



Corporate Business Plan

2024-2028



Acknowledgement of Country

Shire of Denmark President, Councillors and staff acknowledge the Bibbulmun and Minang people of the Noongar nation, who are the traditional custodians of this land and pay our respects to their Elders, past, present, and emerging. We acknowledge and respect their continuing culture and the contribution they make to this region.

Shire President's Message

Our Corporate Business Plan is a four-year plan that seeks to transform our higher-order planning documents, such as our Community Strategic Plan and our Long Term Financial Plan, into more immediate actions and services 'on the ground' that meet our community's priorities and expectations.

This is the pointy end of delivery for our community. As such, it is important that it represents real, achievable outcomes that align with our community priorities and expectations. Our clear focus is to improve our road infrastructure, provide better services and facilities for youth, maintain and improve our support for Seniors and care for the environment.

I encourage you to take a look at the details of this plan, which shows the many areas of effort and endeavour that the Shire is involved in on your behalf. I thank our community for their guidance in shaping it, and I thank our hard-working Shire staff for their efforts in bringing these projects into being for the benefit of us all.

Kingsley Gibson, Shire President

Electronic copies of the Corporate Business Plan are available for download at www.denmark.wa.gov.au. Copies of this document are also available in alternative formats upon request.

Acknowledgements: Photographs: Serena Kirby

Introduction

Welcome to the Shire of Denmark's Corporate Business Plan 2024-2028

This plan has been developed from over 1,000 engagements with the Denmark community over the last few years. The Corporate Business Plan (CBP) is our four-year action plan delivered by our eight operational teams. Our officers and Councillors have worked together to prepare the 2024-2028 Corporate Business Plan, which aims to directly respond to the concerns community members raised through our engagement activity.

The Shire of Denmark Sustainability Strategy, the Long Term Financial Plan, and the Strategic Asset Management Plan underpin the development of the Corporate Business Plan.

OUR VISION

A vibrant coastal community, connected to the environment, living the village lifestyle.

OUR COMMITMENT

Protect what makes us special, improve our quality of life, and plan for future generations.

OUR OBJECTIVES

-  Enhance community connection and well-being.
-  Operate as environmental custodians for the future.
-  Support local jobs, industry, and small business and facilitate sustainable development.

OUR DECISION-MAKING PRINCIPLES

- Is it affordable, and is it an effective use of Shire funds and resources?
- Does it protect our environment, or align with our sustainability objectives?
- Is it a community priority, or does it have wide community support?
- Does it support local jobs, or will it provide much-needed local services?
- Does it enhance our way of life, and keep our village feel?

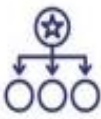
Commitment

We commit to realising our community's vision for the Shire.



ADVOCATE

We support our community and promote local interests to help them flourish



LEAD

We lead projects to deliver strong outcomes and effectively use our networks with government, business, and community to deliver for the community



PARTNER

We seek out new partnerships in addition to strengthening our current relationships on behalf of our community to support the interests of Denmark



FUND

We disperse funding to deliver a range of essential and beneficial services within our community



DELIVER

We deliver and run an extensive range of services and programs to meet community needs, with a strong focus on supporting the local economy



REGULATE

We regulate compliance through legislation, regulations, and local laws to ensure that community members live safely and respectfully in our community

