



# Strategic Community Plan

July 2023 to June 2033

**A placemaking strategy.**





## ACKNOWLEDGEMENT OF COUNTRY

The people of Kojonup acknowledge and pay respect to the Noongar people, of the Kaneang tribe, as the Traditional Owners and inhabitants of Kojonup.

Thousand of years ago, the Kaneang people drank from, and met at, the local freshwater spring and hunted game with the traditional Noongar "kodj", or stone axe.

Today we celebrate the Noongar people for their respect and knowledge of Country and the sharing of stories of life on these lands.



# Kaneang COUNTRY





## INDEX

Message from our Shire President	4
Our Community Vision	5
Message from our CEO	6
Integrated Planning and Reporting	8-9
2022 Community Engagement Results	10-13
Reinforcing our Community Vision	14
Our SCP Plan-on-a-Page	15
Key Pillar Lifestyle	16
Key Pillar Economics	17
A Placemaking Case Study	18
Key Pillar Visitation	19
Key Pillar Performance	20
SCP Placemaking Milestones	21
SCP Placemaking Community Engagement	22
SCP Placemaking Message	23
Next SCP Process	24



**Place of stone for axes.**

**Place to meet at the spring.**



## BOLD NEW PLACEMAKING VISION FOR KOJONUP

**"Kojonup is tens of thousands of years old. It is home to the Kaneang people of the Noongar Nation and we celebrate the learning that the custodians of these lands bring to us as a community."**

Kojonup's community has been involved in strategic planning for a number of years now. In the recent planning cycle the Community has expressed that it is at a crossroads. In the past we focused on the items we needed to fix and had less concerns about the future.

This time it was different. The feedback changed - many community members told us about what the future of Kojonup could be to remain sustainable and how we as a whole community can make it a more attractive and great place to live, visit, and grow our economy.

This makes this year's strategic cycle a watershed moment for us all.

Kojonup's population peaked in the 1970's with 2700 residents. Since then, the population has declined to a 2021 figure of 1901. The trend is for a continued declining population - a population of 1750 in the year 2033. Contrary to these facts, the current community engagement process voted for a target population of 2250 by the year 2033 - this is a 500-person increase compared to the trend.

We all know that a declining population means we lose services such as health, shopping, schools, accommodation, road maintenance, plus more. The time is now to stop the decline and how we do that requires courage.

Everyone in Kojonup is supportive of Kojonup growing as a community so it is time to make some bold, determined and extraordinary decisions to ensure we are growing as a community and to sustain the wonderful place that Kojonup is for the next generation.

This Kojonup Strategic Community Plan is a step up. It contains decisions to make Kojonup stand out from the pack.

This is called 'placemaking', so we need to add another dimension to the already magnificent KO culture. I want to be clear that our culture is a strength. We do not want to lose what culture we have, instead we keep all the good things and add more.

I invite everyone from within and without to work with each other and make Kojonup sustainable for the people of tomorrow through the implementation of this 'placemaking' strategy.

'Placemaking' adds to the character and essence of Kojonup, strengthening and expanding what we already know and have. We are going hard to add other layers of industry to Kojonup - that is the industry known as the 'culture industry'.

Kojonup's stepped up 'culture industry' includes building on Kodja Place, better defined historical sites, visual arts, theatrical, food, events, streetscaping, experience based activities, plus more. The addition of this industry is not just for visitors, it's for people who live and work in Kojonup.

You experience the KO culture every day, it is now time to take our culture to the world.

We have a new bold community-driven vision, and that is by 2031, Kojonup will be 'The cultural experience centre of the Great Southern.' We certainly aren't there yet; we have a lot of hard work to do over the next ten years to make this happen.

The decisions we make at Council will work toward achieving this vision - we trust community members will also make bold decisions going forward to help achieve the community's new vision

Thank you for your support in this placemaking strategic journey."

Cr. Ned Radford,  
Shire President  
Shire of Kojonup







COMMUNITY  
VISION

By 2033 Kojonup aims to be...

THE CULTURAL  
EXPERIENCE CENTRE  
OF THE GREAT SOUTHERN





## PLACEMAKING VISION TO TANGIBLE ACTIONS

Kojonup's Strategic Community Planning results in a four-year plan, with a ten-year vision and four-year actions. The process is part of the Local Government Act, and is a requirement under the heading of Integrated Planning and Reporting. To form this Strategic Community Plan, the local community was engaged in face-to-face sessions and was also offered survey engagement during the same month.

