

# Sustainability Strategy

## 2021-2031

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Balancing economic, social and environmental factors to support the achievement of our future environmental objectives



# Acknowledgement of Country

We acknowledge the Noongar people who are the traditional custodians of this land and pay our respects to Elders, both past and present. We acknowledge and respect their continuing culture and the contribution they make to this region.





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# Executive Summary

**The delivery of the Shire of Denmark Sustainability Strategy is driven by dedicated and forward-thinking Councillors and citizens who understand the commitment that is needed to change the way we do things, in order for us to live within the means of this planet.**

The purpose of the Sustainability Strategy is to make the Shire of Denmark an organisation which positively contributes to the genuine sustainability of our world.

It does this in two primary ways. Firstly, it will seek to guide the Shire of Denmark as an organisation in developing actions, policies and procedures to make the organisation sustainable. Secondly it will guide the Shire of Denmark in how and where it can assist and support the broader Denmark community to become more sustainable.

For the purposes of this Strategy, the Shire adopts the following definition of sustainability: "...the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognises how these issues are interconnected and requires a systems approach and an acknowledgement of complexity." (UCLA, 2021).

There are many dimensions to meeting this definition and achieving our purpose. We need to reduce our Greenhouse Gas Emissions, we need to preserve and enhance our natural environment and biodiversity, we need to ensure there are opportunities for people to live healthy, fulfilling lives. To manage these needs and our response to them we have chosen to employ Bioregional's One Planet Living Framework.

The principles of the One Planet Living Framework will ensure that the Shire's key sustainability principles and objectives are embedded in the actions we take across our organisation. The principles and objectives form a critical part of annual operational planning and guide the leadership we need to show on how to achieve a more sustainable way of living.

The challenges that we face will require us to be innovative, future thinkers, and to rise to the task of taking the sometimes more challenging path.

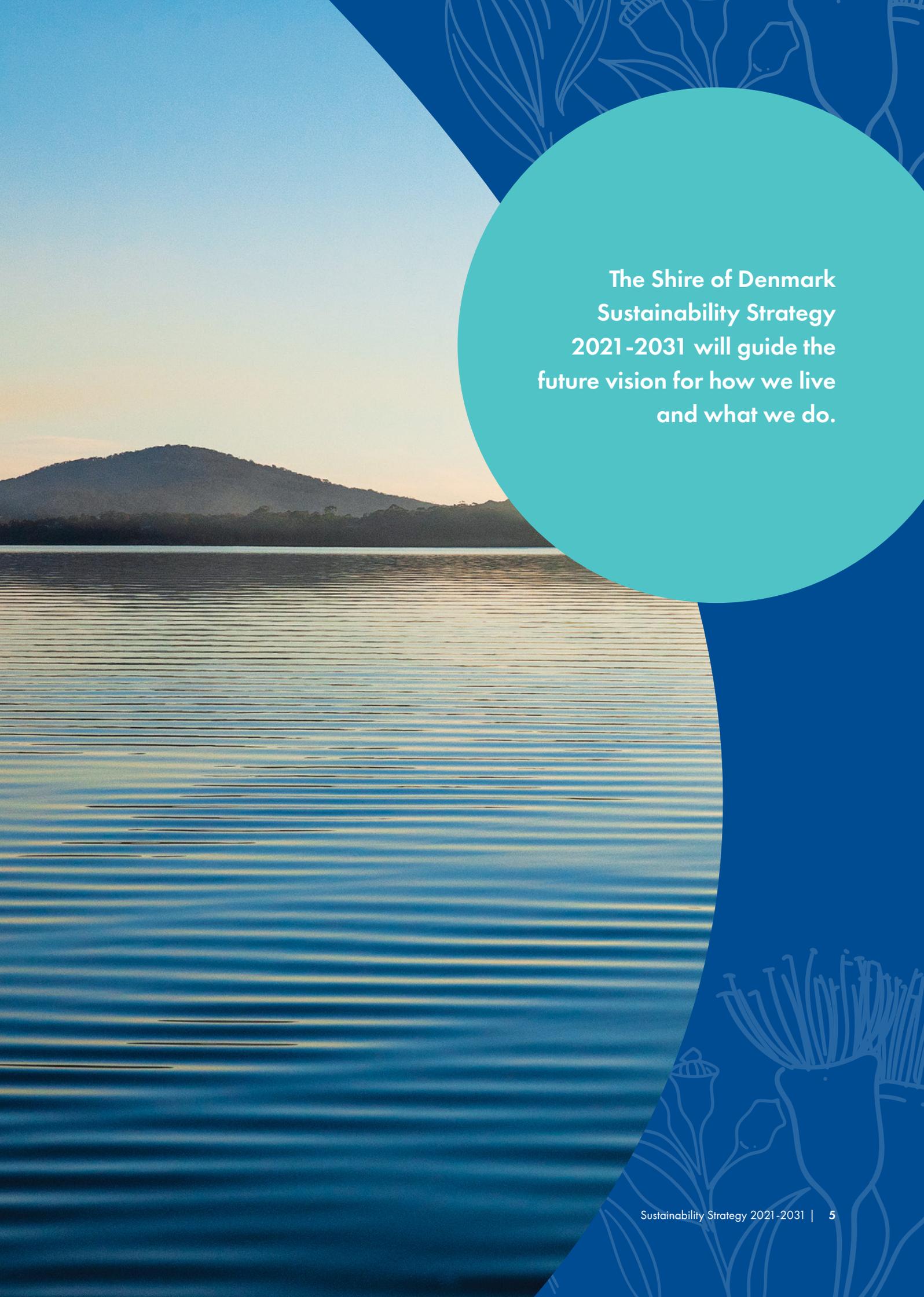
The Shire of Denmark is taking a holistic approach to building a sustainable environment. Our environment includes the spaces we play in and the places we build. It's how we get around and the community around us. It's where we work, where we live and the natural areas around us.

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

The Shire of Denmark Sustainability Strategy 2021-2031 will guide the future vision for how we live and what we do. It is intended as a guide for sustainable management of internal Shire operations, as well as a broader guide for facilitating sustainable development initiatives within the Denmark community. A sustainable future will involve collaborative partnerships between local government and the community to ensure optimal and innovative ways of achieving sustainable development and growth within our Shire. "Partnerships are central to the process of sustainability. Government, business and the community will need to find new ways of working together to achieve our common aim." (State Sustainability Strategy, 2003).