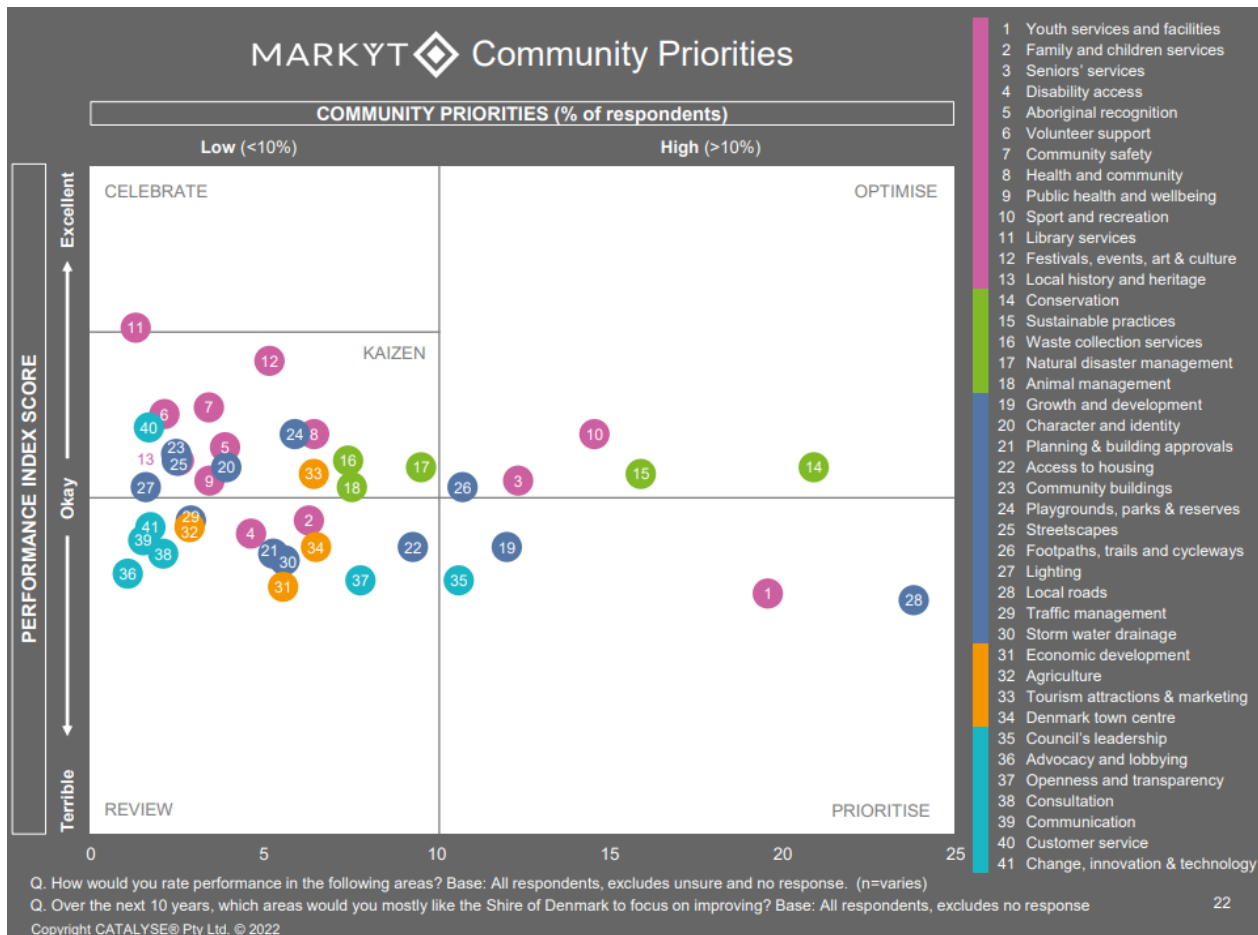
Local Priorities

To understand local needs and priorities, in August 2022 our Shire commissioned an independent survey. 1191 community members with various connections to our Shire responded, rating our Shire's performance and identifying areas for improvement.

The community identified several service areas as a priority, including:

- **Leadership and Communication – Council’s leadership, openness and transparency**
- **Community – Youth services and facilities**
- **Built Environment - Local roads, growth and development.**
- **Environmental Conservation and Protection**

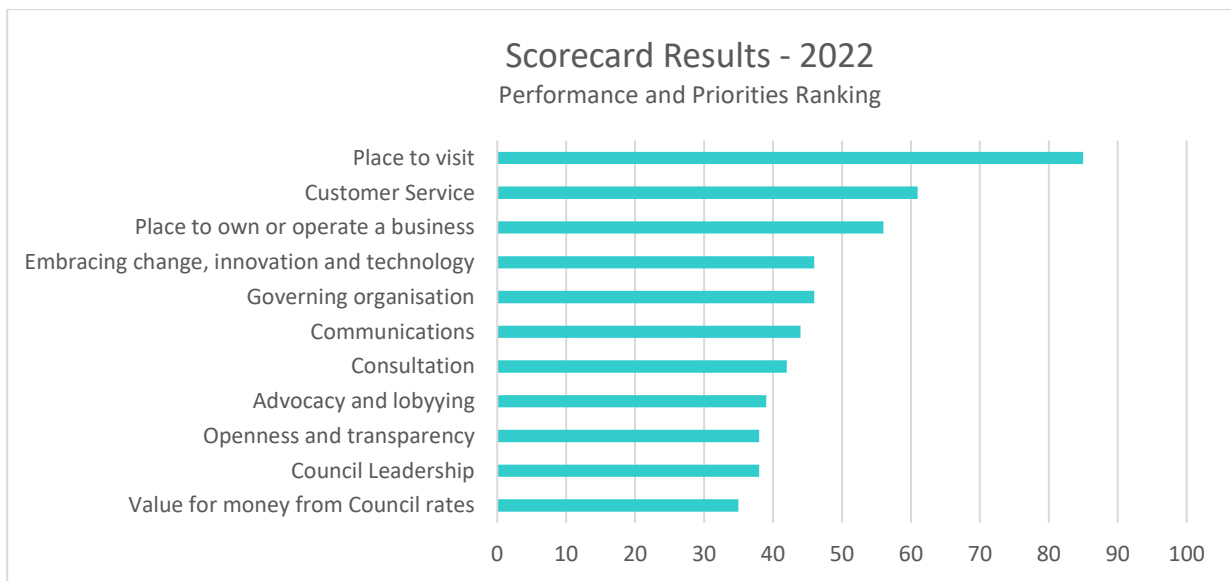
Table 1: Markyt Community Priorities marked against PERFORMANCE in all Service areas



Leadership And Communication

The goal of our Shire is to preserve everything that makes Denmark a special place to live in, even as it grows while meeting the needs of future generations through environmental protection, social advancement, and economic prosperity. Our Shire recognises the importance of preserving Denmark’s natural environment and ensuring the retention of Denmark’s sense of identity whilst providing for demands from an increased population into the future.

(Shire of Denmark Sustainability Strategy 2021-2031)



Your Feedback

You asked us to focus on improving value for money from rates. Our Shire works hard to ensure that every dollar from your rates is used well. We do this by being transparent about how we budget and spend money, making sure we listen to what matters most to you, the community.

You told us your priority areas in the recent survey and Strategic Community Plan—*Our Future 2033*, so we have prioritised these areas in this four-year plan.

