



BEVERLEY 2035

NEEDS ASSESSMENT

AUGUST 2024

## VERSION CONTROL

Version	Date	Issued By	Description	Issued To
1	05/07/2024	CCS Strategic	Preliminary Needs Analysis	Simon Marshall
2	29/07/2024	CCS Strategic	Draft Needs Assessment Report	Simon Marshall
3		CCS Strategic	Needs Assessment Report	Simon Marshall
4				
5				

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## Abbreviations

Abbreviation	Description
CapEx	Capital Expenditure
CBD	Central Business District
CEO	Chief Executive Officer
CCS	CCS Strategic - Community Planning Consultants
DPLH	Department of Planning Land and Heritage
DLGSC	Department of Local Government Sport and Cultural Industries
GDP	Gross Domestic Product
GRP	Gross Regional Product
JDAP	Joint Development Assessment Panel
LCC	Life Cycle Cost
LSP	Local Structure Plan
NIEIR	National Institute of Economic and Industry Research
OpEx	Operational Expenditure
PIP	Project Implementation Plan
POS	Public Open Space
PV	Photovoltaic
RDAW	Regional Development Australia Wheatbelt
SoB	Shire of Beverley
SCP	Strategic Community Plan
WDC	Wheatbelt Development commission

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Vincent Street Beverley – Main Street

## EXECUTIVE SUMMARY

CCS Strategic was engaged by the Shire of Beverley in April 2023 to assist in the definition and scoping of 'Beverley 2035', a forward-thinking strategy to guide the rejuvenation, growth and development of the Beverley Township.

This strategy, an adjunct to the Shire's Strategic Community Plan, applies a critical focus to the longer-term economic sustainability and indeed the viability of the town into the future.

The town of Beverley and the Shire more broadly, are facing significant challenges in terms of an ageing population and an historical reliance on agriculture in a climate challenged environment. In response, the Council has recognised that it must act now and look to new horizons to arrest the decline in the community's livelihood and viability.

Efforts are required now to attract new and more diverse industry and enterprise to the town and to stimulate residential and service sector growth. The aim is to attract a younger, vibrant population to operate and service those businesses and to provide essential services to meet the needs of a strongly connected local community.

The intention is also to retain those residents who wish to age in place and as such it will be essential to stabilise and broaden aged sector services to prevent further population loss and economic leakage. The Beverley 2035 vision calls for the population to increase by 50% to 2,500, an average of nearly 80 people per year. This is in stark contrast to current forecasts indicating growth of 2.3% delivering 1,813 residents by 2035.

To achieve this strategic turn-around, the Shire has envisioned a suite of 10 projects, collectively labelled 'Beverley 2035'. This ambitious vision builds on previous planning and development works and is aimed at creating development opportunities to stimulate population growth, the local economy and the community.

These projects will not only address the challenges facing the local community, they will also have a broader regional impact, contributing to solutions related to housing supply, tourism development, economic diversification and essential community service provision.

From Beverley the outcomes desired are:

- Sustainable population growth which aligns with the community's aspirations for the shire as a vibrant strongly connected community.
- The delivery and / or enhancement of enabling infrastructure and services to facilitate diversified economic activity.
- Sustainable agricultural activity and growth and development in a diversity of new industries
- Visitor attractions and an active creative community to grow a vibrant and sustainable visitor economy.
- Employment opportunities for the Shire of Beverley's resident workforce.

None of the benefits outlined in this business case will be able to be realised without grant and community partner funding.

## 1.0 Project Rationale

### The History

The heritage wheatbelt town of Beverley, sitting astride the Avon River was founded in 1838. Located just 130 kilometres east of Perth, it is one of the state's oldest settlements amidst one of the first areas in Western Australia opened for agriculture.

For thousands of years prior, the Ballardong people lived along by Colguler (Avon River). Their stories have been handed down through songs, dance and rock-art. The Ballardong were native animal pastoralists and bush food harvesters. Early explorers remarked on the grassy park-like appearance of the land in the river valley - a result of regular controlled burning. The area is known as Wergijan to the Ballardong people.

Following glowing reports on the suitability of the land for agriculture Governor Stirling visited the district and released large tracts of land for that purpose. The first allocation was 2,850 hectares on the Eastern bank of the Avon River in January 1831 to Colonial Surgeon, Dr Charles Simmons. Other communities arose as more and more land was taken up. Localities such as The Dale, Mt Kokeby, East Beverley, Morbinning and Bally Bally emerged, each with their own schools and district halls. Beverley was then and remains the heart of the Shire.



Figure 1: Beverley Township Map – source Google Earth



## The Current Day

Beverley remains steeped in history and boasts significant collections in the various museums in town. The Dead Finish Museum, located in the town's oldest building, the Wheatsheaf Inn, houses a very fine collection of artifacts depicting life in Beverley since settlement in 1831. The "REMEMBERING THEM EXHIBITION" is a tribute to all those Beverley people who served or helped with the World War I effort.

The history of the town is further celebrated with the award-winning Vincent Street Heritage Walk guiding visitors along the recently upgraded main street. This significant streetscaping project, together with the establishment of the Cornerstone Building which houses the town library, visitors centre, community centre, conferencing facilities and leased office spaces has provided a new face to the town while it continues to honour and celebrate the past.

Over the past two decades the Shire's population has shown some incremental growth, however this has been erratic with small family movements having a significant impact on population.

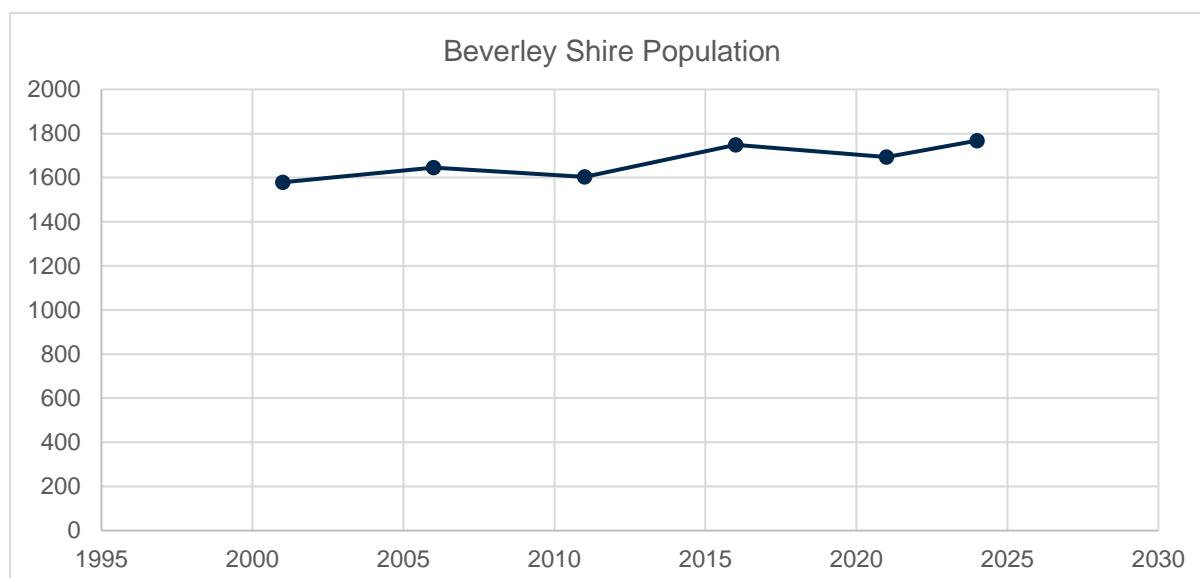


Figure 2: Beverley Population – source ABS QuickStats

Despite recent initiatives and investments undertaken by the Shire and the broader community, the WA Planning Commission is forecasting longer term population decline.

The challenges facing regional and particularly wheatbelt communities are not new. A paper in the Australian Journal of Agricultural Research in 2005 by Professor Peter Newman<sup>1</sup> calls upon partnerships between the City and the Bush to reverse population decline in towns like Beverley. This is even more critical with the City facing skyrocketing residential housing prices and a desperate shortage of rental properties.

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<sup>1</sup> <http://www.publish.csiro.au/paper/AR04198.htm>

Professor Newman was advocating developing a stronger sense of place and greater social diversity together with new (bio) industries to stem the coastal drift (refer appendix 1). This remains relevant today, nearly 20 years later.

With population numbers being relatively small, Beverley and York have been combined in the WA Tomorrow<sup>2</sup> forecasts, and while Beverley is not alone in the declining and ageing population trend, a gloomy picture emerges for Beverley, with all forecasts indicating further decline.

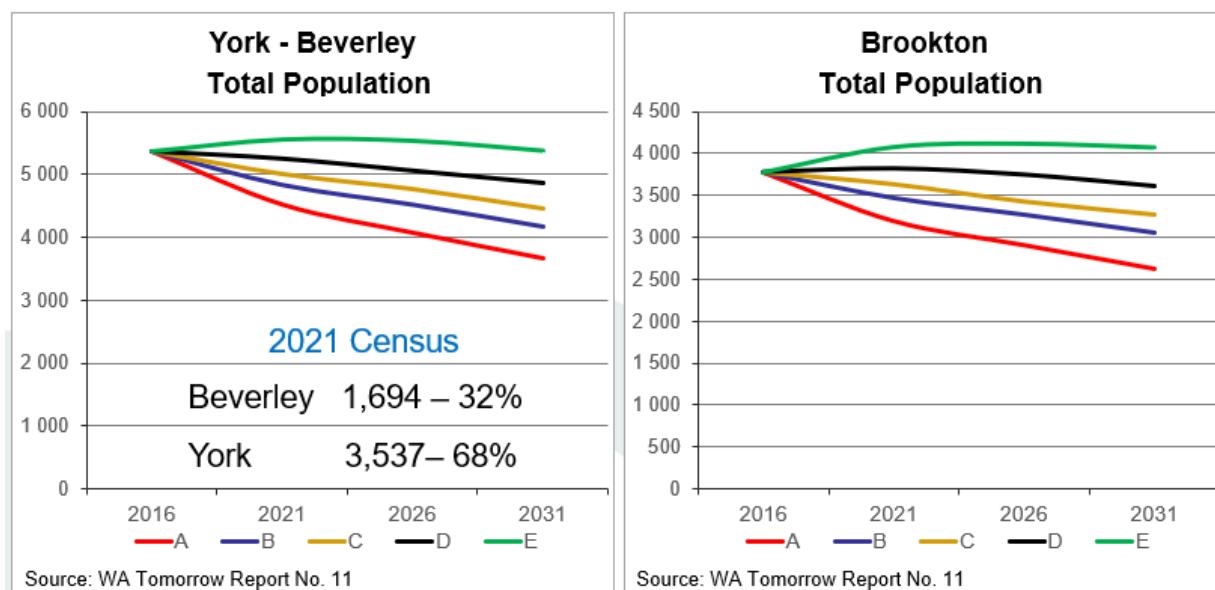


Figure 3: Population Forecasts to 2031

Of particular note, and potentially concern, is the average age of the community, now sitting at 58, some 20 years older than the state and national average age.

