

STRATEGIC PLAN

2021 - 2030

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the lands in our region belonging to the Barngarla people and acknowledge them as the traditional custodians from the past, for the present and into the future. The Barngarla people are strong and are continuously connecting to their culture and their country. Whyalla City Council and the Barngarla people are working together to build a stronger future.



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Cover Photographer: Annette Kirby

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GOAL.

Unearth a bright future for Whyalla.

VISION

Whyalla will be a vibrant, attractive city offering the community a diverse range of sustainable economic, social, environmental and cultural opportunities.

VALUES

- » We Care
- » We Work Together
- » We're Committed
- » We Own It

OUTCOMES

- » Confident, engaged and proud community
- » Integrated education and training opportunities
- » Attractive city
- » Diverse economy
- » Integrated health, disability and aged care services

Photographer: Annette Kirby



OUR CITY PROFILE

Whyalla is a city of contrasts – from green parks and gardens to massive industrial operations, new housing estates to well established historic neighbourhoods, and from the traditional corner store to multimillion-dollar shopping centres.

On the western shore of Upper Spencer Gulf, approximately 385 kilometres northwest of Adelaide by road and 40 minutes by air, Whyalla averages 300 days of sunshine every year and has an annual rainfall of around 270 millimetres.

Whyalla has an established industry and retail base, strong community spirit and its residents enjoy a comfortable lifestyle with a range of amenities, events and activities.

The Whyalla City Council has one of the most diverse operations of any local government.

It operates an airport (serviced by two airlines), state-of-the-art public library, child care centre, cemetery and crematorium, visitor information centre, maritime museum, lighthouse, waste landfill site, marina and boat ramps.

The Council also owns the city's leisure centre and is responsible for all major development

including the foreshore, wetlands, water saving and harvesting initiatives, public works, and innovative environmental projects.

Whyalla's major industries include the steelworks, producing a range of products including rail line and steel sleepers; production crude oil and LPG; industrial fabrication companies; national contractors to heavy engineering industries; commercial salt production as well as tourism and major events.

Council's urban boundaries comprise 41.5 square kilometres within a total local government area of approximately 1,000 square kilometres.

The Council area comprises the following suburbs and localities: Backy Point, Cowleds Landing, Douglas Point, Douglas Point South, False Bay, Fitzgerald Bay, Middleback Range, Mullaquana, Murninnie Beach, Point Lowly, Point Lowly North, Port Bonython, Whyalla, Whyalla Barson, Whyalla Jenkins, Whyalla Norrie, Whyalla Playford and Whyalla Stuart.

With a population of 21,828 residents (2016 census), the regional community of Whyalla is a wonderfully diverse mix of cultures and nationalities.

SNAPSHOT



OUR FUTURE

Whyalla City Council's Strategic Plan, Long Term Financial Plan and Asset Management Strategy are the three strategic management plans of Council. All three plans can be viewed online at www.whyalla.sa.gov.au/strategicmanagementplans.

The Strategic Plan sets the strategic goals and objectives of Council to best support the community of Whyalla. The Long Term Financial Plan projects Council's financial position the funding required to support Council services and projects which directly relate to the strategies and objectives of the Strategic Plan through Master Plans and other operational documents. The Long Term Financial Plan also considers the funds required to support the Asset Management Strategy which ensures Council's existing assets are maintained and renewed at the optimal time for the best long term cost efficiencies for the community.

A series of Master Plans support the Strategic Plan and outline how Council in its operations, will deliver the goals and objectives of the Strategic Plan. A list of identified Master Plans is attached at Appendix A and how they relate to the City of Whyalla at a high level. They can also be viewed online at www.whyalla.sa.gov.au/strategicmanagementplans.

The Strategic Plan has a strong focus on creating a proud and thriving city with an attractive and diverse economy. The focus on strengthening our community, embracing our unique culture and growing our economy are key themes which directly links to 2036, the State Government's Strategic Plan.

The Strategic Plan is broken down into four key themes for the City of Whyalla. Each of these themes comprises a set of strategies and objectives to direct Council how to best support the community and its legislated and desired services in these areas.



Photographer:
Karen Bilney

STRATEGIC PLAN FRAMEWORK

Our Four Themes

OUR PEOPLE

Provide a range of services and facilities which promote a safe and engaged community, which is healthy, culturally and socially rich.

OUR IMAGE

Whyalla is well respected and recognised as a community of strength, whose people have a bright, positive and sustainable future.



