

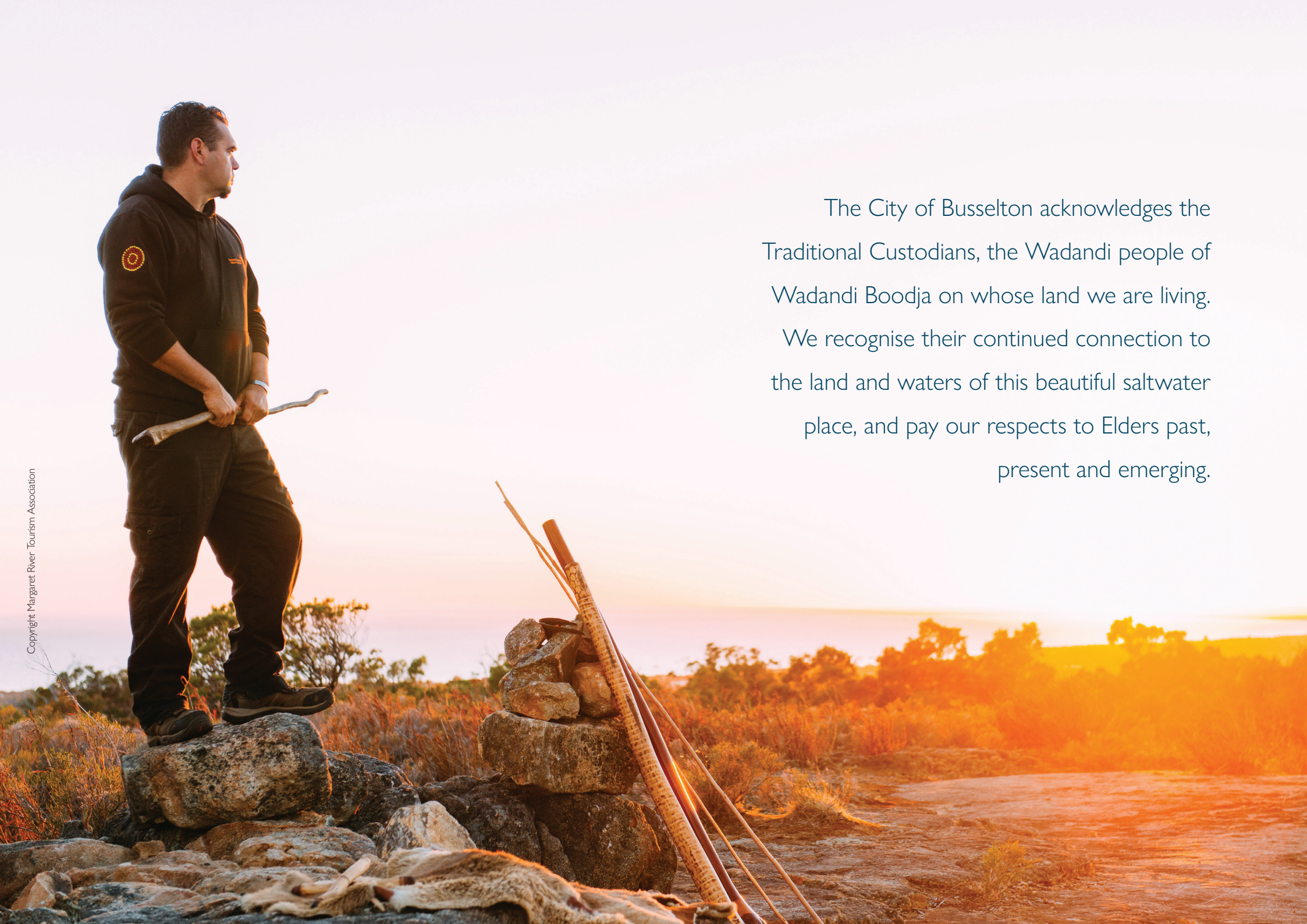
Our plan for the future

City of Busselton Council Plan 2024-2034

An integrated Strategic Community Plan and Corporate Business Plan
Revision 2 - September 2026

City of Busselton
Geographe Bay

FUTYR



The City of Busselton acknowledges the Traditional Custodians, the Wadandi people of Wadandi Boodja on whose land we are living. We recognise their continued connection to the land and waters of this beautiful saltwater place, and pay our respects to Elders past, present and emerging.

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Introduction



Welcome to the City of Busselton's Council Plan – our plan for the future.

The City of Busselton's Council Plan brings together the requirements of both the Strategic Community Plan and Corporate Business Plan into a single, integrated document.

Under Western Australia's Local Government Act 1995 and the State Government's Integrated Planning and Reporting Framework, local governments are required to establish a long-term vision for their community through a Strategic Community Plan and identify the priorities, services, projects and resources needed to achieve that vision through a Corporate Business Plan. Rather than maintaining these as separate documents, the City has combined both requirements into one Council Plan, creating a clear line of sight between community aspirations, strategic objectives, service delivery and resourcing.

The Council Plan sets the community's long-term vision and priorities for the next 10 years, while also outlining the actions, services and projects that will be delivered over the next four years to achieve those outcomes. It demonstrates how the City's objectives will be funded, resourced and monitored, ensuring decisions about services, assets, workforce and finances remain aligned with community needs and expectations.

More than 1,300 community members and key partners helped shape this plan by contributing to discussions about three key questions:

- Where are we now?
- Where do we want to be?
- How do we get there?

The result is a single planning document that aligns community aspirations with Council priorities, service delivery and organisational resources. By integrating strategic and operational planning, the Council Plan provides a transparent framework for decision-making, accountability and reporting, ensuring progress towards community outcomes can be measured and communicated over time.

This annual review has resulted in updates to actions that support achievement of community objectives, with a number of actions completed during 2025/26 and others amended or transitioned into ongoing service delivery. A list of retired actions can be found on page 43.

Mayor's message



I am pleased to present the City of Busselton Council Plan.

This Plan is one of the most important documents for our City. Developed in partnership with our community, it sets the direction for the City of Busselton over the next ten years and provides the roadmap that will guide the Council's decisions, priorities and investment on behalf of our residents.

The Plan reflects the aspirations, values and priorities of our community. The City is grateful to the many residents, businesses, community groups and stakeholders who contributed through surveys, workshops and conversations. I would particularly like to acknowledge our local schools and student leaders, whose insights, ideas and enthusiasm helped shape this vision for the future.

As the City's principal strategic planning document, the Council Plan establishes a clear vision for where we want to be in 2034 and provides the framework that will guide the Council's actions in the years ahead.

Our vision, "where environment, lifestyle and opportunity thrive", captures the City's commitment to protecting the natural assets that define our region while supporting responsible growth, economic opportunity and vibrant communities. It reflects our determination to balance environmental stewardship with prosperity and to foster healthy, safe and inclusive places for people to live, work and visit.

The strong community response throughout the planning process reinforced what we already know: people are deeply passionate about the City of Busselton and the unique localities that make up our district. Together, we have created a Plan that not only responds to today's needs but also positions us to embrace future opportunities and challenges with confidence.

I look forward to working alongside our community to bring this shared vision to life and ensure the City of Busselton remains a place where environment, lifestyle and opportunity thrive for generations to come.

Phill Cronin
Mayor

CEO's message



I am pleased to present this review of the Council Plan, reaffirming the City's commitment to delivering on the priorities that matter most to our community.

The Council Plan remains the City's overarching strategic and action planning document, providing a clear direction for our organisation and guiding the services, projects and initiatives that support a thriving community.

Having recently commenced as Chief Executive Officer, this annual review has provided a valuable opportunity to reflect on the progress made over the past year and the priorities for the short - medium term.

This review ensures our four year actions remain relevant, transparent and aligned to achievement of community aspirations and objectives. Together with service delivery elements, this updated plan represents our ongoing commitment to nurturing a community where environment, lifestyle and opportunity thrive.

As part of this review, a number of actions completed during 2025/26 have been retired, while others have been refined or transitioned into ongoing service delivery. A list of retired actions can be found on page 43.

