

1.0 INTRODUCTION



The Warren-Blackwood Sub-Region is a rich and diverse area and is renowned for its high karri and jarrah forests, diversity of vegetation, the remote south coast and its topography and landscape variety. The area is highly productive in terms of agriculture and forestry and has been a main contributor to the development of the State and local economy. These natural assets and its close proximity to the Perth metropolitan area have also made it a popular tourism and recreation destination, with it being increasingly recognised as a desirable place to live.

Manjimup as the sub-regional centre is well placed to take advantage of these natural assets that can be conserved and enhanced to maximise the opportunities for current and future generations. Although the population of the Town is relatively small and current (and historical) growth rates relatively low, the Town offers an attractive lifestyle alternative to city living.

Strategic planning has already been carried out for the Town at both the regional and local levels, although there remains a need to strengthen and build a robust economy through the formulation of a Growth Plan and supporting Economic Development Plan for the Town, identifying the key milestones, priority actions and strategic initiatives required to achieve the long term vision for the Town's growth.

The SuperTown Growth Plan builds on, without replacing, existing statutory requirements and sets the direction for community population expansion for Manjimup. More than just a planning document, it speaks a common language and can be readily used by a wide range of delivery partners and local stakeholders, being both visionary and practical in its implementation.

The Growth Plan is a document that delivers:

- An adaptive project plan, as well as an Implementation Plan to facilitate the growth of the Town for the next 20 years;
- An integrated strategic planning framework that outlines a distinctive vision with objectives for growth and development within the Local Government area, and facilitates the preparation or review of local planning strategies as part of local planning scheme reviews;
- A development framework illustrating preferred growth areas, key land uses and priority projects to be implemented over the short, medium and long term; and
- A common action agenda for all SuperTown partners to set a new direction for Manjimup and provide a funding stream to modernise and transform the Town.



2.0 GOVERNANCE ARRANGEMENTS FOR GROWTH PLAN PREPARATION

2.1 / GROWTH PLAN PRINCIPLES

The key principles that have driven the approach to the preparation of the Growth Plan for Manjimup, in line with the SuperTown objectives, are as follows:

1. **Strategic alignment, coordination and collaboration** - drawing together the relevant stakeholders at all levels who can make a difference;
2. **Sustainable development** - ensuring that strategic planning processes provide a common and coherent basis for growth scenarios to be considered;
3. **Place-making** - strongly underpinned by sustainability and community engagement principles;
4. **Local decision-making / community engagement** - those closest to the communities to be a key part of decision making processes. This includes engagement of Local Government, Regional Development Commissions and relevant State agencies at the local community level; and
5. **Proactive implementation focus** – what is required to drive the necessary change and achieve outcomes.

2.2 / PROJECT APPROACH AND METHODOLOGY

The formulation of the Growth Plan and Implementation Schedule for Manjimup has involved a number of distinct phases focused on a logical process of:

Stage 1 – Visioning, goal setting and economic profiling;

Stage 2 - Context analysis of economic growth pressures/ challenges and identification of spatial growth objectives; and

Stage 3 - The development of a Growth Plan and Implementation Schedule through spatial and non-spatial responses to identified challenges/objectives. Preparation of a supporting Economic Development Plan for the Town and a clear implementation framework to make it happen.

2.2.1 / Stage 1 - Vision Setting / Validation

Paramount to the success of the Growth Plan, and its ultimate delivery by partners and stakeholders, is the agreement of a clear vision and aspirational goals for the future growth and vitality of Manjimup.

The following scope of work has been undertaken as part of Stage 1:

- i. Review of strategic visioning work previously undertaken by the Shire of Manjimup and South West Development Commission (SWDC);
- ii. Consultation and engagement with the Community Reference Group (a formal advisory committee of Council) via a visioning and goal setting workshop held in the Town;
- iii. Identification of key economic drivers and other aspirational projects; and
- iv. Confirmation of a Vision Statement for endorsement by the project CRG.