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
GOVERNING ORGANISATION							
Corp	Stage Three of the Rating Review	DELIVER an equitable rating structure across all properties within the Shire, including modelling split rating, undertaking a community engagement plan and implementing UV review outcomes.	Council Resolution 110620	●			
Gov	Service Agreements	PARTNER with community groups to deliver key services and programs.		●	●	●	●
Gov	Local Laws review	REGULATE through a statutory review of the following: <ul style="list-style-type: none"> • Bushfire Brigades Local Law • Extractive Industries Local Law • Pest Plants Local Law. 		●	●		
OPENNESS AND TRANSPARENCY							
Corp	Community Contribution Reporting	DELIVER a clear statement as part of the annual budget outlining the Shire's annual contribution to community organisations.		●	●	●	●
Gov	Your Denmark Engagement	DELIVER ongoing engagement with the community through the <i>Your Denmark</i> platform to ensure the community is informed on projects and has an opportunity to provide feedback.	Community Engagement Framework	●	●	●	●
VALUE FOR MONEY							
Corp	Venue Hire Program	DELIVER the introduction of a venue hire program through SpacetoCo to create a more effective booking system for Shire managed facilities.	Operational Efficiency	●			
Comm	Grant Funding	FUND community groups through an annual grants program to deliver critical programs and services to our community.		●	●	●	●

Services

Council and Elector meetings	News and social media management
Managing leases, MOUs and agreements	Media and public relations support
Corporate planning and reporting	Community consultation
Local laws and policy development	Website management
Human Resources management	Citizenship ceremonies and civic functions
Staff wellness and health services	Local government elections
Workplace health and safety	

What We Reference

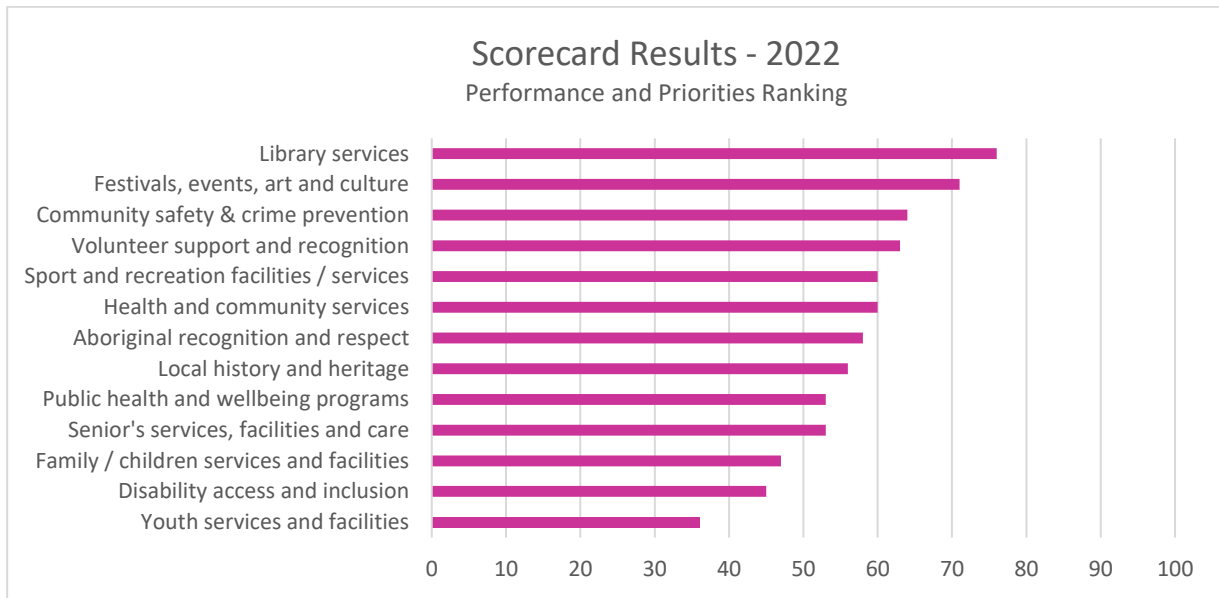
Shire of Denmark - Our Future 2033 – Strategic Community Plan	2023
Shire of Denmark - Long-Term Financial Plan (LTFP)	2024
Shire of Denmark - Workforce Development Plan	2022
Shire of Denmark - Strategic Asset Management Plan (SAMP)	2024
Shire of Denmark – Sustainability Strategy	2021

Community

Building the well-being of our people is important for the long-term health of our community.

We value our community's cultural knowledge and sharing this with future generations.

(Shire of Denmark Sustainability Strategy: 01 -Health and Happiness / 03 -Culture & Community)



Your Feedback

Your feedback indicates a desire for improvements in Denmark, encompassing youth services, disability access, and community inclusivity. There's a strong push for upgraded facilities and activities for young people, including a new skate park and youth centre. At the same time, there's a clear need for better accessibility for individuals with disabilities, with calls for improved infrastructure and inclusive planning processes. Overall, the feedback emphasises the importance of investing in youth and accessibility initiatives to foster community cohesion and development in Denmark.