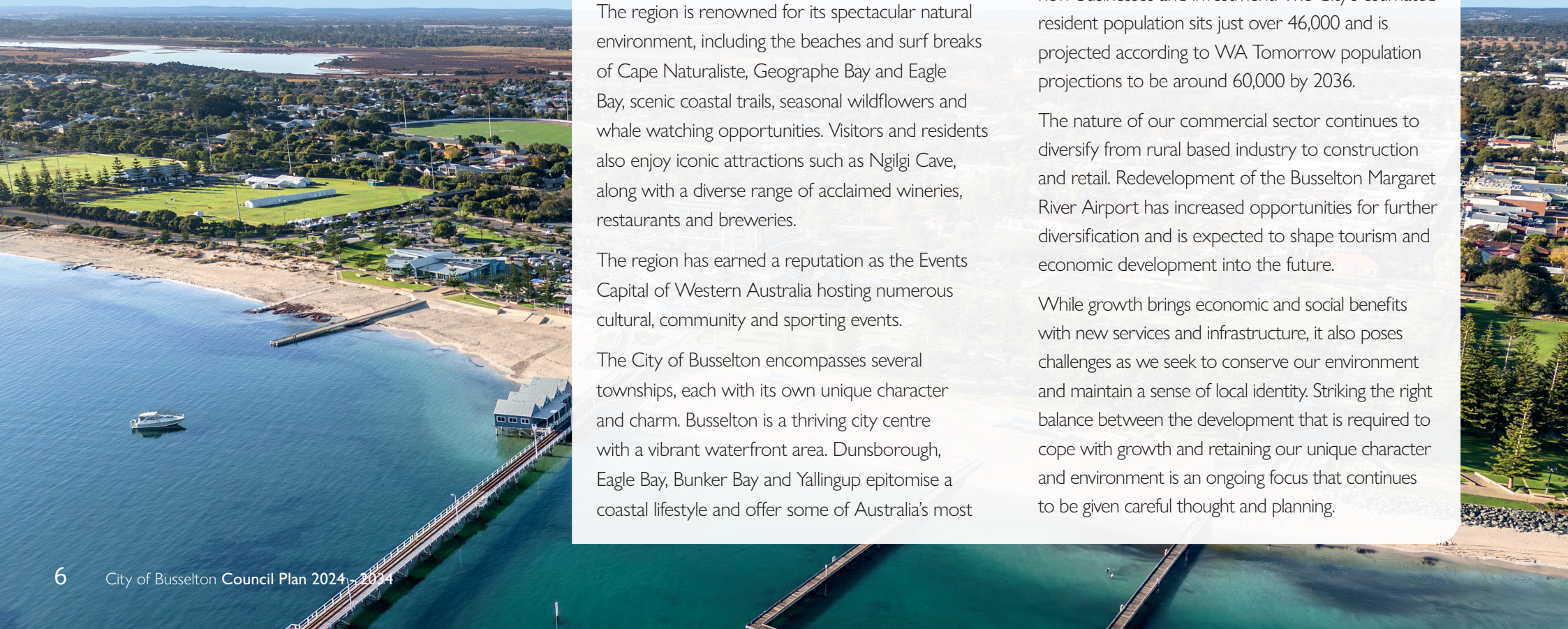
Our strategic priorities and action plan remains focused on sport and recreation, housing and development, rivers and waterways, the airport, community safety, and communication and engagement. These priorities continue to guide our efforts as we work together to build a resilient, connected and prosperous future for the City.

I thank our Council, staff and community for their ongoing commitment to making our City a great place to live, work and visit, and I look forward to continuing this important work.

Annie Riordan
Chief Executive Officer

City of Busselton at a glance

With an abundance of natural beauty, coastal charm and vibrant towns and villages, the City of Busselton offers an enviable lifestyle in the southwest of Western Australia.



The City of Busselton sits on Bibbulmun country called Wadandi Boodja. The Wadandi Bibbulmun people, who have lived on this land for over 50,000 years, named the area Undalup after their warrior and leader Undal.

The district takes its name from the Bussell family, the first Europeans to settle the area in the 1830s.

The region is renowned for its spectacular natural environment, including the beaches and surf breaks of Cape Naturaliste, Geographe Bay and Eagle Bay, scenic coastal trails, seasonal wildflowers and whale watching opportunities. Visitors and residents also enjoy iconic attractions such as Ngilgi Cave, along with a diverse range of acclaimed wineries, restaurants and breweries.

The region has earned a reputation as the Events Capital of Western Australia hosting numerous cultural, community and sporting events.

The City of Busselton encompasses several townships, each with its own unique character and charm. Busselton is a thriving city centre with a vibrant waterfront area. Dunsborough, Eagle Bay, Bunker Bay and Yallingup epitomise a coastal lifestyle and offer some of Australia's most luxurious accommodation and experiences. Vasse, a new development to the west of Busselton, is experiencing significant growth with its offer of affordable living within a beautiful rural landscape.

The City of Busselton is a progressive and important regional area. The area's population is experiencing accelerated growth, attracting families and retirees, new businesses and investment. The City's estimated resident population sits just over 46,000 and is projected according to WA Tomorrow population projections to be around 60,000 by 2036.

The nature of our commercial sector continues to diversify from rural based industry to construction and retail. Redevelopment of the Busselton Margaret River Airport has increased opportunities for further diversification and is expected to shape tourism and economic development into the future.

While growth brings economic and social benefits with new services and infrastructure, it also poses challenges as we seek to conserve our environment and maintain a sense of local identity. Striking the right balance between the development that is required to cope with growth and retaining our unique character and environment is an ongoing focus that continues to be given careful thought and planning.

Our vision

Where environment, lifestyle and opportunity thrive



Our corporate values

Our corporate values underpin operational decisions and performance:



Teamwork



Respect



Accountability



Customer Focus



Excellence

Our purpose

In accordance with the Local Government Act 1995

The City of Busselton supports a thriving and resilient community by advancing the local priorities identified in the Council Plan and balancing environmental, social and economic outcomes.

To fulfil our purpose, we adopt the following roles and responsibilities:

Lead

We lead community engagement and strategic planning to create and work towards achievement of a shared vision.

Advocate

We are a voice for the community on local issues.

Facilitate

We enable service delivery through partnerships, funding and other support.

Provide

We provide infrastructure, services, facilities, programs and information to meet local needs.

Regulate

We comply with and enforce legislation and regulations, and develop local laws and policies.

Local priorities



Priorities shift over time as communities respond and adapt to changes in the political, economic, social, environmental, and technological landscape. To stay in touch with local needs and assess how well the City is meeting these needs, Council participates in the MARKYT® Benchmarking Excellence Program. In 2024, 1,363 community members completed a MARKYT® Community Scorecard to rate service level performance and map community priorities.

MARKYT Community Priorities

COMMUNITY PRIORITIES (% of respondents)

Lifestyle

1 Family/children services and facilities
2 Youth services and facilities
3 Seniors' services and care
4 Disability access and inclusion
5 Health and community services
6 Sport and recreation
7 Festivals, events, art and cultural activities
8 History and heritage
9 Recognition for First Nations peoples
10 Community safety and crime prevention
11 Lighting of streets and public places
12 Animal management (dogs and cats)

Environment

13 Sustainable practices
14 Conservation/environmental management
15 Local rivers, inlets and waterways
16 Coastline and beach management
17 Waste management
18 Environmental health management
19 Natural disaster management

Place

20 Responsible growth and development
21 Housing
22 Community buildings, halls and toilets
23 Playgrounds, parks and reserves
24 Streetscapes
25 Tree management in streets / parks
26 Footpaths, trails and cycleways
27 Building and maintaining local roads
28 Traffic management
29 Marine facilities (boat ramps, jetties)

Opportunity

30 Economic development
31 Town centre development/activation
32 Access to goods and services
33 Tourism and destination marketing
34 Access to education and life-long learning
35 Telecommunications / internet services
36 Airport services and facilities
37 Library services

Leadership

38 Council leadership
39 Consultation
40 Communication
41 Customer service
42 Embracing change, technology, innovation

* Kaizen = provide continuous improvement

Meeting local priorities

The Council determined six strategic priorities for the City of Busselton to focus on over the next 10 years.



Sport and recreation

Community voices

With increasing demand for facilities, the community would like a new district sports and recreation facility with a 50m pool, indoor courts, and gym facilities, along with upgrades to existing sporting facilities, reserves and ancillary infrastructure.

What we are doing

Objective 1



Rivers and waterways

Community voices

The community would like the health of the Lower Vasse River, Toby Inlet and wetlands restored for environmental conservation and improved recreation.

What we are doing

Objective 5



Responsible development and housing

Community voices

The community would like sustainable growth and responsible development, aligned with local character. More housing diversity and stock is required to meet different needs, with adequate supporting infrastructure and amenities.

