



Shire of
Collie



Strategic Community Plan

2026/27 – 2035/36

SCP Adopted December 2022,
Modified April 2024
Update May 2026

Our Vision

Collie – Nature at our doorstep, community at heart.

Our Mission

The Shire of Collie delivers high quality services, advocates for Collie, and fosters partnerships to achieve better outcomes which are guided by the community's vision and balanced by responsible financial management.

Our Values

The core values at the heart of the Council's commitment to the community are:

Integrity

Transparency

Accountability

Collaboration

Respect

Our Commitment to Community

We will lead the delivery of our vision

We will support local business wherever possible

We will consult and engage with our community on issues that affect them

We will encourage, welcome and value feedback

We will encourage, support and advocate for our community

COMMUNITY STRATEGIC OBJECTIVES AND PRIORITIES

1. OUR COMMUNITY	
Strategic Objective 1.1	Community health, safety and wellbeing
Strategic Priority 1.1.1	To finalise and implement a comprehensive Open Space and Recreation Facilities Strategy.
Strategic Priority 1.1.2	To expand and upgrade the play facilities and amenities at Soldiers Park to provide a signature attraction with access for all abilities.
Strategic Priority 1.1.3	To work with Police and other agencies to improve community safety and security.
Strategic Priority 1.1.4	To encourage relevant agencies to recognise the need for affordable housing for vulnerable community members.
Strategic Objective 1.2	Community connection, engagement and participation
Strategic Priority 1.2.1	To support and promote vibrant community events and activities in Collie.
Strategic Priority 1.2.2	To work with sporting clubs and community groups to promote volunteering and increase participation.
Strategic Priority 1.2.3	To work with sporting clubs and community groups to facilitate regular communication and stakeholder involvement.
Strategic Priority 1.2.4	To engage where appropriate with Aboriginal & Torres Strait Islander communities on the development and protection of land in Collie that is sensitive to their cultural and spiritual beliefs.

2. OUR ECONOMY

Strategic Objective 2.1	Economic Development
Strategic Priority 2.1.1	Support the State Government Collie's Just Transition initiatives to achieve economic diversification and sustainability.
Strategic Priority 2.1.2	To work with State Government, business, and landowners to ensure appropriate serviceable industrial land availability.
Strategic Priority 2.1.3	To progress the Collie airstrip site for investment by the aviation and other industry.
Strategic Priority 2.1.4	Advocate for new industry while supporting existing businesses and encouraging local employment.
Strategic Objective 2.2	Tourism promotion and attractions
Strategic Priority 2.2.1	To support the tourism and marketing capability within Collie with a focus on destination marketing.
Strategic Priority 2.2.2	To optimise the value to the community of the various investments in trail installations.
Strategic Priority 2.2.3	To plan in collaboration with other appropriate bodies for a new cultural and heritage museum to celebrate Collie's unique history.

3. OUR BUILT ENVIRONMENT

Strategic Objective 3.1	Safe and well-maintained shire owned facilities and infrastructure
Strategic Priority 3.1.1	To increase the Shire's capability to maintain and improve facilities and infrastructure.
Strategic Priority 3.1.2	To develop and implement an infrastructure maintenance and asset upgrade/ renewal / replacement program for all Shire owned facilities and infrastructure.
Strategic Priority 3.1.3	To develop and implement a building maintenance and asset upgrade/ renewal / replacement program for all Shire owned buildings.
Strategic Priority 3.1.4	To support the preservation of Collie's history and heritage.
Strategic Objective 3.2	Sound land planning and building strategies and schemes
Strategic Priority 3.2.1	To monitor and revise where required the Local Planning Strategy to ensure residential and industrial chapters are consistent with emerging needs.
Strategic Priority 3.2.2	To facilitate public/private partnerships to facilitate appropriate affordable housing.
Strategic Priority 3.2.3	To prepare a carparking and access strategy addressing commercial and visitor needs in the town centre.
Strategic Priority 3.2.4	To undertake ongoing Strategic Land Use Planning to address the changing needs of Collie.

4. OUR NATURAL ENVIRONMENT

Strategic Objective 4.1	A high standard of sustainable waste services
Strategic Priority 4.1.1	To integrate and optimise waste technology opportunities within Shire operations to extend the life of the Collie waste site.
Strategic Priority 4.1.2	To implement measures to reduce waste to landfill.
Strategic Priority 4.1.3	To implement strategies associated with the future closure and rehabilitation of the Collie waste disposal site.
Strategic Objective 4.2	Conservation of our natural environment
Strategic Priority 4.2.1	To facilitate measures to optimise the quality and amenity of the Collie River and its surrounding environment in so much as the Shire resources allow.
Strategic Priority 4.2.2	To seek external funding and increase community capacity to remove weeds and pests on Shire reserves.
Strategic Priority 4.2.3	To facilitate the preservation and managed use of bushland, trees and forests within the Shire reserves.

5. OUR ORGANISATION

Strategic Objective 5.1	Innovative leadership, forward planning, and mutually beneficial partnerships
Strategic Priority 5.1.1	To advocate with the State Government for the establishment of a funding partnership that recognises the impact of electoral commitments and the Just Transition process on the Shire's capacity to deliver services and facilities.
Strategic Priority 5.1.2	To report and communicate strategic achievements against community strategic priorities.
Strategic Priority 5.1.3	To collaborate and build partnerships with the Government sector to optimise resources and service delivery.
Strategic Priority 5.1.4	To embed our strategic priorities throughout the organisation.
Strategic Objective 5.2	Good governance and financial management
Strategic Priority 5.2.1	To maintain a 10 year long-term financial plan based on industry best practice.
Strategic Priority 5.2.2	To progressively improve the Shire's financial health indicators.
Strategic Priority 5.2.3	To diversify and expand the Shire's income sources.
Strategic Priority 5.2.4	To benchmark against industry governance and financial standards.