Sustainability means balancing economic, social and environmental factors and setting out key environmental priorities for the future. The goal for the Shire of Denmark is to achieve best sustainable practice through ten key sustainability pillars based on the One Planet Living Framework. The ten pillars provide a holistic view that will help guide sustainable governance principles, Shire operations and community-oriented initiatives. Following consultation with the community and key stakeholders the following guiding principles and objectives were identified for the ten sustainability pillars to direct decision-making into the future.

**The Shire of Denmark is taking a holistic approach to building a sustainable environment.**



**The Shire of Denmark  
Sustainability Strategy  
2021-2031 will guide the  
future vision for how we live  
and what we do.**

# Sustainability Strategy

## Key Principles & Objectives

Sustainability Pillar	Key Principle	Objectives
<b>01</b> Health & Happiness	Building the well-being of our people is important for the long-term health of our community.	<ul style="list-style-type: none"> <li>1.1 Foster and encourage an active, healthy and happy workforce.</li> <li>1.2 Support human-centred design principles in current and future public spaces, streetscapes and neighbourhoods.</li> <li>1.3 Prioritise investment in community initiatives to improve health, well-being and community connection.</li> <li>1.4 Support initiatives that create connected communities with key service areas.</li> </ul>
<b>02</b> Equity & Local Economy	We value the local economy and want to optimise how all members of our community can benefit from sustainable investment.	<ul style="list-style-type: none"> <li>2.1 Commit to supporting local economy through all Shire operations.</li> <li>2.2 Support the community to promote a circular economy and buy local philosophy.</li> <li>2.3 Advocate and support attracting businesses with a shared vision in sustainable transformation to Denmark, including eco-tourism.</li> </ul>
<b>03</b> Culture & Community	We value our community's cultural knowledge and sharing this with future generations.	<ul style="list-style-type: none"> <li>3.1 Build a skilled, confident, and knowledgeable workforce who can positively respond to the challenges of sustainability and climate change.</li> <li>3.2 Commit to a culture of sustainability embedded into all Council activities led by the Shire Executive.</li> <li>3.3 Promote sustainable best practice within the broader community.</li> <li>3.4 Work collaboratively with the indigenous population and develop best practice indigenous engagement and recognition strategies.</li> <li>3.5 Work with our young people to develop a vibrant youth space in our community.</li> <li>3.6 Embrace inclusivity and ensure availability and access of infrastructure and services to all minority groups including disadvantaged, and people with disabilities.</li> <li>3.7 Promote partnerships with not-for-profits to deliver Shire activities and assist with infrastructure requirements that support sustainable principles.</li> <li>3.8 Establish a community volunteering model that will provide long-term support to community groups.</li> </ul>
<b>04</b> Land & Nature	We will protect and enhance our natural systems that are vital to the sustainability of our local community.	<ul style="list-style-type: none"> <li>4.1 Implement responsible and sustainable practices through policy development and land-use planning.</li> <li>4.2 Prioritise protection of natural bushland habitats and ecosystems, including protection of waterways for nutrient control in agriculture, salinity control, riparian vegetation.</li> <li>4.3 Revegetate and rehabilitate degraded environments.</li> <li>4.4 Support provision of education to the broader community on protection of the natural environment.</li> </ul>

Sustainability Pillar	Key Principle	Objectives
<b>05</b> Sustainable Water	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.	<p>5.1 Enact water usage minimisation strategies for Shire operations.</p> <p>5.2 Promote incorporation of waterwise usage into land-use planning and for new developments.</p> <p>5.3 Support initiatives that promote waterwise use in the community.</p> <p>5.4 Provide education to the community on waterwise use.</p>
<b>06</b> Local & Sustainable Food	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.	<p>6.1 Enable a local circular economy.</p> <p>6.2 Support businesses seeking to develop food production facilities.</p> <p>6.3 Support sustainable farming practices.</p> <p>6.4 Support programs for local sustainable food innovations.</p>
<b>07</b> Sustainable Travel & Transport	Sustainable or Green Transport aims to limit the reliance on diminishing natural resources that leave a high carbon footprint.	<p>7.1 Reduce the carbon footprint for the fleet of corporate vehicles.</p> <p>7.2 Planning developments to include infrastructure and design considerations for alternate modes of transport.</p> <p>7.3 Fund innovative technologies for sustainable and green transport options.</p> <p>7.4 Promote programs that will see reduced reliance on fossil fuel transport.</p> <p>7.5 Support adaptation to sustainable best practice transport options in the community.</p>
<b>08</b> Sustainable Materials & Products	Sustainable Materials aim to have a limited negative impact on people and natural resources and do not deplete or degrade the environment.	<p>8.1 Investigate and invest in local circular economy infrastructure to enable resources to be kept in use for as long as possible.</p> <p>8.2 Promote the development of local sustainable materials made from renewable or waste resources.</p> <p>8.3 Support local businesses who seek to develop sustainable materials made from renewable or waste resources.</p> <p>8.4 Encourage the community to embrace the notion of re-use of materials rather than purchase of new materials.</p>
<b>09</b> Zero Waste	The Shire seeks to embrace the role of a leader in the community by minimising waste.	<p>9.1 Aim for zero waste to landfill by 2030.</p> <p>9.2 Aim for zero wastewater to natural waterways by 2030.</p> <p>9.3 Implement best-practice in relation to waste management to reduce waste going to landfill.</p> <p>9.4 Support the building industry in reducing waste through re-use and recycling.</p>
<b>10</b> Zero Carbon Energy	Committing to working towards a net zero emissions target is an important step in tackling climate change.	<p>10.1 Embrace the role of a leader in the community by reducing carbon emissions.</p> <p>10.2 Aim for the Shire to reduce carbon emissions by half by 2030, and carbon neutral/net zero emissions by 2050.</p> <p>10.3 Support community projects and industry that promote renewable energy resource use.</p>

# Shire Overview

The Shire of Denmark is located on the South Coast of Western Australia, approximately 400km south of Perth.

It is comprised of an area the size of 1860km<sup>2</sup>, with a coastline covering 84km, is one of 34 biodiversity global hotspots and is an area of high conservation value due to the level of species richness and endemism.

The Shire boasts a wide variety of vegetation types, and is particularly renowned for its magnificent stands of tall Karri trees (*Eucalyptus diversicolor*). The mean summer daytime temperature is 26 degrees Celsius and winter daytime temperatures average 16 degrees C. Summer rainfall mean is 22mm and winter mean precipitation is more than 150mm with an average annual rainfall in excess of 1000mm.