What we are doing

Objective 9



Airport services

Community voices

The community would like the airport terminal upgraded with runway extensions, improved facilities, more flights to more destinations, better parking and more taxis and shuttle buses.

What we are doing

Objective 14



Community safety

Community voices

The community would like more police, CCTV, lighting and mental health support services to alleviate concerns with anti-social behaviour, crime and homelessness.

What we are doing

Objective 3 Objective 4



Communication and engagement

Community voices

Find more effective ways to reach and engage with community members to listen, understand and respond to their needs, to inform people about what is happening and to explain the reasons behind Council decisions.

What we are doing

Objective 18

Our plan for the future

This section describes how the City of Busselton will meet broad and diverse community needs, with consideration for resource capacity.

It outlines desired community outcomes and objectives, and details service delivery and priority actions that contribute towards their achievement. Resourcing of the plan is detailed on page 48.

Actions are reviewed annually to adapt to social, environmental, economic and political trends and changing community needs.

Service delivery is reviewed regularly. For further information on City services which support our plan for the future, please see the City's website to access the:

> City's Service Portfolio 2026-2027

by searching at:
https://www.busselton.wa.gov.au/council/about-council/governance-and-transparency/strategic-and-corporate-planning.aspx



Lifestyle

Outcomes

Our community is safe, welcoming and inclusive, with access to services and facilities to support good health and wellbeing.

Objectives

1. Plan and deliver sport and recreation facilities to support healthy and active lifestyles.
2. Recognise, respect and support arts, heritage and cultural diversity.
3. Facilitate access to inclusive services, places and spaces to support community members to connect and thrive at every stage of life.
4. Work with key partners to facilitate community safety.

Services

- Leisure Centres
- Culture and Heritage
- Community Development
- Rangers and Compliance
- Emergency Management
- Public Health
- Saltwater



Environment

Outcomes

Our environment is valued, conserved and able to be enjoyed by current and future generations.

Objectives

5. Work with key partners to improve the health of our waterways, including the Lower Vasse River and Toby Inlet.
6. Care for and enhance our natural areas and habitats.
7. Respond to climate impacts including coastal erosion and accretion, extreme weather events and fire.
8. Promote and facilitate environmentally responsible practices, including reducing waste and emissions.

Services

- Environment and Sustainability
- Waste Management Services

Place

Outcomes

Responsible planning is helping the region to experience sustainable growth with retention and enhancement of our unique character, identity and lifestyle.

Objectives

9. Promote planning and development that supports responsible growth, diverse and affordable housing choices, and attractive, functional, well-connected neighbourhoods.
10. Provide well maintained public facilities, open space, parks and playgrounds.
11. Provide safe roads and transport networks.

Services

- Planning and Building Assessments
- Strategic Land Use Planning
- Facilities Management
- Public Open Space
- Transport Infrastructure
- Infrastructure Planning and Support

Opportunity

Outcomes

We have a vibrant and growing economy with diverse opportunities for everyone to learn, work and flourish.

Objectives

12. Facilitate an innovative and diversified economy that supports investment and employment growth.
13. Be a destination of choice for unique tourism experiences and events.
14. Develop opportunities at the Busselton Margaret River Airport.
15. Collaborate with key partners to strengthen opportunities for education and life-long learning.

Services

- Economic Development
- Events
- Airport Services
- Library Services
- Busselton Jetty Tourist Park

Leadership

Outcomes

We actively engage with the community to deliver visionary, collaborative and accountable leadership.

Objectives

16. Provide effective governance and organisational leadership.
17. Enhance the customer experience through improved customer service, process innovation and business technologies.
18. Provide effective marketing, communication, and community and stakeholder engagement.

Services

- Executive Leadership and Support
- Strategy and Performance
- Stakeholder Relations
- Governance and Administration
- Financial Services
- Customer Information
- Systems and Information Management
- People and Safety
- Property Management
- Fleet Management

Lifestyle

Our community is safe, welcoming and inclusive, with access to services and facilities to support good health and wellbeing.



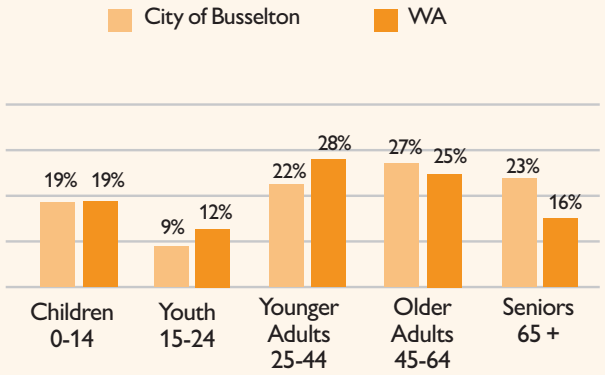
Lifestyle

Residential Population

2025
ABS estimate
46,184
Population growth up 2.2% over 12 months

Age Profile

2021, ABS Census



Median Age

2021, ABS Census

45
Years
WA: 38 years

Leisure Centre members

2025/26
City of Busselton

2,145
Number of members
Up 3% over 12 months

Profound or severe core activity limitation

2021, ABS Census

5.4%
WA: 4.9%

Community event attendance

2025/26
City of Busselton

161,000
People attended

Households that speak a non-English language

2021, ABS Census*

5.2%
WA: 19.6%

Aboriginal and/or Torres Strait Islander People

2021, ABS Census

2.0%
WA: 3.3%

Volunteering

Among 15+ year olds
2021, ABS Census*

22.6%
WA: 17.2%

Library attendance

2025/26
City of Busselton

175,092

*excludes not stated.

Objective 1. Plan and deliver sport and recreation facilities to support healthy and active lifestyles.

Service	What we will continue to do
Community Development	• Plan for current and future sporting and recreation facilities and services. • Support community groups in sporting projects, events and programs, including club development training and resources, and the annual Sports Awards.
Leisure Centres	• Manage sport and recreation facilities, including Geographe Leisure Centre and Naturaliste Community Centre.
Public Open Space	• Manage sporting grounds, turf and outdoor hard surfaces.
Infrastructure Planning & Support	• Planning and management of major City infrastructure projects.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
1.1 Present to the Council a completed review of the Sport and Recreation Facilities Strategy 2020-2030.	Community Development	Sport and Recreation Facilities Strategy; Geographe Leisure Centre Masterplan	☑			
1.2 Present to the Council a completed feasibility analysis to identify a preferred site, scope, and funding strategy for a new district sport and recreation facility.	Community Development	Sport and Recreation Facilities Strategy	☑			
1.3 Present to the Council a completed Masterplan for Lot 301 Sues Road in Yalyalup that identifies future recreational uses.	Community Development	Sport and Recreation Facilities Strategy	☑			
1.4 Construct a pavilion at the Dunsborough Lakes Sports Precinct.	Infrastructure Planning and Support	Sport and Recreation Facilities Strategy	☑	☑		
1.5 Complete detailed designs for the construction of a new squash facility.	Community Development	Sport and Recreation Facilities Strategy	☑			
1.6 Complete detailed designs for the construction of the Vasse oval pavilion.	Community Development	Sport and Recreation Facilities Strategy	☑	$		

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 2. Recognise, respect and support arts, heritage and cultural diversity.

Service	What we will continue to do
Culture and Heritage	• Develop and manage the Busselton Cultural Precinct to create a thriving hub of artists and community groups. • Facilitate events, activations and storytelling to encourage interaction and connection with our history and heritage. • Facilitate consultation with multicultural communities to promote recognition and inclusion of different cultures.
Saltwater	• Program arts and cultural experiences at Saltwater.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
2.1 Prepare and present to the Council an Arts, Culture and Heritage Strategy.	Culture and Heritage		☑			
2.2 Complete the commissioning of Saltwater as a fully operational performing arts and convention centre.	Saltwater		☑			
2.3 Complete a review of the Reconciliation Action Plan and present a revised plan to the Council.	Culture and Heritage		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 3. Facilitate access to inclusive services, places and spaces to support community members to connect and thrive at every stage of life.

