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1. BACKGROUND

The Wonthella Progress Association Inc. (WPA Inc.) is Geraldton’s longest running Progress Association; established in 1932, it is very proud of its pioneering history. It is also a community that is in jeopardy of losing its charm and community spirit as it is swallowed up by industrial and business development, road expansion and the rapid demolition of its old houses and cottages. The desire to preserve the history and charm of Wonthella whilst identifying ways to support and implement enhancements and developments that will create community pride and spirit is at the heart of this plan. This objective to both preserve history and embrace positive change has influenced the WPA’s values, vision and mission statements resulting in the WPA’s tag line...

Looking back.... Moving forward...

The strategic plan meeting was organised to give Wonthella residents a voice with the aim of identifying and prioritising the needs of residents. The main focus was to analyse and prioritise those needs so that the development of goals and strategies can be formulated. This will now enable the WPA to focus its activities on these needs so that it can be more effective with the use of its resources.

The strategic plan will also enable the WPA with organisational and operation planning in both the long (3-5 years) and short term (annual, 1-2 years). It will help form a vision for the future and has broad outcomes allowing for flexibility and growth.

The benefits of this plan are:-

- It will help anticipate major strategic issues
- Effective allocation of resources – volunteers, time, finances
- Create a disciplined approach – everyone on the same page
- Enable strategies to be put in place – long and short term goals
- Time management and motivation
- Accountability
- Monitoring - The ability to measure outcomes

The five key areas have been aligned with the City of Greater Geraldton’s “The 2029 and Beyond Project”.

- Environment
- Social
- Cultural
- Economic
- Governance

The 2029 and Beyond Project was initiated in 2010 for the community to collectively envision what they would like the City of Greater Geraldton and Region, the place they call home, to be like in 2029 and take steps towards achieving the vision. The 2029 and Beyond Community Charter is based on the aspirations, visions and values of the community for the future, captured during an extensive community engagement process. More information on “The 2029 and Beyond Project” is available on the City of Greater Geraldton’s Website.
2. CONSULTATIONS

Consultation was made with WPA Inc. member, Sally Farrell who has an extensive background in strategic planning for businesses and not for profit organisations. Sally offered to facilitate the meeting on the day and to mentor the President of the WPA, Sally Edwards in regards to advertising, the organisational and report writing aspects of the meeting. Yvonne Lovedee the Community Development Officer at the City of Greater Geraldton was an integral contributor during the consultation process and on the day.

Every effort was made by the WPA Inc. to ensure that all residents of Wonthella were invited to attend the meeting and advertising by social media, letterbox leaflet drop, articles in the local newspapers and announcements on local radio stations were utilised. The meeting was held locally at the PCYC Hall, Pass Street, Wonthella.

- A leaflet drop was made to all Wonthella resident’s letterboxes in the first week of January 2014. Leaflets were printed courtesy of the City of Greater Geraldton.
- The meeting was advertised on the “Everything Geraldton” Website and Facebook Page.
- Both the ABC and Radio Mama Radio stations promoted the meeting on their community announcements segments.
- Press releases were sent out and an article was published in the Midwest Times, 9 January 2014.
- The meeting was advertised on the WPA’s Facebook Page
- An online survey on SurveyMonkey was made available for any residents who were unable to attend on the day.

2a. Survey Results

The numbers responding to the on-line survey were quite small, however the size of the response is consistent with the number of people who attended the community planning workshop. The survey consisted of a combination of multiple-choice questions and the opportunity for people to comment and voice their specific opinions.

The multiple-choice survey results show some key factors relating to Wonthella residents:
- More than 90% of respondents are proud to live in Wonthella, with 15% extremely proud.
- Almost 85% of respondents indicated they believe there is a strong sense of community in Wonthella, with over 38% stating it is quite strong.
- 100% respondents are satisfied to be living in Wonthella, with more than 30% extremely satisfied.
- 100% of respondents intend to live in Wonthella for years rather than months, and over 90% of respondents have lived in Wonthella for a least a year.
- More than 60% of respondents utilise the public park, with almost 25% using it quite often.

All of the individual responses to changes and improved activities, along with the strengths and weaknesses of living in Wonthella that were captured in the survey were incorporated into the overall strategic planning process. Many of these were consistent with the issues raised in the community planning workshop.
3. VALUES

The Wonthella Progress Association Inc. (WPA Inc.) will work to ensure all decisions affecting the Wonthella community are fair and just, and consider future generations. It will make every effort to honour and protect the history of previous generations as well as promoting a happy and healthy community at all times. The WPA Inc. will operate with inclusiveness, integrity, and transparency for the benefit of the Wonthella community as a whole.