The longer-term prognosis indicates a continuation of this ageing trend. Data provided by id. informed decisions Small Area Forecast Information (SAFi) shows the following changes in population by service groups through to 2046.

This suggests further, but very modest growth of 4.4% over the period to 2046, or an average of just 0.19% growth per annum (less than 4 people per year). The Beverley 2035 vision calls for the population to increase by 50% to 2,500, an average of nearly 80 people per year.

<sup>2</sup> WA Tomorrow Report 11, <https://www.dph.wa.gov.au/getmedia/c0a3f4c1-9ccd-439b-a133-6791149c87ef/LSD-WAT-Population-Report-No-11>

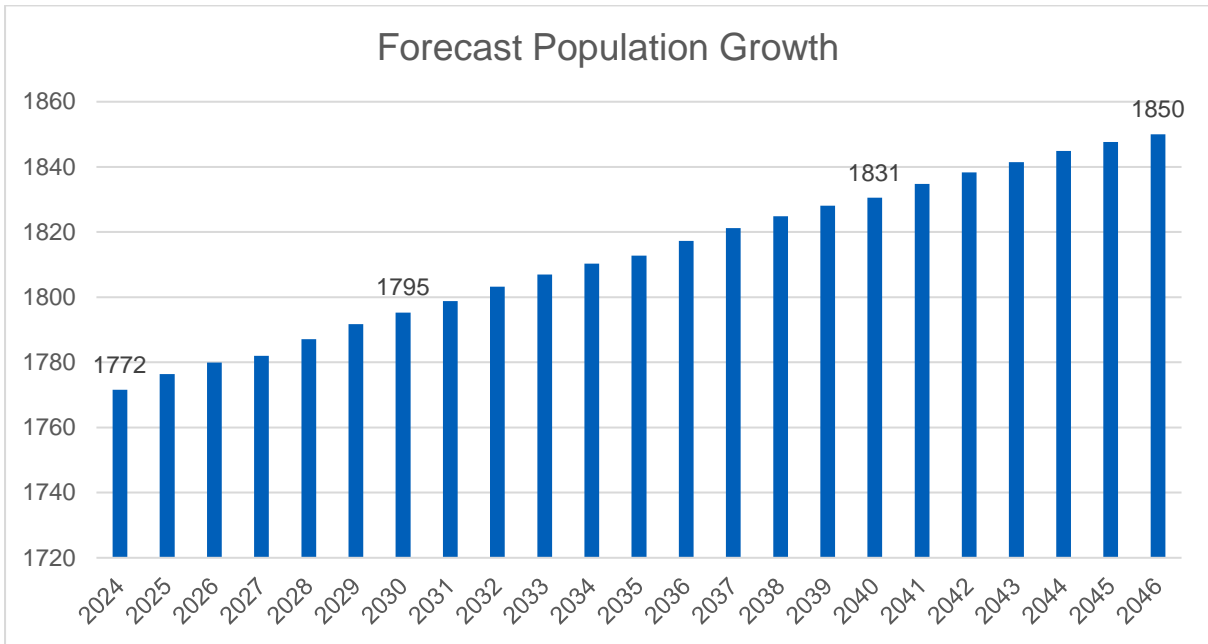


Figure 4: Population forecast to 2046



Moort Wabiny – All ages playground

The population pyramid is inverted and distorted and shows a concerning lack of young adults in the 30-40 age cohort.

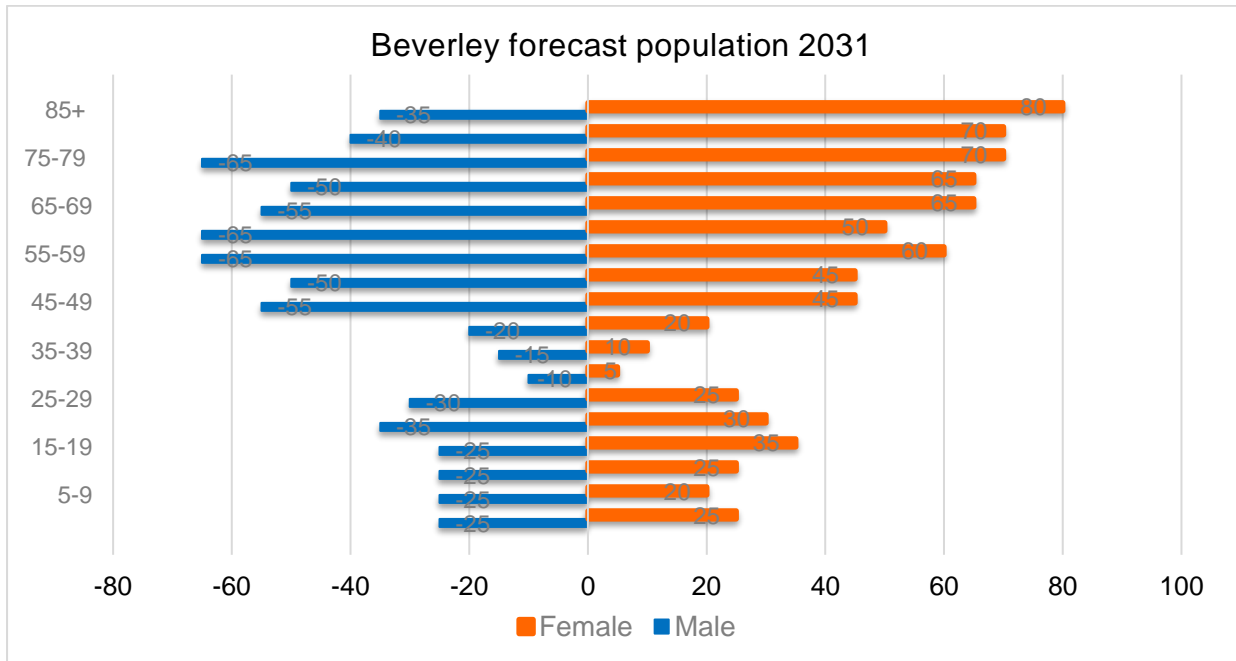


Figure 5: Population pyramid forecast to 2031

The following chart shows population change to 2046 by service age groups. The key point of interest is the slope of the chart for each service age group. Those circled in red indicate population decline and those in green population growth. This indicates a continuing loss of youth and an increase in the older population. The dip in the 50 to 69 age cohorts is interesting and suggests people will be leaving town upon retirement causing economic leakage.

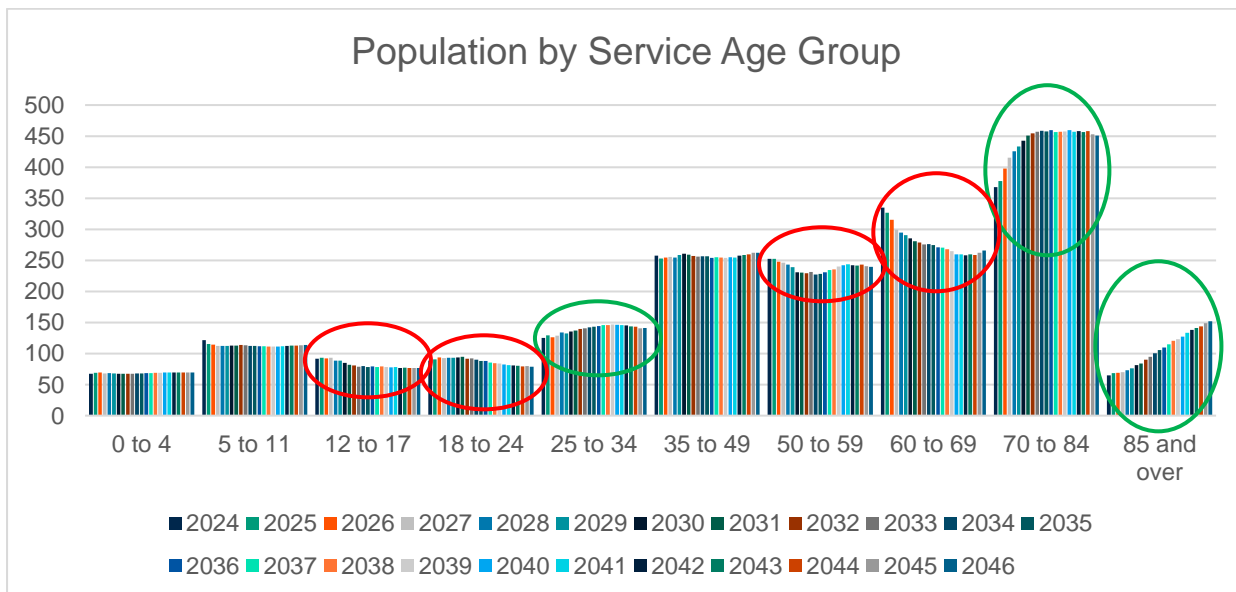


Figure 6: Population changes by service group to 2046 – source id. forecast SAFi

## The Opportunity

Revitalizing an ageing agricultural township involves addressing critical social, economic, and essential infrastructure needs – while supporting the agricultural foundation of the district.