From the community feedback this 'placemaking' Strategic Community Plan was formed. I thank the community for such engagement, and applaud it for taking a 'future-inspired' stance through this placemaking strategic plan.

There is global research that has assisted us in realising how to sustain, and even grow, a region just like Kojonup. In fact, there are six rules to assist us. Below is the list of rules, in bold, with Kojonup's response to each rule.

### 1. **Have a continually repeated, used, and broadly-held, vision**

Kojonup's community 2033 vision is now 'The cultural experience centre of the Great Southern'.

### 2. **Economic development**

The increased focus of 'culture' being treated as a new industry for Kojonup.

### 3. **Proactive, embrace change, assume risk**

Community members to talk about the proactive placemaking strategy, that it may be risky, and that is okay.

### 4. **Defining assets and opportunities for competitive advantage –**

Assets of focus are:

- the cultural experience main street renewal,
- the cultural experience Kodja Place up-scaling,
- cultural experience natural trails and adventures.

Opportunities include:

- a community-directed incentive to grow cultural experiences,
- focus on cultural experience visual and performance art sector,
- cultural experience short term experiential accommodation.

### 5. **Innovative partnerships and local government**

When the Kojonup community continually uses the new vision, and reinforces its placemaking storytelling, there will be an increased chance of partnering and investment.

### 6. **Measure, then celebrate milestone successes**

A well-articulated timetable of major projects over a four year period from July 2023 to June 2027.

Grant Thompson,  
Chief Executive Officer  
Shire of Kojonup









## KOJONUP'S INTEGRATED PLANNING AND REPORTING PROCESS

Kojonup's Strategic Community Plan has been created by the people of Kojonup and follows six years after the creation of SMART Kojonup, the 2017 Strategic Community Plan. This new plan outlines the community long term vision as well as the major pieces of work the Kojonup community aspires towards. The Strategic Community Plan is the overarching document within the integrated planning and reporting framework, and is legislated under the Local Government Act 1995. The framework requires each local government to engage with its community to understand local priorities and aspirations, and subsequently develop a plan for the future. This Plan takes into account current and expected changes in community demographics, social issues and local, national and global influences.

During the community engagement phase of 2022, much conversation was about the declining population, along with the need to take some risks to arrest this decline. Following community's feedback, a special placemaking plan has been developed as a standard business-as-usual plan was not going to deliver the different result the community asked for.

Development of Kojonup's Strategic Community Plan was undertaken over a six month period in 2022. The Shire held a range of community engagements sessions, Shire workforce sessions, Shire Elected Member sessions, and conducted a community survey.

There is a shared responsibility by the community of Kojonup and the Shire of Kojonup, and key stakeholders and agencies, to action the Strategic Community Plan. The Shire has also formed a highly executable Corporate Business Plan to action this governing Community Plan.

The Shire has matched a desired workforce structure to enable the achievement of this Community Plan. To make this process fully integrated at the Shire of Kojonup, all other planning documents (including Long Term Financial Plan, Asset Management Plan and Workforce and Diversity Plan) are now to be driven by the community's Strategic Community Plan.

## KOJONUP'S COMMUNITY VISION TO 2033

THE CULTURAL  
EXPERIENCE CENTRE  
OF THE GREAT SOUTHERN

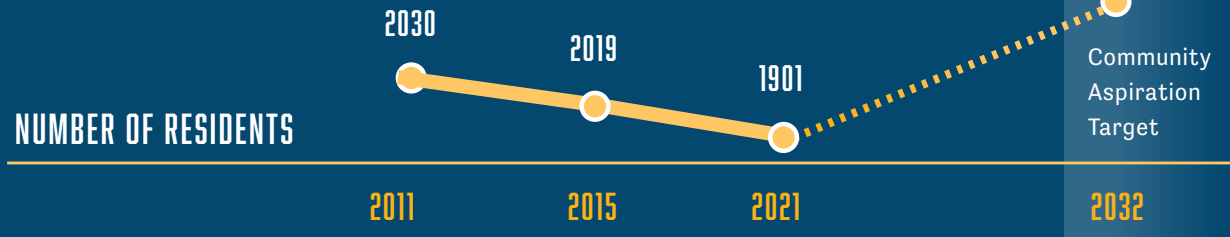




The integrated planning and reporting process for Kojonup looks like this:



# LIVING IN KOJONUP



Kojonup's population has decreased by 6.4% in ten years. In the ten-year period before, from 2001 to 2011, the population decreased by 5.1%. Based on this pattern, the population in Kojonup in the year 2031 will be 1755 (loosely based on a 7.7% decline).



