

People

The Town of Bassendean is a safe, healthy and inclusive community that respects and celebrates cultural heritage and diversity; a home by the Swan for everyone to enjoy.

Current situation	Recent achievements	What we do
<p>The Town of Bassendean is considered to be a great place to live with 98% of community members providing a positive rating in the MARKYT® Community Scorecard.</p> <p>Community members rated recognition and respect for First Nations peoples, culture and heritage, along with services for youth, families, seniors, and people with disability above the industry average in the MARKYT® Benchmarking Excellence Program.</p> <p>The community would like the Council to prioritise community safety, and arts, culture and events.</p> <p>Like the broader Perth community, local residents are concerned with antisocial behaviour, burglaries, and drug and alcohol abuse. They would like more surveillance, security and community development programs to help prevent crime and homelessness and improve community safety.</p> <p>The community would like a greater range of festivals, events, art and cultural activities to activate the area and bring people together. Suggestions include markets, festivals, live music events, outdoor movies, art galleries, exhibitions and awards.</p>	<p>Arts, Culture and Events Strategy Council adopted a new Arts, Culture and Events Strategy in 2023. The strategy seeks to create a vibrant, inclusive and connected community, improve the interpretation of cultural, natural and built heritage, and to spark curiosity, imagination and creativity.</p> <p>CCTV rebate scheme Closed circuit television (CCTV) is a useful tool in the detection and investigation of community safety and crime problems. In 2023, the Town introduced a rebate scheme to increase the number of CCTV systems on private properties and to assist WA Police in keeping the community safe. Eligible residents can receive 50% of the total cost of a new CCTV system up to \$200.</p> <p>Public Health Plan In 2023, Council prepared a new Public Health Plan. The plan describes how the Council will support active and healthy lifestyles, social wellbeing and community connections through health promotion, advocacy and regulations, and improvements to the built and physical environment, and service delivery.</p>	<p>The Town delivers and supports a range of services and programs that contribute to achievement of the People aspiration and outcomes. Current services and programs include:</p> <ul style="list-style-type: none"> • Bassendean Local Studies Collection • Oral History Program, including interviews with Aboriginal people • Community grants and awards programs • KidSport Grants • RELax Program • Wind in the Willows Early Childhood Education • ‘Open Access’ Program offering youth recreation and support services • Dudley Robinson Youth Grant • RYDE driving instruction program • Hyde Retirement Village • Disability access and inclusion services • Community Ranger (safety) services • Lighting of streets and public places • Dog and cat registrations • Volunteer support services <p>Discover the full range of services and programs at www.bassendean.wa.gov.au</p>

Our plan for the future

● covered by existing resources ○ requires additional resources

Outcome 1. A connected community with a strong sense of identity and belonging.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
1.1. Grow recognition and respect for Noongar Boodjar (land), history, culture and people.	1.1.1. Implement the Reconciliation Action Plan 2024-2026.	Reconciliation Action Plan 2024-2026	Executive Manager Sustainability and Environment	●	●	●		
	1.1.2. Provide a design for the proposed historical and cultural space that will connect Bassendean Oval to the river, with interpretive signage, artwork, seating, shelters, and Indigenous landscaping.	Town Centre Masterplan	Director Community Planning			●		
	1.1.3. Investigate options to partner with an Aboriginal Business operated by Traditional Owners to help revegetate, maintain and promote Success Hill Reserve.		Executive Manager Sustainability and Environment	●				
1.2. Promote and celebrate local history, heritage and cultural diversity.	1.2.1. Provide a heritage walk on Old Perth Road with points of interest on cultural and historical elements, extending from the RSL through to the new public open space and Swan River.	Town Centre Masterplan	Manager Community Development					○
	1.2.2. Investigate the potential for a Heritage Area to be designated over the Nurstead Avenue area.		Director Community Planning	●	●			
	1.2.3. Erect interpretive signage at BIC Reserve to raise awareness of the site's history and heritage.		Director Community Planning			○		
	1.2.4. Ensure the condition of sale for the Pensioner Guard Cottage and Residence at 1 Surrey Street Bassendean are met by the Purchaser 2024/25		Chief Executive Officer		○			