Agricultural Activity in Beverley

**Social Infrastructure** requirements include education facilities offering lifelong learning and skill development. This ultimately contributes to a better skilled workforce commanding higher wages. Social Housing is essential to enhance societal functioning and improve individual well-being, health, and productivity. Support services are also essential to ensure community needs can be met in-situ providing ready access and eliminating economic leakage from the town. Sport and recreation facilities provide health and wellbeing benefits and together with arts and cultural facilities and coordinated programming can drive economic growth.

**Economic Infrastructure** includes well-maintained roadways and transportation networks and are crucial for connectivity and economic activity. The establishment of transport operations within Beverley to capitalise on the proximity to Perth has been identified as a key economic growth option. A major initiative is required to extend the capacity and reach of utilities and essential services including sewer, drainage, water supply, electricity, and telecommunications for both residential and industrial development. Enhancing access to markets for agricultural produce is also vital.

Beverley is a community with a proud history and is highly regarded by its residents and has been striving to improve its appeal, facilities and services. Proximity to Perth and land affordability is seen as a key advantage for new residents, new businesses and new economic activity. These traits have been recognised by many potential business operators, tree change aspirants and the like with many enquiries proposing to relocate to or establish a home or business in Beverley being received by the Shire over the years.

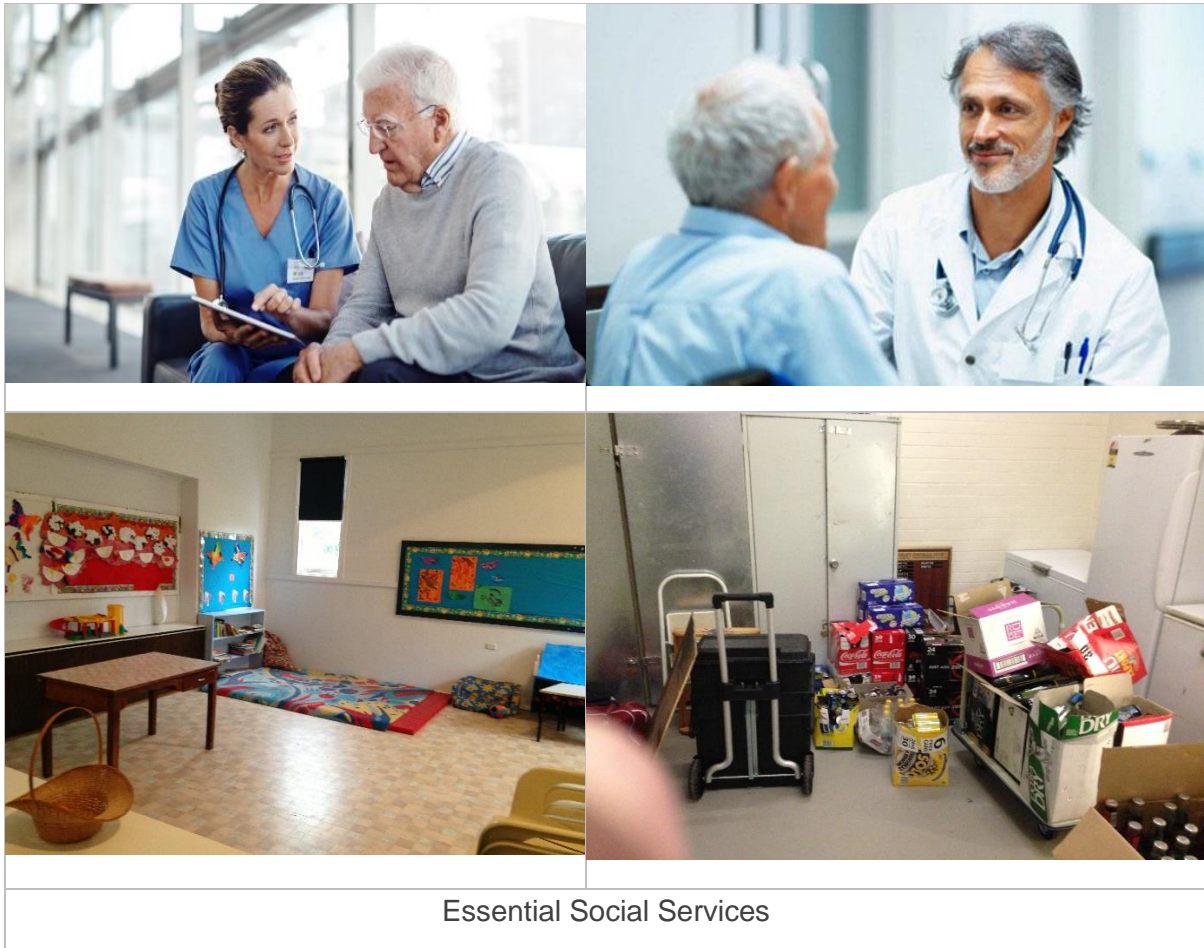
Disconcertingly, these enquiries have been almost universally thwarted by the lack of suitably sized serviced land.

Since January 2012, the Shire has had on average 12 enquiries per year for development and subdivision of large lot residential land within the town centre to a higher density.<sup>3</sup> This has not eventuated due to the lack of reticulated sewerage to those lots. The implication is that there has been a lost opportunity for the development of in excess of 500 residential lots and that could have brought more than 1,500 people to town.

Similarly, there has been on average 15 enquiries per year from parties interested in establishing light industrial or general industrial businesses within the Shire.<sup>4</sup>

None of these have progressed as suitably zoned and serviced land was simply unavailable. This included two Transport Depot businesses that can only be accommodated on serviced Industrial Zoned land.

The key to Beverley's future is population growth. This can only happen if people can be economically sustained in Beverley through enterprise and this requires access to suitably zoned and serviced land. Additionally, the resident population will require additional services to ensure lifestyle and wellness requirements are met.



<sup>3</sup> Anecdotal evidence supported by diary records from the Shire of Beverley Planner

<sup>4</sup> Anecdotal evidence supported by diary records from the Shire of Beverley Planner

Beverley's town planning scheme is more than adequate to support the demand with appropriate land zoning in place. It simply needs for that land to be serviced, sold and developed.

Infrastructure Australia acknowledges the value of social infrastructure and the services it supports which enables Australians to live better lives. Their reform priority list<sup>5</sup> notes that social infrastructure is economic infrastructure too and delivers substantial direct and indirect benefits to the nation's economy.

The Beverley 2035 Vision aims to deliver essential social services to its existing and new residents.



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<sup>5</sup> Recommendation 8.3: Social infrastructure is economic infrastructure too | Infrastructure Australia  
Shire of Beverley Infrastructure Needs Assessment – Beverley 2035

## 2.0 Context Analysis

### 2.1 Guiding documents

The Shire of Beverley is a small yet forward looking and innovative local government. Growth is constrained by limited funding and a lack of available serviced land for residential and industrial development. The town is arguably full, however there is interest and demand for planning and action to facilitate a new future described below.

*Beverley 2035 is a community led vision for the sustainable development and activation of the Shire. The aim is to facilitate investment and economic growth in the township, deliver enhanced amenity and services which contribute to economic prosperity, attracting new residents and visitors of all ages to engage with the community and enjoy improved physical and emotional health and social wellbeing.*

The Shire’s Strategic Community Plan (2022-2033) identifies four strategic pillars. Beverley 2035 embraces all aspects of that plan and specifically targets actions addressing 1.4, 1.5, 1.6, 2.3, 2.4, 3.3 and 4.3.

1. Economy	2. Community	3. Environment	4. Civic Leadership
1.1 Safe, efficient and connected transport network	2.1 High quality arts and cultural experiences	3.1 Diverse recreation and leisure activities amongst our natural assets	4.1 Community and customer focus
1.2 Reliable and fast telecommunications	2.2 Preservation and protection of local heritage	3.2 Well prepared for adverse natural events	4.2 Continuous organisational improvement
1.3 Beverley attractions and experiences are promoted	2.3 Active and healthy community	3.3 Natural resources are sustainably managed	4.3 Responsible planning
1.4 Stable increase in the resident population	2.4 Older residents feel safe and connected		
1.5 Local business growth			
1.6 Locals can participate in the workforce			

Figure 7: Beverley Strategic community Plan

Situated in Western Australia’s wheatbelt area the Shire has well established relationships with both the Western Australian government’s Wheatbelt Development Commission and the Australian government’s Regional Development Australia Wheatbelt Committee.

The redevelopment of the township as proposed by Beverley 2035 is consistent with the strategies and priorities of both these agencies.

Wheatbelt Development Commission	RDA Wheatbelt
Enabling Infrastructure	Infrastructure Investment
Entrepreneurship and Innovation	Economic Development
Diversify the Economic Base	Skills and Ready Workforce
Sustainable Landscapes and Communities	Environmental and Natural Assets.

Table 1: Wheatbelt Development Commission and RDA Priorities



The Shire of Beverley acknowledges and actively responds to the United Nation's 17 global sustainability goals in its approach to developing the local community.

The Beverley 2035 initiative identifies with goals 3 through 13 and 15, 16 and 17.

The Shire acknowledges that the Western Australian wheatbelt is not immediately challenged by poverty and hunger concerns, but change is needed now to prevent the emergence of these issues.

There are priorities amidst the goals, with industry, innovation and infrastructure (9) supported by opportunities for decent work and economic growth (8) at the forefront of the Shire's agenda.

These endeavours will be shaped by consideration of:

- climate change impacts (13)
- reliable and sustainable utilities (6) and (7)
- services to foster health and wellbeing (3)
- and education (4) to achieve the goal of
- retaining a viable life on the land (15)
- while diversifying the local economy and developing a sustainable community (11).



Figure 8: UN Global Sustainability Goals



Yenyening Lakes

## 2.2 The Beverley Community

The Beverley community has an average age of 58 compared to the state and national average of just 38 years. Over the period 2011 to 2021 census date for the Shire shows some significant changes in demography.