## Average min and max temperatures in Albany, Australia

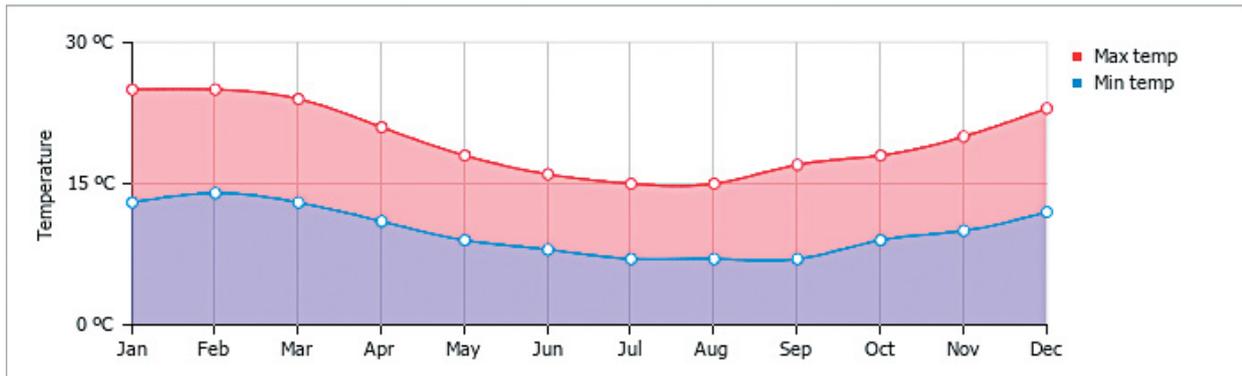


Figure 1: Denmark Average Day and Night Temperature, Weather & Climate (2021).

## Average precipitation (rain/snow) in Albany, Australia

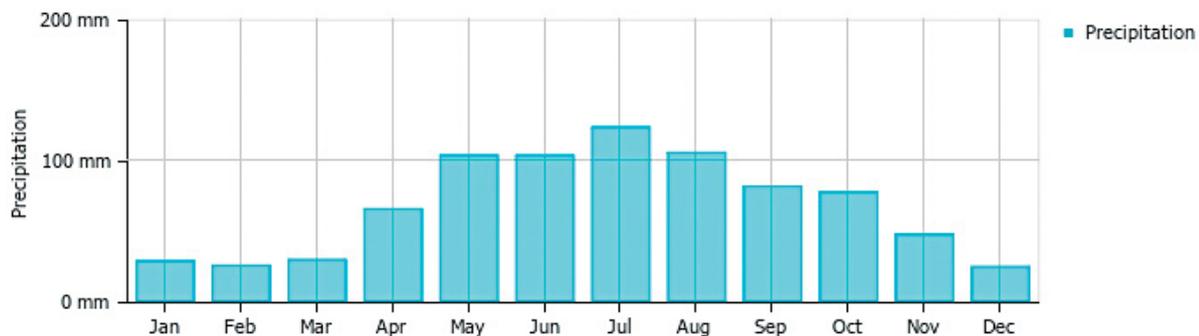


Figure 2: Denmark Monthly Precipitation, Weather & Climate (2021).

## Community Profile

The Shire of Denmark is home to a passionate, diverse community which resides across the four town sites of Denmark, Peaceful Bay, Bow Bridge and Nornalup.

Local industries include agriculture, education, health services, cottage industries, hospitality, tourism, fishing, aquaculture, building and trades, earthmoving and construction industries, mechanical services, healing and well-being, organics, viticulture, artisans and crafts, and environmental research and sustainability. (Community Strategic Plan 2027).

Other local attractions include boutique breweries and wineries, restaurants and cafes, art galleries and studios, historic museum, a nature-based adventure park, and animal and exotic bird and reptile parks. (Community Strategic Plan 2027).

## Natural Attractions & Activities

There are 121 Shire reserves located within and vested with the Shire of Denmark, with 80 reserves having some degree of natural resource management input required to maintain biodiversity and environmental values. The purpose of these reserves range from conservation, public recreation, parkland management and resource extraction (gravel and sand). Of these 80 reserves, 12 are classed as A-class reserves which secures a higher level of protection of the natural and/or community values.

National Parks are important for their biodiversity values, heritage value and tourism and include William Bay National Park, Mount Lindesay National Park, Walpole-Nornalup National Park, Quarram Nature Reserve and Kordabup Nature Reserve. These National Parks offer wildflower attractions, hiking trails, mountain biking, canoeing, fishing and 4WDing opportunities such as the Bibbulmun Track, Munda Biddi, Wilderness Ocean Walk trail; Valley of the Giants Treetop walk, and cycle and 4WD trails. Natural coastal attractions include Greens Pool, Madfish Bay, Waterfall Beach, Ocean Beach, Lights Beach, Parry Beach, and Peaceful Bay.

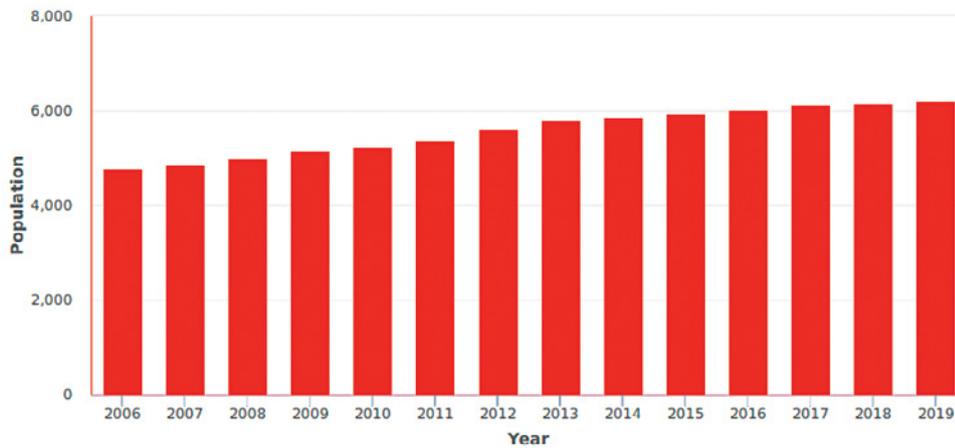
# Demographic Profile

**The Shire of Denmark community profile demographic analysis utilising 2016 census data indicated the resident population in 2016 at 5845 with an estimated increase of the resident population in 2019 to total 6215.**

The largest age group represented in the 2016 census data was 65-69 year olds, with a median age of 49 years, which is markedly higher than the Australian median age of 38 years, the Western Australian median age of 36 years and the regional WA median age of 39 years of age.

Demographic data indicates that the Shire of Denmark trends include an aging population, an increase in couples without children and a high percentage of absentee landowners. (Community Strategic Plan 2027).

