



shire of Ashburton  
opportunity to community



# **‘My Pilbara Home’ Community Development Strategy**

**2024 – 2027**



An aerial photograph of a rugged, arid landscape. The terrain is characterized by rolling hills and deep, winding gullies. A small, clear waterfall cascades down a rocky ledge into a narrow, winding riverbed that snakes through the center of the image. The vegetation is sparse and dry, with patches of yellowish-brown grass and shrubs. The sky is a pale, hazy blue, suggesting a bright, sunny day. The overall scene conveys a sense of natural beauty and the harshness of the environment.

# **Acknowledgement of Country**

The Shire of Ashburton acknowledges all Native Title holders throughout the Shire. We respect and honour the Traditional Owners, custodians, native land titles, and Elders past and present. We acknowledge the stories, traditions and living cultures of Aboriginal peoples on this land and commit to building a brighter future together.

## **Thank you to contributors**

The Shire appreciates the valuable feedback from the community to help develop this plan of action. This includes residents, schools, local businesses, community groups, clubs and organisations.



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# 1. Why *My Pilbara Home*?



## 1.1 Communities make “My Pilbara Home”

We value many things about living in the Shire of Ashburton. Each of our towns and communities offers distinct features, but there is also a common thread to what makes the Shire feel like ‘home’.

- Our abundance of opportunities
- Our access to natural landscapes and beauty
- Our connected, safe and supportive communities
- Our ‘family-friendly’ feel
- Our relaxed and peaceful lifestyle.

In combination, these features build a sense of belonging, connection and inclusiveness and form our community assets.

At the Shire of Ashburton, we provide core Council services and work with mining and

other resource companies to create liveable townships. Our vision is to embrace our unique Pilbara environment and lifestyle, by developing vibrant, active and connected communities. As community members ourselves, we believe that social values are worth fighting for, and that everyone deserves to share in the richness created from where we choose to invest, live and visit. We are dedicated to driving and delivering ‘opportunity to community’.

Community and opportunity are the foundation of ‘My Pilbara Home’.



They enable the Shire and the many residents, volunteers, organisers, leaders, corporate sponsors, and participants to develop activities, initiatives and events in a way that makes the most of our remote location and dynamic population. This strategy sets out our action plan for how the Shire will collaborate with communities toward our goal *to foster a sense of belonging, connection and inclusiveness through programs, events, and initiatives*. Importantly, it marks the development of the Shire's inaugural statement of commitment to reconciliation.

The 'My Pilbara Home' Community Development Strategy 2024 – 2027 ('My Pilbara Home') includes six informing strategies:

- **Arts Strategy 2024 - 2027**
- **Club Development Plan 2024 - 2027**
- **Community Access and Inclusion Plan 2023 – 2027**
- **Community Programs and Events Strategy 2024 - 2027**
- **Reconciliation Action Plan 2024 – 2025**
- **Youth Strategy 2023 – 2025**



'My Pilbara Home' will support the liveability of the Shire, where members of community are supported to come together to spark ideas, share knowledge, and build opportunities for participation, contribution, collaboration and enrichment throughout the Shire.

Our actions span Tom Price, Onslow, Pannawonica and Paraburdoo and include the Aboriginal communities of Bindi Bindi, Innawonga, Jundaru, Ngurawaana, Wakathuni and Youngaleena.

## 1.2 Our commitment to community development

'My Pilbara Home' is based on an approach called Asset Based Community Development (ABCD) in recognition that the community has many gifts and strengths (assets). By seeking out and combining these assets we can create local opportunities and respond to needs and challenges in an inclusive and collaborative way. An ABCD approach focuses on doing things *with* community and valuing the capacity, skills, knowledge and potential in the community. In summary:

- Instead of counting what we do not have, we will gather our gifts and strengths.
- Instead of asking for help from the outside, we will build from the inside out.
- Instead of valuing only what we buy or sell, we will exchange treasured stories, knowledge, skills and connections.
- Instead of competing for resources, we will combine our assets to enrich 'My Pilbara Home'.

We are committed to actions that are:

- **Accountable** - actions where roles and responsibilities are understood and valued
- **Grounded** – actions that are tested by knowledge and experience from living in the Shire
- **Inclusive** – actions that encourage anyone to exchange gifts, strengths and knowledge
- **Local** – actions that celebrate our sense of place and are a good fit for the Shire of Ashburton
- **Strengthening** – actions that identify community connections instead of community deficits (needs) and focus on continuous improvement.

As we follow the action plans under 'My Pilbara Home', we will continue to be guided by what community tells us, what we have committed to do, and what we learn to help us continually improve together.

### 1.2.1. Role of the Shire

The Shire will be involved in different ways to deliver the actions in 'My Pilbara Home'. We have five critical roles in community development. Community Development Officers (CDOs) based in each town will lead the implementation of the actions in collaboration with community.

<b>Advocate</b>	Talks about or promotes an issue to people who need to listen
<b>Facilitator</b>	Connects the right people together
<b>Funder</b>	Provides money or resources to support
<b>Partner</b>	Collaborates or is part of making something happen
<b>Provider</b>	Delivers the initiative, activity, service, or facility

### 1.2.2. Role of the Community

The community will also be involved in different ways on the actions in ‘My Pilbara Home’.

Advocate	Talks about or promotes an issue to people who need to listen
Facilitator	Connects the right people together
Funder	Provides money or resources to support
Participant	Attends, visits or participates
Partner	Collaborates or is part of making something happen
Provider	Delivers the initiative, activity, service, or facility
Volunteer	Contributes personal time and skills without financial compensation



## 1.3 The 'My Pilbara Home' connection

'My Pilbara Home' enables us to align our actions with the commitments and aspirations of the Shire of Ashburton and communities already reflected in key planning documents and strategic programs.

### 1.3.1

#### *Strategic Community Plan 2022-2032*

The actions plans for 'My Pilbara Home' reflect the following themes and objectives of the overarching strategic plan for the Shire's community services function.