Service	What we will continue to do
Community Development	• Provide dedicated youth spaces, services and support for young people, including Busselton Foreshore Youth Precinct, Dunsborough Youth Precinct, SHIFT Youth Crew, life skills workshops, youth holiday programs and events. • Facilitate services and support for seniors, including through the Busselton Senior Citizens Centre, Active Seniors programs, and Digital Seniors. • Implement initiatives to improve disability access and inclusion. • Advocate for improved access to locally available specialist and mental health services and helplines, including drug and alcohol counselling and rehabilitation services, and domestic violence, family violence and sexual abuse. • Administer community grants.
Property Management	• Provide community housing for eligible seniors at Winderlup Villas, Winderlup Court and Kweelam Court in Busselton.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
3.1 Complete a youth needs assessment for the Vasse area and present recommendations for future service delivery to the Council.	Community Development		☑			
3.2 Complete a youth needs assessment for the Yalyalup area and present recommendations for future service delivery to the Council.	Community Development		☑	☑		
3.3 Review the "What's Up in Your World?" Youth Plan and present any updates to the Council.	Community Development			☑		

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 4. Work with key partners to facilitate community safety.

Service	What we will continue to do
Rangers and Compliance	• Provide ranger surveillance, local law enforcement and community education to encourage responsible pet ownership. • Manage the Animal Care Facility. • Provide WA Police with Council data and information on local crime and community perceptions (such as CCTV footage, reported vandalism, community surveys, etc.) and advocate for WA Police to provide appropriate responses.
Public Health	• Deliver public health education programs and enforcement of the Public Health Act to protect community health, wellbeing and safety. This includes reducing mosquito-borne disease risks, infectious disease reporting, food safety, noise control, water management sampling, and septics.
Community Development	• Collaborate with relevant agencies to monitor regional homelessness trends, and advocate for the State Government to respond with appropriate access to accommodation and support services.
Emergency Management	• Facilitate emergency risk management through coordinated planning, preparation, response and recovery within the district.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
4.1 Partner with key stakeholders to develop a Community Safety Plan and present to the Council.	Rangers and Compliance		☑			
4.2 Present to the Council a finalised Animal Management Plan to improve dog and cat management practices.	Rangers and Compliance		☑			
4.3 Complete a review of Local Emergency Management Arrangements, and present updated arrangements to the Council.	Emergency Management			☑		

☑ Resourcing or funding secured $ Action completion subject to additional funding

Environment

Our environment is valued, conserved and able to be enjoyed by current and future generations.



Solid waste diverted from landfill

2025/26

28%

Renewable energy generated or sourced by the City

2025/26

16.5%

Number of plants planted

2025/26

34,790

Nature reserve areas managed

1,009 Ha

Objective 5. Work with key partners to improve the health of our waterways, including the Lower Vasse River and Toby Inlet.

Service	What we will continue to do
Environment and Sustainability	• Work with state government agencies and other key partners to help to improve, maintain and protect waterways and surrounds.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
5.1 Subject to obtaining required approvals, complete Stage 3 sediment removal works in the Lower Vasse River.	Environment and Sustainability	Lower Vasse River Waterway Management Plan	☑			
5.2 Subject to obtaining required approvals, complete an aeration trial in the Lower Vasse River and report outcomes to the Council.	Environment and Sustainability		☑			
5.3 Through the Council's Waterways Management Committee, complete a review of the City's interim asset management role for waterways assets. Present recommendations to the Council on future management arrangements.	Environment and Sustainability	Lower Vasse River Waterway Management Plan	☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 6. Care for and enhance our natural areas and habitats.

Service	What we will continue to do
Environment and Sustainability	• Develop and implement reserve management plans to care for City managed natural reserves e.g. weed control and native regeneration. • Manage and support community groups and volunteers to assist the City in caring for natural reserves. • Oversee management of Meelup Regional Park as a key strategic reserve, in accordance with the Meelup Regional Park Management Plan.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
6.1 Present to the Council a completed review of the Meelup Regional Park Management Plan.	Environment and Sustainability	Meelup Regional Park Management Plan	☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 7. Respond to climate impacts including coastal erosion and accretion, extreme weather events and fire.

Service	What we will continue to do
Emergency Management	• Management of the City's volunteer bushfire brigades, facilities and assets, and identification and development of strategic firebreaks. • Enforce local laws in relation to firebreaks.
Infrastructure Planning and Support	• Advocate to and work with state government agencies, as well as other key partners, to plan and implement ongoing coastal protection.
Strategic Land Use Planning	• Ensure structure plans consider climate change factors (such as rising sea levels, coastal erosion, fire risk, etc) for the ongoing protection and safety of the community.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
7.1 Present to the Council a completed 10-year Coastal Management Plan.	Infrastructure Planning and Support	Coastal Hazard Risk Management and Adaptation Plan	☑			
7.2 Review the Bushfire Management Plan and present to the Council.	Emergency Management		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 8. Promote and facilitate environmentally responsible practices, including reducing waste and emissions.

Service	What we will continue to do
Environment and Sustainability	• Promote sustainable management practices across City operations including to reduce emissions and water use. • Coordinate community education and communication programs to promote sustainable practices.
Waste Management	• Provide waste and recycling collection services and operate the Busselton Transfer Station and Dunsborough Waste Facility. • Coordinate community education and communication programs to promote sustainable practices.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
8.1 Present to the Council a Strategic Waste Management Plan.	Waste Management		☑			
8.2 Present to the Council an Urban Forest Policy.	Public Open Space		☑			
8.3 Construct Landfill Cell 3 at the Dunsborough Waste Facility.	Waste Management		☑	☑		
8.4 Complete a Sustainability and Environment Strategy and present it to the Council.	Environment and Sustainability		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding



Place

Responsible planning is helping the region to experience sustainable growth with retention and enhancement of our unique character, identity and lifestyle.



Place

Planning and building applications

2025/26, City of Busselton

Number received

2,305

Value

$731M

Housing diversity

Semi-detached house, townhouse, flat or apartment 2021, ABS Census (*excludes not stated*)

9.6%

WA: 19.5%

Playgrounds

57

Unsealed roads

396km

Sealed roads

955km

Bus or train to work

Among employed persons aged 15+, 2021, ABS Census

(base excludes work from home, did not go to work and not stated)

2.5%

WA: 9.5%

Cycle or walk to work

Among employed persons aged 15+, 2021, ABS Census

(base excludes work from home, did not go to work and not stated)

4.7%

WA: 3.5%

Objective 9. Promote planning and development that supports responsible growth, diverse and affordable housing choices, and attractive, functional, well-connected neighbourhoods.

Service	What we will continue to do
Strategic Land Use Planning	• Plan and guide the future growth and development of the district through the development of planning strategies, schemes, and structure plans, and the provision of advice on developer-led proposals.
Planning and Building Assessments	• Assess development applications, including major development proposals and subdivisions, in accordance with the City's Local Planning Policies and applicable planning legislation. • Review local planning policies to support an effective and efficient planning framework. • Assess building proposals for compliance with regulations and the Building Act 2011.
Rangers and Compliance	• Ensure development conditions comply with planning and building legislation and other statutory requirements and investigate and respond to compliance complaints.
Infrastructure Planning and Support	• Manage/supervise engineering aspects of developments and subdivisions in accordance with City-approved conditions.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
9.1 Progress through to Ministerial approval Local Planning Scheme No. 22.	Strategic Land Use Planning	Local Planning Strategy	✓	✓		
9.2 Complete the review of the Local Planning Strategy for Council adoption.	Strategic Land Use Planning		✓	$	$	
9.3 Complete a Busselton Precinct Structure Plan and present to the Council.	Strategic Land Use Planning	Local Planning Strategy	✓	✓		
9.4 Complete the review of the Developer Contributions Framework and present to the Council.	Strategic Land Use Planning	Community Infrastructure Plan	✓	✓		

✓ Resourcing or funding secured $ Action completion subject to additional funding

Objective 10. Provide well maintained public facilities, open space, parks and playgrounds.