Focus	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28

ACTIVATING OUTDOOR SPACES

Corp	Peaceful Bay Outdoor Gym Equipment	FUND the purchase and installation of outdoor fitness equipment at the Peaceful Bay oval/playground precinct.	Strategic Community Plan		●		
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Focus	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Corp	Mountain Bike Park development	FUND the Denmark MTB Club, empowering them to attract further external investment, thereby enabling the development of Turner Road MTB Park.	Strategic Community Plan		●	●	●
Projects	All ability access - Prawn Rock Channel	DELIVER an access ramp on the island side of Prawn Rock.	Disability Access and Inclusion Plan			●	
Tech	ACROD parking	DELIVER an upgrade to one all-abilities carpark per year as per the Disability Access and Inclusion Plan.	Disability Access and Inclusion Plan	●	●	●	●
Tech	Riverbend Footbridge	FUND a footbridge at Riverbend Lane.		●			
Tech	Link Denmark – Paths network	DELIVER improvements to the paths network in Denmark, especially for the elderly and those with disabilities, starting in the Denmark CBD and using the Accessibility Working Group as a conduit to areas of need.					●
Projects	Ocean Beach Precinct	DELIVER upgrades to the Surf Life Saving Club facilities and public open spaces at Ocean Beach.	Long-Term Financial Plan	●	●		
Tech	Bike Racks	FUND bike racks at the Recreation Centre as a sustainable transport option.	Rec Centre maintenance	●			
COMMUNITY PROGRAMS							
Comm	Community Library Revitalisation	DELIVER a relocation plan for library services to ensure the community has a fit-for-purpose facility for future library expansion and service delivery.	Strategic Asset Management Plan		●	●	
Comm	Library Programs	LEAD activities at the library that cater for young children and primary school-aged children.		●	●	●	●
Comm	Library Programs	LEAD activities at the library that are targeted at the needs and interests of seniors.		●	●	●	●

Focus	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Comm	Domestic Violence Assistance Program	LEAD programs at the Rec Centre that encourage respectful relationships.		●	●	●	●
Tech	Youth Hub Facility Setup	FUND the setup of McLean House as a location for delivering specialist youth services and community-based programs.	Strategic Community Plan	●			
Comm	Youth Hub activation	LEAD engagement with community groups and businesses to facilitate youth-based programs utilising McLean House.	Strategic Community Plan		●		
Comm	Youth Based programs	LEAD programs at the Rec Centre that improve youth mental health and connection.		●	●	●	●
Comm	Inclusive Fitness Programs	LEAD programs at the Rec Centre to ensure all classes are inclusive in line with "Something for Everyone."		●	●	●	●
FUTURE PLANNING							
Projects	Sport and Recreation Planning	DELIVER a review of the Sport and Recreation Master Plan. This review is scheduled to occur ahead of the Denmark High School Oval Facilities upgrade to ensure that all future facility and service needs have been considered.	Long-Term Financial Plan		●		
Comm	Recreation Centre Additional Court	LEAD engagement with user groups on the rationalisation and funding of a third court at the Denmark Recreation Centre to be part of the Recreation Centre upgrade planned in the LTFP.	Strategic Asset Management Plan			●	
Waste and Reserves	Playground Planning	FUND the development of a playground strategy that involves assessing existing playgrounds, gathering community input, and prioritising projects.	Strategic Asset Management Plan				●
RECOGNITION AND RESPECT							
Comm	Cultural Events	DELIVER a series of community events commemorating important cultural and social milestones in our calendar.		●	●	●	●

Focus	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Comm	Emergency Service Volunteers	FUND the delivery of subsidised programs for Shire-managed emergency services volunteers that support them in the vital roles they perform in the community.		●	●	●	●
Projects	Dual Naming	LEAD the dual naming process to confirm and submit 12 of the 20 Indigenous place names across our Denmark Shire region formally with Landgate, with the view to promote the dual place names with on-ground signage.	National Reconciliation	●			
Projects	Reconciliation	PARTNER with local Indigenous groups to deliver a Reflect Reconciliation Action Plan.	National Reconciliation	●	●		

Services	
Library services	Sporting club support
Gym, fitness and oval facilities	Disability access and inclusion
Arts and culture support	Community development
Community grants	Youth outreach support
Event approvals	Seniors' services
Lifeguard services	

What We Reference	Last Reviewed
Shire of Denmark - Disability Access and Inclusion Plan	2024
Shire of Denmark - Sport and Recreation Master Plan	2019
Age Friendly WA - State Seniors Strategy WA	2023
WA State of Volunteering	2024
National Agreement on Closing the Gap	2020



Built Environment

Sustainable materials aim to have a limited negative impact on people and natural resources and do not deplete or degrade the environment.

Sustainable and Green transport aims to limit the reliance on diminishing natural resources that leave a high carbon footprint.

(Shire of Denmark Sustainability Strategy: 08 -Sustainable Materials and Products / 07 – Sustainable Transport)



Your Feedback

The community of Denmark is expressing widespread dissatisfaction with the state of road infrastructure and maintenance in the area, highlighting a multitude of issues ranging from the poor condition of gravel roads like Parker Road to inadequate sealing and maintenance of existing roads. There's a consensus that road maintenance could be improved, with calls for actual utilisation of rates paid for upkeep. Residents emphasise the need for better drainage, more proactive maintenance, and higher accountability in asset management. Overall, there's a strong call for significant improvements to ensure safer and more reliable regional road networks.

The feedback highlights a pressing need for action on drainage issues, emphasising the importance of regular maintenance and upkeep. Residents express frustration with blocked drains, poor stormwater management, and inadequate drainage systems, which lead to flooding, erosion, and road damage. Many residents urge our Shire to prioritise drainage improvements, especially in areas prone to flooding, to mitigate the potential damage caused by heavy rain and ensure safer road conditions.