- **People:** We will support opportunities for the community to be safe, socially active, and connected
- **Place:** We will provide sustainable, purposeful, and valued built and natural environment opportunities for the community
- **Prosperity:** We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous
- **Performance:** We will lead the organisation, and create the culture, to deliver demonstrated performance excellence to the community.

### 1.3.2

#### *Community Lifestyle and Infrastructure Plan (CLIP)*

This guiding document to help shape the futures of Tom Price and Paraburdoo to 2035 and beyond and shares common themes with 'My Pilbara Home'. Over recent but different strategic projects for the Shire, findings from community engagement and research show the benefit of community development initiatives and projects to support:

**Regeneration:** Celebrate our town's unique qualities and make it more responsive to the changing needs of the community.

**Connection:** Celebrate our town's unique qualities and make it more responsive to the changing needs of the community.

**Integration:** Integrate recreation, art, and culture into the town centre and surrounding parklands to enhance the community's sense of discovery, learning, and adventure.

**Optimisation:** Optimise existing facilities and create opportunities for communities to enjoy and connect.

### 1.3.3

#### *Corporate partnerships*

Funding partnerships make a meaningful contribution to community development in the Shire. Through the Chevron Australia 'Working together for Onslow' sponsorship 2023-25, the company provides the Shire funding for events, activities and initiatives within Onslow to support families with children, newcomers to town, long-time residents, volunteers, and promote Aboriginal cultural engagement. The action plans in the 'My Pilbara Home' informing strategies reflect the consideration of these community groups.

Through the 'Rio Tinto Inspire Community Partnership Agreement 2022-2032', the company provides the Shire funding for community events and projects that offer social, fun and entertainment value for the



communities of Pannawonica, Paraburdoo and Tom Price. The agreement focuses on generating benefits based on input from community. The community consultation for the development of 'My Pilbara Home' is an example of this input.

**1.3.4**  
**The 'My Pilbara Home' informing strategies**

'My Pilbara Home' will take shape under six supporting plans and strategies (informing strategies). The informing strategies are connected by common themes with distinct aims that support the goal for 'My Pilbara Home' *to foster a sense of belonging, connection and inclusiveness through programs, events and initiatives.* The aims of the informing strategies are:

**Arts Strategy** – *to support and promote the development of a trail of creativity that links both home-grown talent and high profile Arts activities across the Shire.*

**Community Access and Inclusion Plan** – *to contribute to the social, economic and environmental prosperity of the Shire of Ashburton by providing in alliance with others, strong community leadership, advocacy, and cost effective facilities and services.*

**Community Programs and Events Strategy** – *to support the development of sustainable community programs and events with community members as active participants and providers.*

**Club Development Plan** – *to assist in creating and maintaining sustainable clubs and groups in transient communities for now and into the future.*

**Reconciliation Action Plan** – *to build strong foundations by supporting Shire staff and leaders to understand the importance of reconciliation, developing relationships with Aboriginal people and taking action where we can best influence positive outcomes.*

**Youth Strategy** – *that young people feel a sense of belonging to the places that they live, are empowered to engage in opportunities and are supported by a connected and caring community.*

The timeline of the consultation and development process for 'My Pilbara Home' is shown below.

February to March 2024	March to April 2024	April to June 2024		
Planning and desktop research	Community consultation	My Pilbara Home Strategy developed	My Pilbara Home Strategy endorsed	My Pilbara Home Strategy published

## 2. 'My Pilbara Home' and you



### 2.1 How we talked with the community

Community consultation to develop 'My Pilbara Home' and the strategies was delivered between March and April 2024 and included:

- a print and online survey that received 214 responses (103 complete, 111 incomplete)
- talking with community members at one of the four Welcome to Town events (Tom Price, Onslow, Pannawonica, Paraburdoo)
- 38 one-on-one interviews (online and in-person) with people living or working in the Shire
- two stakeholder workshops (Onslow and Tom Price) involving 21 people.

Information about the development of the strategy and informing strategies, including the opportunity to participate, was delivered to the community through the Shire's website, Facebook page and via direct engagement with select stakeholders.





## 2.2 What community said

Community feedback shows that you value Shire programs, events and initiatives that support and activate:

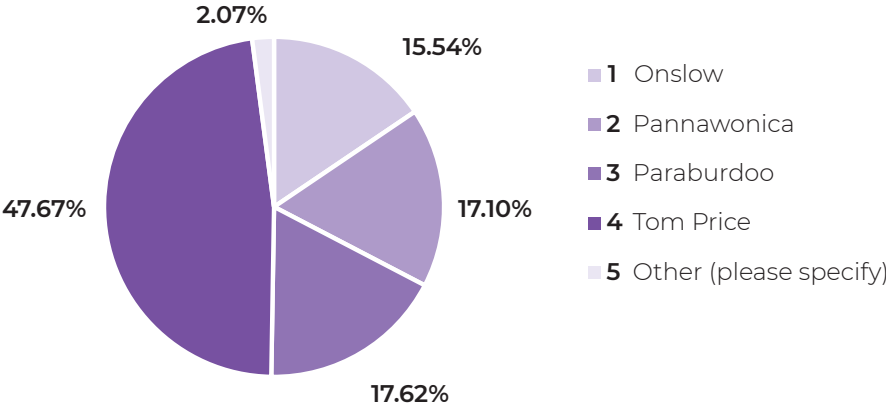
- A sense of common purpose and connection
- Engagement with Aboriginal culture
- Health and wellbeing
- Local spaces and the natural environment
- Skills and processes for effective community development

Residents, committee members, business owners, service providers and staff of the Ashburton Shire Council all contributed extensively to the consultation process. We heard from residents across all four towns and across most age groups and household types.