4. VISION & MISSION STATEMENT

4a. Vision Statement

The Wonthella Progress Association (WPA Inc.) will work together with residents to make Wonthella a friendly and vibrant place to live that nurtures a wonderful sense of community spirit.

4b. Mission Statement

The Wonthella Progress Association (WPA Inc.) will look back to recognise and preserve the rich history and pioneering spirit of those who first settled in Wonthella whilst moving forward to create a friendly and vibrant place to live for its current and future residents. The WPA Inc. will make every effort to protect Wonthella from development, including industry and road expansion that erodes or challenges the Wonthella community.
5. ENVIRONMENTAL ANALYSIS

Understanding Our Place - It is essential to know where we are right now, if we want to work out how we are going to get to where we want to go.

5a. External

The external or general environment factors we are operating in were analysed as follows:-

- Introduction of new services – Men’s shed (to be built in Utakarra adjoining Wonthella)
- Skatepark redevelopment – it will bring more young people to the area
- Road expansion – North West Coastal Highway – concern about access to roads including the west side of North West Coastal Highway
- Expansion and development of the industrial area – no buffer zone between the new industrial area east of Flores Road
- Potential closure of the intersection of Wittenoom Street and North West Coastal Highway
- Access concerns to Allendale Primary School and Geraldton Grammar School caused by the closure of Wittenoom Street restricting access
- Increased traffic on both Eighth Street and Central Road
- Concern of flow through traffic along Central Road, non-residents avoiding the use of North West Coastal Highway and traffic lights
- Commercial rezoning
- Sub-division of 1000m2 blocks – high density living, increase in residents with no increase in services
- Fourth Street Federation Park – a strategy to acquire the land (currently owned by the Catholic Church)

5b. Internal

The specific or internal environmental factors that affect us right now were analysed as follows:-

- A call to review the Constitution
- Utility services – improved communication/notice given to householders when service maintenance and upgrades are scheduled.
- Proposed land allocated for open space between Houtman and Bayly Streets – it is believed this land is to be put up for auction. Money from sale could be used to purchase the Fourth Street Federation Park land.
- Connect with other stakeholders – e.g. Rangeway, Utakarra & Karloo (RUK) Progress Association
6. ANALYSIS OF STRENGTHS & WEAKNESSES

SWOT Analysis – A list of our strengths and weaknesses so we understand where we are right now.

6a. Strengths

- Park is an asset
- Community spirit
- Long term residents
- No high-rise
- Maturity of trees
- Great place to live
- Easy access and great location in proximity to town, sports and shops.
- Good soil, ground water and drainage
- Bus service available

6b. Weaknesses

- Static size – no room for expansion
- No recycling
- Mess – rubbish, verges, weeds and vacant blocks
- Noise – industrial area, roads, trucks
- Traffic increase on Central Road and Eighth Street
7. OPPORTUNITIES & THREATS

SWOT Analysis – A list of opportunities available and pressures that threaten the very fabric and spirit of Wonthella.

7a. Opportunity

- **Bike paths – convert the old rail reserve to a dual pathway that goes through to Chapman Road**

The ever expanding industrial area located on the East side of Flores Road is causing increasing alarm amongst residents as zoning changes are altered. Originally it was believed that this area was to be used for service industries only but it seems that a 24 hour glass manufacturing factory and a processing laboratory have been approved by the City without a noise and aesthetic buffer zone being created between industry and residents.

The WPA Inc. has developed a plan to transform the Old Rail Reserve currently owned by the Public Transport Authority into a dual walk and cycle way and a green buffer strip to connect Utakarra and Wonthella to the CBD via the Chapman Road Dual Pathway. The City of Greater Geraldton has supported this plan but the Public Transport Authority (PTA) has not been willing to relinquish this land. Another concern is that the PTA have leased out part of this land to at least one business in Webberton.

Yvonne Lovedee has provided the following information “This is the concept plan which Stan Gratte provided during the Participatory Budget discussions on community projects held in November 2013. The Community Panel rated more than 200 community projects and this area was amongst them. The report from the Community Panel workshops was presented to Council on 16 December 2013 and a report from the CGG staff is expected to be presented to Council in February 2014 which will give a priority listing of projects for the City over the next 10 years.