Facilitated by the Shire of Manjimup, the outcomes of the vision setting process have received the support of the Community Reference Group (CRG). The commitment of public and private sector stakeholders, who will be charged with responsibility for delivering the strategy and implementation actions, has been (and will continue to be) communicated through the marketing of the SuperTown initiative by the Department of Regional Development and Lands (RDL) and SWDC in conjunction with LandCorp and the Shire of Manjimup.

The resultant Vision for Manjimup is shown in **Figure 3** – Manjimup Vision Statement. An overview of the community consultation programme conducted and the agreed outcomes reached is outlined in section 4.

2.2.2 / Stage 2 – Gap Analysis

Following identification and agreement of the vision, an analysis of the Town was undertaken to determine the following:

- i. Its current state (e.g. economic and environmental characteristics, social and demographic makeup, governance and planning frameworks etc);
- ii. Current and future influencing drivers and pressures (e.g. emerging industry trends, changes in population structures, changing climatic/environmental conditions etc); and
- iii. The key impacts and implications for the achievement of the growth vision and goals (e.g. gaps in infrastructure provision, availability of resources, labour and skills shortages etc).

To inform this work, the following tasks were undertaken as part of the Stage 2 works:

- i. Strategic desktop review of all necessary literature (e.g. review of statutory and strategic planning frameworks, Australian Bureau of Statistics (ABS) and other socio-demographic data, environmental registers etc);
- ii. Detailed technical investigations by the ‘in house’ Shire of Manjimup SuperTown Team across a range of disciplines to inform the preparation of the Growth Plan and supporting Implementation Schedule;
- iii. Site visits / investigations and targeted engagement by Shire officers, the lead consultant and economic consultant with appropriate public and private sector agencies (e.g. Shire of Manjimup, Department of Planning, key servicing authorities and other relevant state government agencies etc) and individuals to supplement desktop assessment where necessary;
- iv. Preparation of relevant information and plans by the Shire of Manjimup SuperTown team (with input provided by relevant state government and servicing authorities) outlining analysis findings with recommendations for further work to be undertaken; and
- v. Review the existing Town Centre structure in terms of the existing urban structure and identification of key projects and principles to be implemented as part of future redevelopment opportunities.