## Estimated resident population Shire of Denmark

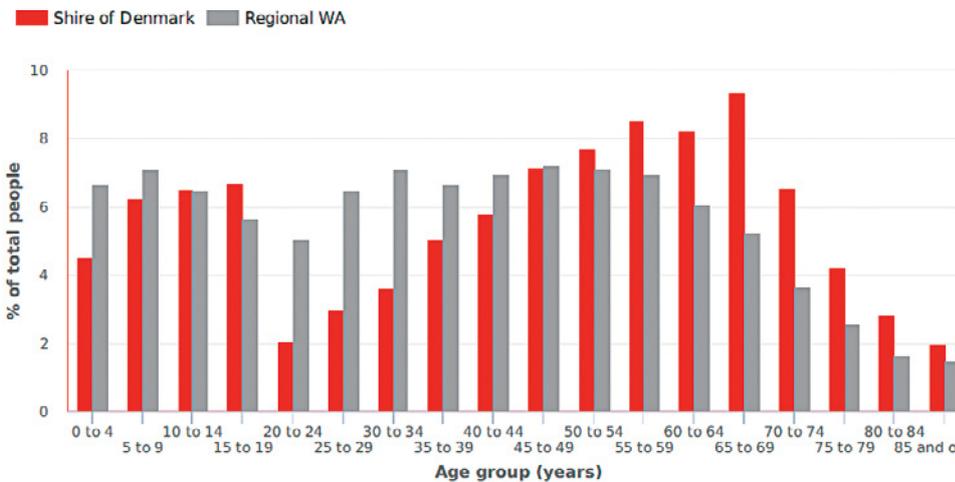


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts



Figure 3: Estimated Resident Population Shire of Denmark, Australian Bureau of Statistics Census data (2016).

## Age structure - five year age groups, 2016

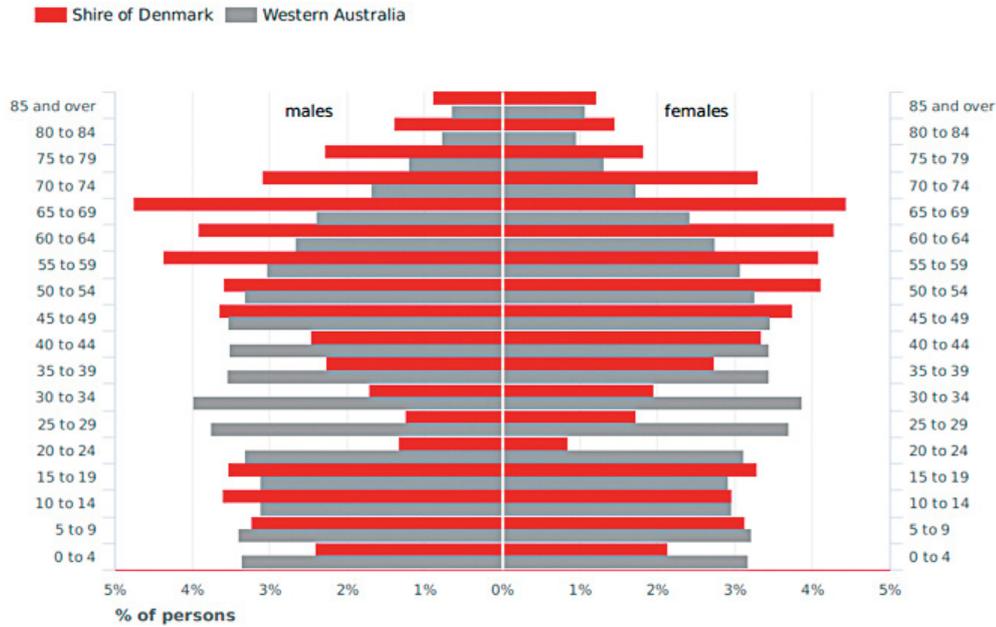


Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.



Figure 4: Age structure Shire of Denmark comparative to Regional WA, Australian Bureau of Statistics Census data (2016).

# Age-sex pyramid, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, selected years between 1991-2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.



Figure 5: Age-sex Pyramid - Shire of Denmark Demographic, Community Strategic Plan (2027).

Source: <http://profile.id.com.au/denmark>

<b>Estimated resident population</b> 5,964	<b>Male</b> 49.6%	<b>Female</b> 50.4%
<b>Median age</b> 49	<b>Families</b> 1,552	<b>Average children per family</b> (families with children) 1.8
<b>Average people per household</b> 2.3	<b>Private dwellings</b> 3,375	<b>Volunteers</b> 1,441
<b>Local businesses</b> 695	<b>Local jobs</b> 1,959	<b>Employed residents</b> 2,504
<b>Unemployment rate</b> 6.86%	<b>Largest industry</b> Agriculture, Forestry and Fishing	<b>Gross regional product</b> \$0.25 billion

Table 1: Shire of Denmark Demographic information from Census data 2016, Community Strategic Plan (2027).

# Climate Change Impacts

**The effect of human-induced global climate change has in recent years emerged as having increasing impacts upon biodiversity, human health and natural resources.**

It has become paramount for the developed world to act as a leader in the global community, to implement sustainable practices, mitigation actions and adaptation strategies to address impacts from a changing climate.

The State of the Climate 2020 Report released by CSIRO and Bureau of Meteorology highlights the need to plan for and adapt as “observations, reconstructions and climate modelling paint a consistent picture of ongoing, long-term climate change interacting with underlying natural variability. Associated changes in weather and climate extremes—such as extreme heat, heavy rainfall and coastal inundation, fire weather and drought—have a large impact on the health and well-being of our communities and ecosystems. They affect the lives and livelihoods of all Australians.” (p.2)

**In particular, the data shows:**

- Australia’s climate has warmed on average by 1.44 ± 0.24 degree C since national records began in 1910, leading to an increase in the frequency of extreme heat events
- There has been a decline of around 16% in April–October rainfall in the South West of Australia since 1970. Across the same region May–July rainfall has seen the largest decrease, by around 20% since 1970

