



CORPORATE BUSINESS PLAN **2021-2025** 2024/25 ADDENDUM



STRATEGIC DIRECTION 1. COMMUNITY

ASPIRATION: *"Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential."*

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
1.1 Enhanced lifestyle through spaces, places, programs and services that foster connection and inclusion				
1.1.1	Facilitate and deliver school holiday, after school programs and youth vibrancy initiatives (e.g. Sunset Yoga, Sundays by the Sea, Films on the Foreshore)	Youth Development	# Activities and # participants	✔
1.1.2	Provide library services, community facilities and engagement programs to meet the lifelong learning and leisure needs of the community	Libraries	# Visitors = # Members = # Items loaned = (physical) (e-resources)	✔
1.2 We are a community accountable for our actions				
1.2.1	Ensure effective animal management within the community	Ranger Services	85 % of impounded dogs returned to owner or rehomed % returned to owner % rehomed	✔
1.2.2	Provide Ranger services to support the community by administering the City's legal obligations	Ranger Services	90% of all incoming requests for service responded to within five business days. 85% of all incoming requests for service completed within 15 working days	✔
1.3 Pride in place and a sense of belonging is commonplace				
1.3.1	Deliver collaborative community initiatives to increase engagement, pride in place and a sense of belonging in Mullewa	Community Development Mullewa / Youth Development	# Initiatives delivered; # Participants;	✔
1.3.2	Implement and review the City's Heritage Strategy to record, recognise and preserve our social, environmental and built heritage	Heritage Services	# Heritage enquiries = # Hours community research =	✔
1.3.3	Coordinate preservation activities for the seven non-active historical cemeteries and burial grounds within Greater Geraldton	Heritage Services	Ongoing attention to preservation of historical grave sites and the collection of community stories associated with those sites	✔
1.4 Community safety, health and well-being is paramount				
1.4.1	Deliver a range of youth diversionary programs (e.g. Late Night Basketball, Safespace and Mullewa Youth Centre)	Youth Development	# Youth events/activities # of participants	✔
1.4.3	Adhere to Department of Home Affairs requirements in screening passengers and baggage	Geraldton Airport	# Passengers screened	✔
1.4.4	Undertake mandatory pool inspections in accordance with legislation	Building Surveying	25% of pools inspected every year with all pools inspected every four years	✔
1.4.5	Continue the Corella Management Program	Ranger Services	One hour of patrolling per week during Corella season (November to June); and two meetings per year with the Corella Group	✔
1.4.6	Investigate Development Compliance issues	Development Compliance	90% of all incoming requests for service responded to within five business days	✔

STRATEGIC DIRECTION 1. COMMUNITY

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
1.4 Community safety, health and well-being is paramount [cont]				
1.4.7	Facilitate the delivery of Health Education and Promotion Programs	Environmental Health	Four proactive programs undertaken during the year for either business or the community	✔
1.4.8	Undertake mandatory public health surveillance program	Environmental Health	90% of all programmed inspections undertaken annually	✔
1.4.13	Active Bystander Training delivered as part of key services induction training for all new City staff	Community Development	# Training programs and # Participants	✔
1.4.14	Deliver Game On! Year 2 program to increase participation in sport by young people	Youth Development	# Sports delivered # Participants # New club members	✔
1.5 The opportunity for all to reach their potential exists				
1.5.2	Provide outreach library services to frail and housebound community members, with assistance from volunteers	Libraries	# Housebound patrons on delivery runs = # Items delivered	✔
1.5.3	Facilitate and deliver a range of programs, activities and presentations that promote healthy ageing	Community Development QEII Seniors and Community Centre	# Programs # Participants	✔
1.6 Community capacity, innovation and leadership is encouraged				
1.6.3	Support local community groups and organisations to successfully plan and deliver events	Events and Venues	# External events # Participant	✔
1.6.4	Deliver the City's Community Grants Program	Treasury and Finance	\$ Distributed # Rounds # Recipients	✔
1.7 Reconciliation between Indigenous and non-indigenous communities is supported				
1.7.1	Develop and commence implementation of the Reconciliation Action Plan	Community Development	Reconciliation Action Plan endorsed by Council # activities delivered	✔
1.7.2	Support NAIDOC Week and National Reconciliation Week	Community Development	# Activities # Participants	✔
1.8 Active living and recreation is encouraged				
1.8.1	Deliver initiatives identified in the City's Disability Access and Inclusion Plan (DAIP) in collaboration with service providers, including the Passport to Employment Program and International Day for People with Disability	Community Development	# Disability employment clients linked to employers; # Activities # Participants	✔
1.8.2	Facilitate and deliver key youth events (e.g. Revolve Skate Series, Frothin' Fools Surf Festival and Battle of the Bands)	Youth Development	# Events # participants	✔
1.8.4	Manage the bookings for City sports grounds, venues and facilities, and foster large scale community sporting events	Events and Venues	# Bookings # events	✔
1.8.5	Celebrate National Seniors Week in collaboration with relevant seniors groups	Community Development QEII Seniors and Community Centre	National Seniors Week event delivered # participants	✔
1.8.6	Efficient and effective management of the QEII Seniors and Community Centre	Community Development QEII Seniors and Community Centre	Annual Senior's Satisfaction Survey	✔
1.8.7	Develop and deliver local active travel strategies and initiatives	Sport and Leisure	# Strategies and events	✔