## SCHOOL NUMBERS

	2013	2014	2015	2016	2017	2018	2019	2020	2021
KOJONUP DISTRICT HS	243	230	250	235	260	258	240	245	245
ST BERNARD'S					61	64	72	74	71

↑ Kojonup's median age has increased from 43 to 46, between 2017 and 2021.

↓ Kojonup's crime-rate statistics have decreased by 45% since 2017.

↓ The number of people who define themselves as Indigenous has decreased from 5% in 2017 to 3.2% in 2021.

# WORKING IN KOJONUP

## THE TOP TEN EMPLOYEES IN KOJONUP ARE

Shire of Kojonup  
CGS Engineers  
Klopper Contracting  
Genstock  
Beaufort River Meats  
Westpork  
IGA  
Pascoes Accounting  
Kojonup Agricultural Suppliers  
WA Education Department

## THERE ARE 8 HEALTH PROVIDERS OPERATING IN KOJONUP

Dentist  
Doctors  
Physio  
Massage  
Chiropractor  
Two types of mental health services  
Pharmacy

THERE ARE **16** TELECOMMUNICATION blackspots in Kojonup.

THERE ARE **36** BUSINESSES on the main street of Kojonup, down from six years ago.





# VISITING AND ENGAGING IN KOJONUP

THERE ARE 10 DIFFERENT SHORT-TERM ACCOMMODATION TYPES IN KOJONUP

2 AirBNB 3 Bed and Breakfasts 3 Hotel/Motels 1 Caravan Park 1 RV Stopover site



The year 2020 to 2021 experienced half a million cars travelling up and down Main Street. And 2021 to 2022 this dropped to 410 000.

The Shire of Kojonup has attracted \$16m in grant funding since 2017 with the highest year being 2018/2019.

Regarding Kojonup library use, there has been a 54% increase in e-book borrowings in the Kojonup region in the last three years and a 11% increase in hard copy books borrowed.

KOJONUP IS WELL KNOWN FOR NUMBER OF CLUBS

21

SPORTS CLUBS

14

SERVICE CLUBS

7

INTEREST CLUBS

A strong 81% of the Kojonup community volunteer in some shape or form, compared to the national average of 31%. Tasmania has the highest volunteer rate as a State of Australia, and Western Australia is the equal second lowest at 27%.

KODJA PLACE VISITATION NUMBERS HAVE BEEN

21,342

2019  
JAN-DEC

↓ 13,505

2020  
JAN-DEC

↓ 13,680

2021  
JAN-DEC

↑ 21,342

2022  
JAN-SEPT



The 2022 engagement phase reached 6% of Kojonup's population. There were five sessions, reaching 64 people and an online survey reaching another 52 people.

The most common views included:

- A desired population of 2250 people by 2032
- Kojonup's point-of-difference is its central (north, south, east, west) location and its historical and cultural diversity
- The general desires for improvement are accommodation, safety, and maintaining education

*"Kojonup is a small place with a big heart and a lot of history. Our streets are stacked with amenity, utilising infrastructure which encourages people to sit and stay awhile. The main street is a shared thoroughfare encouraging pedestrian traffic, light vehicles, and plenty of accessible parking for RVs. The main street has a theme honouring its combined heritage, the flowering trees and park-like infrastructure are everywhere encouraging you to sit, breathe the clean air and stay awhile. Kojonup is the home to a variety of boutique shopping opportunities along the main street, art and craft shops are everywhere, and visitors stop at our indoor-outdoor restaurants enjoying breakfast, lunch and dinner. Kojonup has a Cultural hub (Kodja Place) which is the home of Kojonup Noongar-Aboriginal people."*

*"A busier little town that welcomes people."*

*"To be recognised as a town where opportunities to own a business are great and supported by thriving schools. Our location to Perth and the west and south coast is ideal. Our streetscape will be smartened up by then and maybe we will have a bypass for heavy vehicles."*