Service	What we will continue to do
Infrastructure Planning and Support	• Deliver landscape architecture services for the design of City public open space. • Creation, maintenance, renewal and disposal of City infrastructure assets. • Collect and maintain infrastructure asset data to support the development of capital programs of works and project planning for civil infrastructure, community facilities and open space assets to ensure sustainable provision for current and future generations.
Public Open Space	• Maintain district foreshore, parks, playgrounds, streetscapes and public access ways. • Maintain cemetery and memorial spaces and provide cemetery burials and ashes interments.
Transport Infrastructure	• Maintain boat ramps and jetties in a fit-for-purpose condition, and manage sand nourishment and beach erosion effectively.
Facilities Management	• Maintain and upgrade City owned facilities to deliver functional public infrastructure (e.g. graffiti removal, toilets, halls, BBQ cleaning, lighting upgrades). • Manage and monitor access to City owned buildings, including alarm monitoring and after-hours security patrols.
Venue Management	• Coordinate short-term hire of City facilities and public open space, including sporting grounds and beaches.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
10.1 Complete the Community Infrastructure Plan review and present it to the Council.	Strategic Land Use Planning		✓			
10.2 Deliver building upgrades in the Capital Works Program.	Facilities Management		✓	$	$	$
10.3 Deliver public open space upgrades in the Capital Works Program.	Public Open Space		✓	$	$	$
10.4 Present to the Council a completed Masterplan for Victoria Square and the Memorial Wall/Cenotaph precinct.	Public Open Space		✓			
10.5 Complete and present to the Council a Masterplan for the Dunsborough Foreshore.	Economic Development		✓	$		

✓ Resourcing or funding secured $ Action completion subject to additional funding

Objective 11. Provide safe roads and transport networks.

Service	What we will continue to do
Infrastructure Planning and Support	• Design safe and effective road and transport networks, along with associated civil infrastructure. Includes provision of survey services to inform effective design. • Creation, maintenance, renewal and disposal of City infrastructure assets. • Collect and maintain infrastructure asset data to support the development of capital programs of works and project planning for civil infrastructure, community facilities and open space assets to ensure sustainable provision for current and future generations.
Transport Infrastructure	• Construct and maintain transport networks and associated infrastructure, including roads, bridges, carparks, drainage, footpaths and cycleways to provide safe, accessible connections to places and spaces across the district.
Rangers and Compliance	• Provide local law enforcement to control parking.
Strategic Land Use Planning	• Advocate for planning of future transport infrastructure linking Busselton and Dunsborough with Bunbury and Perth.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
11.1 Complete a District Traffic Strategy and present to the Council.	Infrastructure Planning and Support		✓	$		
11.2 Present to the Council a completed Parking Strategy.	Strategic Land Use Planning		✓			
11.3 Deliver road upgrades in the Capital Works Program.	Transport Infrastructure		✓	$	$	$
11.4 Deliver footpath works in the Capital Works Program.	Transport Infrastructure		✓	$	$	$
11.5 Complete a feasibility study for a Dunsborough-Yallingup shared path and present recommendations to the Council.	Infrastructure Planning and Support		✓			

✓ Resourcing or funding secured $ Action completion subject to additional funding



Opportunity

We have a vibrant and growing economy with diverse opportunities for everyone to learn, work and flourish.



Opportunity

Completed year 12 or equivalent

2021, ABS Census

54%

WA: 63%

Unemployment rate

2026

2.2%

WA: 4.3%

Top 5 industries of employment

2025, Remplan (% of local residents)

Health care and social assistance	Accommodation and food services	Construction	Retail trade	Education and training
14.5%	**14.3%**	**10.9%**	**12.7%**	**8.8%**
WA: 14.2%	WA: 6.8%	WA: 9.2%	WA: 9.3%	WA: 9.2%

Busselton Jetty Tourist Park Number of nights stayed by visitors

2025/26

29,643

Excluding permanent and semi-permanent guests

Busselton Margaret River Airport passengers

2025/26

201,875

Up 5.1% over 12 months

Busselton Jetty visitors

Total visitors, 2025/26

1,087,690

414,669 paid visitors

Objective 12. Facilitate an innovative and diversified economy that supports investment and employment growth.

Service	What we will continue to do
Economic Development	• Support existing businesses through working with the local chambers of commerce and industry, the provision of local business grants and support community-driven town centre activation initiatives. • Investigate and facilitate the attraction of new business and investment opportunities. • Facilitate commercial activation of property and land owned or managed by the City. • Advocate for improved telecommunications infrastructure across the district. • Deliver the business development, events and marketing program, supporting priorities identified in the Economic Development strategy and events funding and promotion.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
12.1 Present to the Council a completed review of the Economic Development Strategy.	Economic Development		☑			
12.2 Determine the progression of a café and kiosk proposal at Dunsborough Foreshore and present recommendations to the Council.	Economic Development		☑			
12.3 Review the economic development and marketing grants program.	Economic Development		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 13. Be a destination of choice for unique tourism experiences and events.

Service	What we will continue to do
Events	• Implement the Events Strategy coordinating a diverse calendar of events to maximise economic and social benefits for the community and local businesses.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
13.1 Complete a strategic business review of the Busselton Jetty Tourist Park and present recommendations to the Council.	Busselton Jetty Tourist Park	Busselton Jetty Tourist Park Masterplan	☑	☑		
13.2 Provide support to Busselton Jetty Inc. for progression of stage 1 of the replacement of the underwater observatory through to the Council for final consideration.	Economic Development	Busselton Jetty 20 Year Strategic Masterplan	☑	☑		
13.3 In collaboration with State Government and key partners, complete enhancement works to the Wadandi Track as an important regional link for tourism and recreation.	Infrastructure Planning and Support		☑	☑	☑	
13.4 Present to the Council a completed review of the Events Strategy.	Events		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 14. Develop opportunities at the Busselton Margaret River Airport.

Service	What we will continue to do
Airport Services	• Manage operation of the Busselton Margaret River Airport for passenger, charter, emergency services and general aviation services. • Leverage relationships with commercial airlines and key industry stakeholders to accelerate growth of the Busselton Margaret River Airport.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
14.1 Complete a feasibility and business case for the progression of a new terminal and present recommendations to the Council.	Airport Services	Busselton Margaret River Airport Masterplan	✓			
14.2 Construct hangars in the General Aviation Precinct for leasing.	Airport Services	Busselton Margaret River Airport Masterplan	✓			
14.3 Complete septic upgrades at the Busselton Margaret River Airport.	Airport Services		✓			
14.4 Construct and open the expanded public airport car park.	Airport Services		✓			
14.5 Present to the Council a completed review of the masterplan for the Busselton Margaret River Airport precinct.	Airport Services			$		
14.6 Complete a business case for car rental parking and present to the Council.	Airport Services		✓			
14.7 Negotiate air services agreements for route development for the Busselton Margaret River Airport.	Airport Services		✓	✓		

✓ Resourcing or funding secured $ Action completion subject to additional funding

Objective 15. Collaborate with key partners to strengthen opportunities for education and life-long learning.

Service	What we will continue to do
Library Services	• Deliver library services and programs in the Busselton Library and Dunsborough Library, including Author Talks, local history collection, homebound library services, and Storytime Way.
Economic Development	• Advocate for expanded higher education offerings.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
15.1 Investigate options to expand the Dunsborough library space to meet growing demands.	Library Services		☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Leadership

We actively engage with the community to deliver visionary, collaborative and accountable leadership.



Objective 16. Provide effective governance and organisational leadership.

Service	What we will continue to do
Strategy and Performance	• Develop, implement and review the Council Plan and provide Annual Reports. • Deliver strategies and systems which support service review and improvements.
Governance and Administration	• Deliver governance systems to achieve statutory compliance and improve decision making including internal audit, procurement and contract management, and the provision of legal advice.
Financial Services	• Manage internal and statutory financial requirements, including annual budgets, rates and rate modelling and long-term financial plans.
Infrastructure Planning and Support	• Manage City assets to ensure adequate levels of service and longevity of assets.
Property Management	• Provide land and property leasing services for City owned or managed property to maximise community use and benefit.
Fleet Management	• Provide efficient, effective and sustainable management of the City's fleet, plant and equipment.
People and Safety	• Deliver human resource management and workplace health and safety strategies to facilitate a healthy, capable and engaged organisation.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
16.1 Complete a Revenue and Rating Policy and present to the Council.	Financial Services		☑			
16.2 Complete the review of the Strategic Asset Management Plan and present to the Council.	Infrastructure Planning and Support		☑			
16.3 Present a completed review of the City's Workforce Plan to the Council.	People and Safety		☑			
16.4 Complete an employee survey and report findings and improvement actions to the CEO.	People and Safety			$		

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 16. Provide effective governance and organisational leadership.

Continued...

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
16.5 Develop for the CEO's approval a Contractor Management Framework.	Governance and Administration		☑			
16.6 Undertake a service review of the City's property service / management portfolio to maximise strategic, community, commercial and financial value.	Strategy and Performance		☑			
16.7 Undertake a service review of the City's public open space service to determine effective and cost-efficient levels of service.	Strategy and Performance		☑			
16.8 Undertake a major review of the Council Plan	Strategy and Performance			☑		

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 17. Enhance the customer experience through improved customer service, process innovation and business technologies.