Where do you live?	Response percent	Response count
Onslow	15.54%	30
Pannawonica	17.10%	33
Paraburdoo	17.62%	34
Tom Price	47.67%	92
Other (Please specify)	2.07%	4

### Where do you live?

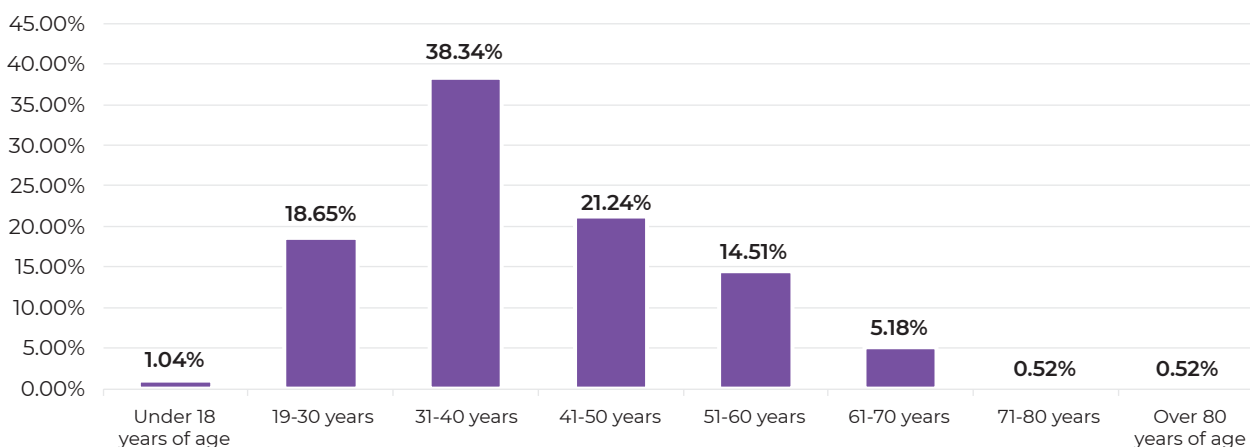
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How old are you?	Response percent	Response count
Under 18 years of age	1.04%	2
19-30 years of age	18.65%	36
31-40 years of age	38.34%	74
41-50 years of age	21.24%	41
51-60 years of age	14.51%	28
61-70 years of age	5.18%	10
71-80 years of age	0.52%	1
Over 80 years of age	0.52%	1

### How old are you?

*n=193*



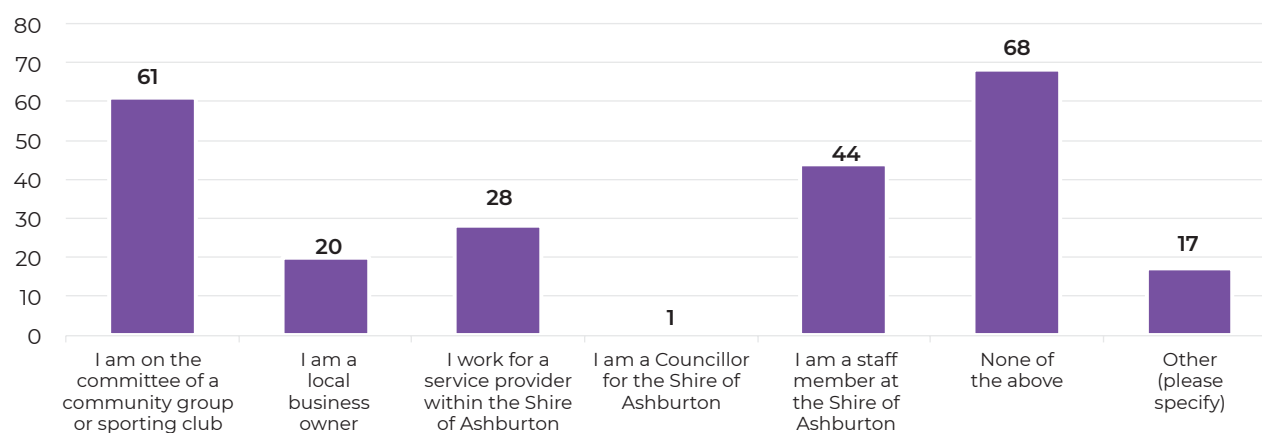




Role in the Shire	Response percent	Response count
I am on the committee of a community group or sporting club	31.61%	61
I am a local business owner	10.36%	20
I work for a service provider within the Shire of Ashburton	14.51%	28
I am a Councillor for the Shire of Ashburton	0.52%	1
I am a staff member at the Shire of Ashburton	22.80%	44
None of the above	35.23%	68
Other (Please specify)	8.81%	17

### Role in the Shire?

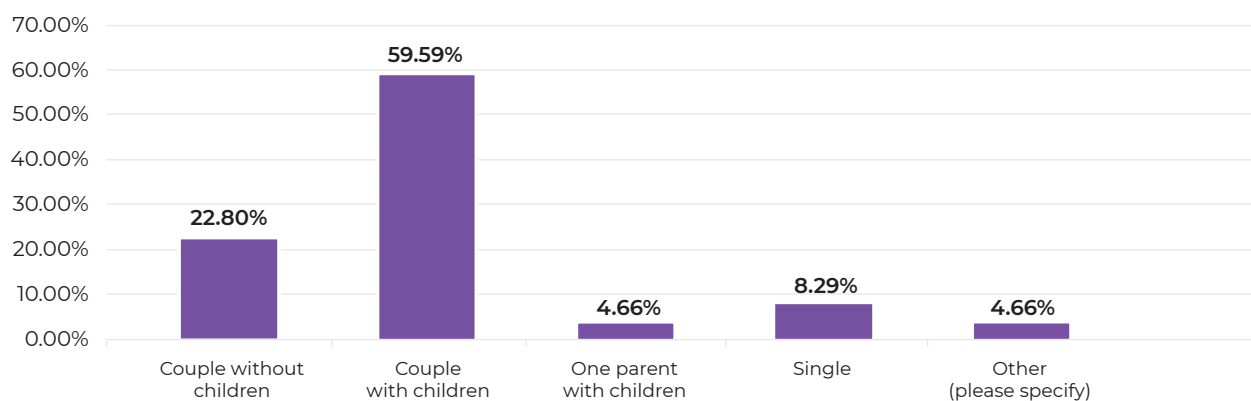
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Who lives in your household?	Response percent	Response count
Couple without children	22.80%	44
Couple with children	59.59%	115
One parent with children	4.66%	9
Single	8.29%	16
Other (please specify)	4.66%	9