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
1.3. Increase engagement in arts, culture, and community events.	1.3.1. Advocate for an artist hub with a gallery, café, studios and event space to bring local artists together to learn, collaborate and showcase talents across diverse artforms.	Arts, Culture and Events Strategy 2023-2026	Chief Executive Officer		●			
	1.3.2. Facilitate an art exhibition or awards program to showcase and celebrate local artists.	Arts, Culture and Events Strategy 2023-2026	Manager Community Development		●			
	1.3.3. Facilitate the ongoing staging of markets and community cinemas within Bassendean Town Centre.		Manager Community Development	●				
	1.3.4. Investigate options for multi-functional spaces for events and markets.	Town Centre Masterplan	Director Community Planning		●			
	1.3.5. Restore the "Tree of Life" public artwork at Sandy Beach Reserve.		Director Community Planning		●			
	1.3.6. Use developer contributions to install public art in Council approved locations - Palmerston Square Reserve, Park Estate Reserve, Anzac Terrace Reserve, Success Hill Reserve, and Collier Road.	Arts, Culture and Events Strategy 2023-2026; Public Health Plan 2022	Director Community Planning		●	●	●	

Outcome 2. A safe, inclusive and healthy community.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
2.1. Create a safe town for everyone.	2.1.1. Develop an education campaign for local businesses and residents to raise awareness of local safety initiatives to combat crime, such as Cam-Map WA, family and domestic violence support services, and Neighbourhood Watch.		Director Community Planning		●			

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
2.1. Create a safe town for everyone.	2.1.2. Upskill staff in public facing roles to recognise and respond appropriately to homelessness and family and domestic violence and provide information on local support services.		Manager Planning and Regulation	●				
2.2. Advance opportunities, community participation and quality of life for people of all ages and abilities.	2.2.1. Establish an Access and Inclusion Steering Group to assist in the creation of the new Access and Inclusion Plan.		Environmental Health Officer		●			
	2.2.2. Conduct an audit of Town assets and prioritise a schedule of works to improve universal access to Council facilities and public open space.		Executive Manager Infrastructure		●			
	2.2.3. Develop the Access and Inclusion Plan 2025-29.		Manager Planning and Regulation		●			
	2.2.4. Investigate alternative models of service provision for youth at risk.		Manager Community Development		●			
	2.2.5. Collaborate with key stakeholders, such as HeadSpace, Helping Minds and YMCA, to promote and deliver mental health information and initiatives.	Public Health Plan 2022	Manager Community Development		●			
	2.2.6. Trial a Volunteer Transport Service for seniors to assist with social connection and access to shopping, with a 12-month review.		Manager Community Development	●	●			
	2.2.7. Develop and implement initiatives to build the capacity of community organisations to deliver local programs and services.		Manager Community Development			○		
	2.2.8. Continue to deliver an annual Thank a Volunteer Day event to show appreciation for local volunteers.		Manager Community Development	●	○	○	○	

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
2.3. Grow participation in sports and recreation.	2.3.1. Investigate options for new sporting and community facilities as part of a future Bassendean Oval redevelopment.	Town Centre Masterplan; Long Term Financial Plan	Director Community Planning		●			
	2.3.2. Review the Bassendean Oval licensing agreement and the Town's various turf management arrangements with clubs to ensure equitable and sustainable arrangements are in place.		Chief Executive Officer			●		
	2.3.3. Upgrade Ashfield Reserve lighting.		Executive Manager Infrastructure	●				
	2.3.4. Review the Jubilee Reserve Concept Master Plan and determine implementation stages.	Jubilee Reserve Concept Master Plan and Building Design	Director Community Planning		●			
	2.3.5. Develop a masterplan for Ashfield Reserve.		Director Community Planning					○
	2.3.6. Consider resourcing options to help build the capacity of local clubs to grow community participation in programs and events.		Manager Community Development			●		
2.4. Encourage the responsible and safe ownership of pets.	2.4.1. Review areas designated as dogs prohibited, on-leash and off-leash dog exercise areas.		Manager Planning and Regulation		●			
	2.4.2. Review the provision of dog bag stands and bins throughout the district.		Manager Planning and Regulation	●	●			
	2.4.3. Advocate for the State Government to introduce new cat containment laws, in collaboration with WALGA.		Councillors		●			
	2.4.4. Develop an educational resource around responsible pet ownership and promote through the Town's communication channels.		Manager Planning and Regulation	○				

Planet

We share responsibility for climate action and the adoption of sustainable practices to conserve and enhance our environment and natural heritage, including the Swan River ecological corridor, tree canopy, and nature reserves.