- **Lobby to beautify Wonthella**

The deterioration in the suburb of Wonthella is a major concern for residents. Whilst Wonthella is only small in regards to land size it does have a high number of people from other suburbs that access the sporting facilities and the shopping facilities. This has increased the amount of rubbish that is now on the verges and broken bottles are a regular site along the footpaths.
• **Traffic management - Traffic calming devices could be introduced**

The residents of Wonthella have expressed concern about the increased traffic especially people travelling through Wonthella to avoid the traffic lights on North West Coastal Highway. People travelling down Pass Street then continue on Central Road to access Place Road. The increasing popularity of the Supa IGA Supermarket on Wonthella has resulted in increased traffic along Fifth Street. The residents living on the corner of Fifth Street and Central Roads have expressed concern about this increase in traffic on both roads and also the speed of which cars are travelling. The residents believe there is a need to look at the traffic in and around Wonthella including Place Road, Eighth Street and Flores Road.

• **Fourth Street Federation Park**

The Fourth Street Federation Park has been developed into a popular and lovely park in conjunction with the City of Greater Geraldton and the application of grants. The residents of Wonthella are very concerned that they could lose this park, the only public open space in Wonthella for residents. On many occasions the WPA has written to the City requesting that the acquisition of this land from the Catholic Church be made a matter of priority. Councilor Graeme Bylund also actively lobbied on the Association’s behalf in regards to the acquisition of the park. To date the residents do not believe that anything positive has transpired in regards to either a land swap or negotiations with the Catholic Church to purchase the park.

• **Historical Significance**

  - Identify historical spots
  - Capture the oral history of Wonthella
  - Historical walking trail including pictorial signage

• **Networking**

  - Work with other community groups
  - Greater collaboration with the City of Greater Geraldton

• **Convert verges into food gardens**

• **Footpaths – to make Wonthella more family friendly, encourage walking**

• **Community or public art – improve the visual appearance**
7b. Threats

- **Industrial and business development encroaching on Wonthella** – lack of control and consultation with residents
- **Business and industry continue to push zoning boundaries** – originally believed to be service industries not manufacturing industries
- **Road access** – closures
- **Losing easy access to CBD, and to the north and south of the city**
- **Boxed in by heavy traffic** – road encroachment
- **Becoming high density living**
- **The only public open space for residents is owned by the Catholic Church** – threat that one day the land could be redeveloped or sold and that Wonthella would lose its only park.
8. GOALS

**Goal 1  Environment**
The WPA Inc. will work with the support of Wonthella residents to ensure Wonthella remains a family friendly community oriented suburb and offers a vibrant and safe environment for people to live.

**Goal 2  Social**
The WPA Inc. will work collaboratively with the City of Greater Geraldton to secure the Fourth Street Federation Park as a city owned public owned space in order to develop Federation Park as the community and social hub of Wonthella.

**Goal 3  Cultural**
The WPA Inc. will preserve and share the history of Wonthella and it will work with the residents to maintain the strong community fabric of the suburb into the future.

**Goal 4  Economic**
The WPA Inc. will actively pursue funding sources and secure grants to assist in the achievement of their goals for the benefit of current and future residents.

**Goal 5  Governance**
The WPA Inc. will work to improve governance, build membership and strengthen its lobbying power for the benefit of residents of Wonthella as a whole.
9. STRATEGIES

Goal 1  Environment
The WPA Inc. will work with the support of Wonthella residents to ensure Wonthella remains a family friendly community oriented suburb and offers a vibrant and safe environment for people to live.

*The WPA Inc. will achieve this by:-*

**Dual Pathway & Buffer Zone**  
- To create a dual path and cycle way along the old rail reserve that would enable walkers, cyclists and gophers to be able to access the CBD without having to cross over the Phelp Street and Mark Street hills.
- To create a green buffer strip alongside the park which would create an aesthetically beautiful and environmentally friendly buffer between industry and residential.
- A flourishing tomato exporting industry was operating in the Wonthella/Webberton area in the 1950’s. The railway lines and its sidings were instrumental in transporting the tomatoes from Geraldton to Perth. Historical signage along the proposed dual and cycle way path would document and preserve this history.