### Who lives in your household?

*n*=193







## 3. What we learned



### 3.1 Belonging, connection and inclusiveness

Through our consultation process we asked what the words 'belonging', 'connection' and 'inclusiveness' mean to our community. The combined input can be summarised as follows:

**Belonging:** Belonging is about feeling valued, supported and accepted in the community and feeling a part of a small place where everyone is welcome and included. Belonging is being part of a cohesive group where everyone looks out for one another; there is a sense of home and identity in the community and a feeling of ease, support and emotional safety. Belonging means opportunities to be involved and contribute to activities that are important and valuable in the community.

**Connection:** Connection means meeting people, building relationships, forming meaningful connections, and establishing friendships. It is about feeling connected to individuals and groups through common

interests and engaging in activities and events that bring the community together. There is also the opportunity to connect with the local environment, culture and country, and feel a part of the community's history and future.

**Inclusiveness:** Inclusiveness means ensuring that everyone, regardless of age, gender, culture or background, feels welcome and valued, ensuring that everyone's voice is heard and valued. There are opportunities for community participation and involvement in various activities and events, that cater to all members of the community. A sense of unity and collaboration is fostered, where everyone contributes to the community in meaningful ways.





We have used this feedback to identify and prioritise actions in the Strategy that will foster these themes.



**Being included in the community, making friends, feeling involved in what's happening and what goes on. Belonging to a community feels like you're a part of a family unit.**

– Paraburdoo resident



**A sense of comfort, safety, and acceptance.**

– Tom Price resident



**Feeling like I belong and having opportunities to connect with like-minded people.**

– Onslow resident



**A very friendly community where everyone helps each other where they can.**

– Pannawonica resident

## 3.2 Assets for community development

To better understand the assets within our community and apply our ABCD approach to community development, we asked what you think is great about our four towns. The summary of input highlights the distinct sense of place regardless of location and also strengths linking the communities across the Shire.

Tom Price	Onslow	Pannawonica	Paraburdoo
Community support and connectivity	Close knit community	Community oriented and supportive	Community feel
Family-friendly environment	Community events	Family-friendly environment	Family-friendly environment
Natural beauty and access to nature	Freedom and lifestyle	Lifestyle and landscape	Natural environment
Relaxed lifestyle	Natural beauty	Safety and security	Positive community spirit
Safety and security	Safety and peaceful environment	Work-life balance	

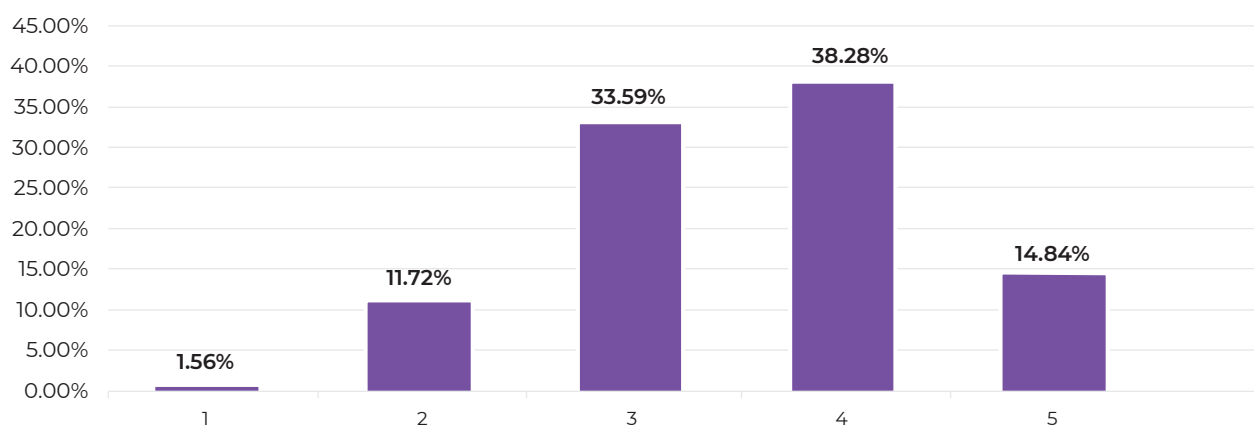


### How connected do you feel to your community?

Overall, residents of Shire of Ashburton feel connected to their community, with more than half of survey respondents rating their connection at least a four out of five.

### How connected do you feel to your community?

n=123



### Section Quotes:

“

**Small town, you get to know everyone that lives here. Safety for kids growing up in a small community, you get to know your neighbours and get more involved in attending community events.**

– Paraburdoo resident

“

**Beach, community, lifestyle, freedom, weather.**

– Onslow resident

“

**It's a supportive and friendly town with friends that become family.**

– Tom Price resident

“

**The work-life balance, supportive community and friends, close to great holiday and camping spots.**

– Pannawonica resident

## 3.3 Opportunities for community development

### 3.3.1. Programs, events and activities

We asked what would help build connection with community to guide our action plan for programs, events and initiatives in our towns.

The community would like to see events that bring the community together, including competitions within the Pilbara region. A diversity of activities was commonly



highlighted, catering to groups: young adults (youth), adults, women, families, those who identify as LGBTIQ+, Aboriginal people, and volunteers. The community would also like to see closer connection between businesses and volunteering, and more flexible volunteering opportunities. Actions to support and involve each of these groups are contained in the informing strategies. For example, the Club Development Plan has a section dedicated to volunteerism. The Community Programs and Events Strategy reflects the importance of activities that celebrate Aboriginal culture, linking to the focus of the Reconciliation Action Plan (RAP). Importantly, we are building on a clear interest in mental and physical health gained through club membership, wellbeing programs and access to diverse cultural and creative activities, such as food, art, drama, and music. To support these initiatives, community would like greater awareness and information about what is happening in each town, and more consultation about community development run by the Shire. As we progress the action plans in 'My Pilbara Home', community consultation will help keep us on track.