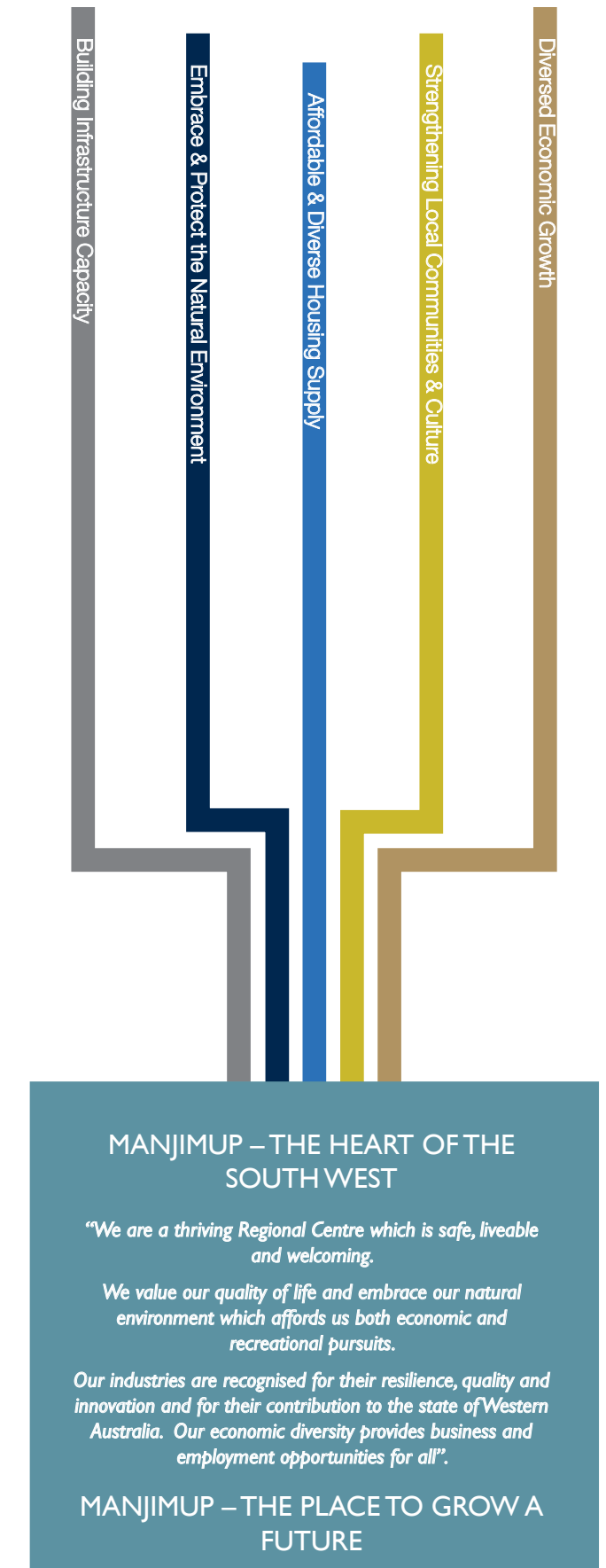


Figure 3 Manjimup Vision Statement

2.2.3 / Plan, Strategies, Actions and Implementation

This stage comprises the formulation of plans and strategies addressing the growth objectives identified in Stages 1 and 2. A preferred growth scenario (following the identification and assessment of 2 potential scenarios) has been prepared including the identification of growth areas and precincts, activity nodes, key development parcels, infrastructure requirements and milestones, and the identification of economic development and diversification initiatives through the assistance of the economic consultant. It was also deemed necessary during Stage 2 investigations, that a high level 'Town Centre Principles Plan' be developed identifying key projects that have the potential to effect the greatest change and leverage funding opportunities.

A critical element of Stage 3 is the development of an Implementation Plan setting out those priority actions and projects required to deliver the growth needed to unlock the potential of the Town. This is one of the most important elements of the Growth Plan, as it translates strategies and plans into a tangible set of deliverables with real world applications, and can be used to inform and underpin local and regional investment planning activities.

The governance structure aims to provide strategic alignment coordination and collaboration between relevant stakeholders and local and State Government decision making bodies to enable implementation of the strategic initiatives.

2.3 / PROJECT MANAGEMENT AND DECISION MAKING

The SuperTown governance structure flows from the local Community Reference Group and the Shire of Manjimup through to the Minister and Cabinet for consideration and endorsement of project funding proposals. Such decisions will be guided by the Growth Plan, Feasible Implementation Program and Economic Development Plan.

The governance structure is illustrated as **Figure 4**.

2.4 / SUPPORTING DOCUMENTS

This Growth Plan is supported by the following documents:

- Indigenous Inclusion Report (I Michael 2012);
- Manjimup Airport (Cardno 2012);
- Manjimup Community Infrastructure Feasibility (TME Town Planning Management Engineering 2012);
- Manjimup Performing Arts Centre Pre-Feasibility (P Alexander 2012);
- Manjimup SuperTown Economic Development Plan (AEC Group 2012);
- Manjimup SuperTown Recreation Infrastructure Feasibility Study (ABV Leisure Consultancy Services 2012);
- Manjimup Timber and Heritage Park Masterplan (Opus International Consultants 2012);
- Streetscape Enhancement - Town of Manjimup (Opus International Consultants 2012);
- SuperTown Project Community Consultation Report (Shire of Manjimup 2012); and
- Water and Wastewater Infrastructure for Industrial and Commercial Precincts (Opus International Consultants 2012).

The relevant findings of the above documents have been summarised and reflected in this Growth Plan. The Growth Plan is to be read in conjunction with the supporting documents, which provide a greater depth of detail on the topics covered.