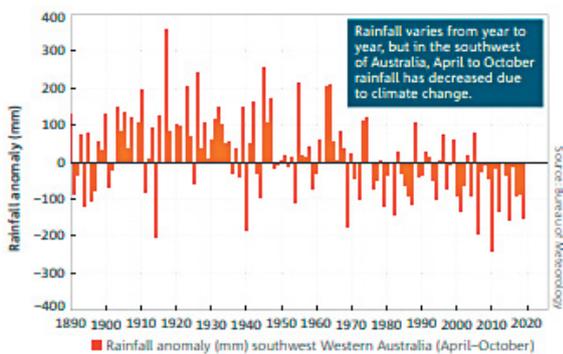
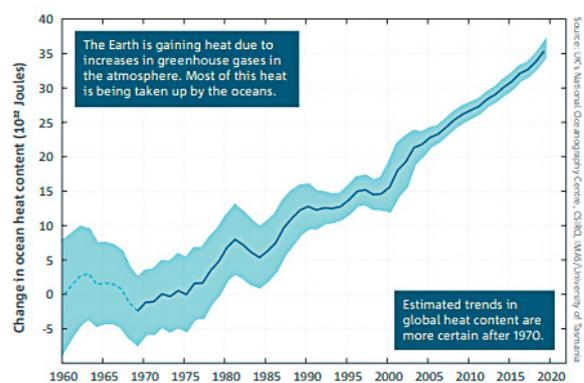


Figure 6: Rainfall anomaly trends in SW WA April-October over past 120 years, State of the Climate, (2020).

- There has been an increase in extreme fire weather and in the length of the fire season across large parts of the country since the 1950s, especially in southern Australia
- Oceans around Australia are acidifying and have warmed by around 1 degree C since 1910, contributing to longer and more frequent marine heatwaves



Estimated change in ocean heat content over the full ocean depth, from 1960 to 2019. Shading provides an indication of the confidence range of the estimates. The measurements contributing to the early part of the record, before 1970, are sparse and trends estimated over this period are small compared to the confidence range and hence are considered less reliable.

Figure 7: Changes in Ocean Heat Content from 1960-2019, State of the Climate, (2020).

- Sea levels are rising around Australia, including more frequent extremes, that are increasing the risk of inundation and damage to coastal infrastructure and communities

The bottom line is that “reducing global greenhouse gas emissions will lead to less warming and fewer impacts in the future”. (CSIRO, 2020, p.2)

The Shire of Denmark is geographically located to experience many of the impacts mentioned in the State of the Climate Report (2020) and as such has recognised the importance that sustainability principles will play in leading the work we do within the organisation and the wider community. This Strategy and supporting action plan will provide a direction to Shire officers to embed sustainability principles in the decision-making process, which supports the community feedback received during the consultation stage.



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# Our Commitment

Council resolved in June 2010 (Council Res. No. 300610), through a recommendation from the Shire's Climate Change Advisory Committee, to sign the WALGA Declaration on Climate Change.

This Policy Statement involves acknowledging:

- climate change impacts are from human induced GHG emissions
- there is government responsibility at all tiers to contribute to climate change mitigation through climate change adaptation strategies

In November 2017, a Sustainability Strategy Working Group (SSWG) was established from Council Resolution Res No. 181117 in November 2017 with the objective "to develop a Sustainability Strategy for the Shire of Denmark at a corporate level."

In September 2019, the Shire of Denmark declared a Climate Emergency and aligned itself to 2016 Paris Agreement Targets. (Council Resolution 030919).

This Council decision is in accord with WALGA's Climate Change Policy Statement (2018) which emphasises "Local Government is committed to meeting international obligations through Australia's participation in protocols

and agreements established under the United Nations Framework Convention on Climate Change, including but not limited to the Paris Agreement...".

The Shire of Denmark is a signatory to WALGA's Declaration on Climate Change as stipulated in Shire Policy P100512 WALGA Declaration on Climate Change, in accord with the Climate Change Policy Statement which states "Local Government supports the United Nations Sustainable Development Goals, and supports climate change action as part of a broader sustainable development agenda."

**The Shire of Denmark is committed to being a leader and role model within the community in sustainable practices and carbon reduction initiatives; and will act as facilitator for the community to transition to more sustainable outcomes.**

The Sustainability Strategy looks ahead to 2030 with achievable targets and to 2050 with aspirational outcomes.

- 50% reduction of current Shire of Denmark GHG emissions by 2030
- Net zero GHG emissions from all Shire of Denmark operations and activities by 2050



# Baseline Data 2020



## Energy Consumption 2020

The Shire of Denmark subscribes to Azility, an environmental scorekeeper service, which works with the Shire and utility providers to collect and report the energy and water performance data for the Shire’s assets. The subscription allows the Shire to proactively manage its energy and water consumption and associated costs to be able to make informed decisions, identify basic performance issues and opportunities to improve performance.

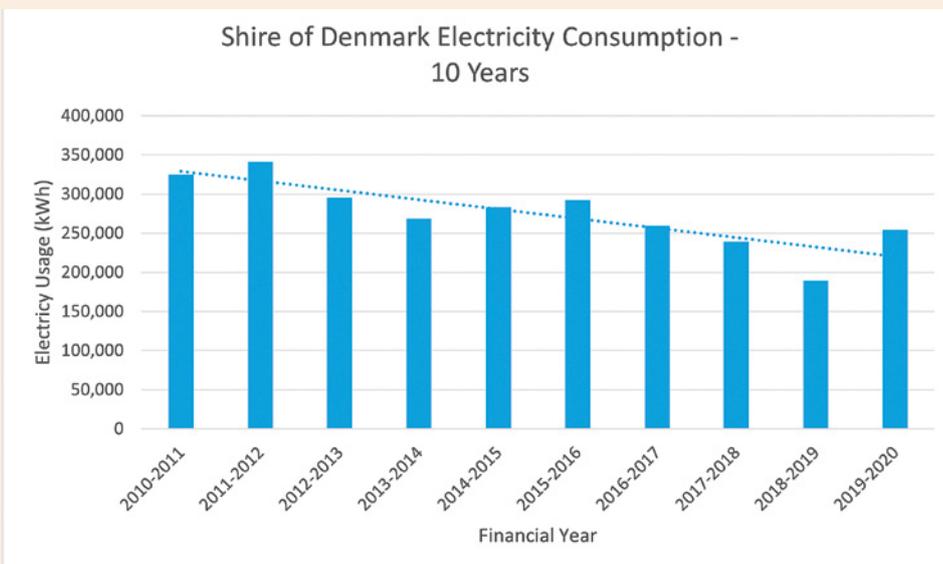


Figure 8: Shire of Denmark Electricity Consumption – 10 Years, Azility.

Financial Year Name	Electricity Usage (kWh)
2001-2002	0
2010-2011	325,560
2011-2012	340,897
2012-2013	295,445
2013-2014	268,357
2014-2015	283,133
2015-2016	292,641
2016-2017	259,826
2017-2018	238,980
2018-2019	189,285
2019-2020	254,846

Table 2: Shire of Denmark Electricity Consumption Trend over 10 Years from 2010-2020.