Across the Shire towns, there was overlap of ideas about programs, events and activities.

### **3.3.2 Community development and capacity building**

We asked what would help support the roles of community in community development to guide how our action plans can link in with other plans and projects involving the Shire.

The community would like some changes to existing infrastructure to be able to host a wider range of activities in addition to sport. There was a call for purpose-built facilities, amenities and spaces and also improved accessibility to facilities and events. These opportunities are reflected in projects featured in the Community Lifestyle and Infrastructure Plan (CLIP) for Tom Price and Paraburdoo and the Strategic Community Plan

2022-32 for all towns. The Community Access and Inclusion Plan includes measures to build opportunity and participation by recognising different circumstances and strengths among community members.

The community has a thirst for learning! Members of clubs and volunteers expressed interest in training and information to support their role in community, while others are keen to access training and education opportunities in the Shire to support employment and career development. In conjunction with this, there was a call for access to employment and small business support. The Club Development Plan, Youth Strategy, and Community Programs and Events Strategy all contain actions where the Shire can help create connections between sources of information, service providers and community members as part of its Advocacy role.

### **3.3.3 Community development focus areas**

We considered the community feedback from across the towns and learnt that we should focus on four key areas for community development:

- 1. Capacity-building:** Supporting the development and effectiveness of community development initiatives that promote belonging, connection and inclusiveness
- 2. Participation:** Supporting all members of the community to access opportunities to play a part in community development
- 3. Recruitment and recognition:** Identifying more strengths, gifts, skills and knowledge (assets) within community and celebrating them
- 4. Coordination and collaboration:** Fostering a connected and active community that values community assets and plays a part in community development

Each of these focus areas is a feature of the informing strategies in 'My Pilbara Home' and the action plans.

## 4. Informing Strategies



‘My Pilbara Home’ will take shape under six supporting plans and strategies (informing strategies). The informing strategies are connected by common themes with distinct aims that support the goal for ‘My Pilbara Home’ *to foster a sense of belonging, connection and inclusiveness through programs, events and initiatives.* A summary of each of the informing strategies is below. The strategies and action plans are also publicly available.

### 4.1 Arts Strategy 2024 - 2027

***To support and promote the development of a trail of creativity that links both home-grown talent and high profile Arts activities across the Shire.***

Community feedback showed that Arts initiatives are less developed than sports-based clubs and activities in the Shire. We learnt that our sense of place and diverse culture and talents can feature in actions to develop more home-grown Arts opportunities. For example, creative types are keen to share their experience in Arts year-round and also as part of larger events. We heard community sees Arts as a way

to create greater inclusion and to support changing community expectations. For example, Aboriginal language and culture was often mentioned in feedback about community development and Arts. We have success stories in the Shire to build on, such as the Karijini Experience, where Shire residents and visitors experience Arts within the awesome Ashburton landscape.





Guided by the Strategic Community Plan 2022-32, the actions in the 'My Pilbara Home' Arts Strategy follow the themes of People, Place, Prosperity and Performance. The Arts Strategy aims to:

- Help connect communities with opportunities in the Arts [People – 1.2], including supporting and developing sustainable clubs and groups for meaningful participation in Arts [People – 1.2.4]
- Support individual and community learning opportunities [People – 1.3], including encouraging and providing programs to foster learning and participation in the community [People – 1.3.2] and information services that meet changing community expectations [People - 1.3.3]
- Deliver a range of effective opportunities for the community to receive information in a timely manner [Performance – 4.3].
- Grow opportunities for Arts through the Shire's provision of quality, well-maintained and purposeful community facilities [Place – 2.7] and sustainable commerce and tourism opportunities [Prosperity – 3.4]

To achieve the aim of the 'My Pilbara Home' Arts Strategy, our actions will focus on four areas:

- 1. Capacity-building:** Supporting the development and effectiveness of Arts initiatives that promote belonging, connection and inclusiveness
- 2. Participation:** Supporting artists to increase levels of creative output and community engagement
- 3. Artist recruitment and recognition:** Identifying more artists and celebrating their talents.
- 4. Coordination and collaboration:** Fostering a connected and active Arts community.

Our action plan for Arts includes identifying our creative strengths and supporting participation by Shire-based artists and the community in a connected and coordinated way. For example, the Shire will apply its role as Advocate and Facilitator to link community Funders, such as corporate partners, with community members. The Shire will also clarify how grants and public arts projects will take shape under 'My Pilbara Home'. These will support the aim of the Arts Strategy to develop a concept of an Ashburton arts Trail to showcase artworks within the Shire and the talents and features of the Shire, based on town themes and place-based culture.



## 4.2 Club Development Plan 2025 - 2027

*To assist in creating and maintaining sustainable clubs and groups in transient communities for now and into the future.*

Community feedback showed that running clubs can be rewarding but involve awareness of systems and processes to make them effective and successful for the long-term. We learnt some clubs do not know what grants are available and need support accessing them. Club representatives expressed a desire, and need, for training and development opportunities for committee members. There was also confusion around the hiring of Shire facilities, and clubs felt this could be improved. While generally there is a high level of enthusiasm around participation in clubs, the small population size of each town poses a challenge. We learnt there is also a lack of understanding of what clubs are currently active in the Shire, and how to join them.

Guided by the Strategic Community Plan 2022-32, the actions in the 'My Pilbara Home' Club Development Plan supports local clubs to thrive, including sporting, community groups and organisations (both incorporated and not incorporated). This is linked directly to the desired outcome of Objective 1.2 of the Strategic Community Plan to "support and develop sustainable clubs and groups, providing opportunities for meaningful participation in arts, culture, sport, and recreation."