OUR PLACES

Protect our natural environment and enhance our built environment to ensure the environmental, social, physical and economic needs of the city are met.

OUR ECONOMY

Whyalla has a diverse and sustainable economy.



Photographer: Michelle Wood

Theme 1

OUR PEOPLE

Provide a range of services and facilities which promote a safe and engaged community, which is healthy, culturally and socially rich.

WHAT SUCCESS WILL LOOK LIKE

Our residents have a sense of community pride that is seen and felt by our visitors and external stakeholders;

Residents feel safe, healthy and connected in our community through access to services, activities, facilities and information.

OBJECTIVE 1.1

Unearth community pride within the city.

OUR STRATEGIES

- 1.1.1 Regularly inform the community of council activities, decisions and actions by promoting positive stories and positive images.
- 1.1.2 Take a proactive, collaborative approach to the revitalisation of council services to ensure that they adapt to the changing needs and expectations of the community
- 1.1.3 To develop a network within the community to act as 'influencers' for our city as we create a thriving culture that embraces change and exhibits pride in our city.





OBJECTIVE 1.2

To create a vibrant, diverse, actively engaged community with a sense of belonging.

OUR STRATEGIES

- 1.2.1 To host, promote and support events and activities which encourage community involvement, celebrate our diverse multicultural heritage, and foster a sense of pride in the community.
- 1.2.2 Promote and encourage artistic/cultural endeavours in the community.
- 1.2.3 Encourage the participation of youth in our city by providing opportunities for leadership, social, community and economic and business participation.
- 1.2.4 To develop and foster a community that provides opportunities for social, recreational, cultural and educational interactions.
- 1.2.5 Support and recognise the economic and social value of volunteering in our community.

OBJECTIVE 1.3

To improve the safety, health and well-being of our community.

OUR STRATEGIES

- 1.3.1 To support and enhance community partnerships.
- 1.3.2 Collaborate with stakeholders to develop future options for the retention, expansion and delivery of health, youth, aged and disability services to the community.
- 1.3.3 To provide accessible social/physical infrastructure that promotes and supports the health of our community through active and passive recreation opportunities.
- 1.3.4 Encourage and support key stakeholder groups to promote neighbourhood programs that focus on crime prevention and safety.

OBJECTIVE 1.4

To support and encourage initiatives for the community to connect and work together to improve.

OUR STRATEGIES

- 1.4.1 Collaborate with government agencies, non-government organisations and other stakeholders, to provide a platform for effective collaboration and connection in our community.
- 1.4.2 Encourage the participation of youth in our city by providing opportunities for leadership, social, community and economic and business participation.



Theme 2

OUR PLACES

Protect our natural environment and enhance our built environment to ensure the environmental, social, physical and economic needs of the city are met.

WHAT SUCCESS WILL LOOK LIKE

Our parks, gardens and open spaces are well used and reflect the needs of our community;

Community assets are being maintained to agreed service levels and standards; and

Sustainability and environmental factors are reflected in our programs and decision-making processes.

OBJECTIVE 2.1

To create a city that is attractive and showcases our natural and built assets

OUR STRATEGIES

- 2.1.1 Embed place making principles in council development to ensure that places reflect the needs and uses of the location.
- 2.1.2 Facilitate place making principles in Whyalla embracing and promoting our industrial heritage, our Aboriginal heritage and our migrant heritage.
- 2.1.3 Promote, protect, and rehabilitate the unique and historical built environment of Whyalla.





OBJECTIVE 2.2

To protect our natural environment, minimise our ecological footprint and the impact of environmental issues on the city.

OUR STRATEGIES

- 2.2.1 In partnership with Eyre Peninsula Natural Resources Management, actively promote, protect, rehabilitate and conserve our natural environment and coastal areas.
- 2.2.2 Promote environmental sustainability including: reducing carbon emissions as an organisation and across the city; reducing waste levels into landfill; and reviewing storm water management.

OBJECTIVE 2.3

To ensure that Whyalla is prepared for the physical changes that climate change may bring.

OUR STRATEGIES

- 2.3.1 Develop and communicate a Whyalla Climate Change Adaptation Plan that identifies solutions for our city.
- 2.3.2 Effectively communicate and encourage action that reduces the rate and extent of the impacts of climate change, to support the Whyalla Climate Change Adaptation Plan.

OBJECTIVE 2.4

To ensure that infrastructure is maintained and managed to meet the community's economic, social and physical needs.

