

Strategic Priorities



1. PLACES – PLACES WITHIN THE CITY ARE ATTRACTIVE AND VIBRANT.

An attractive community is well maintained, with little visual blight. Vibrancy comes when people visit and utilise local centres and public open spaces.

The Community Identity Survey found that, while residents are proud of their suburbs and the City's public open spaces, there is some concern about our town centres. The City will continue to maintain attractive suburbs, reserves and well-used facilities, and through innovative planning will enable urban regeneration to occur in our town centres and older suburbs.

Goals	Outcomes
1.1 Make the City a clean and attractive place.	The City is a clean and attractive place where local people and visitors want to spend time and money.
1.2 Facilitate the regeneration of the City's town centres and older suburbs.	Our town centres and older suburbs will be revitalised, attractive locations for living, visiting and working.
1.3 Identify, protect and conserve our historical buildings and places.	The City's built heritage is recorded and significant places are conserved and protected from destruction.
1.4 Facilitate quality development of undeveloped land.	The City is home to new communities, which are well planned and contain adequate infrastructure and appropriate public open space.
1.5 Optimise the use of recreation facilities, reserves and City buildings.	All of the City's assets are systematically reviewed and renewed, as appropriate, to ensure they are fit for community use.



2. COMMUNITY – THE COMMUNITY IS PROUD AND HARMONIOUS.

The Community Identity Survey conducted in late 2017 revealed that residents are tremendously proud of the community and of the people living within the City of Gosnells.

The City has a strong history of delivering events, programs and activities which bring people together and provide them with opportunities to grow, both as individuals and as responsible citizens.

The City will continue to nurture an inclusive community in which diversity and heritage are celebrated and where there is equity of access to a range of programs and events, which are developed and delivered in partnership with the community and others.

Goals	Outcomes
2.1 Conduct suitable events and activities designed to establish a proud and harmonious community.	The City is home to a welcoming and inclusive community where people enjoy a range of events, activities and opportunities.
2.2 Identify and celebrate our social heritage and contemporary culture.	There will be increased knowledge and appreciation of the City's social history and contemporary culture.
2.3 Provide a range of programs designed to build community capacity.	A wide range of community members actively participate in capacity building programs.
2.4 Provide the community with opportunities to participate in diverse activities which promote physical and emotional wellbeing.	Our community is supported to be active and healthy at all life stages and is able to enjoy a range of sporting, recreational, cultural and artistic pursuits.



3. ENVIRONMENT – THE ENVIRONMENT IS PROTECTED AND ENHANCED.

The City of Gosnells is a world leader in sustainability practices, most notably for its development of the 6 Star Green Star Mills Park Centre. The City will continue its commitment to sustainability to minimise the impact of its actions on the environment.

The City is home to a diverse landscape which includes the Canning and Southern Rivers and a number of areas of environmental significance, such as Ellis Brook Valley and the Greater Brixton Street Wetlands, which are acknowledged as among the best wildflower locations in the Perth metropolitan area and support high levels of biodiversity.

The City will continue to protect and enhance natural areas and provide opportunities for the community to enjoy the rich natural environment which the City has to offer.

Through community education and opportunities to recycle, the City will help to reduce the impact of waste on the environment.

Goals	Outcomes
3.1 Develop buildings and open spaces which have minimal environmental footprints.	The City’s buildings are energy efficient and water use is minimised in our irrigated parks.
3.2 Protect and improve our natural assets and, where possible, integrate them with community activity.	Natural areas have been protected and enhanced for their environmental value and the community has been provided with opportunities to experience and enjoy the natural environment in a sustainable way.
3.3 Encourage community action to protect the environment.	City actions will have contributed to environmental protection by guiding or inspiring community members and businesses to take appropriate action.
3.4 Manage waste generated in the City of Gosnells in an environmentally responsible and sustainable manner.	The environmental impact of waste is minimised and waste is disposed of in a sustainable and cost effective manner.



4. ECONOMY – BUSINESSES ARE SUPPORTED AND THE ECONOMY IS GROWING.

The City has a low employment self-sufficiency ratio, with only one job available to every 2.4 working residents. The City recognises the need to establish new opportunities to create employment for the growing population and will continue its efforts in this regard. This will include facilitating new industrial and commercial development, providing support to new and existing businesses and accelerating the growth of infrastructure which supports a prosperous economic base.

Goals	Outcomes
4.1 Facilitate new industrial and commercial development opportunities.	There will be increased investment and business expansion, bringing employment opportunities.
4.2 Grow the business base in the City of Gosnells.	A well-established and growing business base will be providing stronger and more diverse employment opportunities.
4.3 Accelerate the pace of infrastructure improvements including road, rail, public transport, utilities and digital connectivity.	The City will have improved connectivity, including transport and communication networks.
4.4 Maintain a high quality road and footpath network.	Major roads within Gosnells have the capacity to meet demand, the road network is well maintained and the City provides a network of pathways which are integrated, accessible and well connected.
4.5 Develop strategically located City-owned land and dispose of underutilised City land.	Revenue has been raised through the disposal of underutilised land and attractive development has occurred which supports a prosperous economic base and vibrant community.



5. SAFETY – THE BUILT ENVIRONMENT IS DESIGNED TO REDUCE THE RISK OF CRIME AND ANTI-SOCIAL BEHAVIOUR AND RISKS TO PUBLIC HEALTH AND SAFETY ARE REDUCED.

The City's neighbourhoods and activity centres must be places that local people and visitors are confident to visit at any time during the day or night.

The City of Gosnells will continue to build on Safe City initiatives to reduce the risk of anti-social and criminal behaviour developing and to educate residents in relation to community safety.

Road safety initiatives and compliance activities will ensure there is minimum risk to public health and the City will support a volunteer State Emergency Service and Bushfire Brigade to ensure a fast and effective response to emergencies, such as bush fires or flooding.

Goals	Outcomes
5.1 Improve the safety of the community in neighbourhoods and the town centre.	Our residents will feel safer and crime and anti-social behaviour will be reduced.
5.2 Encourage active and responsible citizenship.	City-led activities have diverted at-risk residents from becoming involved in crime and anti-social behaviour and active citizenship is acknowledged and celebrated.
5.3 The City's activities effectively mitigate public health and safety risks.	People's safety is not put at risk by breaches of legislation.
5.4 The City supports hazard management agencies to respond rapidly and effectively to a major emergency.	The impact of a major emergency on life, property and the environment is minimised.