# Baseline Data 2020 (cont.)

## Water Consumption 2020

In January 2018, the Shire of Denmark was officially endorsed as a Waterwise Council by the Water Corporation and Department of Water and Environmental Regulation. Waterwise Council endorsement is awarded on an annual basis for the Shire’s commitment to sustainable water management in Denmark. Endorsement criteria includes development of a Water Efficiency Action Plan which set water use targets and actions on how to achieve those targets over a five year period; staff undertaking Waterwise training; a review of community and Shire water use; no breaches of ground or scheme water usage; and annual reporting to retain endorsement.

## Greenhouse Gas Emissions

Although not mandated by legislation, the aim is to expand the Azility reporting to include monitoring and reporting on greenhouse gas emissions and setting of targets.

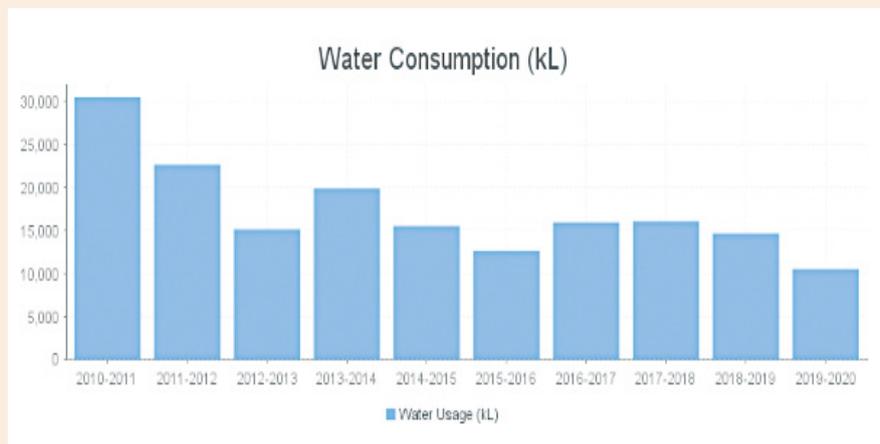


Figure 9: Shire of Denmark Water Consumption – 10 Years, Azility.

Financial Year Name	Water Usage (kL)	Change since Previous Year (%)	Percentage of Base Year (%)
2010-2011	30,505	77.33%	100%
2011-2012	22,672	-25.68%	74%
2012-2013	15,173	-33.08%	50%
2013-2014	19,912	31.23%	65%
2014-2015	15,548	-21.92%	51%
2015-2016	12,674	-18.48%	42%
2016-2017	15,973	26.03%	52%
2017-2018	16,100	0.80%	53%
2018-2019	14,683	-8.80%	48%
2019-2020	10,529	-28.29%	35%

Table 3: Shire of Denmark Water Consumption Trend over 10 Years from 2010-2020.

# Our Approach

# One Planet Living Framework

**The One Planet Living Framework is a strategic sustainable development planning tool which takes a holistic approach to the development and implementation of sustainable development goals through utilisation of ten guiding principles of sustainability.**

It was developed by Bioregional with a vision of “thriving regional economies where we meet more of our needs from local, renewable and waste resources, enabling people to live happy, healthy lives within the natural limits of the planet, leaving space for wildlife and wilderness.” The One Planet Living Framework is endorsed by WALGA as one of the two strongest frameworks to incorporate corporate and community commitments aligning existing Key Performance Indicator (KPI) reporting systems within Local Government. (Mains, 2018).

The One Planet Living Framework is a four stage process which involves a high level of community and stakeholder engagement. The process encompasses the four phases of evaluation, visioning, planning and ongoing monitoring and reporting. Bioregional outlines the key components of the process as:

- Stakeholder workshops to develop a One Planet vision and Action Plan
- Implementation of the Action Plan
- Monitoring and reviewing progress
- Updating the Action Plan

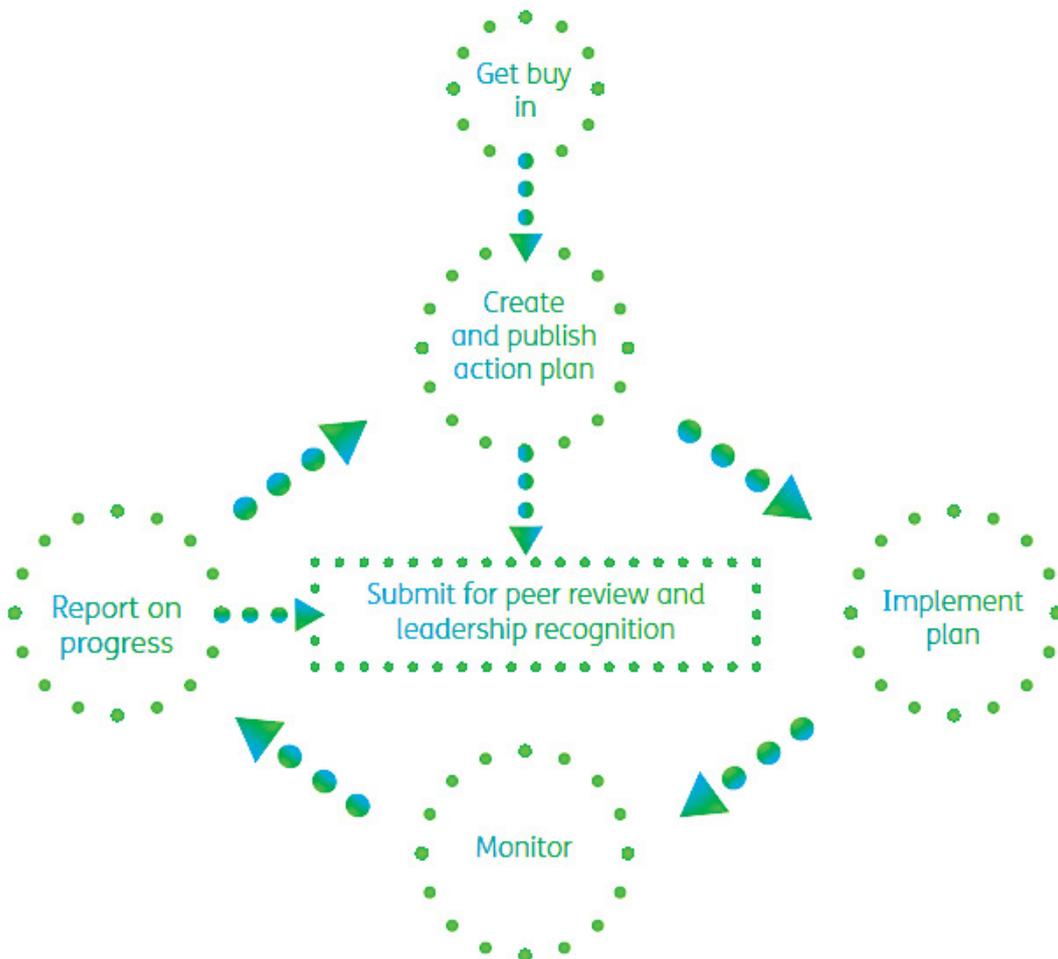


Figure 10: Key Components of the Process, Bioregional, April 2018, Implementing One Planet Living: A Manual, One Planet Living.