*"Kojonup to have an amazing culture of volunteering, clubs and societies driven by the pioneer's farm development and a melting pot of immigration."*

*"Extremely proud of this town and I am willing to help build a stronger community and go forward."*

*"Begin to make land available for new builds including industrial developments so the trades can come to build."*

*"Creation of a new industry. Shire to adopt different views on developments."*

*"We must plan for expansion, 'Kojonup is open for business and we want yours!'"*

*"The main strip; freshen it up, give it a new paint job, and we need new road. Make it feel like a fresh bright town when people drive through."*





# THE CULTURAL EXPERIENCE CENTRE OF THE GREAT SOUTHERN







## Cultural Experience Lifestyle

By December 2027 Kojonup has



### 1. Diverse Accommodation Options

- 1.1 Abundant short-stay
- 1.2 House, land development stimulus
- 1.3 Future-proof aged care
- 1.4 Experience-Kojonup experiential accommodation.  
*Placemaking Project*
- 1.5 Experience-Kojonup self stay program  
*Placemaking Project*



### 2. Proactive Community Spirit

- 2.1 Placemaking Community Advisory Team  
*Placemaking Project*
- 2.2 Placemaking Youth Advisory Team  
*Placemaking Project*
- 2.3 Volunteer support
- 2.4 Community Revenue Team
- 2.5 Experience-Kojonup Community Incentive Scheme  
*Placemaking Project*
- 2.6 Wellbeing advancement



### 3. Regional Development

- 3.1 Future transportation  
*Placemaking Project*
- 3.2 Roads prioritisation
- 3.3 Telecommunications advocacy
- 3.4 Young child care and activities
- 3.5 Sport collaboration

## Cultural Experience Economics

By December 2027 Kojonup has



### 4. Grown Existing Business

- 4.1 Economic support program
- 4.2 Ko-work entrepreneurs centre  
*Placemaking Project*
- 4.3 School-based Creative-Kojonup partnership  
*Placemaking Project*



### 5. Assisted New Business

- 5.1 Industrial land release
- 5.2 SoK Diversity WA Partnership
- 5.3 Reason-to-stop retail attraction  
*Placemaking Project*
- 5.4 Recycling business
- 5.5 Cultural experience new business  
*Placemaking Project*



### 6. Attracted Cultural Industry

- 6.1 Creative-Kojonup creative industries collective  
*Placemaking Project*
- 6.2 Creative-Kojonup experiential culture-awareness training  
*Placemaking Project*
- 6.3 Cultural industry support  
*Placemaking Project*

## Cultural Experience Visitation

By December 2027 Kojonup has



### 7. Experience-Kojonup Anytime Adventures

- 7.1 The Kodja Place Cultural upscale  
*Placemaking Project*
- 7.2 Experience-Kojonup attraction upscale  
*Placemaking Project*
- 7.3 Experience-Kojonup natural trails  
*Placemaking Project*
- 7.4 Digital Experience-Kojonup  
*Placemaking Project*



### 8. Experience-Kojonup Occasional Adventures

- 8.1 Creative-Kojonup visual arts  
*Placemaking Project*
- 8.2 Experience-Kojonup performing arts  
*Placemaking Project*
- 8.3 Cultural experience annual event calendar



### 9. Experience-Kojonup Vibrant Spaces

- 9.1 Experience-Kojonup main street renewal (phase A).  
*Placemaking Project*
- 9.2 Experience-Kojonup main street renewal project (phase B)
- 9.3 'Kojonup Proud' region-wide program  
*Placemaking Project*
- 9.4 Kojonup Youth Precinct  
*Placemaking Project*

## Shire of Kojonup Performance

By December 2027 Kojonup has



### 10. Contributed Socially

- 10.1 Environment Action
- 10.2 Shire and Community Reconciliation Action
- 10.3 Diversity and Inclusion Action



### 11. Fresh Community Engagement

- 11.1 Targeted Community and Stakeholder Engagement
- 11.2 Self-help communication system
- 11.3 Experience-Kojonup brand storytelling  
*Placemaking Project*
- 11.4 Experience-Kojonup innovative partnerships  
*Placemaking Project*
- 11.5 Visionary milestone celebrations  
*Placemaking Project*