OUR STRATEGIES

- 2.4.1 Sustainably fund Whyalla's Asset Management Strategy.
- 2.4.2 Continue to look for opportunities to rationalise and dispose of surplus assets in line with service delivery.



Theme 3

OUR ECONOMY

Whyalla has a diverse and sustainable economy.

WHAT SUCCESS WILL LOOK LIKE

Diversified economy which is not wholly reliant on steel-making and mining;

Broader range of post-secondary education options based in the city that attracts higher student numbers and fulfil higher retention and success rates at secondary level; and

Evidence of growing business and industry with greater use of vital infrastructure; Key areas opened up for development (e.g. Foreshore Marina, Point Lowly), with access to free WiFi.





OBJECTIVE 3.1

Our city will support integrated education and training options for the community and region.

OUR STRATEGIES

- 3.1.1 Liaise with government and educational institutions to modernise and broaden the range of secondary and tertiary education options and services in Whyalla.
- 3.1.2 Advocate for the expansion of secondary and post-secondary education which aligns with and supports industry sectors identified as economic priorities and allied health growth opportunities in Whyalla and the region.
- 3.1.3 To advocate for the provision of education, learning and training opportunities for disadvantaged youth in Whyalla, to improve access to job opportunities and create aspiration.
- 3.1.4 Seek increased funding for apprenticeships, traineeships and nationally accredited training in Whyalla.
- 3.1.5 Promote Whyalla, with relevant stakeholders and educational institutions as a viable research and development hub.

OBJECTIVE 3.2

To connect and mobilise the community to work collectively to improve the lives of all community members.

OUR STRATEGIES

- 3.2.1 Collaborate with Spencer Gulf Cities and other relevant industry groups to generate and leverage economic opportunities for Whyalla and the region.
- 3.2.2 Develop a Whyalla Economic Development Plan.
- 3.2.3 Expand the visitor experience and stimulate investment through the development of new and diverse tourism.
- 3.2.4 Seek to grow the economic benefit of increased defence activity and future defence infrastructure in the region.
- 3.2.5 Assist local business to build capacity.
- 3.2.6 Assist with targeted workforce development in potential growth industries of our region.



Theme 4

OUR IMAGE

Whyalla is well respected and recognised as a community of strength whose people have a bright, positive and sustainable future.

WHAT SUCCESS WILL LOOK LIKE

Our city and region:

Exhibits Community confidence;
Receives National media coverage; and
Receives Increased visitor numbers.





Photographer: Paul Holmes

OBJECTIVE 4.1

Instil community pride.

OUR STRATEGIES

- 4.1.1 Develop promotional campaigns to increase community ownership and achievement.
- 4.1.2 Encourage the community to 'Unearth' pride in Whyalla as a thriving and vibrant community.