STRATEGIC DIRECTION 1. COMMUNITY

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
1.9 A strong sports culture exists through well-planned facilities				
1.9.1	Support Ground Management Committees' (GMC) role in sporting recreation reserves, including review of policy and model	Sport and Leisure	# GMCS supported; Review completed	✓
1.9.2	Deliver annual sporting tower lighting compliance audit	Sport and Leisure	Annual audit completed	✓
1.9.3	Deliver aquatic services that include provision of swimming and water safety lessons, recreational, competitive and social swimming, hydrotherapy and aquatic aerobic classes	Sport and Leisure	# Activities # participants	✓
1.9.5	Engage and liaise with relevant community groups regarding submission for CSRFF and CNLP grants	Sport and Leisure	Stakeholder liaison # Grand funding applications	✓
1.9.6	Masterplan for Spalding Park Tennis Club premises to accommodate new users following the relocation and amalgamation with Geraldton Tennis Club in Wonthealla	Sport and Leisure	Masterplan completed	✓
1.10 A place where people have access to, engage in and celebrate arts, culture, education and heritage				
1.10.1	Present a creative, dynamic and diverse QPT program that enriches, entertains and engages our community	Events and Venues (QPT)	# Shows/programs # audience	✓
1.10.3	Update the City's Heritage Inventory and review the way our heritage places are protected	Town Planning	A Heritage Review is commenced and progressed in accordance with the project plan	✓
1.10.4	Implement the City's Public Art Strategy and coordinate public art opportunities, activities and repairs	Geraldton Regional Art Gallery	Ongoing service delivery. # activities	✓
1.10.5	Coordinate the Geraldton Regional Art Advisory Committee	Geraldton Regional Art Gallery	Ongoing service delivery	✓
1.10.6	Coordinate and deliver the annual Big Sky Readers and Writers Festival	Libraries	# Tickets booked	✓
1.10.9	Deliver a GRAG exhibition program of local, national and international art	Geraldton Regional Art Gallery	# Exhibitions = # Attendances at Gallery	✓
1.10.10	Deliver the renewal program of heritage signs as prioritised by 'Heritage Signage Audit'	Heritage Services	Ongoing service delivery	✓

STRATEGIC DIRECTION 2. ECONOMY

ASPIRATION: *"A healthy thriving and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric."*

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
2.1 Local business is empowered and supported				
2.1.1	Encourage local expenditure through the Greater Geraldton Buy Local Gift Card Program	Economic Development	# Cards purchased # value of expenditure	✓
2.1.2	Local Legends social media campaign	Communications and Tourism	Engagement of Local Legends measured weekly and monthly through social media insights.	✓
2.1.7	Implement Annual Corporate Contract Procurement Plan	Corporate Compliance and Safety	Published Annual Corporate Contract Procurement Plan	✓
2.2 Efficient and accessible intrastate and interstate connectivity				
2.2.1	Review, update and commence implementation of Geraldton Airport Master Plan	Geraldton Airport	Complete Master Plan	✓
2.2.2	Pursue partnerships that encourage emerging aviation technologies	Geraldton Airport	Incorporate into Airport Master Plan provision for infrastructure to support emerging technologies	✓
2.3 The voice of the community is heard at regional, state and national forums				
2.3.1	Represent the community's interests to State and Federal Ministers and the private sector	Council	# Meetings	✓
2.3.2	The City is represented on various community and industry working groups	Economic Development	# of working groups with City representation	✓
2.4 A desirable place to live, work, play, study, invest and visit				
2.4.3	Hold events within the City Centre	Economic Development	# Events hosted # Participants, attendance	✓
2.4.5	Provide GRAG retail area for local artists' to promote and market their creative works	Geraldton Regional Art Gallery	Sales value = \$	✓
2.4.6	Coordinate Post Office Lane Gallery exhibitions	Geraldton Regional Art Gallery	# Exhibitions and duration	✓
2.4.9	Coordinate the Marine Terrace Mall Banner program	Libraries	# Banner installations, duration in days per installation	✓
2.5 Our competitive advantages are built upon and our business success is celebrated				
2.5.1	Develop and monitor the Investment Attraction Portal Project	Economic Development	# CGG Economic Development website hits # Investment enquiries received	✓