### 12. A High Performing Council

- 12.1 SoK finances and funding
- 12.2 SoK monitoring and reporting
- 12.3 SoK values and culture growth
- 12.4 Community data and knowledge commitment  
*Placemaking Project*
- 12.5 SoK IT upgrade
- 12.6 SoK asset management



# KEY PILLAR

## Cultural experience Lifestyle

By June 2027 Kojonup has delivered



### 1. Diverse Accommodation Options

- 1.1 Abundant short-stay
- 1.2 House, land development stimulus
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- 1.5 Experience-Kojonup self stay program  
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- 2.6 Wellbeing advancement



### 3. Regional Development

- 3.1 Future transportation  
**Placemaking Project**
- 3.2 Roads prioritisation
- 3.3 Telecommunications advocacy
- 3.4 Young child care and activities
- 3.5 Sport collaboration

# THE CULTURAL EXPERIENCE CENTRE OF THE GREAT SOUTHERN

By 2033 Kojonup aims to be the...

- 1.1 This is auditing of, and growth of, short-stay accommodation (including....assets, like hotels).
- 1.2 This is Katanning Road Precinct sub-division, Soldier Road sub-division. Kojonup land-use plans progressed, and Shire of Kojonup incentives for building growth.
- 1.3 This is determining the best management option for Springhaven.
- 1.4 This is a new accommodation type shifting Kojonup into a 'place to stay', such as glamping or bush stays and can be achieved through a tender arrangement with the Shire of Kojonup.
- 1.5 This is increasing designated areas for further unique self-stay natural camping options (with an Experience-Kojonup point of difference) as well as caravan park upgrade.

- 2.1 This is an advisory 'Town Team' which drives research, storytelling, risk-taking and future-think on Kojonup's placemaking desires.
- 2.2 This is a youth advisory 'Town Team' which drives the youth-based placemaking.
- 2.3 This is a volunteer calendar of events, a Volunteer-of-the-Year Awards, and support of volunteering such as leasing arrangements and training opportunities.
- 2.4 This is a 'Community Co-operative program' to raise funds for placemaking activities of Co-op's choice, eg. Kojonup Sports Alliance, 'Southern Dirt', and KP Fund.
- 2.5 This is 4 x \$5000 annual SoK grants for community members to advance placemaking results within Kojonup (eg. Men's Shed, Play Café, farm tours or others).
- 2.6 This is investment in community wellbeing such as SPARK and other partnership models.

- 3.1 This is future-think exploration such as an airport, helipad, bypass-type concepts.
- 3.2 This is a 10-year transparent road plan, including regulatory and parking services, and accident prevention programs.
- 3.3 This is bushfire communications tower upgrade, blackspot minimisation, and NBN upscaling advocacy.
- 3.4 This is continual investigation into leading-practice childcare and young children play innovations.
- 3.5 This is taking sport collaboration to the next level to maximise sporting assets and people, and elevating 'sport' as a cultural experience.



# KEY PILLAR

## Cultural experience Economics

By June 2027 Kojonup has delivered



### 4. Grown Existing Business

- 4.1 Economic support program
- 4.2 Ko-work entrepreneurs centre  
**Placemaking Project**
- 4.3 School-based Creative-Kojonup partnership  
**Placemaking Project**



### 5. Assisted New Business

- 5.1 Industrial land release
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- 6.3 Cultural industry support  
**Placemaking Project**

# THE CULTURAL EXPERIENCE CENTRE OF THE GREAT SOUTHERN

By 2033 Kojonup aims to be the...

- 4.1 This is the formation of a Chamber of Commerce and Industry, this could be meeting as the Kojonup Quarterly Business Coffee Club, for data collection, sharing of knowledge, placemaking innovation, workforce sharing and Creative-Kojonup growth – and potential Shire support.
- 4.2 This is Kojonup's bespoke Creative-Kojonup co-working space to attract an entrepreneurial, work-from-home, social enterprise and education population. It is to be considered a unique 'place'.
- 4.3 This is Shire-Community-School partnership for the schools to engage with or own Creative-Kojonup activities (such as the Birthing Tree, and school farm).