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
LOCAL ROADS							
Civil	Gravel Resheet Long Term Plan	DELIVER a detailed long-term program for gravel re-sheets.	Operational Efficiency	●			
Tech	Gravel Road Maintenance Reporting	DELIVER a transparent and community-accessible reporting system that addresses our level of service to unsealed roads.	Transparency and Accountability	●	●	●	●
Tech	Road Construction Resource Planning	DELIVER a plan to future-proof road construction material availability and consider alternative construction materials to meet the road construction needs of the Shire.	Operational Efficiency	●	●		
Tech	Dust Suppression	DELIVER Peaceful Bay dust suppression.		●			
Tech	Road Upgrades	DELIVER road upgrades to... Mt Shadforth SLK_3.04-4.22 Mt Shadforth SLK_4.22-5.41	Strategic Asset Management Plan	●			
Tech		DELIVER road upgrades to... Turner Rd SLK_0.00-1.97 Hollings Road – design stage Mt Shadforth Rd SLK_0.5-0.76	Strategic Asset Management Plan		●		
Tech		DELIVER road upgrades to... Walter Rd SLK_0.00-2.17 Hollings Road – construction	Strategic Asset Management Plan			●	
Civil	Road Resheeting	DELIVER road re-sheeting to.... Cussons Rd SLK_1.49-2.32 Wentworth Rd SLK_0.33-1.82 Parker Rd SLK_8.48-9.01 Tindale Rd SLK_0.03-4.52	Strategic Asset Management Plan	●			
Civil		DELIVER road re-sheeting to.... Hazelvale Nth Rd SLK_0.05-4.38 Sunny Glenn Rd SLK_0.90-3.40 Walter Rd SLK_0.00-2.17	Strategic Asset Management Plan		●		
Civil		DELIVER road re-sheeting to.... Sunny Glenn Rd SLK_3.40-4.62 Happy Valley Rd SLK_6.17-9.32 Glenrowan Rd SLK_0.13-1.25 Kordabup Rd SLK_0.03-2.94	Strategic Asset Management Plan			●	
Civil		DELIVER road re-sheeting to.... Station Rd SLK_0.88-2.25 Hamilton Rd SLK_0.02-2.50 Redman Rd SLK_0.64-3.17 Crusoe Beach Rd SLK_0.30-1.11	Strategic Asset Management Plan				●

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
DRAINAGE							
Tech	Flood Mitigation	DELIVER an annual program of flood mitigation works to improve flood-prone situations through civil works.	Strategic Asset Management Plan	●	●	●	●
Tech		DELIVER flood mitigation works to: Christina Crescent–install table drain Peaceful Bay carpark–drainage install Denmark Riverside Club–facility access improvements Russell Rise–upgrade Crn Patterson and Buckley–install and upgrade infrastructure Scotsdale/Redman Rd–culvert install Hardy St drainage upgrades.		●	●		
Tech	Cemetery Drainage	DELIVER improvements to the drainage within the Cemetery Grounds.	Strategic Asset Management Plan	●			
BRIDGES							
Tech	Valley of the Giants	DELIVER Bridge Replacement at the Valley of the Giants.	Strategic Asset Management Plan		●		
PATHS / TRAILS and CYCLEWAYS							
Tech	Paths and Trails Workforce	PARTNER with external bodies on creating a local workforce for path and trail maintenance.	Operational Efficiencies	●	●	●	●
Tech	Paths	DELIVER upgrades to path networks, including: Springdale Beach Path Mokare Path Renewal.	Strategic Asset Management Plan	●			
Tech		DELIVER annual footpath renewal works.	Strategic Asset Management Plan	●	●	●	●
Tech		DELIVER annual pedestrian bridge renewal works.	Strategic Asset Management Plan	●	●	●	●
BUILDINGS							
Civil	Depot Re-development Master Plan	DELIVER a Master Plan with a staged approach to asset and facility upgrades at the depot with a focus on sustainable resource use, including recycling water, renewable energy options and ongoing operations of the seed bank and nursery.	Strategic Asset Management Plan	●			

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Tech	Depot upgrade	DELIVER an upgrade to the Depot, including appropriate and sustainable washdown facilities for the depot fleet as recommended in the master plan, as well as office and ablution facilities.	Long-Term Financial Plan		●	●	
Projects	Berridge Park Toilets	DELIVER upgraded public toilet facilities to Berridge Park.			●	●	
Tech	DFES Fire Shed renewal	DELIVER upgrades to DFES Fire Sheds (pending external funding)			●		●
Projects	Denmark Surf Club	FUND roof, glazing, cladding and painting to club facility					●
Tech	Toilet block	DELIVER upgrades to Kentdale Hall toilet block, replacement of roof and framed windows					●
PLAYGROUND, PARKS, and RESERVES							
Projects	Berridge Park	DELIVER a vibrant, sustainable, and integrated youth hub/precinct in a central location.	Long-Term Financial Plan	●	●	●	
Waste & Reserves	Kwoorabup Park playground area upgrade	DELIVER a rationalisation to the Kwoorabup Park playground area to improve operational efficiency.	Internal Assessment	●			
Tech	BBQ Rivermouth Park	FUND the installation of an electricity supply to BBQ to the existing pad at the Rivermouth Park.		●			
Dev't Services	Tree Preservation	DELIVER a significant tree list and tree preservation order policy under the Shire's Town Planning Scheme.	Planning and Development Act 2005	●	●		
Tech	Fencing	DELIVER facility fencing and delineation upgrade and renewal.		●			
Waste & Reserves	Hopson Park Expansion	DELIVER further facilities for seating and shade and a major play space upgrade in 26/27.			●		●
PLANNING AND BUILDING							
Dev't Services	Planning Framework Review	DELIVER a review of the Local Planning Strategy and Local Planning Scheme.	Planning and Development Act 2005	●	●		
Dev't Services	Planning Policies	DELIVER a review of all associated Local Planning policies to align with a revised Local Planning Scheme.	Planning and Development Act 2005	●	●		
Dev't Services	Heritage Inventory Review	DELIVER a review of local heritage inventory and associated heritage planning framework.	Planning and Development Act 2005	●	●		
Dev't Services	Online Planning and Building Resources	DELIVER online information packages for development applications and building approvals, including Environmental Health.	Operational Efficiency	●			