To achieve the aim of the 'My Pilbara Home' Club Development Plan, our actions will focus on four areas:

- 1. Capacity-building:** Improving the way clubs are managed and run and providing clubs with the skills to succeed.
- 2. Participation:** Support and promote clubs to assist them in increasing their levels of community participation
- 3. Volunteer recruitment and recognition:** Recruiting more volunteers and celebrating their contributions.
- 4. Coordination and collaboration:** Fostering coordination and collaboration between clubs, state sporting bodies and the wider community.

The appointment of a new Club Development Lead in 2024, equips us with the skills and resources to deliver support for development of Clubs based on our context and community strengths. Our action plan for Club Development features volunteers because we recognise that for clubs to thrive, the percentage of volunteerism within the Shire should be significantly higher than volunteering levels in general for other organisation types. For example, we will review and define the Active Ashburton Awards and work with the Shire teams responsible for Community Programs and Events to recognise, celebrate and boost participation of community members as volunteers in their local clubs network. We will develop a 'Connecting Clubs' program to build capacity and exchange useful information. We will also explore a 'One Club' option to make it easier for community members to run small clubs.



## 4.3 Community Access and Inclusion Plan 2023 - 2027

*To contribute to the social, economic and environmental prosperity of the Shire of Ashburton by providing in alliance with others, strong community leadership, advocacy, and cost effective facilities and services*

Community feedback showed a positive response to discussing access and inclusion, based on a high level of personal experience and understanding of the benefits of increasing accessibility and connectedness. This is critical to supporting 'liveability' in the Shire given we learnt that health issues are a main reason for families leaving our towns.

Guided by state law (the *Disability Services Act 1993*), the actions of the 'My Pilbara Home' Community Access and Inclusion Plan influence each of the informing strategies for community development. In combination, the actions are linked to the desired outcome 2.7.4 of the Strategic Community Plan 2022-32 "ensuring, where possible, the access and inclusion of people with a disability is considered in facility and recreational design, ensuring everybody can participate." The actions are designed to support the following outcomes:

- People with disability have the same opportunities as other people to access the services of, and any events organised by a public authority
- People with disability have the same opportunities as other people to access the buildings and other facilities of a public authority
- People with disability receive information from a public authority in a format that will enable them to access the information as readily as other people are able to access it
- People with disability receive the same level and quality of service from the staff of a public authority as other people receive from the staff of that public authority.

- People with disability have the same opportunities as other people to make complaints to a public authority.
- People with disability have the same opportunities as other people to participate in any public consultation by a public authority
- People with disability have the same opportunities as other people to obtain and maintain employment within a public authority

Our action plan for 'My Pilbara Home' Community Access and Inclusion includes features that promote participation in Community Programs and Events, including sensory spaces and guidance for community organisers. We will provide training for Shire staff and contractors to raise awareness and improve accessibility in delivery of services and employment opportunities. We will review our wayfinding signage and consider how our buildings and infrastructure can be upgraded or designed for accessibility. Importantly, engagement with Aboriginal communities is included in our actions for this informing strategy, drawing on the actions of the Reconciliation Action Plan (RAP). As part of our commitment to consultation, we will track our progress through feedback and complaints and work to continually improve our engagement with the wider community.



## 4.4 Community Programs and Events Strategy 2025 - 2027

*To support the development of sustainable community programs and events with community members as active participants and providers.*

Community feedback shows that Community Programs and Events may not be the main reason you come to live in the Shire, but they influence why you stay. This is what counts towards the Shire's 'liveability'. Your feedback shows that community services and programs are in high demand, reflecting population growth in some towns and the barriers to accessing quality, reliable services in remote areas. The Shire is viewed as an important Partner and Advocate to help activities and programs meet the needs of the community. Community input showed that events are a valued chance to get more of the community and visitors together in one place and brings social and economic value. We learnt that our Events should feature the special connection we feel with the region – across our towns and on Country. Community programs should maintain their focus on the different needs and experiences of groups within each town and across the Shire. For example, long-time residents, new arrivals, young adults, families, Aboriginal community members, and volunteers.

Guided by the Strategic Community Plan 2022-32, the actions in the 'My Pilbara Home' Community Programs and Events Strategy should:

- Help coordinate delivery of projects for the community [People 1.1] by fostering and strengthening partnerships with local networks to drive social prosperity [People - 1.2.1]
- Provide, promote and deliver social and cultural community celebrations, events and activities [People - 1.2.3] by ensuring, where possible, the access and inclusion of people with a disability is considered in facility and recreational design, ensuring everybody can participate [Place – 2.7.4]
- Work with community in maintaining safety and amenity in the district (Prosperity – 3.3.4) and including encouraging and providing programs to foster learning and participation in the community [People – 1.3.2] and information services that meet changing community expectations [People - 1.3.3]