- 0-14 years - 30% decrease - 273 to 210
  - 0-4 years 6% increase (69 to 73)
  - 5-14 years 52% decrease (204 to 134)
- 15-64 years - 3% increase - 906 to 932
  - male 0% change (463 to 463)
  - female 6% increase (442 to 469)
- 65-74 years - 47% increase - 256 to 376
  - male 36% increase (138 to 187)
  - female 60% increase (118 to 189)
- 75+ years - 70% increase - 133 to 226
  - male 88% increase (67 to 126)
  - female 52% increase (66 to 100)

The 65 years and over population increased by 50% between 2011 and 2021 and unusually the greatest increase occurred in adult males over 75. An interesting consequence of this demographic change is that over that period the number of adult males (presumably grandfathers) providing unpaid childcare in the community also increased significantly. Beverley residents are choosing to age in place.

The Aboriginal population in Beverley is small, just 43 people in the town and a total of 48 people in the Shire. They represent a comparatively low percentage of the population and are highly integrated into the community.

Indigenous status All people – in the SHIRE	Beverley	%	WA	%	Australia	%
Aboriginal &/or Torres Strait Islander	48	2.8	88,693	3.3	812,728	3.2
Non-Indigenous	1,441	85.1	2,431,204	91.4	23,375,949	91.9
Indigenous status not stated	204	12.0	140,128	5.3	1,234,112	4.9

Table 2: Aboriginal Population in Beverley  
Source ABS 2021 Census QuickStats

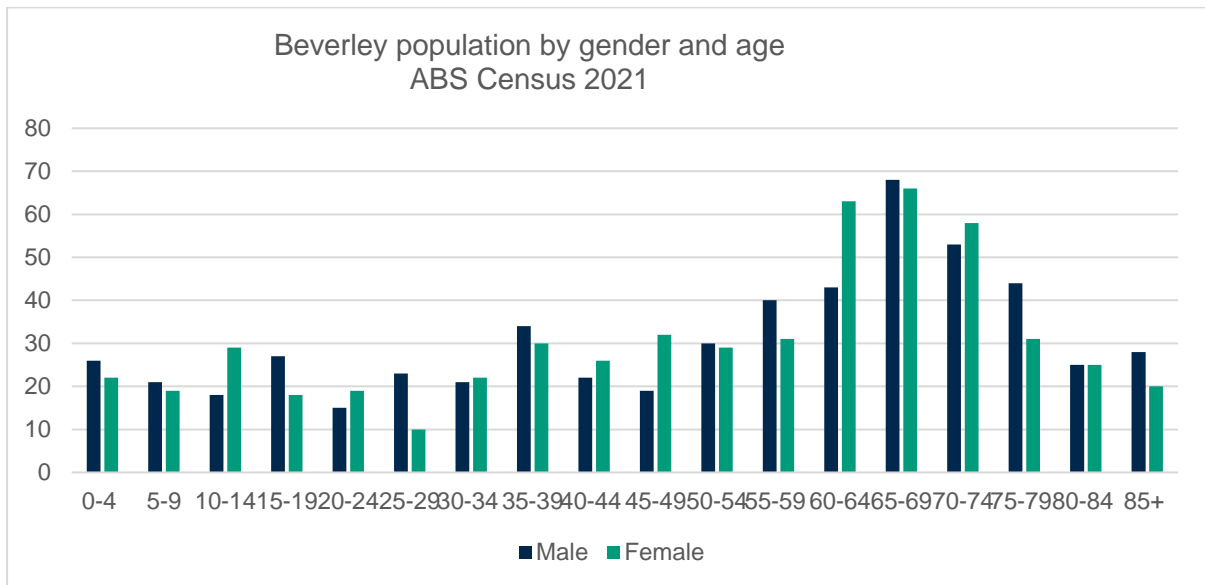


Figure 9: Beverley age profile by gender

The age profile comparing the population profile from 2021 to 2031 shows what might be termed an inverse pyramid. Of note is the heavily weighted older population and the dearth of residents aged 20-40. Without an increase in (younger) residents the town will suffer in decline.

The number of school age children in town (the 5-19 age cohorts) has however been increasing as reported anecdotally during stakeholder engagement sessions. They are generally more visible in town, especially at Moort Wabiny Park (local skate park), around the shopping areas in the main street and are increasingly involved in local club and community organisation activities.

A 29% increase in enrolments at the Beverley District High School over the past 4 years confirms this observation and provides weight to the case to ensure community facilities are contemporary and attractive.

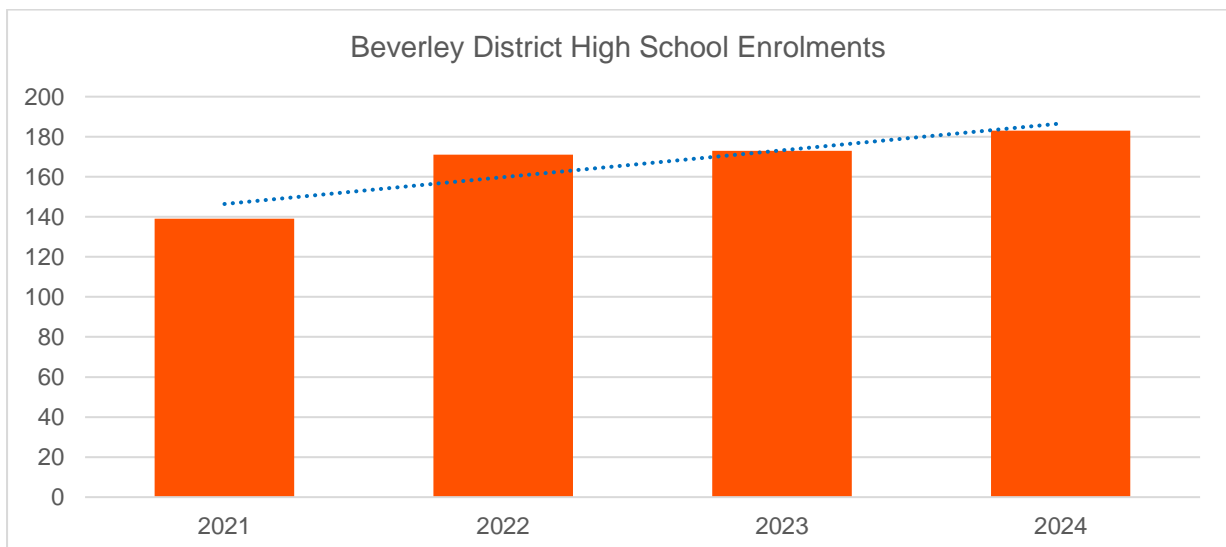


Figure 10: Beverley District High School enrolments

## **3.0 Beverley 2024 – The Current situation**

### **3.1 Economic Overview**

The local economy is underpinned by agriculture, the dominant employment sector, catering for more than 200 workers and representing over 40% of the workforce. In the period 2016-2021 this industry sector grew by 4.7% and the total workforce grew by just under 1.5%.

The agricultural sector is of course supported by a range of farming machinery and equipment sales and service businesses, transport services and general trades.

However, in the period 2021-2023, despite a relatively stable workforce, the number of registered businesses in Beverley fell from 218 to 208. Businesses were lost in the agricultural, construction, professional, scientific and technical services and education and training sectors.

Growth was demonstrated in the mining, transport and retail sectors.

On a per capita basis Beverley also has a comparatively smaller number of workers in the professional, scientific and technical services industries as well as the healthcare and social assistance sector. It is noted however that the Town is supported by two general practitioner offices, and this is quoted as one reason why some elderly residents have relocated to Beverley. However, the lack of Early Childhood Education and Care (ECEC) capacity in the township is a significant constraint for parents eager to live and work in Beverley.

There are few workers in the construction industry (less than one third of the state average), and this may present a limitation to future growth, prompting consideration of essential worker accommodation as part of the Beverley 2035 project mix.

An important part of the Beverley economy is the strength and diversity of the local community organisations and events. Beverley is home to a myriad of sporting clubs, creative groups involved in singing, theatre, arts and crafts and dance and a strong historical society.

Of note is the Beverley Soaring Society, the largest gliding club in Western Australia and the closest to the Perth metropolitan area. The club fleet includes three two-seat aircraft, four single-seat aircraft and two Pawnee tow planes with more than 50 privately owned gliders based at the airfield. This organisation offers both certified training courses and 'Air Experience Flights' for anyone who wants to experience the thrill of gliding and get an amazing view of the beautiful Avon Valley.

The society has a strong cross-country flying ethic and ranks near the top of the world in the On-line Gliding Competition (OLC). The national-level performance coaches provide advanced soaring and cross-country skills to members and visitors.


The following snapshot indicates a small but robust local economy.

# Economic Overview

The Shire has a strong traditional agricultural economy supported by tourism and aeronautical activity



**1,768**   
Estimated residential population 2024

**\$193m**   
Total Output 2023


**15.8%**   
Growth on previous year

**0.48%**   
Average annual growth

**\$92m**   
Agricultural Output 2023

**51.0%**   
From cereal crops

**966**   
Private dwellings

**\$2.5m**   
Tourism sales

**\$0.9m**   
Tourism value added

**208**   
Businesses

**560**   
Local Jobs

**706**   
Employed residents

Top employing industries	% workforce	No. Workers
Agriculture	40.80%	200
Education and Training	8.80%	43
Health Care and Social Assistance	8.60%	42

Source: economy.id

Figure 11: Beverley – Economic Overview

### 3.2 Key Characteristics

These characteristics describe the Beverley community with a comparison to Western Australian averages where possible.

Beverley has a 51.9%: 48.1% male: female gender mix and 65% of shire residents live in the township. The residents are predominantly English speaking and were born in Australia.