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Dev't Services	Laneway Design and Planning	DELIVER a detailed design for future upgrades for eight laneways through a Laneways Plan, including construction standards.	Planning and Development Act 2005				●
PLANT AND EQUIPMENT							
Civil	Skid Steer Slasher	FUND the purchase of a skid steer-mounted slasher to support the maintenance of walk trails and narrow verges.		●			
Civil	Excavator	FUND the purchase of an excavator to assist with the more efficient clearing of drains, performing box-out jobs during road construction and assisting with tree pruning and mulching.		●			
Tech	Peaceful Bay Water Supply Upgrade	FUND installation of additional solar panel, battery power reserve system and automatic switching for the water reserve at Peaceful Bay.		●			
Tech	Springdale Park Bore Installation	FUND installation of a bore water supply for irrigation at Springdale Park.		●			
Tech	DSHS irrigation main replacement	FUND the replacement of the DSHS irrigation main under a cost-sharing arrangement with the school.		●			
Services							
Road maintenance				Corporate fleet management			
Stormwater management				Scheme amendments and structure plans			
Asset renewal				Investigate and act on unauthorised developments.			
Bridge maintenance				Access and certify building permits			
Maintenance of plant and equipment				Building inspections			
Fleet replacement				Assess and authorise effluent disposal systems.			
Footpath maintenance				Swimming pool inspections			
Standpipe maintenance				Health inspections of food premises			
Temporary accommodation permits				Holiday home inspections and compliance			
Trading in places permits				Food premises and vendor licences			
Planning advice				Road closure and traffic management			
Noise monitoring				Liquor licencing			
Air quality testing				Water testing and sampling			
Shire building maintenance				Airport maintenance			
Public signage				Cross over applications			
What We Reference							
Shire of Denmark - Strategic Asset Management Plan						2024	
LGIS - Regional Risk Coordinator Plan						ongoing	
Work Health and Safety Act 2020						NA	
Planning and Development Act and Regs						NA	
Building Act and Regs						NA	

Natural Environment

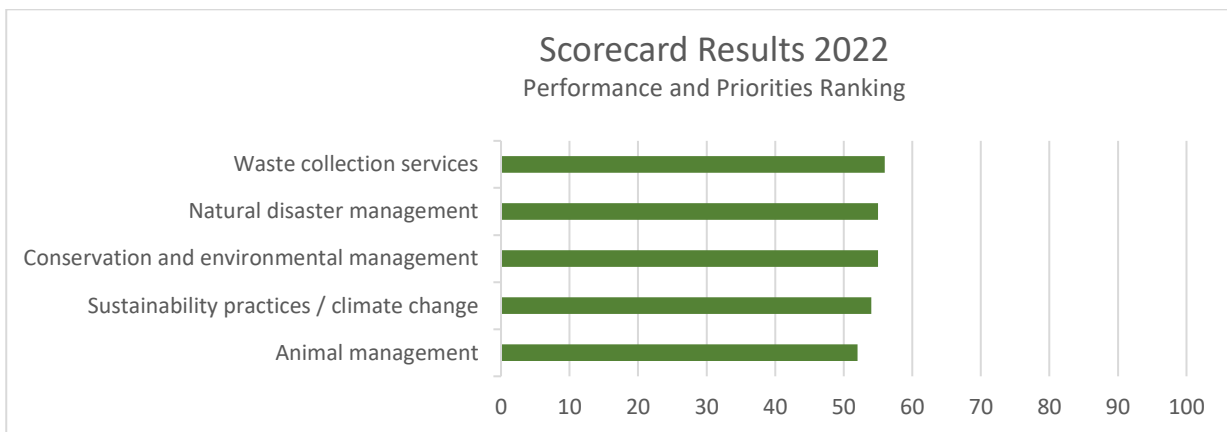
We will protect and enhance our natural systems, which are vital to the sustainability of our local community.

We seek to embrace the role of a leader in the community by minimising waste.

Committing to working towards a net zero emissions target is an essential step in tackling climate change.

A sustainable water approach seeks to manage the threat to the supply and quality of water resources for our community while also seeking to minimise usage.

(Shire of Denmark Sustainability Strategy: 04 -Land and Nature / 05-Sustainable Water / 09 – Zero Waste /10 -Zero Carbon)



Your Feedback

The feedback on animal management focused on concerns and suggestions related to the management and enforcement of bylaws regarding pet ownership, particularly cats and dogs, within Denmark. Overall, the comments reflect a desire for stricter enforcement of existing regulations and the implementation of new measures to address issues related to pet ownership and wildlife conservation.

The conservation and environmental management feedback focused on protecting natural bushland, native vegetation and waterways, weed control management, and rehabilitating degraded areas in our Shire reserves. The narrative theme from the community feedback was to ensure continuous improvement of conservation practice whilst catering for public recreational use through appropriate development and policy control. Feedback from the survey also suggests the community wants our Shire to continue to do more in the sustainability area, including continuing our program to transition to renewable energy, taking more action on climate change, promoting a more sustainable construction industry and implementing more sustainable waste management practices.

