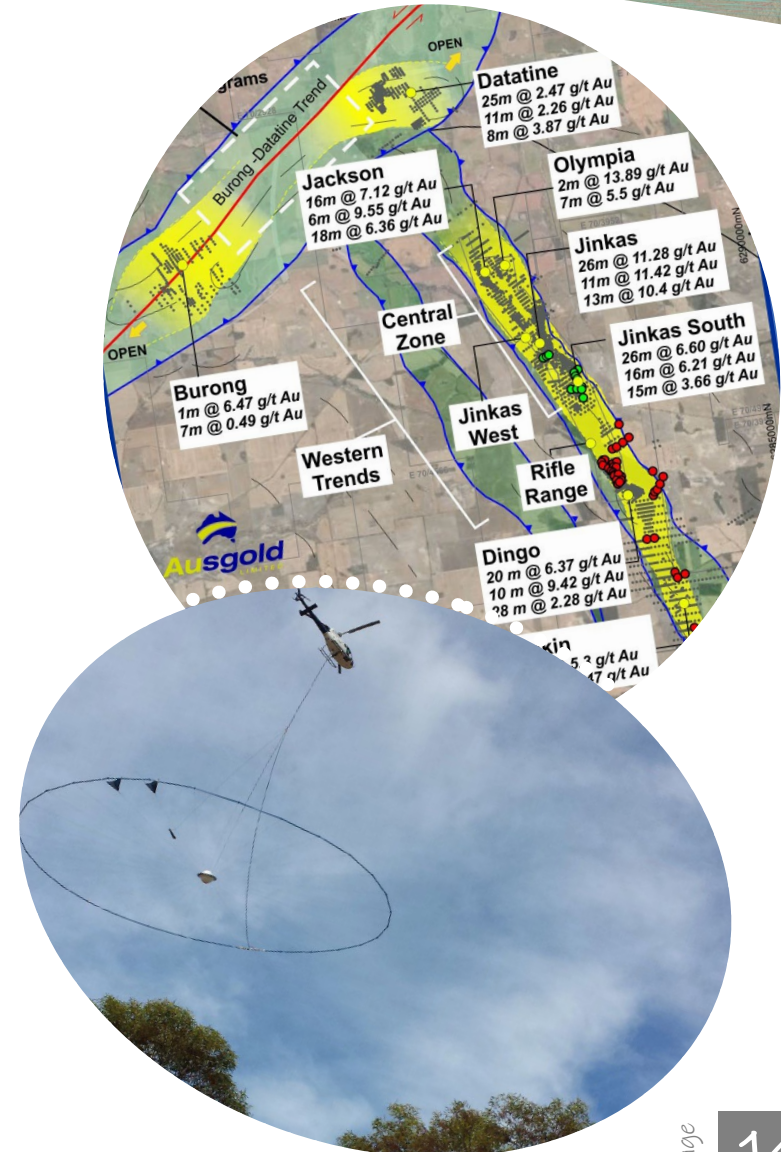
Dumbleyung Mining Partnership Approach

1

MINING

There is increased mining exploration activity occurring within the Shire of Dumbleyung and adjoining LGA's. If any of these miners reach a positive 'Financial Investment Decision' (FID) stage, there will be opportunities for Dumbleyung and others to significantly diversify their industry economies. The Shire will need to be proactive in engaging with these miners as each mining project is investigated. An aim of positive engagement is to form a close relationship with the respective miner. This engagement could take the form of a more formalised approach at an appropriate time, such as a Memorandum of Understanding (MOU) type Relationship Agreement. Each agreement would seek a miner's commitment to utilise local businesses and resources (including Dumbleyung Airport) during both project construction and operational phases. All mining companies strive to achieve a positive Social Licence from the local communities in which they are based. A Social Impact Assessment (SIA) could also be undertaken to identify positive socio economic benefits to be derived from the mining project for delivery to the Dumbleyung community.

8



HEADER: Southwest Yilgarn Exploration Project
 TOP CAPTION: KATANNING GOLD PROJECT • Ausgold Limited
 BOTTOM: Southwest Yilgarn Exploration Project



SOCIAL DEVELOPMENT



SOCIAL DEVELOPMENT ACTIVITY

HEALTH

9. Dumbleyung Health Alliance

EDUCATION

10. Dumbleyung & Kukerin Education Alliance

- 📷 HEADER CAPTION: DUMBLEYUNG PRIMARY SCHOOL • Christine Bairstow Photography
- 📷 TOP CAPTION: DUMBLEYUNG PRIMARY SCHOOL • Shire of Dumbleyung
- 📷 BOTTOM CAPTION: DUMBLEYUNG SUB-CENTRE • St John WA Dumbleyung and Kukerin

SOCIAL DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung Health Alliance

HEALTH

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Dumbleyung is relatively well supported in Health provision with a functional Hospital, Kukerin Health Centre, an active St John's Ambulance, modern aged care accommodation units (located adjacent to the hospital), semi-regular GP visits and permanent aged care beds (run from the hospital), and an operational airport for RFDS emergency services. As Health forms a vital part of maintaining a strong and vibrant community, it is important that a relationship is established with the lead State Government agency responsible for this sector. WACHS should be engaged to explore the possibility of formalising an ongoing contact relationship with the Shire of Dumbleyung. This relationship could be formalised via a MOU that identifies areas of common interest between the parties such as housing access for hospital employees, night time RFDS operations (requires airport runway extension), expansion of GP services through electronic consults and securing an ongoing State Government commitment to keep the Dumbleyung Hospital open. A following joint Dumbleyung Health Development Plan could then be established that focuses on current & future needs, including key actions to fill gaps such as those mentioned.