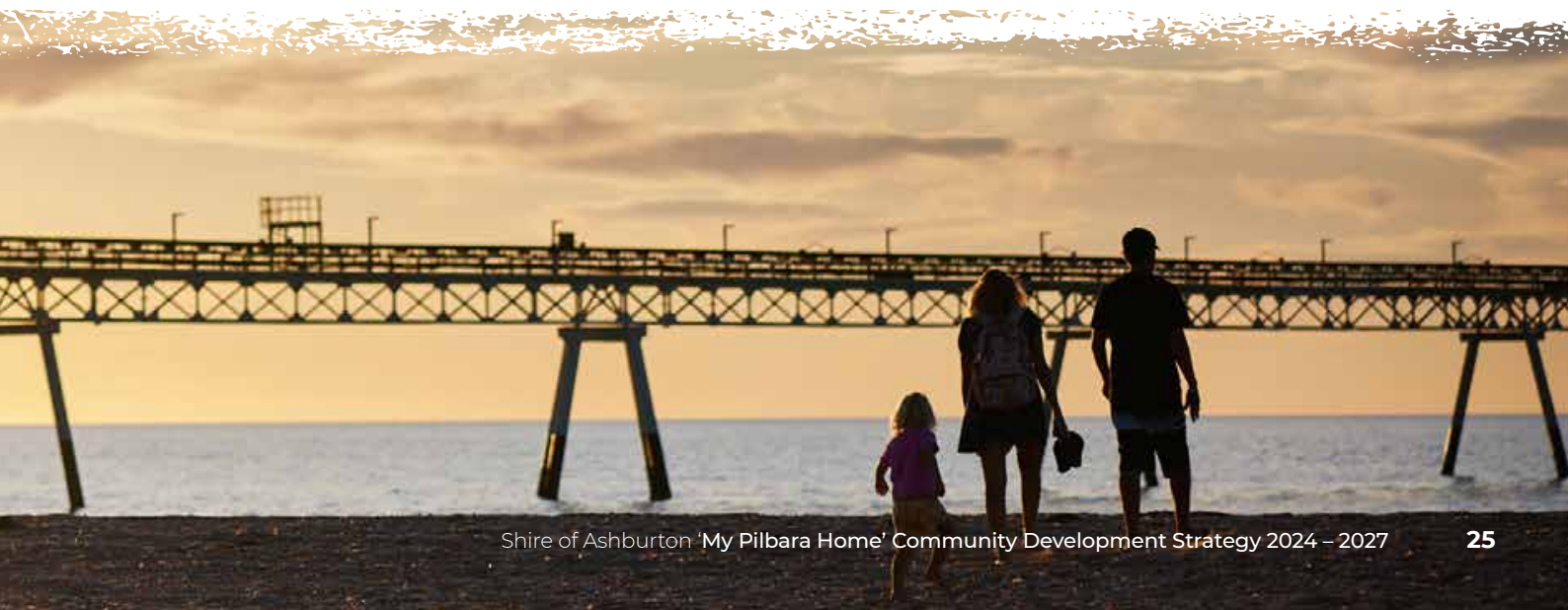


- Deliver a range of effective opportunities for the community to receive information in a timely manner [Performance – 4.3].
- Grow opportunities for events through provision of quality, well-maintained and purposeful community facilities [Place – 2.7] and advocating for sustainable commerce and tourism opportunities [Prosperity – 3.4].

To achieve the aim of the 'My Pilbara Home' Community Programs and Events Strategy, our actions focus on four areas:

- 1. Capacity building:** Supporting the effectiveness and sustainability of community programs and events
- 2. Participation: recruitment and recognition:** Supporting the levels of community participation in community programs and events.
- 3. Volunteer recruitment and recognition:** Recruiting more volunteers and celebrating their contributions.
- 4. Coordination and collaboration:** Fostering a connected and active network of community programs and events.

Our action plan for Community Programs and Events features Asset Based Community Development, by developing a Shire of Ashburton Community Development Framework that guides community projects within each town. These capacity-building projects will be supported by Shire actions to consistently measure community participation in Shire-led initiatives. For example, we will expand collaboration processes to all towns based on our successful efforts in Onslow. We will publish a calendar of programs and events that feature activities across the whole Pilbara region, to make the most of visiting services and participants. We will also work with Shire teams responsible for Club Development to support, recognise and celebrate volunteers and community members making a great contribution to community development. These are all needed for our key commitment to deliver two signature events every year, the Passion of the Pilbara and Jundumunnah Festival (Nameless Festival).



## 4.5 Reflect Reconciliation Action Plan 2024 - 2025

*To build strong foundations by supporting Shire staff and leaders to understand the importance of reconciliation, developing relationships with Aboriginal communities, and taking action where we can best influence positive outcomes.*

Community feedback showed a desire for equality, respect, and meaningful engagement with Aboriginal communities, alongside acknowledgement of historical injustices and a commitment to reconciliation and positive change. This confirmed the importance of the development of a Reconciliation Action Plan (RAP) for the Shire, under the structured process managed by Reconciliation Australia.

The Reflect Reconciliation Action Plan marks the beginning of the Shire's formal reconciliation journey. A Reflect RAP contains practical steps for the Shire, as a workplace, to take sustainable actions towards achieving reconciliation.

A Reflect RAP is implemented over 12 – 18 months. Once organisations have completed a Reflect RAP they progress to the following stages under the framework by Reconciliation Australia: Innovate, Stretch and Elevate.

***At its heart, reconciliation is about strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples, for the benefit of all Australians.***

### **– Reconciliation Australia, 2024**

Priorities for actions under any RAP are relationships, respect and opportunities.

#### **1. Relationships: including funding, resources**

It was acknowledged through consultation that there has been a positive shift in relationship between the Indigenous community and the Shire. Concerns were raised, however, about the allocation of resources and funding towards Indigenous initiatives. It was suggested that dedicated funds for cultural events like NAIDOC Week and Reconciliation Week could assist in fostering better connections within the Shire and Aboriginal communities. In addition,

there was also the need for the Shire to support Aboriginal communities' safety, and the need for allocation of resources such as increased housing options and medical services.

#### **2. Respect: education and understanding**

There is a strong emphasis on the need for education and understanding, both among Indigenous and non-Indigenous community members. In particular, key areas for improvement include:

- Respect for Indigenous peoples, their beliefs, and history
- Acknowledgement of past wrongs and reconciliation
- Need for cultural awareness training within schools and the broader community.

#### **3. Opportunities; desire for equality and inclusion**

Multiple participants expressed a desire for equality and inclusion, emphasising that everyone should be treated equally regardless of race or nationality. This includes initiatives aimed at Closing the Gap, recognising the significance of Indigenous culture, and investing in the broader community.

Committing to a Reflect RAP starts with engaging staff and leaders in understanding the importance of reconciliation. It includes developing relationships with Aboriginal and Torres Strait Islander stakeholders, and scoping where your organisation can best have impact in your sphere of influence. Actions in the Reflect RAP include investigating and supporting employment for Aboriginal and Torres Strait Islander peoples and building opportunities for supply of goods and services by Indigenous-owned and run businesses.