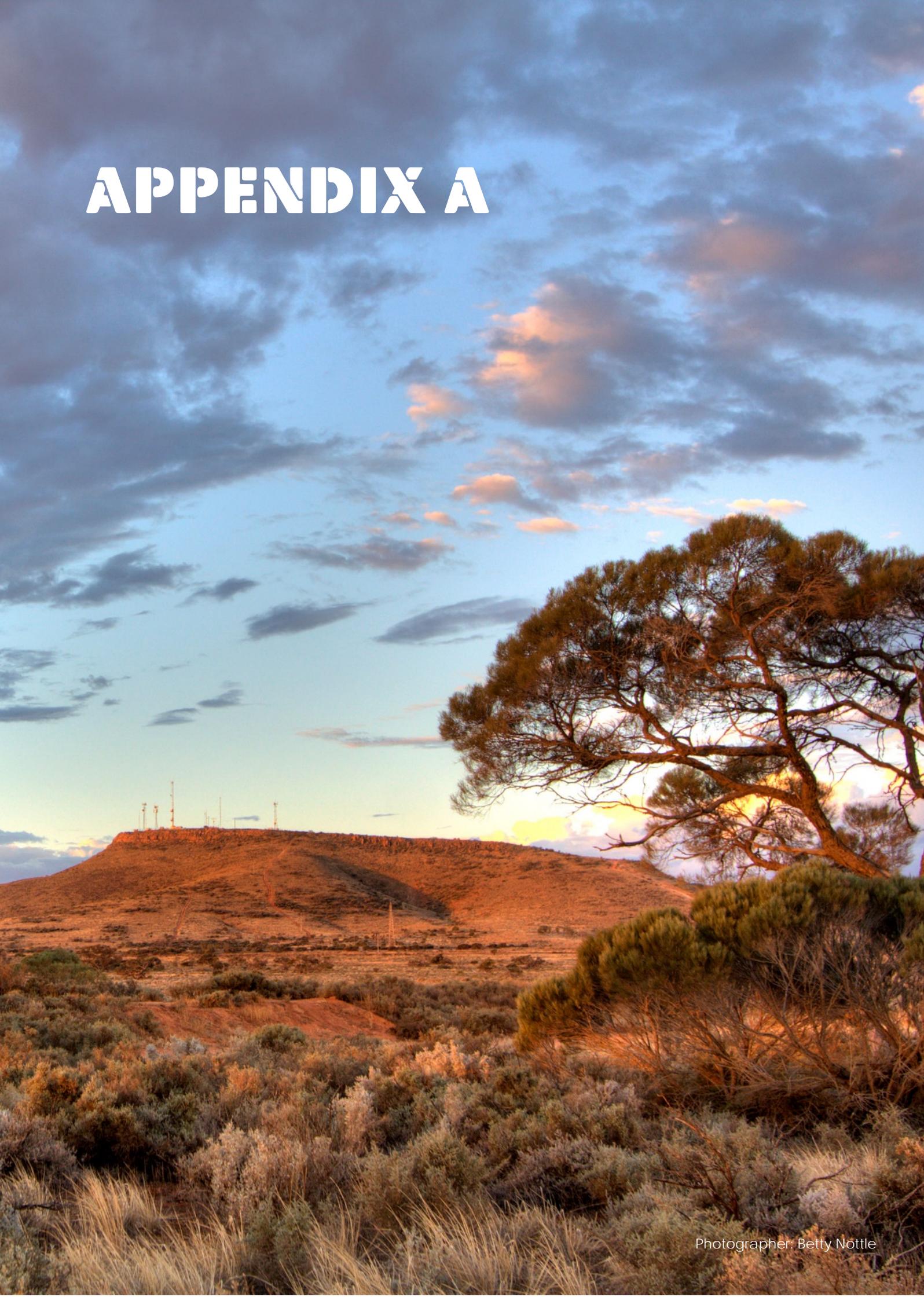
OBJECTIVE 4.2

To create an attractive city for the community, visitors and potential investors.

OUR STRATEGIES

- 4.2.1 Design entrance avenues for Whyalla which reflect the history and thriving future of the city.
- 4.2.2 Develop a landscape plan for Whyalla.
- 4.2.3 Complete and Implement a Reconciliation Action Plan.

APPENDIX A



Photographer: Betty Nottle

PROPOSED WHYALLA MASTER PLANS

CLIMATE CHANGE ADAPTION PLAN

Aim: To ensure that the region remains a strong and vibrant place to live, work and visit; and that businesses, communities and environments can respond positively to the challenges and opportunities presented by a changing climate.



WHYALLA NORTHERN COASTLINE MASTER PLAN

Aim: Provide direction and a framework for tourism based economic and sustainable development to maximise Whyalla's Northern Coastline recreational and tourism potential.



WHYALLA SPORT AND RECREATION MASTER PLAN

Aim: Optimisation of sporting facilities throughout the city to attract and support high profile events to the region and to support sporting organisations while recognising the importance of ensuring access and working together for the benefit of residents and visitors.



ECONOMIC DEVELOPMENT PLAN

Aim: To create a diversified economy through the development of, and investment in, the city including leveraging economic opportunities in the region and expanding the visitor experience through new and diverse tourism.



PLAY SPACES MASTER PLAN

Aim: Optimisation of inclusive play spaces throughout the city to ensure facilities provided meet current community needs.



RECONCILIATION ACTION PLAN

Aim: Developed in the spirit of reconciliation and acknowledgement of the Traditional Owners of the lands upon which the city of Whyalla is built. Based on the core pillars of relationship, respect and opportunities, this 'Reflect' RAP is about turning our good intentions into action.



LOCAL AREA STRATEGIC BICYCLE PLAN

Aim: To provide a bicycle and walking trail network for residents and visitors that links all key areas of the city to improve safety, amenity and promote healthier lifestyles.



WHYALLA BEACH ROAD AND MARINA MASTER PLAN

Aim: To revitalise and improve functionality of the foreshore area to provide an iconic space for residents and visitors that promotes our unique city.



WHYALLA AIRPORT MASTER PLAN

Aim: Provide a modern Airport that accommodates a growing economy and meets regulatory requirements and customer expectations.