Current situation	Recent achievements	What we do
<p>With six kilometres of river frontage and highly significant areas of public open space, natural heritage is highly valued by the community.</p> <p>Success Hill Reserve and Ashfield Flats are 'Bush Forever' sites with great conservation value. Other significant natural and foreshore areas include Bindaring Park, Point Reserve, Sandy Beach Reserve, and the former Pyrton site.</p> <p>The Town was recognised as a sustainability leader in the 2022 MARKYT[®] Benchmarking Excellence Program.</p> <p>In 2022/23, the landfill diversion rate was 59%, 20,148 native plants (including 1,065 trees) were established, the Plants to Residents program provided 9,458 seedlings to residents (including 790 trees), the Town achieved carbon neutrality through the purchase of 100% renewable energy and offsetting other emissions, and the Town retained its Waterwise Gold status.</p> <p>To strengthen the Town's leadership in sustainability, the community would like greater promotion and adoption of green initiatives, including electric vehicles, solar panels, tree planting, and active transport. The community would also like continued efforts to conserve and enhance the Swan River, waterways and nature reserves.</p>	<p>Conserving Ashfield Flats Ashfield Flats is the largest remaining river flat in the Perth Metropolitan area. Home to the Subtropical and Temperate Coastal Saltmarsh Threatened Ecological Community, it is a listed wetland of importance.</p> <p>An Ashfield Flats Master Plan has been developed by the Department of Biodiversity, Conservation and Attractions with support from the Town of Bassendean and in consultation with the local community to assist with appropriate management and future planning of this important site.</p> <p>Mary Crescent Wetlands Project Through the "Our Park, Our Place" project, a stormwater basin in Mary Crescent Reserve was transformed into a micro wetland that attracts birds and provides habitat for many species of animals. This project won the Water Corporation's 2022 Waterwise Community Choice Award.</p> <p>Protecting our riverbanks Council successfully advocated for the Department of Transport to install mobile speed cameras on the river to improve surveillance and help reduce the incidence of speeding boats and their impact on the riverbank erosion.</p>	<p>The Town delivers and supports a range of services and programs that contribute to achievement of the Planet aspiration and outcomes. Current services and programs include:</p> <ul style="list-style-type: none"> • Switch Your Thinking Program to encourage the adoption of sustainable practices • Community sustainability and waste education workshops • 3-bin FOGO waste collection • Modern cloth nappy & sanitary products rebate • Compost, Worm Farm and Bokashi subsidy • Public electric vehicle charging station • Foreshore stabilisation / erosion control works • Weed management • Storm water management • Revegetation works • Mosquito Monitoring and Control Program • Fire hazard management • Noise management <p>Discover the full range of services and programs at www.bassendean.wa.gov.au</p>

Our plan for the future

● covered by existing resources ○ requires additional resources

Outcome 3. Healthy ecosystems.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
3.1. Conserve, protect and enhance the Swan River foreshore and nature reserves.	3.1.1. Progress staged implementation of the Point Reserve Foreshore Plan.	Point Reserve Foreshore Plan	Executive Manager Sustainability and Environment		●	●	●	
	3.1.2. Develop a Sandy Beach Reserve Foreshore Restoration Plan.	Lower Swan Locality Plan 2022	Executive Manager Sustainability and Environment	●				
	3.1.3. Develop the Success Hill foreshore stabilisation program.		Executive Manager Sustainability and Environment	●	●			
	3.1.4. Support the Department of Biodiversity, Conservation and Attractions to finalise the Ashfield Flats Master Plan.		Executive Manager Sustainability and Environment	●				
	3.1.5. Implement and annually review the 10 Year Management Plans for Natural Areas.	10 Year Management Plans for Natural Areas	Executive Manager Sustainability and Environment	●	●	●	●	●
3.2. Increase the tree canopy cover to 30% by 2040.	3.2.1. Review the local planning scheme to investigate further protections for significant trees on private property.	Local Planning Strategy 2023	Executive Manager Sustainability and Environment		●			
	3.2.2. Develop and implement a Tree Management Plan to regularly assess the health of trees, as per the LGIS Tree Risk Mitigation Guide.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment		●			
	3.2.3. Investigate partnerships with ECU to progress local tree canopy/centroids mapping to measure environmental conditions in locations lacking tree canopy together with land surface temperatures to analyse Urban Heat Island effect.		Executive Manager Sustainability and Environment	○				