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
2.6 A diverse and globally recognised regional capital				
2.6.1	Promote Greater Geraldton through the implementation of Greater Geraldton Destination Marketing Plan	Communications and Tourism	Review and update plan. Report on deliverables as part of the campaigns in the plan, including number of media releases and media liaison, bookings through Book Easy, social media statistics, website views/Google Analytics, and REMPLAN reports for visitors during targeted campaign timelines	✓
2.6.7	Coordinate cruise ship welcome hub	Communications and Tourism	Report on deliverables as part of the welcome hub including cruise ships visited, passengers and crew ashore, inaugural visit, local business engaged in the welcome hub, economic impact as well as other key milestones	

STRATEGIC DIRECTION 3. ENVIRONMENT

ASPIRATION: *"Our natural environment has a voice at the table in all our decisions. We are a leader in environmental sustainability."*

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
3.1 A City that is planned, managed and maintained to provide for environmental and community wellbeing				
3.1.1	Deliver the annual Roads and Footpaths Renewal Programs	Maintenance Operations and Project Delivery and Engineering	Complete road renewal programme in accordance with the 2024/25 Capital works programme Complete footpath and shared path renewal programme in accordance with the 2024/25 Capital Works Programme	✔
3.1.6	Process development applications within timeframes that facilitates timely development	Town Planning	100% of applications not requiring advertising or referral are assessed within 60 working days (statutory timeframe) 80% of applications not requiring advertising or referral are assessed within 20 working days (CGG target). 100% of applications requiring advertising or referral are assessed within 90 working days (statutory timeframe) 80% of applications requiring advertising or referral are assessed within 60 working days (CGG target)	✔
3.1.7	Respond to subdivision referrals within timeframes that facilitate timely development	Town Planning	100% of subdivision referrals responded to within 42 working days (statutory timeframe) 80% of subdivision referrals responded to within 30 working days (CGG target)	✔
3.1.8	Process certified building applications within timeframes that facilitate timely development	Building Surveying	100% of certified applications are assessed within 10 working days (statutory timeframe) 80% assessed in 8 working days (CGG target)	✔
3.1.9	Process uncertified building applications with timeframes that facilitate timely development	Building Surveying	100% of uncertified applications are assessed within 25 working days (statutory timeframe) 80% assessed in 20 working days (CGG target)	✔
3.1.10	Review and update the 10 year Fleet asset renewal program	Fleet Services	Provide a well maintained, safe and fit for purpose fleet	✔
3.1.11	Review and update the Fleet Asset Management Plan	Fleet Services	Achieve optimum plant utilisation, reduce whole of life costs, improved workplace efficiencies and increased safety and sustainability outcomes	✔

STRATEGIC DIRECTION 3. ENVIRONMENT

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
3.2 Regional leader in adapting to climate change				
3.2.1	Continue implementation of the City's Climate Mitigation Plan	Climate	Gas Flaring Agreement negotiated and endorsed with external party. DWER approval(s) granted	✔
3.3 A well-maintained, SMART, sustainable, liveable City valued by the community				
3.3.1	Complete reconstruction of approximately 60 kilometres of unsealed roads	Maintenance Operations	Complete rural road re-sheet program in accordance with the annual budget and the Strategic Asset Management Plan	✔
3.3.2	Continue renewal of stormwater assets	Maintenance Operations	Complete storm water asset renewal program in accordance with the annual budget and the Strategic Asset Management Plan	✔
3.3.3	Complete playground audits and associated renewal programs	Maintenance Operations	Complete audits and inspections in accordance with Australian Standard	✔
3.3.4	Continue upgrades and renewal to irrigation systems and parks including furniture and landscaping	Maintenance Operations	Complete program on time on budget	✔
3.3.5	Maintain approximately 830 kilometres of sealed road network	Maintenance Operations	Provide safe fit for purpose road network within available annual budget	✔
3.3.6	Maintain approximately 1,220 kilometres of unsealed road network	Maintenance Operations	Provide safe fit for purpose road network within available annual budget	✔
3.3.7	Maintain approximately 200 kilometres of stormwater infrastructure including 172 drainage sumps	Maintenance Operations	Provide safe and fit for purpose stormwater network within available annual budget	✔
3.3.8	Maintain approximately 200 parks and open space reserves including 54 playgrounds	Maintenance Operations	Complete annual maintenance program for parks, reserves and playgrounds within available annual budget	✔
3.3.9	Maintain approximately 300 trees under power lines	Maintenance Operations	Complete program on time on budget	✔
3.3.10	Update the existing Conservation Management Plans (CMP) for Heritage Buildings	Land and Property Services	Update the existing Conservation Management Plans (CMP) for Heritage Buildings	✔
3.3.11	Deliver 4 Regional Road Group funded road renewal projects	Project Delivery and Engineering	Projects delivered in terms of the agreed grant delivery milestones	✔
3.3.13	Deliver Local Roads Community Infrastructure Program (LRCIP) - Stage 4	Project Delivery and Engineering	Projects delivered in terms of the agreed grant delivery milestones.	✔