Service	What we will continue to do
Customer Information	• Provide a responsive first point of contact for customers to access information and services. • Coordinate and champion customer service training to enhance and maintain a customer focused culture.
Systems and Information Management	• Serve and interact with customers through efficient and secure technology and delivery of information management systems and resources.

Actions		Service	Informing Strategy	26/27	27/28	28/29	29/30
17.1	Implement the Customer Request Management, Work Orders and Asset Management modules in the City's corporate system and transition them to operational use.	Systems and Information Management	Information and Communications Technology Strategy	☑			
17.2	Complete and present to the CEO a business case and roadmap for a TechnologyOne Digital System Enhancement to improve service efficiency and customer experience.	Systems and Information Management	Information and Communications Technology Strategy	☑			

☑ Resourcing or funding secured $ Action completion subject to additional funding

Objective 18. Provide effective marketing, communication, and community and stakeholder engagement.

Service	What we will continue to do
Stakeholder Relations	• Manage the City's brand, marketing and communications, including websites, Bay to Bay e-news and social media. • Coordinate and support community consultation and engagement campaigns. • Coordinate strategic relationships. • Provide advice, guidance and support relating to advocacy, government liaison and lobbying activities.

Actions	Service	Informing Strategy	26/27	27/28	28/29	29/30
18.1 Undertake a community perception survey and report findings to the Council.	Strategy and Performance		☑			
18.2 Complete a review of the Community Engagement Framework 2025-2029 and present to the Council.	Stakeholder Relations				☑	

☑ Resourcing or funding secured $ Action completion subject to additional funding

Retired actions summary

The following actions have been retired as they have either been completed in 2025/26 or they are now considered business as usual.

Theme	Action	Status
Lifestyle	Provide non-potable water links to Dunsborough Playing Ovals, from the bore at Dunsborough Lakes Sporting Precinct.	Completed
	Prioritise and implement priority projects from the Cultural Precinct Strategy to drive activation and vibrancy in the cultural precinct and wider Busselton town centre.	Ongoing service delivery
	In accordance with the national principles for child safe organisations, develop and implement a Council policy which outlines the City's obligations and commitments.	Completed (C2510/290)
	Develop a Community Health and Wellbeing Plan to meet requirements of the Public Health Act 2016 and guide City planning for health, wellbeing and safety outcomes.	Completed (C2605/153)
Environment	Construct the Commonage Bushfire Brigade facility.	Resourcing constraints
	Investigate further stages of sediment removal and the Living Streams approach for the Lower Vasse River.	Ongoing service delivery
	Guided by an endorsed Sustainability and Environment Framework, prioritise initiatives and actions to care for the City's natural areas.	Duplication
	Collaborate with DFES to develop a strategic asset management plan for the effective management of emergency management facilities and equipment.	Completed and ongoing service delivery
	Review the use and effectiveness of artificial reefs or other emerging technologies to manage beach erosion in similar environments and investigate how effective these solutions would be locally.	Timing to be reviewed

Theme	Action	Status
	Seek Council's endorsement of a Sustainability Policy.	Completed (C2508/223)
	Design Landfill Cell 3 at the Dunsborough Waste Facility.	Completed
Place	Prioritise completion of policies for Special Character Areas.	Timing to be reviewed
	Review the local short-term rental and holiday home framework, to align with the new Short Term Rental Accommodation Bill 2024 and Planning and Development (Local Planning Schemes) Regulations 2015.	Completed (C2508/226)
Opportunity	Review the alfresco dining framework and permit process to support town centre activation.	Awaiting State legislation
	Collaborate with Busselton Jetty Inc. to develop and deliver on a joint vision and strategy to preserve Busselton Jetty.	Completed (C2606/192)
	Revisit options for the ongoing management of Busselton Jetty Tourist Park.	Duplication
	Prepare a business case for attaining and retaining eco-destination accreditation.	Resourcing constraints
	Review the Tourism WA's South West Destination Management Strategy & Implementation Plan and consider development of a local Tourism Destination Management Plan.	Completed and ongoing service delivery
	Investigate opportunities to maximise future development of Busselton Margaret River Airport.	Completed (C2605/146) and ongoing service delivery
Leadership	Finalise a performance reporting framework to ensure achievement of strategic outcomes.	Completed
	Review the City's Risk Management Framework.	Completed (C2606/168)
	Work with relevant unions and employees to negotiate a new Industrial Agreement for the City within the State Industrial Relations System.	Completed
	In anticipation of Privacy and Responsible Information Sharing (PRIS) reforms, audit and update the City's information systems to ensure personal information is being collected, stored securely and used responsibly.	Completed
	Continue to review and enhance the City's website to make it user-friendly for all users, including improved navigation and accessibility.	Completed

Supporting strategies and plans

The Council Plan is informed and supported by long-term financial planning, asset management planning, workforce planning, a strategy for information and communications technology, a risk management framework and various issue-specific strategies and plans.

Long-Term Financial Plan

The Long-Term Financial Plan is Council's 10 year financial planning document. It is created with consideration for forecast income, cash flow, rate setting, financial position and equity statements. The plan assists the Council in its strategic decision making for the future through analysis of projected income and expenditure, scenario modelling and sensitivity analysis. The City is currently undertaking a review of its Long-Term Financial Plan.

Asset Management Plans

Effective management of local government assets is crucial to the sustainable delivery of services to meet community needs. Asset management planning is essential to ensure that assets are created, maintained, renewed, and retired or replaced at appropriate intervals to ensure continuity of services at chosen service levels.

Workforce Plan

Workforce planning helps to shape the workforce now and for the future. It provides a coordinated approach for resourcing key projects, services and operations to meet organisational objectives, and profiles the current workforce, considers labour market forces and trends, identifies skill, knowledge and resourcing gaps, and advises on recruitment, training and retention strategies to close any gaps. The City is undertaking a major review of its Workforce Plan in 2026/2027.

Risk Management Framework

The Risk Management Framework guides the City in the identification, analysis, evaluation, treatment, and monitoring of risks to maximise the potential to achieve goals and objectives and minimise potential for harm or loss. The City has reviewed its Risk Management Framework and is looking at how it can further embed risk management processes into the organisation including through consolidation of an enterprise-wide system.

Information and Communications Technology (ICT) Strategy

Technology and data are integral to the delivery of all functions across the organisation. The Information and Communications Technology (ICT) Strategy defines the underlying principles and priorities for ICT at the City to meet strategic goals and objectives and guides future ICT investment.

Issue-specific strategies and plans

Issue-specific strategies and plans are created to address local priorities or statutory requirements, such as the Local Planning Framework, Disability Access and Inclusion, Community Health and Wellbeing Plan and Waste Plan.

The following table lists informing plans and strategies that make up the City of Busselton management framework, the current status of these documents, and time frame for development, review or completion. These documents are available on the City of Busselton website or by visiting the Council.



Strategies and Plans

	Lead Service Area	Statutory requirement	Adopted/ last review	Review Period	Next review
Leadership					
Council Plan 2024-34	Strategy and Performance	✓	2026/27	Minor: Annual	2027/28
				Major: 4 years	2028/29
Long-Term Financial Plan 2025-35	Financial Services	✓	2025/26	Minor: Annual	2026/27
				Major: 4 years	2029/30
Risk Management Framework	Governance and Administration		2025/26	As required	2026/27
Asset Management Plan	Asset Planning	✓	2021/22	As required	2026/27
Workforce Plan	People and Safety		2019/20	As required	2026/27
ICT Strategy 2023-28	Systems and Information Management		2023/24	As required	2026/27
Community Engagement Framework 2025-29	Stakeholder Relations		2024/25	As required	2028/29
Recordkeeping Plan 2021	Systems and Information Management	✓	2021/22	5 years	2026/27
Lifestyle					
Sport and Recreation Facilities Strategy 2020-30	Community Development		2019/20	As required	2026/27
Reconciliation Action Plan	Culture and Heritage		2020/21	As required	2026/27
Youth Plan: What's up in Your World?	Community Development		2023/24	3 years	2026/27
Disability Access and Inclusion Plan	Community Development	✓	2024/25	5 years	2029/30
Community Health and Wellbeing Plan	Public Health	✓	2025/26	Annual	2026/27

Environment					
Lower Vasse River Waterway Management Plan	Environment and Sustainability		2018/19	As required	
Toby Inlet Waterway Management Plan	Environment and Sustainability		2018/19	As required	
Meelup Regional Park Management Plan	Environment and Sustainability		2022/23	As required	2027/28
Coastal Hazard Risk Management and Adaptation Plan	Strategic Land Use Planning	✓	2022/23	As required	2032/33
Bushfire Risk Management Plan	Emergency Management	✓	2024/25	2 years	2026/27
Place					
Local Planning Strategy	Strategic Land Use Planning	✓	2019/20	Within 5 years	2026/27
Dunsborough Precinct Structure Plan	Strategic Land Use Planning	✓	2023/24	10 years	2033/34
Community Infrastructure Plan 2022-35	Strategic Land Use Planning	✓	2021/22	As required	2031/32
Busselton Traffic Study	Infrastructure Planning and Support		2015/16	As required	2026/27
Opportunity					
Economic Development Strategy 2022-27	Economic Development		2021/22	As required	2026/27
City of Busselton Events Strategy 2022	Events		2021/22	As required	2026/27

Resourcing the plan

This table provides an overview of the number of employees in each service expressed as the full-time equivalent (FTE), excluding casual resourcing.