CIVIC PARK MASTER PLAN

Aim: To ensure that the city's largest open space is a functional and thriving place that the community is proud of and links the area to nearby key city precincts.



WHYALLA LANDSCAPE MASTER PLAN

Aim: Overarching strategy for landscape management of all open spaces to create an attractive city for the community, visitors and potential investors.



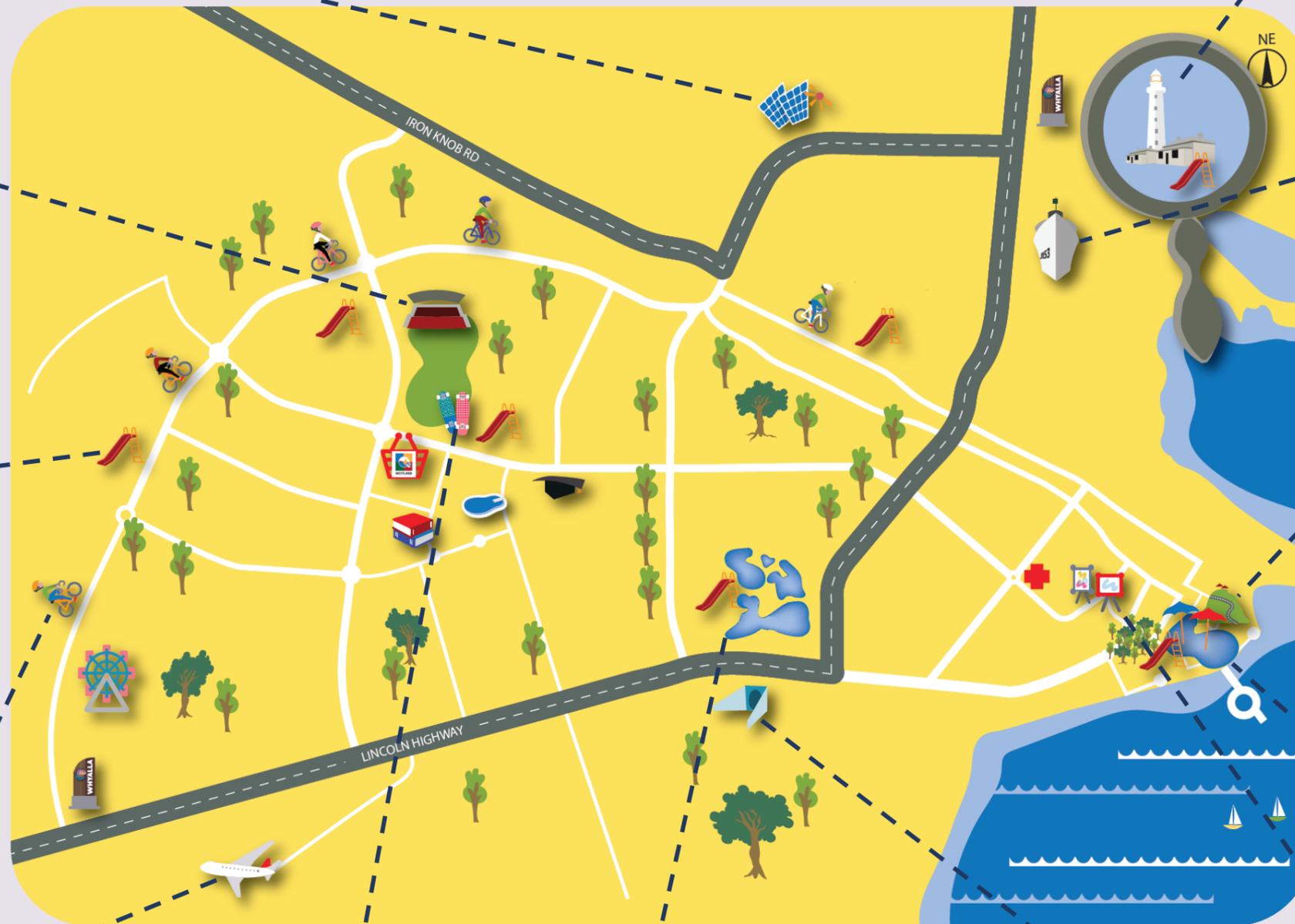
STORMWATER MANAGEMENT PLAN

Aim: Address stormwater issues and identify opportunities while considering flood risk, protection of water quality and opportunities for stormwater reuse.



ARTS & CULTURAL STRATEGY

Aim: Provide a tangible framework to support the development of arts and culture in the city with an action orientated focus.



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