**Other**
- Lobbying the City of Greater Geraldton to acquire ownership of the Fourth Street Federation Park
- Replace the deteriorating asbestos fence along the west side of the Fourth Street Federation Park and replace with a fence that can be used for urban art and a memorial wall
- Community garden
- Beautify the road verges, create beautiful avenues along Howard Street and Central Road and the west side of Flores Road
- Clean up and beautify the Place Road medium strip with suitable hardy plants that are bright and colourful e.g. bougainvillea’s
- Improve verges along North West Coastal Highway and vacant blocks at Fifth and Second Streets – improve the first impression of tourists driving through the town
- Landscape the intersection at Place Road and Flores Road
- Native plants along verges and adjoining roads
- Beautify sumps “plots” – revegetate, explore what plants and creepers would be suitable
- Seating and shade along footpaths
- Create edible gardens on verges
- Lobby for council support for the improvement of verges, soil, mulch, weed removal
- More rubbish bins along Eighth Street, Howard Street, Central Road and Place Street
- Ensure the Kurrajong trees along Flores Road opposite Fourth Street are protected
- Planting of more trees
- The fence along the Catholic Church in Howard Street is dangerous – needs replacing
- Traffic calming devices in Central Road, Howard Street and Eighth Street
- Single access, leader lanes, secondary lanes in/out of sporting venues
- Pedestrian overpass/underpass across NWCH to connect with Allendale School
- A footpath on both sides of 5th Street to create easier access to and from Supa IGA
- A footpath along Flores Road
- Footpaths in the central section of Fourth Street for easy access and entry to the Fourth Street Federation Park
- Underground Power
Goal 2    Social

The WPA Inc. will work collaboratively with the City of Greater Geraldton to secure the Fourth Street Federation Park as a city owned public owned space in order to develop Federation Park as the community and social hub of Wonthella.

- Lobbying the City of Greater Geraldton to acquire ownership of the Fourth Street Federation Park

- Better utilisation of the park, get-togethers such as markets and festive season events or family entertainment such as movies, mini basketball

- Improvement of park facilities— Public Toilets (lock up at night) and BBQ's

- Shade over the swings

- Existing bike paths could be extended to create a walkway around the perimeter of the park which can be used by young children on bikes, scooters, skateboards etc... and that also can be used for residents especially seniors so they can walk around the park for exercise.

- Recreation facilities at the park for adults – e.g. tables for cards or chess. Bocce court – Bocce is traditionally played on natural soil and asphalt courts 275 metres (90ft) in length and 2.5 metres (8.2 to 13.1 ft.) wide.

- Community garden

- A perimeter fence around the Wonthella Skate Park – entry/exit points – zigzag design like at railway lines – kids have been seen crossing roads and nearly being hit by cars in this area

- 4 Hectares of bush land with picnic table near gun club

- Encourage residents to have numbers on curbs

- Chemist/Doctor’s Surgery/Physiotherapist
Goal 3  Cultural

The WPA Inc. will preserve and share the history of Wonthella and it will work with the residents to maintain the strong community fabric of the suburb into the future.

- Community or Public art to liven up the suburb and to create interesting focal points
  
- Memorial Wall – to honour pioneering families
- Welcome statements/signs as you enter Wonthella
- Pictorial and information signs to identify historical sites – similar to the ones in Marine Terrace
- Statue of each sport on each corner of Wonthella
- A perimeter fence around the Wonthella Skate Park – entry/exit points – zigzag design like at railway lines – kids have been seen crossing roads and nearly being hit by cars in this area
Goal 4  Economic

The WPA Inc. will actively pursue funding sources and secure grants to assist in the achievement of their goals for the benefit of current and future residents.

➢ Identify and apply for grants for specific projects and strategies
➢ Identify joint funding opportunities with other local Progress Associations
Goal 5  Governance

The WPA Inc. will work to improve governance, build membership and strengthen its lobbying power for the benefit of residents of Wonthella as a whole.

➢ Form strategic partnerships with key stakeholders
   - City of Greater Geraldton
   - Main Roads
   - Public Transport Association
   - Chamber of Commerce

➢ Form strategic alliances with other organisations
   - RUKPA (Rangeway, Utakarra, Karloo Progress Association)
   - DCPA (Drummond Cove Progress Association)
   - Other Progress Associations and Community Groups

➢ Review the Constitution
10. ACTION PLAN

This plan needs to be considered in conjunction with the current Annual Action Plan as a separate document.

11. IMPLEMENTATION

The WPA Inc. intends to implement the goals and strategies of this Strategic Plan through the use of an Annual Action Plan.

12. MONITORING AND EVALUATION

The effectiveness of the Strategic Plan will be monitored and evaluated using Key Performance Indicators (KPIs) within the Annual Action Plan. An Action Plan will be prepared at the beginning of each calendar year, ensuring ongoing review of the Strategic Plan.