STRATEGIC DIRECTION 3. ENVIRONMENT

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
3.4 A desirable and sustainable built and natural environment responsive to community aspiration				
3.4.1	Ongoing provision of specialised team to service the City Precinct and high profile localities.	City Precinct	A dedicated team providing services including sweeping, mowing, graffiti removal, litter collection and horticulture works for the City precinct area including the HMAS Sydney II Memorial	✔
3.4.2	Delivery of 25,000 to 30,000 native plants for City and community projects	Climate Environment and Waste	Plant orders from City teams, contractors, and community; Successful delivery to clients of plant orders; Community planting days registered with National Tree Day	✔
3.4.4	Delivery of the Annual Capital Works Program in accordance with the requirements of the Project Delivery Framework	Project Delivery and Engineering	Delivery of the works program with least risk, safely, on time and on budget	✔
3.4.6	Design and construction of the replacement Walkaway-Nangetty Bridge	Project Delivery and Engineering	Tender called, awarded and works underway	✔
3.5 An integrated emergency and land management approach				
3.5.1	Completion of bushfire mitigation projects	Emergency Management	Application for MAF grant submitted Fire mitigation work on Council controlled land completed by December 2024	✔
3.5.2	Annual firebreak notice and inspections	Emergency Management	Undertake awareness raising program first quarter 2024/25 90% of all initial inspections to have been completed by 15 November 2024	✔
3.6 The natural environment is valued, protected and celebrated				
3.6.4	Capping of Meru Landfill Cells 1-4	Waste Management	Capping Design and Technical Specification report developed. Contract awarded for capping project. DWER Approvals granted	✔
3.6.5	Coastal Asset condition assessment	Environment and Sustainability	Engagement of Consultant. Asset Condition Report Completed	✔
3.7 Moving towards a circular economy				
3.7.5	Develop an Emergency Waste Management Plan for the City (State Legislative Requirement)	Waste Management	Completion of Emergency Waste Management Report	✔
3.7.6	Implement Kerbside Residential Bin Audit	Waste Management	Bin audit conducted	✔
3.7.10	Installation of new weighbridge including access control, CCTV and associated road works	Project Delivery and Engineering	New weighbridge commissioned	✔
3.7.11	Business Case and detailed design of new Liquid Waste Pond Facility	Waste Management	Business case and design completed	✔

STRATEGIC DIRECTION 4. LEADERSHIP

ASPIRATION: *"A strong local democracy with an engaged community, effective partnerships, visionary leadership and well informed decision-making."*

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
4.1 Meaningful customer experiences created for the people we serve				
4.1.1B	Implement the strategies in the Customer Experience Strategy	Customer Experience	Actions from the strategy are implemented	✔
4.1.2	Ensure Customer Charter objectives are achieved	Customer Experience	Time resolution rates	✔
4.2 Decision making is ethical, informed and inclusive				
4.2.1	Conduct review of the Long Term Financial Plan which provides a long-term view of the City's funding needs to enable the Strategic Community Plan to be achieved	Treasury and Finance	LTFP is reviewed annually	✔
4.3 Accountable leadership supported by a skilled and professional workforce				
4.3.1	Undertake revaluation of assets - Airport Infrastructure	Treasury and Finance	Revaluation is completed and applied	✔
4.3.3	Prepare and adopt the Annual Budget prior to 30 June	Treasury and Finance	Council endorse Annual Budget	✔
4.3.4	Prepare the Annual Financial Report and facilitate the Office of the Auditor General Audit	Treasury and Finance	The Annual Financial Report is completed in compliance with accounting standards and local government regulations	✔
4.3.5	Implement the Strategic Internal Audit Plan	Treasury and Finance	Strategic Internal Audit Plan is endorsed by the Audit Committee, and actions completed	✔
4.3.8	Manage the reporting and acquittals for grants received by the City	Treasury and Finance	Grant reports are prepared and acquittals completed on time	✔
4.3.9	Develop new Workforce Plan 2025-2029	Human Resources	Plan developed	✔
4.3.12	Develop new EEO Plan 2025-2029	Human Resources	Plan developed	✔
4.3.14	Implement the Strategies in the 2021-2024 City Wellness Plan	Human Resources	Strategies and actions are reported to EMT	✔
4.3.16	Finalise Industrial Agreement	Human Resources	New IA negotiated	✔
4.3.17	Develop new City Wellness Plan 2025-2029	Human Resources	Plan developed	✔