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⑥ HEADER CAPTION: DUMBLYUNG HOSPITAL • Shire of Dumbleyung
⑥ TOP CAPTION: KUKERIN HEALTH CENTRE • Shire of Dumbleyung
⑥ BOTTOM CAPTION: DUMBLYUNG HOSPITAL • Shire of Dumbleyung

SOCIAL DEVELOPMENT

DEVELOPMENT ACTIVITY

Dumbleyung & Kukerin Education Alliance

EDUCATION

9

A strong, proactive and well-resourced Education system is an essential factor in families choosing regional locations as their home. The Shire of Dumbleyung is serviced by two public Primary Schools, one in Dumbleyung and another in Kukerin. The age cohort for both schools is steady but varies depending on yearly enrolment intake. Once students finish primary school (Year 6), they move into the secondary education system either at an adjacent district high school in another larger regional town or through private schooling predominantly based in Perth. Staffing issues remain challenging, noting that both schools currently have substantive Principals in place. The Shire of Dumbleyung should endeavour to play a more proactive strategic role by establishing stronger relationships with both schools. An MOU could be developed between the parties that consolidates the relationship and identifies areas of importance (including existing gaps) that could be pursued to further strengthen the important role that schools play in the community.

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- 📍 HEADER CAPTION: SCHOOL CAMP • Dumbleyung Primary School
- 📍 TOP CAPTION: SCHOOL ENTRANCE • Dumbleyung Primary School
- 📍 MIDDLE CAPTION: KUKERIN PRIMARY SCHOOL • Shire of Dumbleyung
- 📍 BOTTOM CAPTION: KUKERIN BOUNCING PILLOW • Christine Bairstow Photography

ECONOMIC INFRASTRUCTURE



DEVELOPMENT
ACTIVITY

Dumbleyung Infrastructure Investment Plan

ECONOMIC INFRASTRUCTURE

Asset management was an important strategic area identified by the community for Shire of Dumbleyung attention. A Dumbleyung Infrastructure Investment Plan is envisaged that clearly targets those important Shire owned assets requiring renewal or addition. These include extension of the Dumbleyung Airport runway (for RFDS night time access & mining industry future use), recycling of domestic grey water onto Stubbs Park Oval (water conservation measure), Stubbs Park Pavilion Renewal & New Undercover Multiuse Sports Court (current pavilion requires upgrading) and Dumbleyung Swimming Pool renewal (current pool requires refurbishment/renewal & plant room system is unserviceable). The Plan will articulate the need for each infrastructure investment activity, the estimated cost of renewal, the socio-economic benefit and return on investment for each of the community assets targeted. Advocacy efforts will also be progressed focusing on key underpinning essential infrastructure services controlled by other government and private sector entities i.e. deep sewerage system for Kukerin townsite (due to current clay based, high water table problems), securing a consistent and reliable domestic water supply for both towns (reduce reliance on truck carting water supplies in during times of shortage), achieving Shire-wide enterprise grade broadband internet coverage (including mobile network hardening during power outages), improved power reliability (reduce incidence of pole top fires and general outages).

11



📍 HEADER CAPTION: DUMBLEYUNG SWIMMING POOL • Shire of Dumbleyung
📍 TOP CAPTION: DUMBLEYUNG AIRPORT • Shire of Dumbleyung
📍 BOTTOM CAPTION: STUBBS PARK GRANDSTAND • Shire of Dumbleyung

CONCLUSION



This is a proactive, project and activity based Strategic Community Plan. It is the combination of the Plan in its entirety that needs to be achieved if the future of Dumbleyung is to be assured.

Another important aspect of this Plan is the importance of partnerships. The Shire alone will be unable to achieve everything outlined in the Plan. It will require buy in and partnership support by specific players as identified. The Shire of Dumbleyung is comfortable to take the lead with driving each initiative but will need the support of others to achieve success.

It is also a 'call to arms' to some extent to highlight some glaring areas where other levels of government may wish to intervene to assist Dumbleyung and like-minded communities achieve better economic outcomes for their local communities. Importantly, this Plan has a very strong alignment with both the Federal and State Government primary 'jobs & growth' focus and goals, including State agency strategic planning outcomes.

This Plan is about Dumbleyung choosing to control its own destiny, to create a place people will choose to visit, work and live. This is not business as usual, and it can't be given the seriousness of the circumstances and deteriorating situation we face.

The Dumbleyung Shire Council has endorsed this landmark Shire of Dumbleyung Strategic Community Plan and greatly looks forward to its implementation.



- 📷 HEADER CAPTION: AUSTRALIA DAY 2022 • Amber Bateup
THE KUKERIN • Christine Bairstow Photography
- 📷 LEFT: BUSH FOOD, AUSTRALIA DAY 2022 • Amber Bateup
- 📷 MIDDLE CAPTION: THE GODI • Christine Bairstow Photography
- 📷 RIGHT CAPTION: HONEY AT CAMBINATA YABBIES • Josh Ball Images