Community age	Beverley %	WA %
Average age –Beverley Shire	55	38
Average age – Beverley township	58	38
School Enrolments	Beverley %	WA %
Preschool	3.1	5.6
Primary	21.8	27.6
Secondary - (district high to year 10)	13.3	21.8
Community structure	Beverley %	WA %
Couples with children	32.8	44.6
Couples without children	56.1	38.8
Residents who have been married	51.5	47.3
Residents who have never been married	25.5	36.1
Residents who have been separated	4.0	3.3
Residents who have been divorced	12.3	8.8
Residents who have been widowed	6.8	4.4
Residents over 15 who are in the workforce	46.7	63.9
Median Weekly Income (persons 15+)	Beverley \$	WA \$
Personal	567	848
Household	1,053	1,815
Family	1,406	2,214
Housing	Beverley %	WA %
Occupied dwellings	77.5	89.1
Dwelling owned outright	54.3	39.2
Dwelling owned with mortgage	26.8	40.0
Dwelling rented	12.0	27.3
Separate house	95.7	79.7
Semi-detached	1.6	13.0

Education – highest level achieved	Beverley %	WA %
Bachelor’s degree or above	10.8	23.8
Diploma	7.7	9.3
Cert III or IV	16.9	17.8
Year 12	14.0	15.5
Year 10	17.6	11.3
Year 9 or below	9.5	5.4

Table 3: Demographic characteristics of Beverley

Being an older community Beverley residents have a higher incidence of health issues compared to the state average. Overall, the health of Beverley residents is considered 15% worse than other WA residents.

Afflictions that record an incidence greater than 2% higher than the state average are those largely associated with ageing and include arthritis +6.9%, diabetes +3.0%, heart disease +2.8% and asthma +2.6%.



Ready for Junior Sport – We just need more of it!

### 3.3 Achievements to date

The Beverley community has been very active in recent years improving the town. Here is a selection of projects that have had and continue to have a transformational effect on the town.

	<p><b>Main Street</b></p> <p>Vincent Street was significantly enhanced in 2023 with new pavement, median treatments, traffic calming and landscaping</p>
	<p><b>The Cornerstone</b></p> <p>Built in 2018 this new community centre hosts the town library and the visitors centre and is the meeting place for numerous groups. There are 4 offices used by community organisations</p>
	<p><b>Moort Wabiny Park</b></p> <p>This park space in the centre of town was dramatically upgraded to include play equipment and a contemporary skate park. It is a popular meeting place for local youth and family groups</p>





**Station Arts Precinct**

Beverley’s creative community is well serviced by the Station Arts Precinct offering arts and craft, drama, dance, music and singing activities. Gallery spaces are located adjacent.



**Tourist cabins**

In 2022 the Shire built 6 short stay cabins as an adjunct to the caravan park.

Occupancy is running at 90% and has surpassed all expectations.

Table 4: Development Projects recently undertaken by the Shire of Beverley

## 4.0 Beverley 2035 – The Projects

Beverley 2035 is a community led vision for the sustainable development and activation of the Town. The aim is to facilitate investment and economic growth in the township, deliver enhanced amenity and services. This will contribute to economic prosperity, attracting new residents and visitors of all ages, to engage with the community and enjoy improved physical and emotional health and social wellbeing.

The fundamental premise behind this initiative is that the Shire of Beverley has a small, old and ageing community (1,768 residents with an average age 58 years) with forecasts indicating that the population will decline in the future.

Without immediate and decisive action, Beverley may face a bleak future with diminishing prospects, fewer residents and increasing economic leakage. In response, the Shire has determined that it needs to mount a campaign to stimulate the market and the local economy with the following focus:

- Beverley is open for business, and consequently
- Businesses are open in Beverley.

The local community has expressed that it wants

- a vibrant and safe
- intergenerational population,
- with a creative and cultural focus
- that values the local community.

The Beverley 2035 vision indicates that the community needs to:

- activate unoccupied properties
- develop and release serviced land
- enable population growth,
- encourage sustainable economic diversification; and
- provide essential services to stop economic leakage.

The Shire has undertaken a critical analysis of the situation as evidenced by the following SWOT analysis.

STRENGTHS	WEAKNESSES
<p>A strong united community            Excellent community facilities and services            Good health and education services            Proximity to Perth with a good connecting road network</p>	<p>Lack of available serviced land for both residential and industrial development            Lack of market awareness that ‘Beverley is Open for Business’            Lack of childcare services            Lack of aged care services            Limited retail and commercial enterprises            Compromised land within the CBD</p>
OPPORTUNITIES	THREATS
<p>An attractive location for new light and general industry development            An attractive location for digital, creative, manufacturing and transport related businesses            A highly attractive prospect for ‘tree-change’ candidates            Affordable land for residential and industrial development</p>	<p>Lack of funds to activate Beverley 2035            Competition from similar campaigns in neighbouring Shires            Landowner reluctance to develop or release their land to market</p>

Table 5: Beverley SWOT Analysis

To build upon the work already done to activate the town, the Shire then determined a suite of critical projects that now define ‘Beverley 2035’. These projects are identified geographically in Figure 9 and described in the following section.

1. Beverley 2035 Campaign – ‘Beverley is Open for Business’
2. Servicing and Release of Residential Land
3. Servicing and Release of Industrial Land
4. Intergenerational Care Centre
5. Essential Worker Accommodation
6. Shire Depot Relocation
7. Caravan Park Expansion
8. Avon River Park Development
9. Creative Spaces Cultural Centre
10. Recreation Precinct – Indoor Sports and Function Centre

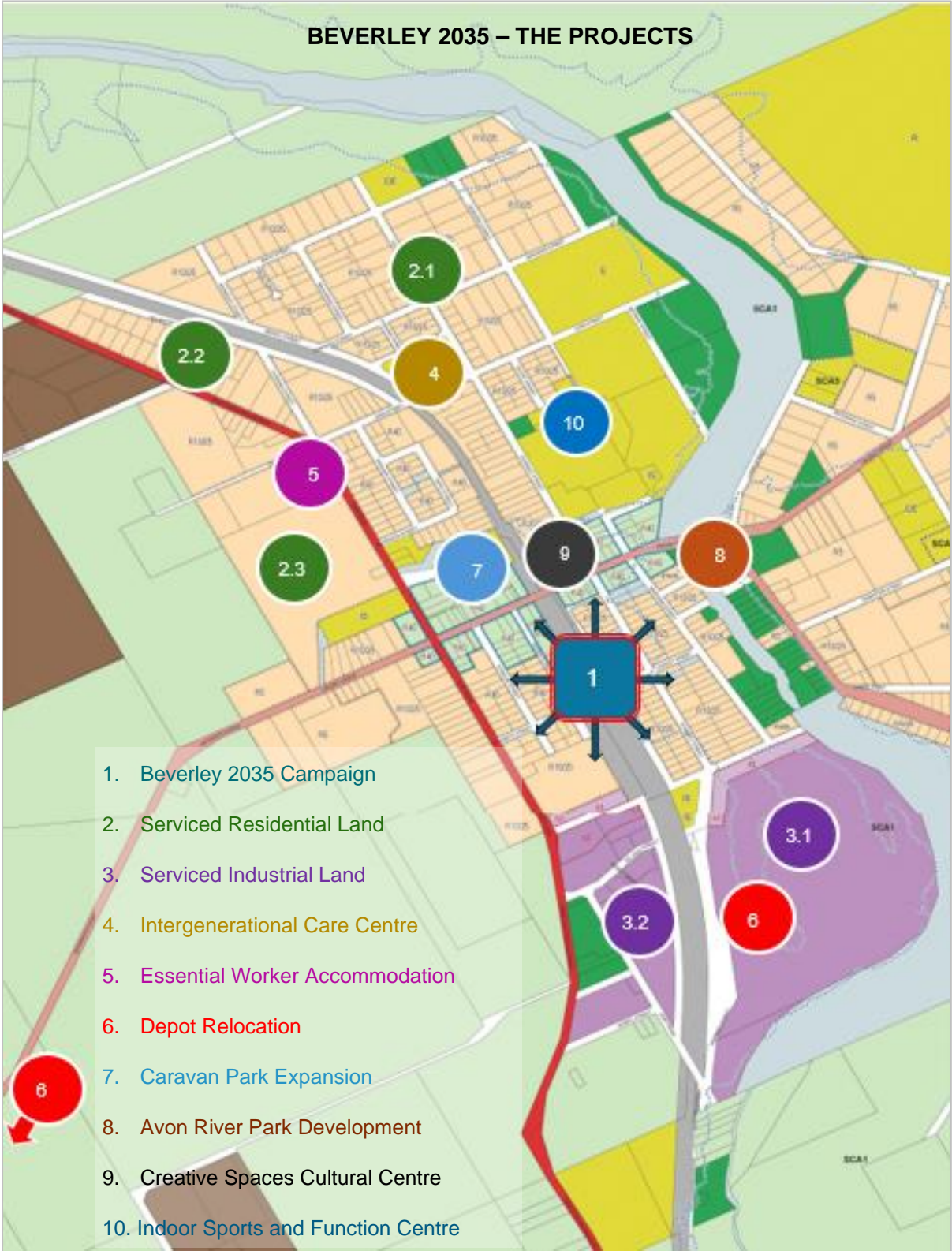


Figure 12: Beverley 2035 Project Locations

## 4.1 Marketing Campaign – Beverley is Open for Business

Essential to the success of the Beverley 2035 initiative is market awareness of the opportunities that will unfold, and this applies to both the initial Project Partners involved in bringing the projects to life and to the future partners who will become business owners, operators and residents in the town.

The marketplace and the community - at home and at large - needs to be informed that Beverley is open for business. A comprehensive campaign is required and will comprise both marketing collateral and a program of engagement.



Welcome to Beverley – We're Open for Business

The marketing collateral will comprise the following components.

### An investment prospectus

This hard copy and on-line package will outline the scope and ambition underpinning Beverley 2035. The prospectus will combine invitation to invest in Beverley and provide the rationale to do so in the form of an Economic Development Strategy.