## 4.6 Youth Strategy 2023 - 2025

*That young people feel a sense of belonging to the places that they live, are empowered to engage in opportunities and are supported by a connected and caring community*

Community feedback showed young people in the Shire want safe and fun places to gather with friends, including to escape the summer heat. Young people are interested in support for health and wellbeing, including ways to feel safe from bullying. We heard community concern about limited employment pathways in the Shire and a limited consideration of young people's opinions, experiences and aspirations in community initiatives. We learnt that there are opportunities to work with schools, youth centres, health organisations and businesses to show our young people that they belong in a connected and caring community.

Linking to the outcomes in the Strategic Community Plan 2022-32, the actions in the 'My Pilbara Home' Youth Strategy focus on "supporting opportunities for the community to be safe, socially active, and connected". The action plan focuses on five areas:

- 1. Spaces and activities:** Making community buildings more welcoming and suitable for young people
- 2. Health and wellbeing:** Working together to make sure young people know where to go for help and what services are available
- 3. Career pathways and development:** Raising awareness of programs that support young people's skills, study and career development.

**4. Youth empowerment:** Providing more opportunities for young people to develop and apply decision-making skills

**5. Youth representation and identity:** Supporting opportunities for young people to feel connected with others and explore their identity

The appointment of a Youth Development Officer equips us with the skills and resources to deliver support for our youth and activate our community assets. Our action plan for the Youth Strategy includes offering options that cater to young people, including 'teen zones' at community events, and mentorship programs focused on employment and training. We will form Youth Activation Groups to exchange ideas, plan projects and keep engaging young community members in the Shire's community development. We will encourage connection and inspiration between youth by choosing two Youth Ambassadors to provide peer input. We will help attract more health professionals to our towns and run campaigns that share information about mental health in a way that young people can relate to and understand.



## 4. *Tracking* progress

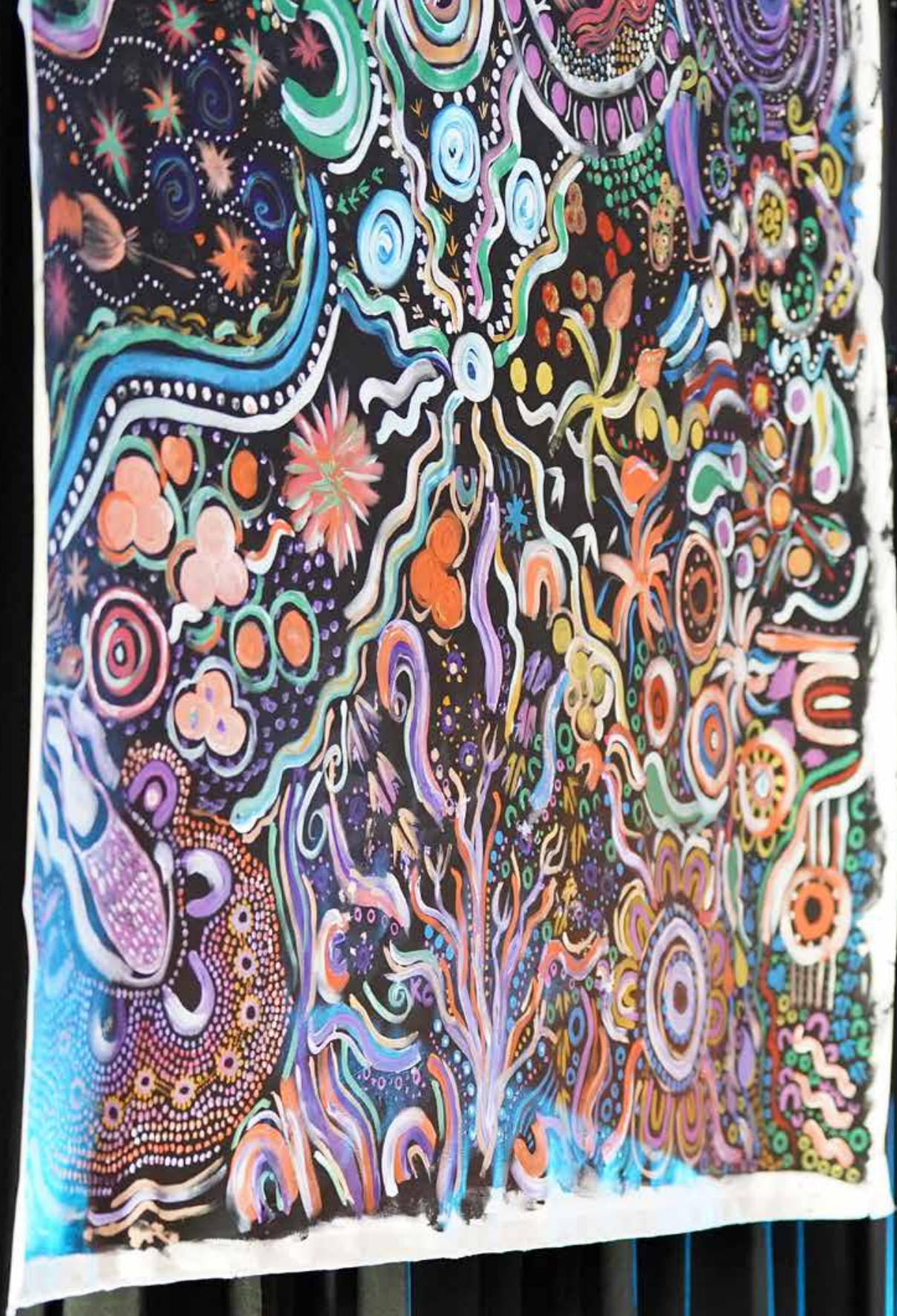


The Community Development Team is responsible for managing a more detailed action plan and reporting on progress for each of the informing strategies. See each of the informing strategies for full details on the timing for consultation and reporting.

For more information or to provide feedback on 'My Pilbara Home', contact the Shire of Ashburton on (08) 9188 4444 or email [soa@ashburton.wa.gov.au](mailto:soa@ashburton.wa.gov.au)













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