- 5.1 This is Shire of Kojonup's action on releasing industrial land to support new business growth.
- 5.2 This is Shire of Kojonup program, contributing to, and optimising of, WA's State Government's 'Diversify WA Plan' (such as critical minerals processing plant, Great Southern Transportation Hub development, agrotechnology, agribusiness and processing, or low emissions power plant program) particularly the Plan's concentration on the creative industries.
- 5.3 This is the attraction of one new 'retail' outlet per year (four in next four-year strategic phase), in pop-up or permanent style, as a point of interest for community, workers, and visitors to the region.
- 5.4 This is a focus on recycling as a new business concept for Kojonup, with the frontage being used as a Creative-Kojonup placemaking concept (waste innovation based on the 4R's; recovery, re-use, recycle, re-process).
- 5.5 This is being prepared to attract South West Development Fund Red Grant/providing seed funding to support a new industry in Kojonup (eg brewery, agricultural education, horticultural business) with community/visitation 'cultural experience' theme.

- 6.1 This is a built hub where creatives, small operators and short term innovators can cluster including designers, writers, historians, artists, craft creatives, scientists, architects, or film makers.
- 6.2 This is Kojonup being renowned for cultural awareness training, as well as an innovative educational super-site – expanding such educational components to (1.4) who visitors are accommodated through cultural-awareness experiences.
- 6.3 This is the introduction of biennial Shire of Kojonup grants of \$20 000 in support of business growth in any cultural industries.





# Placemaking Case Study: CSIRO and Glenlossie, Kojonup

Glenlossie Homestead on Albany Highway is one of the earliest homesteads established in Kojonup. It has been associated with a number of eminent Kojonup residents over the years including: George Leake, George Maxwell, Thomas Chipper, Alexander Moir, Frederick Watts, Thomas Riley who built the stone barn, and James McHenry Clark who named the property "Glenlossie". Construction was from 1850 through to 1888. It is now on the WA Heritage Register. A CSIRO research station was set up at Glenlossie to study sub-clover infertility, or 'clover disease', in sheep. Subterranean clover had been accidentally introduced to Australia around the 1830s, probably in hay, straw and pasture feed from around the Mediterranean, western Europe, southern England or Ireland. Sub-clover was commercialised for pastures by the start of the 1900s, and assisted by fertilising pastures with superphosphate. Sub-clover (being a legume) has a competitive advantage in pastures. With the widespread incorporation of sub clovers into pastures came an unfortunate side effect – increasing infertility of ewes. The consequence of research at Glenlossie was the development of low oestrogen clovers which have now been adopted Australia wide. Sub clover infertility was caused by natural oestrogen in the plant, which had a similar mechanism for causing changes in sheep reproduction as does the oestrogen in modern oral contraceptives for humans. As Kojonup was a district which was a successful

early incorporator of sub-clover pastures for sheep it was a natural location for the Commonwealth to set up a site for significant field studies as CSIRO. Glenlossie was chosen to become a centre of national importance for field research. Some of the memorable events during the Glenlossie research period included biennial field days when farmers were invited to the station to see and hear what each of the scientists were doing. Usually about 200 people attended, but there were bigger days. One of the biggest was in 1960 when approximately 700 individuals attended. These included farmers and their spouses, bank managers, Agriculture Department officers, stock agents and townspeople. Placemaking at Kojonup continues to unfold.

*Second highest  
number of sheep  
in Australia*

*Highest number of  
sheep in Western  
Australia*



# KEY PILLAR

## Cultural experience Visitation

By June 2027 Kojonup has delivered



### 7. Experience-Kojonup Anytime Adventures

- 7.1 The Kodja Place Cultural upscale Placemaking Project
- 7.2 Experience-Kojonup attraction upscale Placemaking Project
- 7.3 Experience-Kojonup natural trails Placemaking Project
- 7.4 Digital Experience-Kojonup Placemaking Project



### 8. Experience-Kojonup Occasional Adventures

- 8.1 Creative-Kojonup visual arts Placemaking Project
- 8.2 Experience-Kojonup performing arts Placemaking Project
- 8.3 Cultural experience annual event calendar



### 9. Experience-Kojonup Vibrant Spaces

- 9.1 Experience-Kojonup main street renewal (phase A). Placemaking Project
- 9.2 Experience-Kojonup main street renewal project (phase B)
- 9.3 'Kojonup Proud' region-wide program Placemaking Project
- 9.4 Kojonup Youth Precinct Placemaking Project



# THE CULTURAL EXPERIENCE CENTER OF THE GREAT SOUTHERN

By 2033 Kojonup aims to be the...