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
3.2. Increase the tree canopy cover to 30% by 2040 (continued).	3.2.1. Develop a Tree Planting Guideline.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment		●			
	3.2.2. Participate in the WA Tree Festival.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment		●	●	●	
	3.2.3. Update the Street Tree Inventory with the current height, canopy width, trunk diameter, condition, and estimated life range of trees, noting the presence of power lines.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment					●
	3.2.4. Identify potential tree planting locations on leased premises owned by the Town.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment		●			
	3.2.5. Provide advice and incentives for tree planting within industrial properties.	Tree Canopy Action Plan 2023-2027	Executive Manager Sustainability and Environment		●			
	3.2.6. Implement the Lord Street Tree Planting Plan.		Executive Manager Sustainability and Environment	●				
3.3. Value, conserve and protect our water resources and waterways.	3.3.1. Implement the sports turf injection and eco-zoning projects, funded through the Gnangara Waterwise Councils Grant Program.	Waterwise Council Action Plan 2023	Executive Manager Infrastructure	●	●	●		
	3.3.2. Complete Success Hill stormwater drainage design, community engagement and construction.	Waterwise Council Action Plan 2023	Executive Manager Infrastructure	●	○	○	○	○
	3.3.3. Identify priority locations to install gross pollutant traps.		Executive Manager Sustainability and Environment			●		
	3.3.4. Review results of the Bassendean Drainage Network Sampling and Analysis Program and future methodology, to guide water quality improvement actions.	Natural Environment and Sustainability Action Statement 2023	Executive Manager Sustainability and Environment	●				

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
3.3.Value, conserve and protect our water resources and waterways (continued).	3.3.5. Investigate alternative water saving initiatives including storm water harvesting and aquifer recharge systems		Executive Manager Sustainability and Environment	O				

Outcome 4. Environmental sustainability.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
4.1. Promote sustainable waste management practices, aiming for a 10% reduction in waste generated per capita and 70% material recovery by 2030.	4.1.1. Review Waste Authority Better Practice Guidelines relating to verge side and drop-off services and develop a costed action plan.		Executive Manager Sustainability and Environment	●				
	4.1.2. Review service delivery options for FOGO, general waste and recycling kerbside waste collection services.		Executive Manager Sustainability and Environment	●	●			
	4.1.3. Review service options for bulk hard waste and green waste verge collection services.		Executive Manager Sustainability and Environment	●	●			
	4.1.4. Develop an Illegal Dumping and Litter Prevention Strategy.	Waste Plan 2021	Executive Manager Sustainability and Environment	●	●			
4.2.Strive to be carbon neutral by 2030.	4.2.1. Review the Town's participation in WALGA's Sustainable Energy Project including purchase of 100% Renewable Electricity.		Executive Manager Sustainability and Environment		●			
	4.2.2. Review the Town of Bassendean's Corporate Emissions Reduction Strategy to determine how Council can reduce emissions from its operations.	Corporate Emissions Reduction Strategy 2022-2024	Executive Manager Sustainability and Environment		●			
	4.2.3. Offset remaining Scope 1 and 2 emissions and those associated with Western Power streetlighting.		Executive Manager Sustainability and Environment	●	O	O	O	

Place

We accommodate population growth responsibly with sustainable development, housing diversity, and tree-lined streets. We value and respect our built heritage and have excellent social infrastructure.