It will detail the opportunities to establish and operate new businesses in Beverley by taking up newly released serviced land, predominantly in the light and general industrial sector. On-line digital enterprises will also be encouraged to establish in Beverley taking advantage of newly released residential land and the availability of existing premises in town.

The prospectus will outline the benefits and affordability of living and working in Beverley including regional land affordability, proximity to Perth, excellent health and education services and an outstanding suite of community facilities and services.

The prospectus will also update and further detail the tourism opportunities capitalising on historical, heritage and cultural values established in the district.

#### Evidence of success

Case study examples of entrepreneurs and residents who have made the move to Beverley will highlight their motivation and successes.

#### An interactive website

The Shire website will be significantly overhauled and upgraded to ensure on-line enquiries can be fully accommodated. The website will have links to the prospectus and other essential information about the town and the local community. It will also provide essential information regarding who to talk to about moving beyond the initial enquiry.

#### Promotional video

The marketing campaign will stimulate to peoples' visual and auditory senses with a promotional video promoting the quality of life, strength of community, business opportunities and residential advantages of living in Beverley.



Welcome to Beverley – A Great Place to Be!

The engagement program will comprise:

#### The Beverley 2035 Champions

Included in all the materials listed above will be the group of people, who are partnering, supporting and facilitating the Beverley 2035 initiative. They will form the program steering committee and will be the 'go to' people for more specific information related to each of the 10 projects that comprise Beverley 2035.

It is anticipated that this group will also form the basis of a future Beverley Chamber of Commerce to ensure businesses are nurtured, supported and encouraged to play an active role in the community as good corporate citizens.

#### Landowner engagement

Bringing serviced residential and industrial land to market is a fundamental component of Beverley 2035. The Shire's LPS 3 identifies sufficient land parcels, with appropriate zoning to all for the growth and development of Beverley, if this land can be serviced and brought to market. Land ownership is diverse and fragmented, especially in the areas zoned for residential development. It will be critical to ensure the landowners are aware of the proposal to service their land through reticulated sewer, power and water supplies to allow the subdivision of lots with associated civil works for roads, footpaths drainage and street lighting.

The engagement program will be to inform these multiple landowners of the potential to service their land subject to their agreement and support for the subsequent development or sale of the land to enable development by others.

#### Ministerial and government agency representations

Matters dealing with land transactions, subdivisions and the like will require ministerial and/or government agency consent, approval or involvement. The aim is to develop and execute a structured program of meetings with the various agencies including:

- DevelopmentWA
- Department of Planning, Lands and Heritage
- Department of Water Environment and Resources
- Department of Biodiversity Conservation and Attractions
- Department of Primary Industries and Regional Development
- Wheatbelt Development Commission
- Regional Development Australia - Wheatbelt

The intention is to make personal representation to these agencies on a series of visits to Perth and where appropriate invite agency representatives to visit Beverley.

## Community awareness program

A key player in the successful implementation of Beverley 2035 is the existing community and residents of the town. The community has been regularly informed of this initiative via council meeting minutes, publications in the Beverley Blarney (the highly regarded and widely read local newspaper), the Shire's social media posts and through a series of community information and update sessions held in August 2024.

Ongoing engagement with and the provision of information to the community is scheduled to include all means listed above, via the Beverley 2035 Champions (steering committee) and through the publication of a performance scorecard showing progress on the selected projects.



Community Information Sessions



## 4.2 Land Availability – Residential

The Shire’s town planning scheme (LPS 3) provides for adequate residential land to be developed with large portions of the currently undeveloped land zoned R10/25. The challenge is that there is limited demand for R10 lots and the higher density zoning on this land, up to R25, can only be supported where reticulated sewage is available.

At present the extent of water and sewer supply is limited as shown in the image below. The three red ovals on the image above show suitably located precincts in town that could be developed for residential purposes with a higher density if the land was adequately serviced. These are described more fully below.

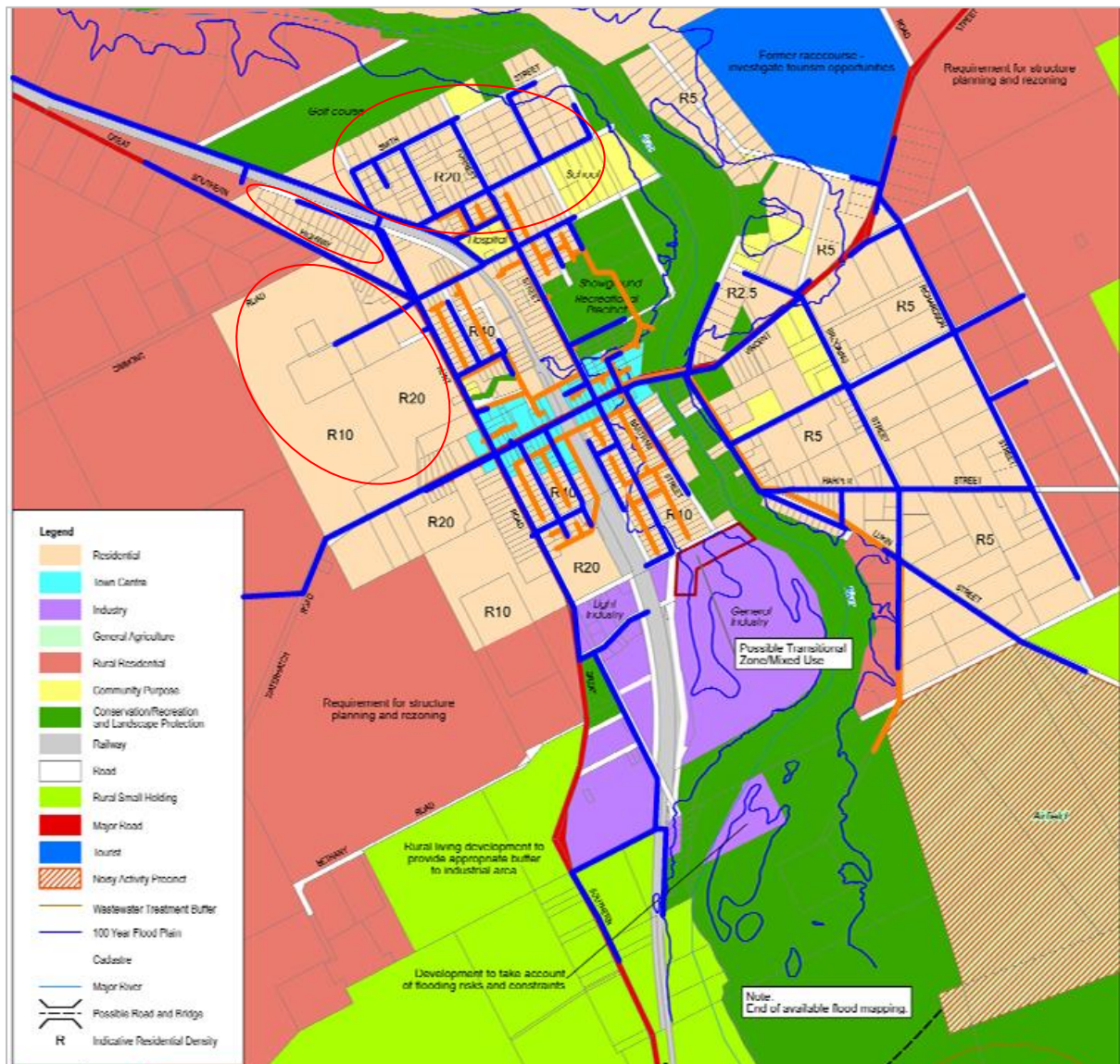


Figure 13: Sewer and water reticulation

## Residential Precinct 2.1 - Densification/Infill Development Opportunities

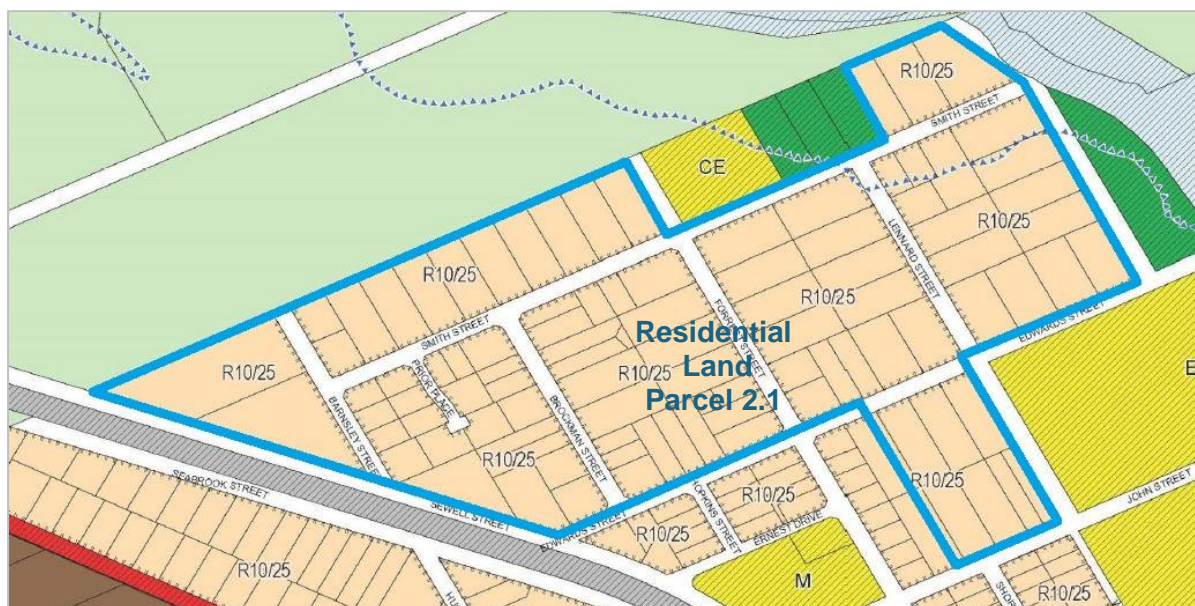


Figure 14: Residential Precinct 2.1

The average lot size in this precinct is approximately 4,000m<sup>2</sup>.