- 7.1 This is taking Kodja Place into its next iteration as The Kodja Place Cultural Centre (including new technologies of Kodja Place Cultural Centre). Plus a new focus on elevating The Spring Project.
- 7.2 This is clustering all 'historical' assets together in one branded trail, and ensuring high levels of interaction, to better promote Kojonup as the 'cultural experience centre of the Great Southern'. History from 1837 to be presented in an integrated manner with Traditional Ownership.
- 7.3 This is Kojonup's investment in natural assets including the reintroduction of natural fauna and flora, and ways people can engage with nature (eg night walks).
- 7.4 This is attracting visitation from afar first, and in person second. Current attractions (such as those in the Historical Precinct, military memorials, and natural elements) to be filmed in short grabs, with 'Experience Kojonup' branded, for ongoing content sharing.

- 8.1 This is a new focus on visual arts, including new and existing sculptures, street art, lighting, murals, entry and exit signage, community participation to brand Kojonup. It includes visiting artists, artists-in-residence, art tours incentive programming.
- 8.2 This is elevating Kojonup's existing performing arts industry, stimulating an addition to Kojonup's new bolstered brand of 'cultural experience'.
- 8.3 This is assessing and theming Kojonup's existing calendar of events such as: Apex Park Picnic, Wandecle Picnic Races, ANZAC Day Service, Historical Society Foundation Day, NAIDOC Week, Wildflower Festival, Bloom Festival, Kojonup Agricultural Show, Christmas Twilight Markets, St Mary's Church Fetes and Christmas Carols.

- 9.1 This is the completion of phase A of Experience-Kojonup main street renewal as the physical 'cultural experience' epicentre of Kojonup. The renewal includes cultural interactions, visual arts, planting, parking, safety measures, lighting, signage, new retail options.
- 9.2 This is the planning and funding of phase B of Experience-Kojonup main street renewal for construction and completion in the strategic phase 2025 to 2029.
- 9.3 This is the community being empowered to add to the vibrancy of Kojonup outside the main street renewal zone, in keeping with Experience-Kojonup themes. Community members are encouraged to add their own creative ideas to such areas (such as turning derelict buildings into artform, or front verge streetscaping) . Annual awards to celebrate community engagement in 'Kojonup Proud'.
- 9.4 This is new project to define activities and spaces for Kojonup's youth (including older teenagers and visitors of Kojonup). To be designed with the Placemaking Youth Advisory Team 2.2.





# KEY PILLAR

## Shire of Kojonup Performance

By June 2027 Kojonup has delivered



### 10. Contributed Socially

- 10.1 Environment Action
- 10.2 Shire and Community Reconciliation Action
- 10.3 Diversity and Inclusion Action



### 11. Fresh Community Engagement

- 11.1 Targeted Community and Stakeholder Engagement
- 11.2 Self-help communication system
- 11.3 Experience-Kojonup brand storytelling **Placemaking Project**
- 11.4 Experience-Kojonup innovative partnerships **Placemaking Project**
- 11.5 Visionary milestone celebrations **Placemaking Project**



### 12. A High Performing Council

- 12.1 SoK finances and funding
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- 12.3 SoK values and culture growth
- 12.4 Community data and knowledge commitment **Placemaking Project**
- 12.5 SoK IT upgrade
- 12.6 SoK asset management

By 2033 Kojonup aims to be the...

# THE CULTURAL EXPERIENCE CENTER OF THE GREAT SOUTHERN



- 10.1 This is Shire of Kojonup actioning the five areas of environmental improvement (energy, water, transportation, food and waste) and inviting the community to learn alongside this process.
- 10.2 This is Shire of Kojonup actioning a full Reconciliation Action Plan and inviting community members to learn alongside this process.
- 10.3 This is Shire of Kojonup actioning its recruitment, representation, sense of engagement, promotion and celebration to support diversity and inclusion, and inviting the community to learn alongside this process.