The community emphasised the need for improved hazard mitigation and disaster planning, particularly regarding bushfires and climate change impacts. Key points include a focus on hazard mitigation, promotion of fire mitigation, improved communication and planning, infrastructure and resource allocation, community education and engagement. Overall, the community is urging proactive measures to address the growing threat of bushfires, emphasising the importance of collaboration, communication, and practical solutions to ensure the safety and resilience of the region.

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
WASTE MANAGEMENT							
Projects	BioChar	PARTNER with Wilson Inlet Catchment Committee (WICC) in delivering a BioChar program pending the pilot to convert FOGO to biochar.	Sustainability Strategy	●	●		
Waste and Reserves	Bore and Tank Installation	DELIVER installation of a bore water supply and header tank for fire mitigation		●			
Waste and Reserves	Bins	FUND replacement of two 25 cubic metre rubbish bins		●			
Waste and Reserves	Bins	FUND replacement of hook-lift bin and covers		●			
NATURAL DISASTER MANAGEMENT							
Comm	High Vis Smart Fire Danger Rating Signage	FUND automated fire danger rating signs to be placed strategically within our Shire to provide public awareness.	Bushfire Risk Management Plan		●	●	
Comm	Bushfire Ready Program	FUND Bushfire Ready Program to educate and increase community awareness in fire safety and community responsibilities.	Bushfire Risk Management Plan	●	●	●	●
Comm	Bushfire Risk Management Plan	LEAD the update to our Shire's Bushfire Risk Management Plan.	Bushfire Risk Management Plan	●			
Comm	Mitigation Activities Funding	FUND a schedule of works annually through the Mitigation Activity Fund to address bushfire risks in our Shire.	Bushfire Risk Management Plan	●	●	●	●
Comm	Fire Safety Management	REGULATE compliance with bushfire regulations within our Shire through a strong approach to compliance.	Bushfire Risk Management Plan	●	●	●	●
Comm	Book a Ranger	DELIVER the 'Book a Ranger' education and awareness service from May to November annually.	Bushfire Risk Management Plan	●	●	●	●
CONSERVATION AND ENVIRONMENTAL MANAGEMENT							
Waste & Reserves	Tree planting	LEAD the rehabilitation of Shire land by increasing the annual tree planting and revegetation program.	Sustainability Strategy	●	●	●	●

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
Projects	Weed Strategy	DELIVER an updated Weed Strategy and Action Plan for Shire bushland, foreshore, and coastal reserves to implement weed control action over the next ten years.	Sustainability Action Plan	●			
Projects	Mt Hallowell Management Plan	LEAD a review of the Mt Hallowell Management Plan – redefining the management goals, reviewing the actions, and redefining the spatial zones in line with the Council resolution and community input.		●			
Projects	Foreshore Revegetation	PARTNER in delivering foreshore management revegetation of Wilson Inlet foreshore fringing vegetation in collaboration with WICC and community planting days and education aligned with WIMS.		●	●	●	●
Projects	Roadside Vegetation Mapping	DELIVER roadside vegetation mapping report and maps with conservation value of roadsides across Shire.		●			
Projects	Environmental Education	FUND annual workshops and environmental events in collaboration with NFP community organisations to promote biodiversity conservation and best sustainable practices in the community.		●	●	●	●
CORPORATE EMISSIONS REDUCTION							
Projects	Solar Panels	FUND the procurement of additional solar panels on Shire facilities to deliver energy efficiencies.	Sustainability Action Plan	●			
Projects	Arena Fuels	PARTNER with Local Governments across the State to secure funding for EV infrastructure.	Sustainability Strategy	●			
Tech	Sustainable fleet	DELIVER a reduction of the carbon footprint for our vehicle fleet, including considering electric or hybrid options.	Sustainability Action Plan	●	●	●	●
ANIMAL MANAGEMENT							
Comm	Animal Management	REGULATE animal management to ensure responsible dog ownership for off-lead areas.	Local Laws	●	●	●	●
Comm	Animal Management	REGULATE cat ownership to ensure compliance with the Cat Local Law.	Local Law	●	●	●	●

Services	
Animal and livestock control	Playground and park maintenance
Dog and cat registrations	Pest control
Snake Removal	Revegetation
Emergency management	Nursery and seed bank operations
Bushfire mitigation management	Streetscapes
Bushfire brigade and Bushfire Ready support	Denmark Waste Management and Reuse Facility
Hazard reduction burns	Container Deposit Scheme
Biodiversity management	Peaceful Bay Transfer Station
Environmental impact assessments	Kerbside waste and recycling collection
Bushland reserve management	Industrial and commercial waste services
Carbon reduction initiatives	Coastal monitoring, rehabilitation, and management
Native vegetation clearing investigations	Native bush clearing applications and approvals
Energy and water monitoring	Invasive species management
Waste reduction initiatives	Bushfire fleet service management
Environmental education programs	Circular economy – Garage Sale Trail
Weed control management program	Revegetation
Waterwise initiatives	Waterways protection