Current situation	Recent achievements	What we do
<p>At the 2021 ABS Census, the Town of Bassendean had 7,184 private dwellings. The State Government has asked Council to accommodate an additional 4,150 dwellings by 2050. The community would like most of this growth to be accommodated within Bassendean Town Centre.</p> <p>Currently, 82% of private dwellings in the Town of Bassendean are separate houses, 14% are medium density dwellings, 2% are high density dwellings and 2% are other choices, like caravans and houseboats.</p> <p>Future growth will be accommodated with a mix of higher density dwellings, including apartment living. The community appreciates the Town's efforts to manage growth responsibly. Performance ratings are well above the industry average, and only 1 point behind the industry leader.</p> <p>Access to public transport, local roads, paths, trails and cycleways, and parking are highly regarded and well above industry average scores in the MARKYT® Benchmarking Excellence Program.</p> <p>As of 2023, 335 places were listed in the Town's local heritage survey, with 13 listed on the State Register of Heritage Places. While the Town received a good performance score of 63 points for how it is preserving and promoting heritage, and this is above the industry average, it was down 7 index points on the Town's 2019 score.</p>	<p>More underground power Eden Hill residents have joined a growing number of residents who are enjoying underground power. Following expected completion of the Town's State Underground Power Program (SUPP) projects in 2024, Council has successfully negotiated with Western Power to get four new projects supported over the next 10 years as part of the Targeted Underground Power Program (TUPP).</p> <p>Bassendean Green Trail The Bassendean Green Trail was a successful collaboration between the Town of Bassendean, Department of Transport, and Main Roads WA to beautify our community and encourage active living. Designed by a landscape architect, and installed with the help of community members, 6,000 new plants and a digital art trail are helping to create a scenic and shaded walking and riding environment. The digital art trail also serves as a platform for young, local artists to showcase their work.</p> <p>Sandy Beach Playground This \$1.62m riverside playground was made possible by the Town securing multiple funding opportunities through the Commonwealth Government's Local Roads and Community Infrastructure Grant, Lotterywest, State Government and the Town of Bassendean. Through careful planning, none of the existing mature trees were impacted during the construction phase.</p>	<p>The Town delivers and supports a range of services and programs that contribute to achievement of the Place aspiration and outcomes. Current services and programs include:</p> <ul style="list-style-type: none"> • Town planning services • Planning and building approvals • Heritage planning and regulation • Asset management • Building maintenance • Playgrounds, parks and reserves • Streetscape management • Plants to Residents Program • Verge Rebate Program • Footpaths, trails and cycleways • Roads and bridges • Traffic management and signage • Parking management <p>Discover the full range of services and programs at www.bassendean.wa.gov.au</p>

Our plan for the future

● covered by existing resources ○ requires additional resources

Outcome 5. Sustainable population growth with responsible urban planning.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
5.1. Responsible planning and development, with population growth concentrated around the town centre, train stations and transport corridors.	5.1.1. Prepare a Precinct Structure Plan to coordinate the redevelopment of Bassendean Town Centre.	Local Planning Strategy 2023	Director Community Planning	●	●	●		
	5.1.2. Undertake master planning and preparation of a business case for the redevelopment of Bassendean Oval Precinct.	Town Centre Masterplan	Chief Executive Officer	●	●	●		
	5.1.3. Undertake the Guildford Road Urban Corridor Study to review land uses and traffic management needs.	Local Planning Strategy 2023	Manager Planning and Regulation			○	○	
	5.1.4. Undertake the Ivanhoe Street Urban Corridor Study to review land uses and traffic management needs.	Local Planning Strategy 2023	Manager Planning and Regulation			○	○	
	5.1.5. Undertake the Lord Street Urban Corridor Study to review land uses and traffic management needs.	Local Planning Strategy 2023	Manager Planning and Regulation			○	○	
	5.1.6. Sell Town assets at 14 Iveson Place, 87 Whitfield Street and Lot 271 Hamilton Street in Bassendean.	Land Asset Strategy	Director Community Planning	●	●			

Outcome 6. Attractive and welcoming places.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
6.1. Provide underground power for improved street appearance, public safety and reliability.	6.1.1. Collaborate with Western Power to rollout underground power in Bassendean North.		Executive Manager Infrastructure		●	●		
	6.1.2. Support and enter into co-funding agreements with Western Power for the continued rollout of underground power throughout the district.		Chief Executive Officer / Mayor					●
6.2. Enhance public open space and community facilities.	6.2.1. Develop a Public Open Space Strategy.		Director Community Planning	●				
	6.2.2. Develop and implement the BIC Reserve Master Plan.		Director Community Planning	●	●	○	○	