Since January 2012 the Shire has had on average 12 enquiries per year for development and subdivision to a higher density in this precinct. Development to these higher densities is unfortunately encumbered by the lack of reticulated sewerage to those lots demarcated within the blue polygon.

One of the abovementioned enquiries was for the development of a 50 to 100 bed Aged Care and Respite Centre on selected vacant land within this precinct. This is a land use permissible in the Residential Zone. The lack of reticulated sewerage to the subject properties was a major obstacle and this project did not proceed.

Precinct 1 presents the following residential subdivision and development opportunities should reticulated sewerage be available. There are 70 existing dwellings in the precinct and an allowance has been made for 25% of the area to be allocated for new roads.

These allocations have been taken into consideration to produce the following yield:

- Approximate area developable: 22.26 ha
- Potential lot yield at R10 density: 52 lots
- Potential lot yield at R25 density: 566 lots

## Residential Precinct 2.2 - Densification/Infill Development Opportunities

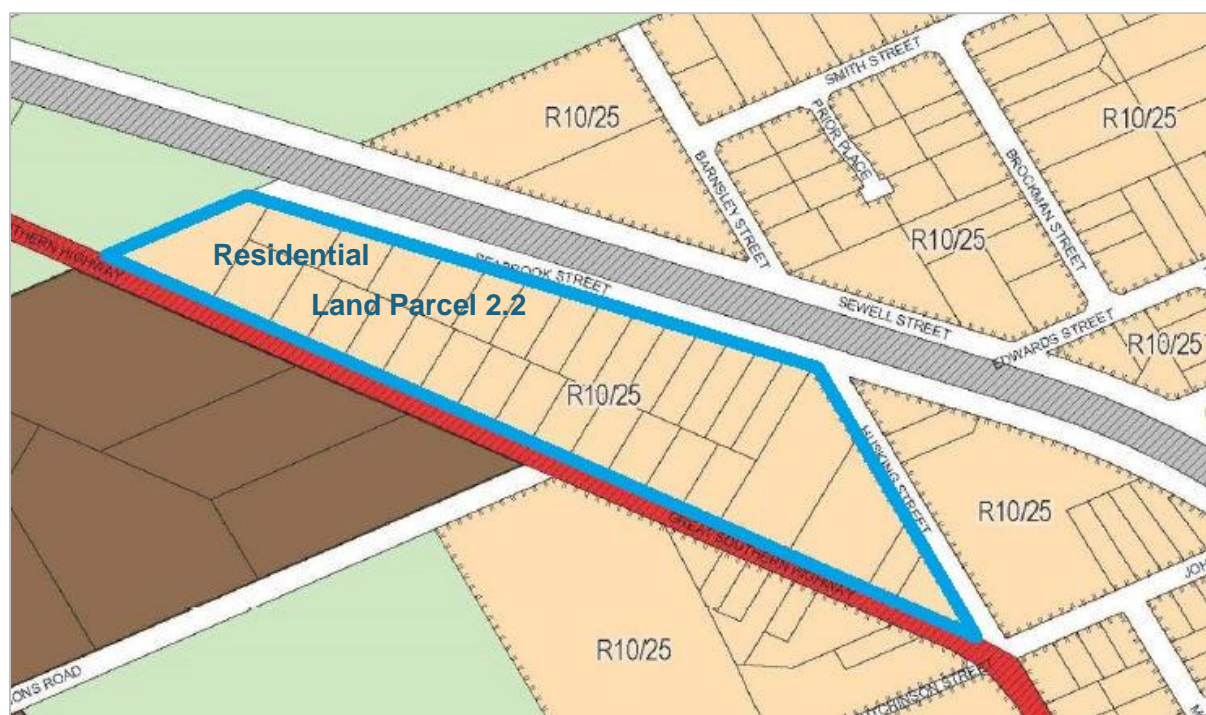


Figure 15: Residential Precinct 2.2

The average lot size in this precinct is approximately 2,000m<sup>2</sup>.

Since January 2012 the Shire has had on average 10 enquiries per year for development and subdivision to a higher density in this precinct. Development to these higher densities is unfortunately encumbered by the lack of reticulated sewerage to those lots demarcated within the blue polygon.

The above precinct presents the following residential subdivision and development opportunities should reticulated sewerage be available – 25% area for new roads and 17 existing dwellings have been taken into consideration:

- Approximate area developable: 5.86 ha
- Potential lot yield at R10 density: 41 lots
- Potential lot yield at R25 density: 150 lots

## Residential Precinct 2.3 – Greenfields/Densification/Infill Development Opportunities

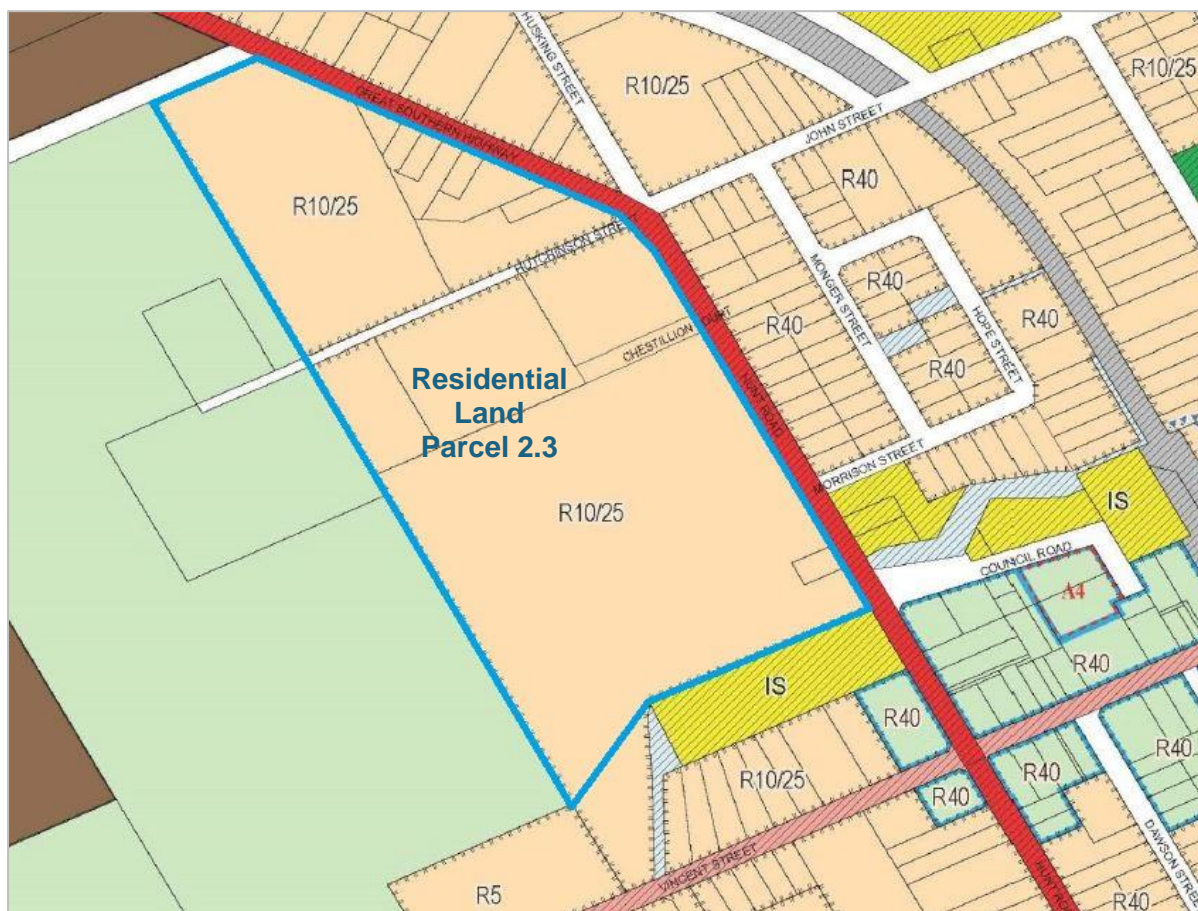


Figure 16: Residential Precinct 2.3

LPS 3 determines that development and subdivision to the higher density in this Zone shall only be supported where reticulated sewerage is available.

Most of the land within this precinct is being used for broad acre cropping, even though the subject land is Zoned Residential R10/25. This presents opportunities for Greenfields residential subdivision and development.

The above precinct presents the following residential subdivision and development opportunities should reticulated sewerage, and other services, be available – 25% area for new roads and 17 existing dwellings have been taken into consideration:

- Approximate area developable: 15.37 ha
- Potential lot yield at R10 density: 136 lots
- Potential lot yield at R25 density: 422 lots

### 4.3 Land availability – Industrial

The Shire of Beverley severely lacks available serviced Industrial land.

The Local Planning Scheme Review concluded with the Gazettal of Local Planning Scheme No.3 in March 2019, and identified two major land parcels zoned as ‘General Industry’ as demarcated in the blue polygons below.

Precinct 3.1 is Lot 550 on DP416816, Lot 3001 Forrest Street on DP47753. It is Reserve 2633 comprising an area of 32.1188ha and subject to transfer under the South West Native Title Settlement as part of a 320,000ha allocation of to the Noongar Land Estate.

Precinct 3.2, Lot 419 on DP221233. It is a C Class Reserve No. 48958 comprising 4.0308ha under a management order to the Shire of Beverley for the use and requirements of the Shire for light industrial subdivision.