STRATEGIC DIRECTION 4. LEADERSHIP

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
4.4 Healthy financial sustainability that provides capacity to respond to changes in economic conditions and community priorities				
4.4.2	Levy and collection of rates in an efficient manner, providing excellent customer service	Treasury and Finance	Rates collection maintained above 95%	✔
4.4.5	Undertake CGG land asset disposal program	Land and Property Services	List Airport Tech Park land parcels with a sales agent within three months of the Certificate of Titles being issued	✔
4.4.6	Undertake annual Capital Renewal Program for City buildings	Land and Property Services	100% completion of program activity in budgeted year	✔
4.4.7	Annual completion of Compliance Audit Return to DLGSC	Corporate Compliance and Safety	Annual submission of Compliance Audit Return to DLGSC	✔
4.4.8	Completion of annual Insurance renewal	Corporate Compliance and Safety	Annual provision of Renewal Report from LGIS in June of each year	✔
4.5 A culture of safety, innovation and embracing change				
4.5.1	New Business System - procurement and implementation of replacement Enterprise Resource Planning system	IBIS Project	Phase 2 50% completed	✔
4.5.2	Implement the City's Work Health and Safety Implementation plan	Corporate Compliance and Safety	Training Audits of safety systems LGIS and Worksafe audits Reporting systems	✔
4.6 A community that is genuinely engaged and informed in a timely and appropriate manner				
4.6.1	Advocate for issues of relevance to the Mullewa community resulting from engagement with the local community	Community Development	# Advocacy projects undertaken	✔
4.6.2	Implement the Community Engagement Framework	Community Engagement	Implementation of the Community Engagement Framework on all Council Major Projects	✔
4.6.3	Publish timely and accurate information on the City website in accordance with the public access provisions of the Local Government Act 1995 section 5.96A	Corporate Compliance and Safety	Corporate Compliance checklist	✔
4.6.4	Conduct Annual Community Perceptions Survey	Strategic Planning	Annual survey successfully implemented and feedback interpreted	✔
4.6.5	Develop Strategic Community Plan 2025-2035 and Corporate Business Plan 2025-2029	Strategic Planning	Community engaged SCP developed CBP developed SCP and CBP endorsed by Council	✔
4.6.6	Reinvigorate key stakeholder relationships in Mullewa to plan coordinated services and programs	Community Development	# Stakeholder meetings	✔

STRATEGIC DIRECTION 4. LEADERSHIP

CBP#	WHAT WE WILL DO	PROGRAMS AND SERVICES	KPI	2024/25
4.7 Council understands its roles and responsibilities and leads by example				
4.7.2	Process and undertake required reviews to ensure compliance with amendments to the Local Government Act 1995 and regulations	Governance	100% compliance	✔
4.7.3	Training for Council members - Inform and assist Council members to participate in and complete mandatory Councillor training and additional training opportunities as requested.	Office of CEO	# Councillors participated # Training completed	✔
4.8 Deliver secured technology that supports sustainability, the environment, service delivery and the community				
4.8.5	Establish Cyber Security Framework	Information Communications Technology	Operational implementation by December 2024	✔
4.8.7	Revise and update ICT Business Continuity Plan for the new network environment	Information Communications Technology	Revised and updated plan	✔
4.8.8	Replace ICT assets as per asset renewal program	Information Communications Technology	Assets renewed in line with the program	✔
4.8.9	Review, design and implement a revised network topology	Information Communications Technology	Design and implemented by 30 June 2025	✔
4.8.10	Review and test Disaster Recovery Plan	Information Communications Technology	Reviewed and tested	✔
4.9 Collaboration and strategic alliances with Local Government partners delivers results for common aspirations				
4.9.1	Oversee the management of the Midwest Libraries Consortium which includes twelve partner Shires	Library Services	Collection of membership, loan (physical and digital), enquiry statistics	✔
4.9.3	WALGA participation	Office of CEO	Attendance at meetings	✔
4.9.4	Regional Capitals of Western Australia participation	Council	Attendance at meetings	✔