Outcome 7. A town that is easy to get around safely and sustainably.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
7.1. Deliver an efficient, safe and sustainable transport network.	7.1.1. Collaborate with Main Roads to implement their Low-Cost Urban Road Safety Program at sites across the Town of Bassendean deemed to be high risk by Main Roads.		Executive Manager Infrastructure	●	●	●		
	7.1.2. Implement the Rights of Way Strategy.	Local Planning Scheme 2023; Rights of Way Strategy 2022	Executive Manager Infrastructure	○	○	○	○	○
	7.1.3. Review the Path Network Planning Policy and Guidelines.		Executive Manager Infrastructure		●			
	7.1.4. Implement planned improvements to footpaths and cycleways as listed in the Capital Works Program.	Capital Works Program	Executive Manager Infrastructure	●	○	○	○	○

Prosperity

Our town centre and precincts are vibrant and welcoming, supporting a diverse range of businesses and local employment opportunities. Community events, markets and other attractions help to draw visitors and connect the community.

Current situation	Recent achievements	What we are currently doing
<p>There are around 6,528 jobs within the Town of Bassendean. Many of these jobs are located in the town centre or Bassendean’s regional industrial area.</p> <p>Ratings for economic development are moderate at 47 points out of 100. While above average for local government, this is a key area for improvement. The community would like the Town to consider programs to attract more businesses, shops, cafes, restaurants and bars to help revitalise the area.</p> <p>Development and activation of the Town Centre is one of the highest priority areas for the community. Residents visualise a bright, colourful and vibrant future with apartment living, alfresco dining, live music and a diverse range of shops and businesses.</p> <p>There are six primary schools, a senior educational campus and the Town offers a range of life-long learning activities through Bassendean Library. The library is well-regarded with 98% of residents providing a positive rating. The Town is only two points behind the industry leader.</p> <p>The library supports life-long learning with a range of resources and services, including reference services to help businesses and residents to find the information they need, and digital literacy programs. In 2022-23, the library had 6,273 active members who loaned 124,540 items.</p>	<p>Bassendean Town Centre Masterplan In 2021, Council endorsed a masterplan to revitalise the town centre and meet the State Government’s housing targets. The new plan caters for up to 2,000 new dwellings in the town centre and for a transformation of Old Perth Road into what one developer dubbed a future “mini-Leederville”. The plan is helping to build investor and business confidence in Bassendean’s future.</p> <p>Local Planning Strategy In 2023, the Statutory Planning Committee of the Western Australian Planning Commission endorsed the Town’s draft Local Planning Strategy. This Strategy paves the way for a new local planning scheme, which will facilitate significant opportunities for urban growth and revitalisation.</p> <p>Bassendean Markets and Outdoor Community Cinemas Council has continued to support the Bassendean Markets and Telethon Community Cinemas with extensions to current agreements. These events operate at BIC Reserve in the heart of the CBD and help with activation, vibrancy, and supporting local businesses.</p>	<p>The Town delivers and supports a range of services and programs that contribute to achievement of the Prosperity aspiration and outcomes. Current services and programs include:</p> <ul style="list-style-type: none"> • Bassendean Memorial Public Library • Lifelong learning activities and workshops • Place activation • Online events calendar • Food business registrations • Food Matters in Bassendean – Food Safety Newsletter • I’m ALERT food handler training program • Inspections of food businesses, vans and stalls • Investigation of food complaints • Stallholder permits • Support Community Markets and Telethon Community Cinemas <p>Discover the full range of services and programs at www.bassendean.wa.gov.au</p>

Our plan for the future

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Outcome 8. A thriving economy with access to local jobs and life-long learning.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
8.1. Revitalise Bassendean town centre to support economic growth.	8.1.1. Investigate options to redevelop all or part of the site at 46-50 Old Perth Road, where the Town of Bassendean Council Offices are currently located, for the purposes of civic facilities, public open space and mixed-use development.	Town Centre Masterplan; Land Asset Strategy	Chief Executive Officer	●	●			
	8.1.2. Investigate options to redevelop 35 Old Perth Road, the site where the Town of Bassendean's Customer Service Centre is currently located.	Town Centre Masterplan; Land Asset Strategy	Chief Executive Officer					●
	8.1.3. Promote the Bassendean Town Centre Precinct Structure Plan, once completed (See action 5.1.1).	Bassendean Town Centre Precinct Structure Plan (proposed)	Director Community Planning				●	
8.2. Grow participation in life-long learning.	8.2.1. As part of the Communications Plan (see action 10.1.2), determine how to reach and engage more people in Bassendean Library's life-long learning programs and activities.		Chief Executive Officer		●			

Performance

Council effectively engages the community, makes well-informed, responsible and transparent decisions, and embraces innovation and best practice to maintain financial sustainability.