# Resourcing

**In order to enact the strategies and actions within the Sustainability Strategy the Shire of Denmark requires resourcing commitments.**

The employment of a Sustainability Officer by the Shire of Denmark in 2020 is a key resource to oversee the review, identification, implementation and reporting of actions from the Sustainability Action Plan on an ongoing basis.

The Sustainability Officer will also play a critical role in embedding sustainability activities and processes across the organisation through the corporate planning process to ensure that we continue to promote and support cultural change within our workplace, in order to deliver sustainability outcomes for the community.

At a corporate and Council level, the long-term resourcing required to deliver on targets for a more sustainable community requires consideration of a range of factors including:

- Decisions on managing and maintaining key infrastructure assets
- Planning for future service delivery based on the changing needs of the community
- Understanding the full cost of service or project delivery over its life time

- Understanding the value of services to a community which help with decision making around changing services to manage costs, adding new services and when to reduce or remove services

The planning undertaken to ensure positive advances are made with achieving the targets set in the Sustainability Strategy requires the Shire to resource projects through the Long-term Financial Plan process.

The initial step is to ensure that significant Sustainability Strategy actions are identified and are committed within the four year Corporate Business Plan. Smaller projects are managed through the annual budget process where new or improved activities that support sustainability actions are identified by managers through the annual operational planning process.

During annual planning, managers also have the opportunity to identify potential external funding opportunities that can assist in supporting the delivery of sustainability activities. The identified actions will then be incorporated into the Shire's annual operational plan for implementation and reporting.

# Monitoring & Evaluation

**Bioregional, the creators of the One Planet Living Framework, state that monitoring is a significant component of the process for both internal purposes, to track performance and progress in order to continually update the Sustainability Action Plan and improve practices; as well as external progress reporting to stakeholders and the broader community. (Bioregional, 2018).**

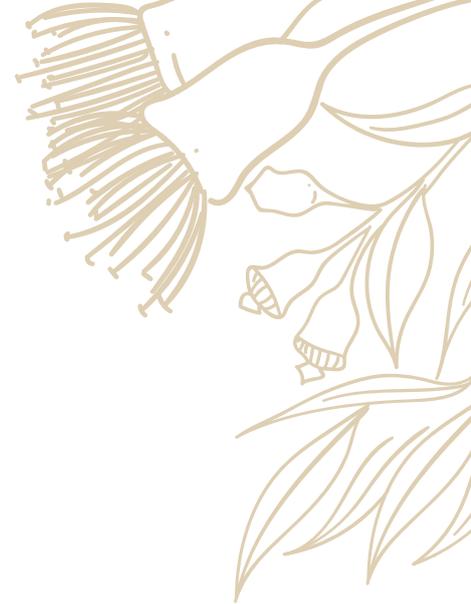
The Shire of Denmark Community Strategic Plan 2027 states that "Our measure of success will include:

Community satisfaction survey; Development and implementation of our strategies and plans; Monitoring building, environmental and waste statistics and trends".

The Shire of Denmark will report to the community on the measurable actions of the Sustainability Action Plan as part of the annual reporting process to Council. The annual review and development of the Sustainability Action Plan will seek feedback and comment from the community. The Sustainability Strategy will incorporate a minor review at five years, with a major review cycle on a ten year basis.



# Ten Pillars of Sustainability



**The One Planet Living Framework is comprised of ten pillars of sustainability, with each pillar supported by guiding principles and objectives.**

The pillars have been identified as those factors which contribute most predominantly towards "...deep sustainability... based on what science is currently telling us about what is needed to live within the Earth's means." These principles are at a high level supported by Key Performance Indicators (KPI's) set out in the accompanying Sustainability Action Plan. The Action Plan provides the specific actions, responsibility, priority and measure of success by which we can assess achievement of the principles.

									
<b>Health and happiness</b>	Encouraging active, social, meaningful lives to promote good health and wellbeing								
<b>Equity and local economy</b>	Creating safe, equitable places to live and work which support local prosperity and international fair trade								
<b>Culture and community</b>	Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living								
<b>Land and nature</b>	Protecting and restoring land for the benefit of people and wildlife								
<b>Sustainable water</b>	Using water efficiently, protecting local water resources and reducing flooding and drought								
<b>Local and sustainable food</b>	Promoting sustainable humane farming and healthy diets high in local, seasonal organic food and vegetable protein								
<b>Travel and transport</b>	Reducing the need to travel, encouraging walking, cycling and low carbon transport								
<b>Materials and products</b>	Using materials from sustainable sources and promoting products which help people reduce consumption.								
<b>Zero waste</b>	Reducing consumption, re-using and recycling to achieve zero waste and zero pollution								
<b>Zero carbon energy</b>	Making buildings and manufacturing energy efficient and supplying all energy with renewables								

Table 3: Ten Pillars of Sustainability, Bioregional, April 2018, Implementing One Planet Living: A Manual, One Planet Living.