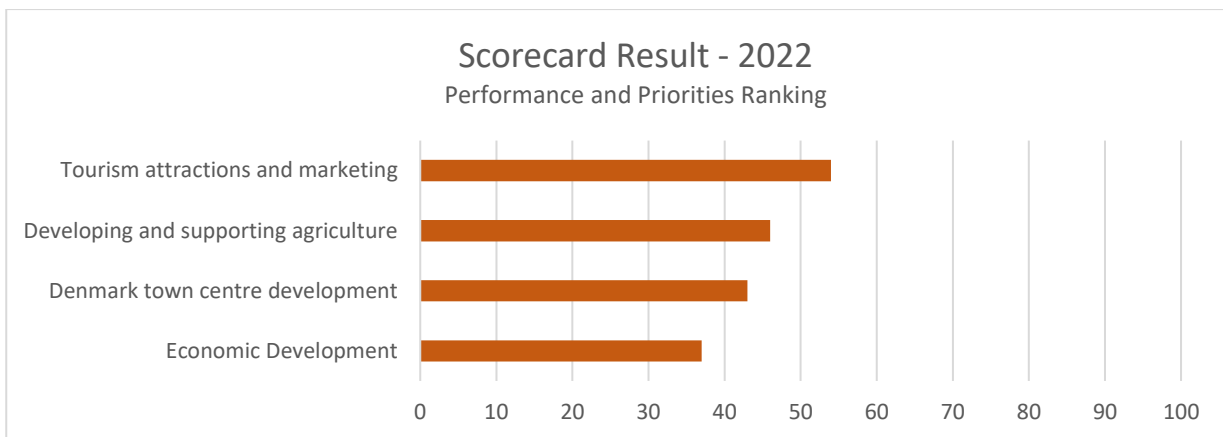
What We Reference	Last Reviewed
Shire of Denmark - Strategic Waste Management Plan	2021
Shire of Denmark - Sustainability Strategy	2021
Outdoors Great Southern - Regional Trails Masterplan	2019
Shire of Denmark - Coastal Reserve Management Plan	2024
Wilson Inlet Catchment Committee - Wilson Inlet Management Strategy	2024
Shire of Denmark - Wilson Inlet Foreshore Reserves Management Plan	2008
Shire of Denmark - Mount Hallowell Reserve Management Plan	2008
Shire of Denmark - Bushfire Risk Management Plan	2019
Shire of Denmark - Local Emergency Management Arrangements	2024
Shire of Denmark - Weeds Strategy & Action Plan	2005
Shire of Denmark – A Study into the Risk of Phytophthora Dieback in Ten Peri-urban Reserves	2011
Shire of Denmark – Friends of Reserves Strategy	2023
Shire of Denmark – Roadside Vegetation and Conservation Values	2011
Shire of Denmark – Declared Rare Flora Roads Management Plan	2012
Shire of Denmark – Code of Practice for Roadside Conservation and Road Maintenance	2012
Shire of Denmark – Ocean Beach and Peaceful Bay Coastal Hazard Risk Management and Adaptation Plan	2018
Shire of Denmark – Ocean Beach and Peaceful Bay Coastal Monitoring Action Plan	2019
Shire of Denmark – Parry Beach Preliminary Report	2022

Economic Development

We value the local economy and want to optimise how all community members can benefit from sustainable investment.

A sustainable food system that focuses on the production, processing, distribution, and disposal of health food to the community in ways that contribute to the health of the local economy.

(Shire of Denmark Sustainability Strategy: 02 -Equity and Local Economy / 06-Local and Sustainable Food)



Your Feedback

Overall, there is a consensus on the importance of tourism to Denmark's economy. Still, there are various opinions on how best to support and manage it effectively while addressing the needs of both visitors and residents. There is a strong call for better marketing and promoting Denmark as a tourist destination. Suggestions include advertising campaigns, improved signage, and increased visibility through various channels. Improvements in tourist facilities, such as better RV parking, public toilets, and enhanced access to beaches and attractions, are desired. Additionally, there are calls for better traffic management during peak tourist times and the development of more visitor parking areas. While tourism is recognised as vital to the local economy, there are concerns about striking a balance between catering to tourists and preserving the character and charm of the town for locals.

Residents emphasise the importance of involving the community in decision-making processes regarding future town planning and development. Public consultation is essential for developing a cohesive vision for the town centre.

Team	Project	Action	Driver	Timing			
				24/25	25/26	26/27	27/28
SUSTAINABLE TOURISM							
Gov	Tourism App	DELIVER an app to supply multi-channel visitor servicing.	Sustainable Tourism Strategy			●	
Gov	Tourism Strategy	DELIVER a review and update on the Sustainable Tourism Strategy.	Sustainable Tourism Strategy				●
ECONOMIC DEVELOPMENT							
Waste & Reserves	Concept Plan - New Nursery	DELIVER a detailed concept plan for establishing a new nursery with the Wilson Inlet Catchment Committee (WICC) and other key community members. Officer time will be minimal, with WICC driving the project. The location for which the concept would be developed is being finalised as an option but is likely to be leased from our Shire.	Strategic Asset Management Plan	●			
Dev't Services	Town Teams Project for CBD	FUND consultants to deliver a Town Teams project for the Denmark CBD.	Local Planning Strategy				●

Services

Delivery of capital works projects	Visitor Servicing
Regional collaboration	Parry Beach Campground
Lime quarry operations	Camping and caravan park licences
Assess development and subdivision proposals	

What We Reference	Last Reviewed
Shire of Denmark - Local Planning Strategy and Scheme	2024
Shire of Denmark - Sustainable Tourism Strategy	2021
Shire of Denmark – Regional Price Preference Policy	
Shire of Denmark – Strategic Asset Management Plan	2024