Directorate	Service and Number of Employees (FTE)			
Office of the CEO	Executive Leadership and Support	11	Stakeholder Relations	4.4
Infrastructure and Environment	Infrastructure Planning and Support	23.3	Facilities Management	4.85
	Public Open Space	51	Transport Infrastructure	41.67
	Waste Management	26.6	Fleet Management	6.5
	Environment and Sustainability	4		
Economic and Business Development	Culture and Heritage	2.9	Property Management	5.9
	Economic Development	4	Events	4.1
	Library Services	13.9	Airport Services	9.5
	Saltwater	8	Busselton Jetty Tourist Park	0*
Corporate Strategy and Performance	Governance and Administration	10.88	Strategy and Performance	5.4
	Systems and Information Management	17.46	Customer Information	6.5
	Financial Services	16.6	People and Safety	10.4
Community Planning	Planning and Building Assessments	24	Strategic Land Use Planning	5.5
	Public Health	8.6	Rangers and Compliance	18.6
	Emergency Management	2.9	Community Development	7.4
	Leisure Centres	19.16		

* Busselton Jetty Tourist Park is managed through a contractor arrangement

Financial Summary

The following financial statement is a high-level summarised statement of the adopted budget for 2026-27. It aggregates estimates of operating and non-operating revenues and expenditure in the first year of this plan.

2026-27 Budget

Operating revenue	Rates	78,037,338
	Grants, subsidies & contributions	5,510,363
	Fees and charges	34,717,777
	Other revenue	587,390
	Interest earnings	4,352,000
	Profit on asset disposals	319,887
Operating expenditure	Employee costs	(49,159,236)
	Materials and contracts	(35,134,308)
	Utilities (gas, electricity, water, etc)	(3,689,766)
	Depreciation	(39,976,353)
	Finance costs	(1,630,403)
	Insurance expenses	(1,164,993)
	Other expenditure	(6,655,737)
	Allocation	2,443,539
	Loss on asset disposals	(30,926)
Adjustments for non-cash revenue and expenditure	**Non-cash amounts excluded from operating activities**	**39,687,391**
Amount attributable to operating activities		**28,213,964**

Investing activities (capital expenditure)	Capital grants, subsidies and contributions	31,315,756
	Purchase property, plant & equipment	(23,597,350)
	Purchase & construction of infrastructure	(39,087,491)
	Proceeds from disposal of assets	1,462,352
	Proceeds from self-supporting loans	195,835
	Non-cash excluded from investing activities	(6,289,641)
	Amount attributable to investing activities	**(36,000,539)**
Financing activities	Repayment of borrowings	(5,231,551)
	Principal elements of finance lease payments	(70,034)
	Proceeds from new loans	3,106,781
	Advances to community groups	(250,000)
	Transfer to cash backed reserves (restricted assets)	(35,995,428)
	Transfer from cash backed reserves (restricted assets)	55,153,986
	Non-cash excluded from financing activities	(11,185,248)
	Amount attributable to financing activities	**5,528,506**
Financial summary	**Opening funds surplus / (deficit) Amount**	**2,258,070**
	Amount attributable to operating activities Amount	28,213,964
	Amount attributable to investing activities Amount	(36,000,539)
	Amount attributable to financing activities	5,528,506
	Net Current Position - Surplus / (Deficit)	**0**

Capital and additional operating expenditure

Several projects in this plan require significant investment or significant additional operating expenditure, beyond the budgeted allocations for staffing and recurrent operating expenditure. Estimated costs of those items are provided below. Each year, Council considers available resources and allocates funds to the highest priority needs.

Secured funding includes municipal and reserve funds allocated by the Council in the budget plus approved loan and grant funding.

Unsecured funding represents the funding gap to be resourced through a combination of grant applications, loans or other external funding sources. If external funds cannot be secured, Council will reconsider delivery of the action or continue to seek external funding.

Estimated costs represent an estimate where known of the funds required to complete the action and/or allocations estimated in the City's LTFP to be resourced through a combination of municipal, reserve, loan or grant funding. Completion of the actions are reliant on the estimated funding being secured and allocated in the relevant year's budget.

Lifestyle

Action		Type of expenditure	2026/27		Estimated costs		
			Secured	Unsecured	2027/28	2028/29	2029/30
1.1	Present to the Council a completed review of the Sport and Recreation Facilities Strategy 2020-2030.	Operating	250,000	–	–	–	–
1.4	Construct a pavilion at the Dunsborough Lakes Sports Precinct.	Capital	6,394,045	–	–	–	–
1.5	Complete detailed designs for the construction of a new squash facility.	Capital	500,000	–	–	–	–
1.6	Complete detailed designs for the construction of the Vasse oval pavilion.	Capital	–	–	150,000	–	–
2.1	Prepare and present to the Council an Arts, Culture and Heritage Strategy.	Operating	30,000	–	–	–	–
2.2	Complete the commissioning of Saltwater as a fully operational performing arts and convention centre.	Capital	4,000,000	–	–	–	–
3.1	Complete a youth needs assessment for the Vasse area and present recommendations for future service delivery to the Council.	Operating	12,500	–	–	–	–
3.2	Complete a youth needs assessment for the Yalyalup area and present recommendations for future service delivery to the Council.	Operating	12,500	–	–	–	–
4.1	Partner with key stakeholders to develop a Community Safety Plan and present to the Council.	Operating	28,650	–	–	–	–

Environment

Action		Type of expenditure	2026/27		Estimated costs		
			Secured	Unsecured	2027/28	2028/29	2029/30
5.1	Subject to obtaining required approvals, complete Stage 3 sediment removal works in the Lower Vasse River.	Operating	1,297,740	–	–	–	–
5.2	Subject to obtaining required approvals, complete an aeration trial in the Lower Vasse River and report outcomes to the Council.	Operating	40,000	–	–	–	–
8.3	Construct Landfill Cell 3 at the Dunsborough Waste Facility.	Capital	2,100,000	–	–	–	–

Place

Action		Type of expenditure	2026/27		Estimated costs		
			Secured	Unsecured	2027/28	2028/29	2029/30
9.2	Complete the review of the Local Planning Strategy for Council adoption.	Operating	170,000	–	200,000	200,000	–
9.3	Complete a Busselton Precinct Structure Plan and present to the Council.	Operating	50,000	–	–	–	–
9.4	Complete the review of the Developer Contributions Framework and present to the Council.	Operating	60,000	–	–	–	–
10.1	Complete the Community Infrastructure Plan review, and present it to the Council.	Operating	40,000	–	–	–	–
10.2	Deliver building upgrades in the Capital Works Program.	Capital	4,724,000	–	2,507,756	1,946,710	2,776,055
10.3	Deliver public open space upgrades in the Capital Works Program.	Capital	2,271,000	–	1,886,200	2,064,624	2,653,029
10.5	Complete and present to the Council a Masterplan for the Dunsborough Foreshore.	Operating	72,000	–	70,000	–	–
11.1	Complete a District Traffic Strategy and present to the Council.	Operating	300,000	–	300,000	–	–
11.3	Deliver road upgrades in the Capital Works Program.	Capital	18,228,000	–	9,206,042	9,497,389	9,798,934
11.4	Deliver footpath works in the Capital Works Program.	Capital	2,390,000	–	1,858,973	1,908,774	1,994,383
11.5	Complete a feasibility study for a Dunsborough-Yallingup shared path and present recommendations to the Council.	Operating	170,000	–	–	–	–