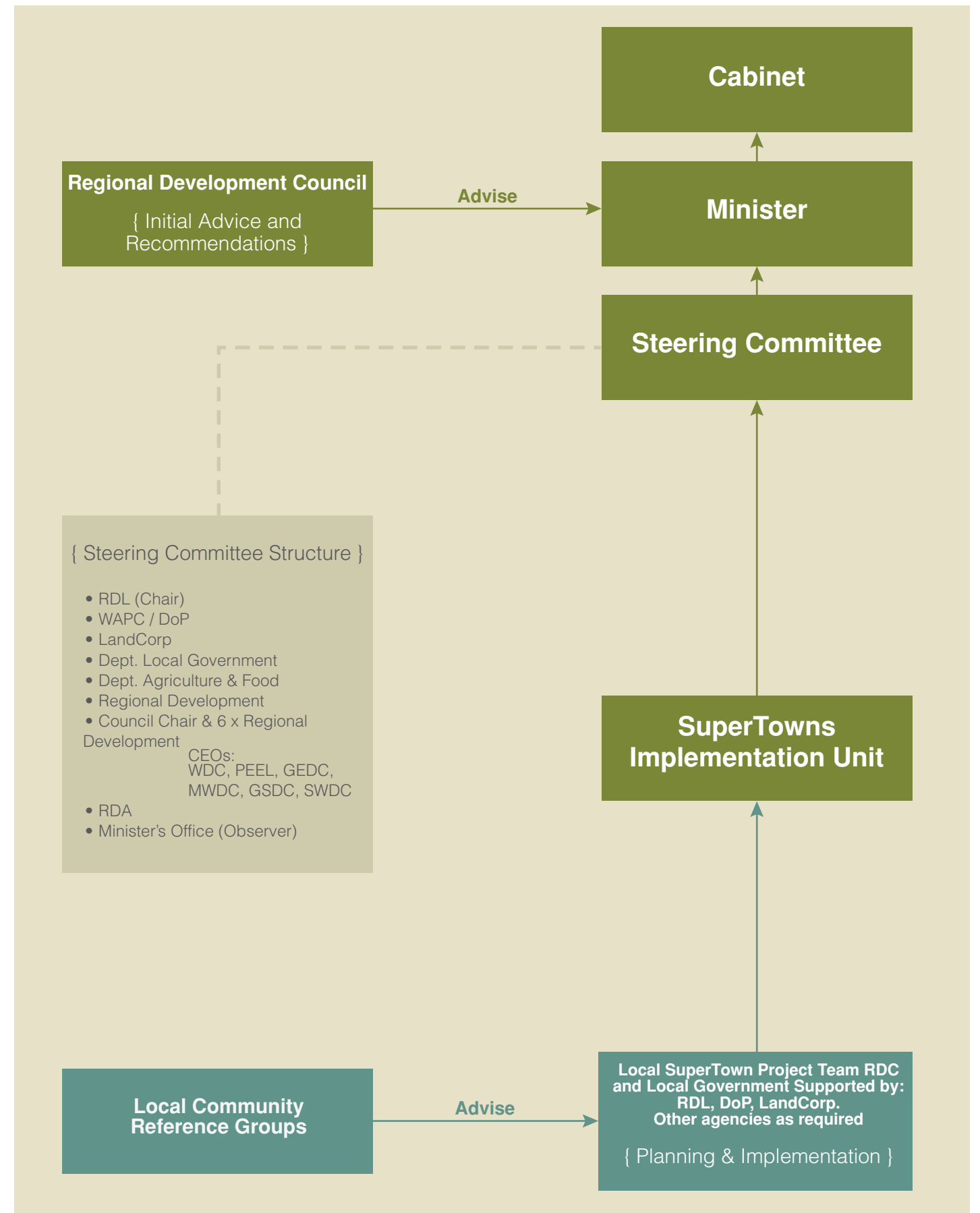


Figure 4 Governance