

# Strategic Community Plan - Denmark 2031 Snapshot



## Social Objective - Denmark's communities, people and places are connected and creative, vibrant and dynamic, healthy and safe.

### GOALS - That the Shire of Denmark....

**Population:** ...closely monitors its population growth over the next two decades, to put into place advocacy, policies and infrastructure that reflect the needs of a diverse age range and which will be attractive to both present and new residents.

**Lifestyle:** ...endeavour to maintain and improve the standards and style of living, together with the creative and vibrant culture, that residents and visitors have come to expect.

**Education:** ...work with relevant authorities and organisations that encourage the growth and diversity of educational opportunities and facilities for all age groups both in the town of Denmark and in its outlying communities.

**Youth:** ...encourage opportunities, employment and facilities for young people, and aims to involve them in decisions made within the community.

**Housing:** ...monitor the availability of low-cost and rental housing in its region, and, if appropriate, encourages and works with relevant authorities, organisations and developers to provide a diverse range of accommodation that caters for the various sectors of the community.

**Non Residents:** ...be cognisant of the issue of the high percentage of non-resident ratepayers and maximises the opportunities that they present, whilst minimising any downsides..

**Public Safety:** ...work with relevant authorities and organisations to maintain a safe and secure environment for its residents and visitors.

**Regional Services:** ...support objectives that manage the development of long-term growth settlement areas that ensures an acceptable level of services for its residents, regardless of where they live.

**Health:** ...work with relevant authorities and organisations to maintain and improve health services at all levels within the region.

**Recreation:** ...monitor all forms of recreational and cultural facilities and services, and take careful account of the level of community support for those in determining the improvements or new facilities to be supported together with their relative contribution to personal and community well being.

## Environment Objective - Denmark's natural environment is regionally significant, wild and beautiful, yet so inviting and fragile that its protection and enhancement is carefully balanced in meeting the needs of current and future generations' lifestyle, development and tourism needs.

### GOALS - That the Shire of Denmark....

**Natural Environment:** ...acknowledge the importance of the natural environment to the residents of Denmark and the region, and works with residents and all relevant agencies to maintain a high standard of environmental protection and its integration with community life.

**Climate Change:** ...monitor the effects of climate change and implements and advocates for policies that will not only mitigate any adverse effects, but also take advantage of any opportunities created.

**Fire Management:** ...work collaboratively with relevant agencies to maintain a high level of planning, communication and infrastructure for effective fire and emergency management.

**Waterways:** ...acknowledge the importance of rivers, inlets and coastline to residents, visitors and the local economy, and implements and advocates for policies with other relevant authorities and organisations to maintain these to a high standard of health and amenity.

## Economic Objective - Denmark's economy is diverse and vibrant - its primary industries of tourism and agriculture rely on and enjoy natural and other assets that are sensibly managed and promoted.

### GOALS - That the Shire of Denmark....

**Agriculture:** ...acknowledge agriculture as a diverse and prominent industry in the region, and implements and advocates for policies and strategies that will assist farming to improve its effectiveness and viability.

**Development:** ...closely monitor development and associated infrastructure needs in the region, and acts in conjunction with other authorities and agencies to plan development which is sensitive, timely and appropriate to the community's needs.

**Employment:** ...identify the key economic drivers in the region and develop, implement and advocate for policies that will provide and assist viable and acceptable employment opportunities for residents and ratepayers.

**Transport:** ...acknowledge the importance of transport through and within its area, and, with the help of other relevant authorities and agencies, develops, implements and advocates for policies that provide quality, efficient and effective transport infrastructure and options.

**Communication:** ...acknowledges the importance of high quality and reliable communication networks, and assists and advocates for the timely growth, capacity and improvement of them.

**Energy:** ...set an example in the use of alternative energy, and encourages authorities, agencies and residents to support alternative methods of power, industry and transport, as well as improving on their efficient use.

**Tourism:** ...acknowledge the importance of tourism to the region, and, by innovative policies, practices and partnerships, facilitates and encourages the greater year-round sustainability of tourism, whilst monitoring and managing its impacts.

## Governance Objective - The Shire of Denmark provides renowned leadership in sustainability, is effective with both its consultation with its people and its management of its assets, and provides transparent and fiscally responsible decision making.

### GOALS - That the Shire of Denmark....

**Planning:** ...work with other relevant authorities and agencies to develop and implement planning policies and decisions that not only reflect the wishes of the community, but also provide the region with appropriate development options.

**Structure:** ...ensures that it has a structure that is transparent, trustworthy, flexible, consultative and collaborative, and is able to attract and retain a high standard of Councillors and Senior Management.

**Funding:** ...be fiscally responsible and seek to develop both safe income generating assets and the maximisation of external funding, that will benefit the community and assist in meeting its aims and obligations.

**Co-operation & Community Input:** ...acknowledge that it also has a regional role, and endeavours to work collaboratively with neighbouring local governments, the State Government and external organisations, whilst remaining responsive to the voice of its own community.

### Vision

Denmark in the year 2031 is a leading example of a dynamic, connected, caring and cohesive community, in tune with its environment.

### Mission

The Shire of Denmark aims, through vision and integrity, to serve its whole community and value its natural environment.

### Values

Sustainability, effectiveness, teamwork, transparency, respect, visionary leadership, honesty & integrity, creativity, commitment and trust.

### Motif

The Splendid Fairywren (Malurus splendens).

### Floral Emblem

The Red Flowering Gum (Corymbia ficifolia).

### Motto

Discover Denmark