Opportunity

Action		Type of expenditure	2026/27		Estimated costs		
			Secured	Unsecured	2027/28	2028/29	2029/30
13.3	In collaboration with State Government and key partners, complete enhancement works to the Wadandi Track as an important regional link for tourism and recreation.	Capital	5,993,000	–	5,750,000	5,750,000	–
14.1	Complete a feasibility and business case for the progression of a new terminal and present recommendations to the Council.	Operating	250,000	–	–	–	–
14.2	Construct hangars in the General Aviation Precinct for leasing.	Capital	486,167	–	–	–	–
14.3	Complete septic upgrades at the Busselton Margaret River Airport.	Capital	822,000	–	–	–	–
14.4	Construct and open the expanded public airport car park.	Capital	603,000	–	–	–	–
14.5	Present to the Council a completed review of the masterplan for the Busselton Margaret River Airport precinct.	Operating	–	–	250,000	–	–

Leadership

Action		Type of expenditure	2026/27		Estimated costs		
			Secured	Unsecured	2027/28	2028/29	2029/30
16.3	Present a completed review of the City's Workforce Plan to the Council.	Operating	25,000	–	–	–	–
16.4	Complete an employee survey and report findings and improvement actions to the CEO.	Operating	–	–	50,000	–	–
16.7	Undertake a service review of the City's public open space service to determine effective and cost-efficient levels of service.	Operating	150,000	–	–	–	–
18.1	Undertake a community perception survey and report findings to the Council.	Operating	41,000	–	–	–	–

Development and monitoring

The Local Government Act 1995 requires all local governments to plan for the future. As of 2024, Council was required to adopt a 10-year Strategic Community Plan, 4-year Corporate Business Plan and Annual Budget that were integrated with asset management plans, a workforce plan and a long-term financial plan.

To streamline reporting and strengthen integration, the City of Busselton has combined the Strategic Community Plan and Corporate Business Plan into one succinct document and named it the Council Plan.

In 2024, Council embraced the FUTYR® approach to conduct a major review of its Strategic Community Plan and Corporate Business Plan. This is a community-led, integrated and streamlined approach designed specifically for local government. It involved:

- Desktop research.
- Detailed review of current plans and strategies to align and integrate outcomes and actions.
- Community survey and benchmarking using the MARKYT® Community Scorecard.
- Workshops with councillors, staff, key stakeholders, and local community members.

We express our deepest thanks to community members who assisted with the development of this Council Plan. We heard from a good cross section of people in the local community, including young people, families, seniors, people with a disability, people with diverse cultural backgrounds, local business owners and managers, and representatives from local community organisations.

To track progress against outcomes in this plan, the Council will monitor actual and perceived performance levels from various sources. This will include reporting against priority actions in this plan and service information outlined in the City's Service Portfolio. Work to define measures of performance will be developed in future iterations and results will be reported in our Annual Reports which are published on the City's website. Please visit www.busselton.wa.gov.au to access the latest Annual Report.

MARKYT

Community Scorecard

1,363

Community members

MARKYT

VoiceBank

95,000+

Word count of ideas and suggestions

FUTYR

Community Workshops

130

Participants

MARKYT

Community Scorecard

The City of Busselton participates in the MARKYT® Benchmarking Excellence Program to monitor and benchmark service levels.

Council aims to be above the MARKYT® industry average and strives to be the industry leader in all areas. This chart shows Council's Performance Index Score out of 100 compared to the MARKYT® Industry Standards.

The preferred target zone is shown as coloured bars.

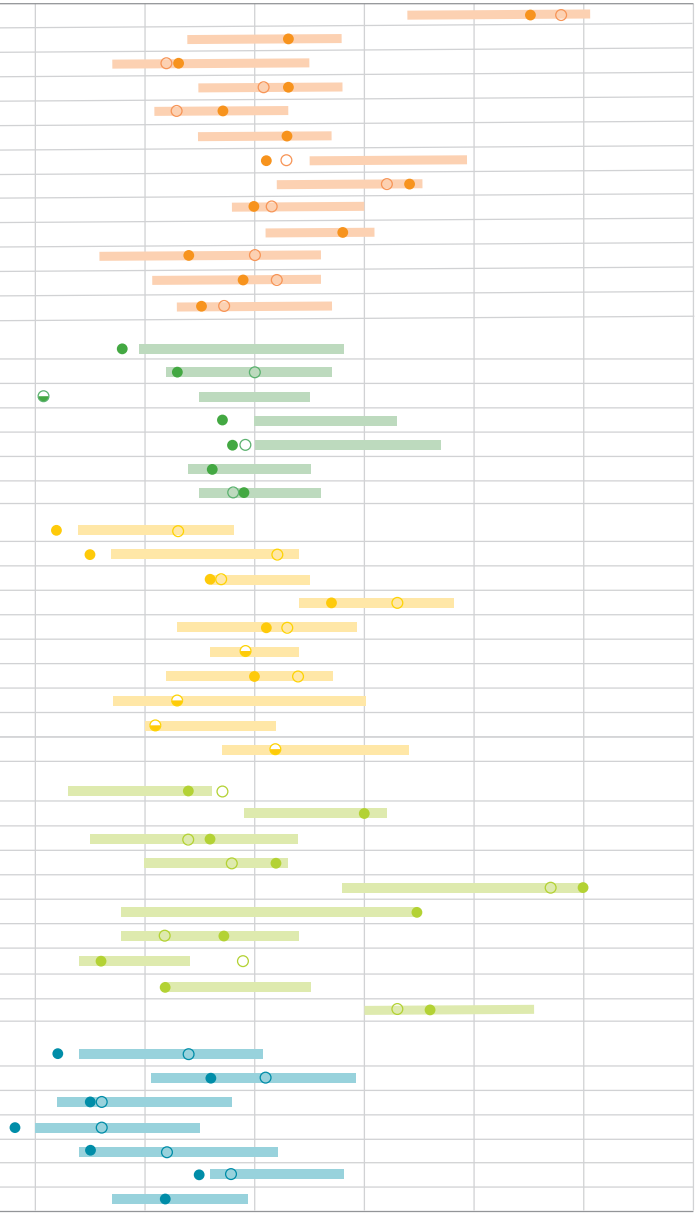
Legend

- City of Busselton 2024 performance score
- City of Busselton 2020 performance score
- No change in performance from 2020 to 2024
- Target Zone. Shading shows industry average to industry high from the MARKYT® Community Scorecard.

For further information, visit catalyse.com.au

2024 Scorecard / Benchmarking

Lifestyle	Place to live	85
	Family/children services and facilities	63
	Youth services and facilities	53
	Seniors' services and care	63
	Disability access and inclusion	57
	Health and community services	63
	Sport and recreation	61
	Festivals, events, art and culture	74
	History and heritage	60
	Recognition for First Nations peoples	68
	Community safety and crime prevention	54
	Lighting of streets and public places	59
	Animal management (dogs and cats)	55
Environment	Sustainable practices	48
	Conservation/environmental management	53
	Local rivers, inlets and waterways	41
	Coastline and beach management	57
	Waste management	58
	Environmental health management	56
	Natural disaster management	59
Place	Responsible growth and development	42
	Housing	45
	Community buildings, halls and toilets	56
	Playgrounds, parks and reserves	67
	Streetscapes	61
	Tree management in streets / parks	59
	Footpaths, trails and cycleways	60
	Local roads	53
	Traffic management	51
	Marine facilities (boat ramps, jetties)	62
Opportunity	Economic development	54
	Place to own or operate a business	70
	Town centre development/activation	56
	Access to goods and services	63
	Place to visit	90
	Tourism and destination marketing	75
	Access to education / life-long learning	57
	Telecommunications / internet services	46
	Airport services and facilities	52
	Library services	76
Leadership	Council leadership	42
	Governing organisation	56
	Value for money from rates	45
	Consultation	38
	Communication	44
	Customer service	55
	Embracing change, technology, innovation	52




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Do you have an idea to help the City of Busselton to thrive and prosper?

Please reach out to your elected member or the responsible officer at the City of Busselton to share your thoughts and ideas.

City of Busselton

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Associated websites

Busselton Cultural Precinct
Busselton Jetty
Busselton Leisure Centre
Busselton Libraries
Busselton-Margaret River Airport
Margaret River Region
Saltwater Busselton
Sugito Sister City
Your Say Busselton

Social Media

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Geographe Bay