Current situation	Recent achievements	What we are currently doing
<p>The Town of Bassendean is represented by seven councillors who are elected on four-year terms. Council elects a Mayor and Deputy Mayor. At a Special Council Meeting held on Tuesday 24 October 2023, Cr Kathryn Hamilton was re-elected as Town of Bassendean Mayor unopposed, and Cr Paul Poliwka was elected as Deputy Mayor.</p> <p>Following an extensive community engagement project in 2019, where community members were invited to <i>BassenDream our Future</i>, the Town was recognised as an industry leader for how it developed and communicated its vision.</p> <p>Community ratings for the Town’s leadership, governance and engagement have continued to be high and above industry average in the MARKYT® Benchmarking Excellence Program. 81% of community members rated Council’s leadership positively, 74% of community members gave a positive rating for community consultation, and 91% of community members were happy with customer service.</p> <p>While leadership, governance and communication ratings continue to be good, performance scores did fall between 2019 and 2022. The community is keen for the Council to provide effective leadership and advocacy to deliver the vision and to keep the community informed about what is happening in the local area and progress on key projects.</p>	<p>A contemporary roadmap for our future Significant community consultation and planning has been undertaken to produce a contemporary roadmap for future development in the district, including adoption of the Town Centre Masterplan, Local Planning Strategy 11, Tree Canopy Action Plan and Public Health Plan, and Arts, Culture and Events Strategy.</p> <p>Asset management Council undertook a comprehensive review of its asset management to improve understanding of lifecycle costs, and integration with the Strategic Community Plan, community aspirations and long-term financial sustainability.</p> <p>New IT systems Council invested in new IT and operating systems to improve internal efficiencies and customer service levels. This included installing audio visual facilities in the Council Chambers, improving online payment options and introducing e-rates.</p> <p>Community engagement In 2022, participated in the MARKYT® Benchmarking Excellence Program, a best practice community engagement program where 1,125 community members had their say on the Town’s performance and what changes were needed to meet local needs.</p>	<p>The Town delivers and supports a range of services and programs that contribute to achievement of the Performance aspiration and outcomes. Current services and programs include:</p> <ul style="list-style-type: none"> • Management of meetings and decisions • Management of the Town’s Local laws • Provision of governance advice • Policy reviews • Strategic advocacy • Financial management and reporting services • Risk management • Workforce planning • Facilities management • Information management • Media management • Town communications • Customer service <p>Discover the full range of services and programs at www.bassendean.wa.gov.au</p>

Our plan for the future

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Outcome 9. Effective governance and financial sustainability.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
9.1. Continuously improve operational performance and service delivery.	9.1.1. Develop a Service Review Program with a prioritised list of services to review, clear objectives for each review, and regular updates to inform the community on progress.		Chief Executive Officer	●	●			
	9.1.2. Review the Town's information technology systems and operating environments and provide a current state assessment.		Director Corporate Services	●	●			
	9.1.3. Determine future business requirements to inform specifications for a new Enterprise Resource Planning (ERP) system.		Director Corporate Services		●	●		
	9.1.4. Acquire and implement a new ERP system to improve operational efficiencies and service delivery.		Director Corporate Services				○	

Outcome 10. A well-informed and engaged community.

Objectives	Actions	Informing strategies	Lead	23/24	24/25	25/26	26/27	Future
10.1. Effectively inform and engage the community about local services and events, and Council matters.	10.1.1. Develop a Community Engagement Charter to set out how ratepayers and the community will be engaged about proposed policies, initiatives, and projects.		Chief Executive Officer		●			
	10.1.2. Develop a Communication Plan to raise awareness of the Town's projects, facilities, services, events and other issues of importance, describing how the Town will use a combination of digital and non-digital communication channels to address different community needs.		Chief Executive Officer		●			
	10.1.3. Review the Town's website to update content and improve design and functionality.		Director Corporate Services		○	○	○	