- 11.1 This is a pre-agreed and pre-promoted engagement framework targeted towards items in this Strategic Community Plan.
- 11.2 This is the Shire of Kojonup advancing its digital, real-time communication, so community members can access this communication in their own time.
- 11.3 This is a creating a positive, risk-taking, proactive rhythm of storytelling and brand awareness to support Kojonup's success of its placemaking Strategic Community Plan.
- 11.4 This is the community celebrating achievement of Strategic Community Plan milestones as it progresses along its journey to achieve its visionary position of being 'The Cultural Experience Centre of the Great Southern' by 2033.

- 12.1 This is the Shire of Kojonup's commitment to transparent communication of finances and funding and community's acceptance of risk taking behaviours to achieve a shift in Kojonup's strategic journey.
- 12.2 This is a series of quarterly scorecards released by the Shire of Kojonup to the community indicating progress of the Strategic Community Plan and achievement of the Corporate Business Plan.
- 12.3 This is the Shire of Kojonup's commitment to growth in its organisational culture, including leadership and team development.
- 12.4 This is Shire of Kojonup's commitment to data, knowledge and image sharing on behalf of the community of Kojonup to be used in promotion of Kojonup's placemaking progress (eg business prospectus, funding attraction, partnership attraction).
- 12.5 This is the Shire of Kojonup's advancement in IT to enable workforce efficiencies leading to greater service to the people of Kojonup.
- 12.6 This is the Shire of Kojonup's greater focus on asset and resource performance management.



# PLACEMAKING MILESTONES

The people of Kojonup, in conjunction with the Shire of Kojonup have committed to the implementation of the placemaking pieces of this plan in the following pattern.

## 2024-2025

- 2.5 Experience-Kojonup Community Incentive Scheme
- 7.1 Kodja Place cultural up-scale
- 7.2 Experience-Kojonup attraction upscale
- 7.3 Experience-Kojonup natural trails

## 2025-2026

- 1.5 Experience-Kojonup self-stay program
- 4.2 Ko-work entrepreneurs centre
- 5.3 Reason to stop retail attraction
- 6.1 Creative-Kojonup creative industries collective
- 6.2 Creative-Kojonup experiential cultural awareness training
- 6.3 Cultural-industries support
- 8.2 Experience-Kojonup performing arts
- 9.1 Experience-Kojonup main street renewal (Phase A)
- 9.3 Kojonup-Proud region-wide program
- 9.4 Kojonup Youth Precinct

## 2026-2027

- 1.4 Experience-Kojonup experiential accommodation
- 2.1 Placemaking Community Advisory Team
- 2.2 Placemaking Youth Advisory Team
- 3.1 Future transportation
- 4.3 School-based Creative-Kojonup partnerships
- 5.5 Cultural experience new business
- 7.4 Digital-experience Kojonup
- 8.1 Creative-Kojonup visual arts



# PLACEMAKING COMMUNITY ENGAGEMENT

The Kojonup people are committed to advancing their engagement with each other, and with the Shire of Kojonup.

## Inclusivity

the Shire of Kojonup will design engagement to proactively reach all community members, in an inclusive manner, particularly those who are hard to reach.

## Diversity

the Shire of Kojonup will reach many people through different mediums, such as advanced technology, enabling all community members to listen to each other's diverse views, as well as listening to impactful sharing through 'town hall' style sessions.



## Ongoing

any community member can initiate achievement of the Deliverables, therefore community engagement can occur at any time and on an ongoing basis. The Shire will commence engagement at least one year before the bigger placemaking Deliverables in this Plan.

“Through fun, creative and transparent community engagement we can achieve the vision of being the Cultural Experience Centre of the Great Southern,  
Grant Thompson, CEO, Shire of Kojonup.”



“

From my new research into a placemaking plan, I have discovered that community-based participation is its central theme. To achieve our vision, we'll all need to be involved. We can capitalise on our existing assets, plus create quality public spaces; be them lots of little public spaces, and a few big ones, add a new cultural industry. With this dedicated effort, Kojonup will grow into the Cultural Experience Centre of the Great Southern. And consequently, our people's health, happiness, and wellbeing will benefit from this growth, and in the end our population will be richer for it,

”

Cr. Ned Radford, Shire President, Shire of Kojonup.





### **Thank you for your contribution to the Kojonup's Strategic Community Plan.**

We look forward to building the next Strategic Community Plan in 2027.  
The Shire of Kojonup will complete an internal Strategic Community Plan review December 2024.

For continual engagement on the Integrated Planning and Reporting process please contact:  
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SHIRE OF KOJONUP

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