# The Process



The Process to develop the Sustainability Strategy that was undertaken by the Sustainability Strategy Working Group is outlined in detail by the algorithm flow map below:

## Sustainability Strategy Process Map

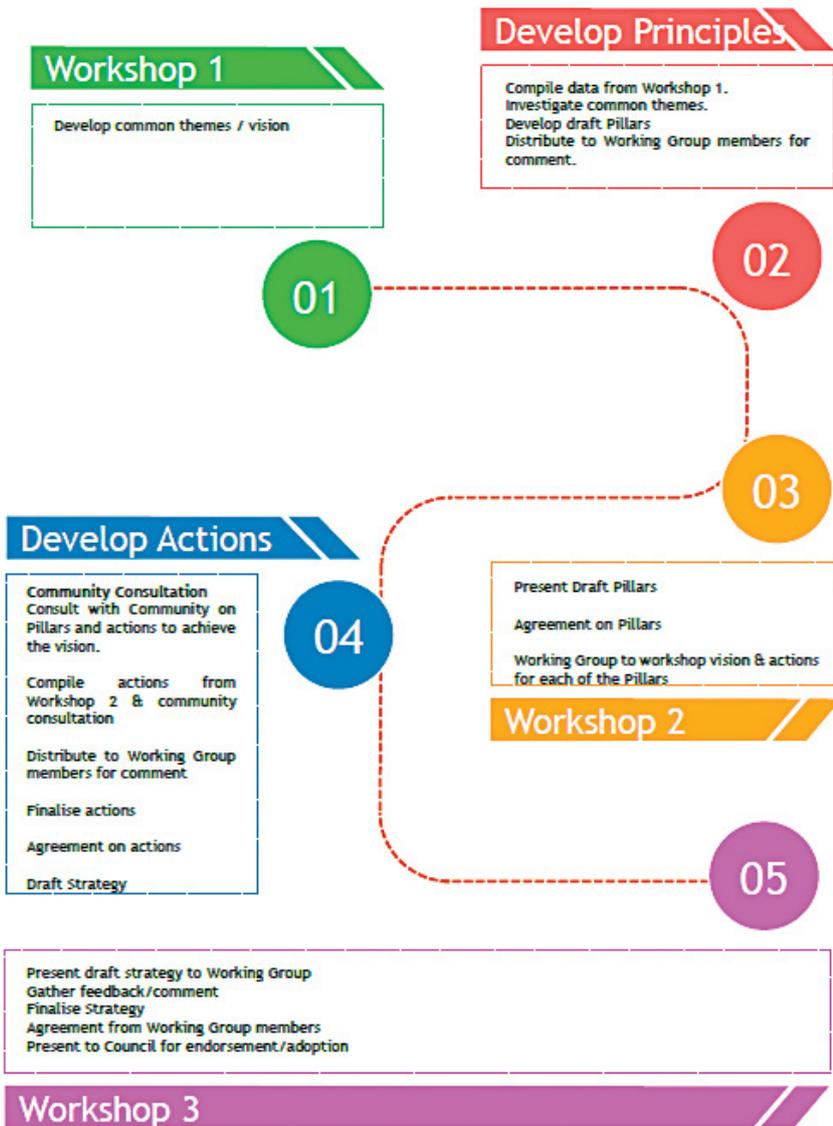


Figure 11: Sustainability Strategy Process Map.



# Working With Community

**The Shire of Denmark defines community engagement within the Shire of Denmark Community Engagement Policy and Framework 2015 as “...an important process of fostering relationships between Council and the community, whereby Council shares information, consults, involves, collaborates and actively enhances community capability to influence and shape the planning and delivery of services and Council decisions.”**

The Shire of Denmark is committed to working with our community to create a culture of sustainable living. This involves listening and working with the community to understand the programs and support required to foster local action. The Shire of Denmark has committed organisations and community groups who have wide ranging knowledge and experience that brought together can be a valuable resource. Council will work to facilitate those connections and assist these organisations and groups to deliver better outcomes.

## Sustainability Strategy Working Group

The Shire of Denmark Sustainability Strategy Working Group (SSWG) was Council’s vehicle for engaging with community to develop a Sustainability Strategy which works towards achieving the sustainability goals and targets identified and agreed to in the Paris Agreement. The SSWG was established in November 2017 from Council Resolution No. 181117 with the objective of developing a Sustainability Strategy for the Shire of Denmark.

The SSWG was comprised of three Councillors, eleven community member representatives through a self-nominated process with selection and appointment made by Council, the Director of Assets and Sustainable Development, and the Sustainability Officer.

The SSWG supported the utilisation of the One Planet Living Framework and the premise of the ten pillars of sustainability as the medium to develop the Shire of Denmark Sustainability Strategy and Sustainability Action Plan.

## Community Consultation

Community consultation on the development of the Shire Sustainability Strategy involved engagement with various aspects of the community through a variety of means including interactive workshops and surveys. This level of engagement is supported by the principle of co-creation espoused by Bioregional “The most effective Action Plans come from a collective process with everyone involved – whether that be staff, customers, local people, suppliers, future residents, designers, engineers and so on.” (Bioregional, 2018).

Five workshops were conducted throughout the Sustainability Strategy development process; three involving the SSWG from inception through to draft strategy review, and two additional interim workshops which were aimed at gaining information and feedback from Shire staff.

**The Shire of Denmark is committed to working with our community to create a culture of sustainable living.**

A community online survey was conducted with the public invited to comment over a five month period from July to December 2020. The Denmark Senior High School was approached to gain their input, through a class workshop, as well as via an online survey. Key stakeholder groups were also directly targeted and emailed the link to the online survey to gain comments and feedback from representative groups from within the Denmark community.



# Community Consultation Findings

**A common theme expressed in the narrative responses by the community as to what the main foci to achieve sustainability outcomes was that the sustainability pillars are all intrinsically linked, and when efforts are made in one area it has flow on positive effects in another: “All 10 pillars are important... would be good to design a holistic program... they are all intrinsically linked... many initiatives go hand-in-hand”.**

There were a total of 37 respondents over the five month period that the community online survey was made available to obtain public comment. The predominant community response to the most important sustainability pillar was that of Land Use & Natural Environment, followed by Zero Carbon, and then third with Sustainable Water. There were also 37 respondents from the Denmark Senior High School (DSHS) to the survey regarding the most important sustainability pillar; of which the dominant response was Zero Waste, followed by Zero Carbon and then Land Use & the Natural Environment.

Community survey responses regarding a future vision for Denmark in 2035 predominantly related to Health & Happiness expressed as “a healthy, happy, connected and inclusive community”. As with the broader community survey results, the majority of DSHS student responses related to Health & Happiness with comments stating their vision for Denmark as a “friendly, close-knit community with a green sustainable population”.

The community consultation that was undertaken throughout the development of the Sustainability Strategy resulted in an extensive amount of data that has been analysed and represented with the culmination of the Shire of Denmark Sustainability Strategy Community Consultation Findings Report. The findings from the range of community and youth surveys have been incorporated into the development of the Sustainability Strategy process and are reflected in the identified Key Principles and Objectives. Additionally, the findings from the community consultation undertaken drive the actions and priority setting within the associated Sustainability Action Plan.



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# Appendices

Shire of Denmark Community Consultation Findings Report (January 2021)

Shire of Denmark Sustainability Action Plan (2021)





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