#### Industrial Precincts – Greenfields Development Opportunities

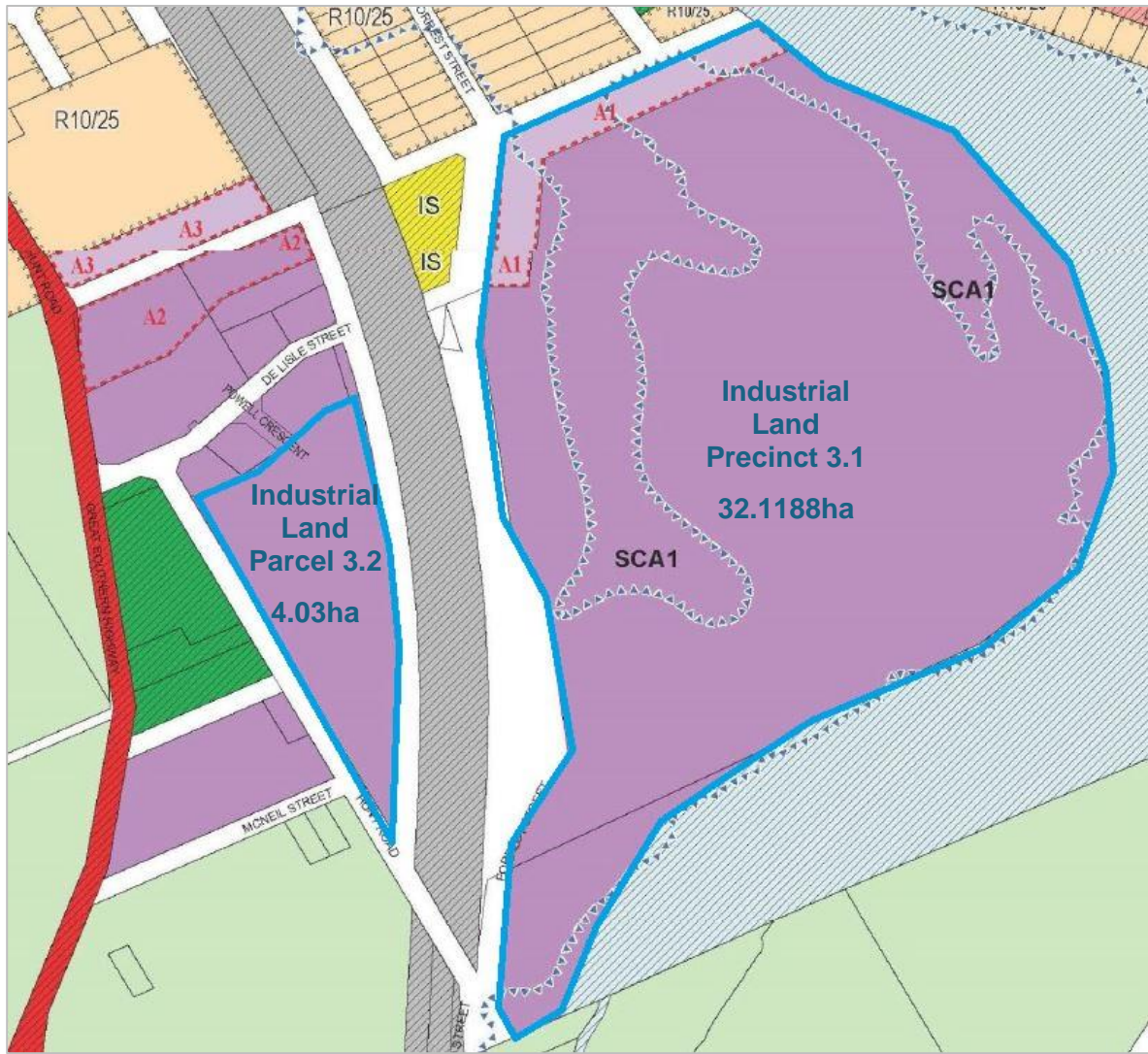


Figure 17: Industrial Precincts 3.1 and 3.2

Development of these land parcels is constrained primarily by the lack of civil services (inclusive of reticulated sewerage, water and electricity). Other matters including land ownership and tenure will also need to be addressed.

Since January 2012 the Shire has had on average 15 enquiries per year from parties interested in establishing light industrial or general industrial businesses within the Shire.

None of these progressed as suitably zoned and serviced land was simply unavailable.

This included two Transport Depot businesses that can only be accommodated on Industrial Zoned land. The prospective parties indicated that proximity to the Perth metropolitan markets, export opportunities and good access roads were major considerations in identifying Beverley as an Industrial centre of choice (including manufacturing and assembling).

Regrettably these opportunities have been lost.

The requirement is to resolve ownership and tenure issues, service the land and bring it to market.



Serviced industrial Land is Desperately Needed

#### 4.4 Intergenerational Care Centre

Residents in the Shire of Beverley are experiencing service supply gaps and shortages at both ends of the age spectrum. This is commonplace across regional Australia and hampering growth and development.

The Australian Institute for Intergenerational Practice<sup>6</sup> promotes the development, implementation and evaluation of intergenerational programs to re-connect communities. The institute's vision is for intergenerational interactions and programs to be a normal part of everyday life in both formal and informal settings.



#### Aged Care

The Beverley community has an average age of 58 years. More than 33% of residents are aged over 65 and this cohort is forecast to grow to more than 41% of the population by 2031. The residents are expressly seeking to age in place.<sup>7</sup>

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<sup>6</sup><https://aiip.net.au/>

<sup>7</sup> Alex Miles Frail Age Lodge Strategic Planning Committee Community Consultation

HACC style programs were previously conducted two days per week from the St John Ambulance Sub-Centre in town providing convenient access to the local community. This site was highly advantageous offering safe wheelchair access for residents of the Alex Miles Lodge (11 bed frail aged facility) and those in high care at the hospital (offering a further 5 beds), all located on the same site. Despite attempts to reactive the service this venue is no longer available (refer correspondence in appendix 6).

Since the closure of the previous program, impacted initially by the onset of Covid-19 and subsequently by limited building availability, there have been recurring requests for services to support people to live confidently and independently at home and to re-establish the day centre program in a suitable facility.

The HACC services previously provided through WA Country Health Services (WACHS), have since transitioned to the Commonwealth Home Support Program (CHSP) and will morph further into the Commonwealth Government's Support at Home program over the period from 2025 to 2027.

Local residents are currently without these essential services and demand is growing.

There is an expressed interest from local WACHS Staff to re-establish the HACC style day centre programs to support ageing in place, however a major obstacle is access to a suitable premises.



Senior's Support and Social Services are needed



## Childcare

The Regional Australia Institute (RAI) has identified the lack of early childhood education and care (ECEC) as a critical issue hampering economic growth. They have joined with more than 50 organisations across the country to call for the development and delivery of universal access to ECEC for every regional, rural and remote child across Australia.<sup>8</sup>

There is no licensed long day care centre for children in Beverley.

The Beverley District High School's 'TheirCare' program provides up to 15 places in an after-school care program until 6.00pm, however there is no before school, vacation care or long day care service.

The only childcare service operating in town is the Fun2BKids Family Day Care Centre. This service operates under auspices of the Willy Wag Tails Childcare Centre as an approved service provider, but its service offering is very small.

The service is based in the Shire's Cornerstone building and offers before school, afterschool, long day care and vacation care although capacity is limited to:

- 3 school aged children before school from 7.30am to 8.30am
- 4 children aged under 5 years Monday to Friday day from 7.30am to 5.30am
- 3 school aged children after school 3.00pm to 5.30pm
- 7 school aged children during school holidays from 7.30am to 5.30pm.

The service has operated at capacity since inception in 2018. Parents unable to be accommodated in Beverley must travel to the neighbouring towns of York or Brookton, however these service providers are often full and usually carry waiting lists.

There are currently 13 pre-school age children in Beverley, with the only alternative to socialisation, care and relief being the playgroup which operates one day per week during school terms from the MOASH building on the school site.

Data gathered by RDA Wheatbelt (refer appendix 3) suggests that increases in labour force participation rates across the younger female age groups in Beverley has resulted in the older female and male age groups taking on the additional responsibilities of providing unpaid childcare for their grandchildren. At the same time, there has been an increase in labour force participation in the 55-64 and 65-74 female age groups as well as increase in the provision of unpaid assistance.

In effect, the younger female age groups have increased their participation in the workforce with the 55-74 female age groups increasingly providing the unpaid childcare to enable the increased labour force participation rates as well as increasing their own labour force participation rates and provision of unpaid assistance.

It is feasible that without an intervening strategy, the contested space between these interdependent elements could generate an imbalance with one or two age groups and

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<sup>8</sup> Refer appendix 4.

activities or across the spectrum of age groups and all activities that would adversely affect productivity and social wellbeing in the shire.

It is highly likely that a lack or limited provision of childcare facilities will have a negative impact on productivity due to the increased participation rate of the younger female age groups in the labour force due to:

- Personal- missing work due to no opening available or
- No childcare available due to staff shortages
- Business- female staff absent due to lack of childcare disrupts daily work plan. This may affect:
  - a) Product and or services delivery
  - b) Increase pressure on other staff
  - c) Business or organisation's reputation for reliability and result in a loss of clients

The Beverley Early Years Network (BEYN), a volunteer group, investigated establishing a childcare facility in Beverley however this did not progress due to lack of premises. The group represents parents/caregivers with young families and is supportive of establishing an intergenerational facility which supports the early years and includes childcare.

Demographic change in the community has further increased the need for childcare as has an economic necessity with many (nearly all) farming families requiring off-farm income to sustain them. Additionally, single parent and guardian families, together with young professionals working remotely to support their partners working in agriculture are expressing an increasing requirement for childcare services

The Beverley EYN have been working to combine all aspects of early years groups under the one banner with subgroups e.g. playgroup, story time, toy library, childcare centre investigations and aim to be in a position of support for a childcare centre in Beverley. They have established the need, quantified the demand and despite being highly motivated are increasingly thwarted by the challenges and costs of securing suitable premises.



Services for Parents and Children are needed

## Beverley Health Precinct.

The Beverley health precinct comprises the Beverley District Hospital, the Child Health Clinic (now located inside the hospital), the St John Ambulance Sub-Centre, the Alex Miles Lodge, the old Nurses' Quarters and (immediately over the road) the Beverley Medical Centre (refer figure 15).



Figure 18: Beverley Health Precinct

This Shire supported Beverley Medical Practice engages 5 general practitioners who service the district, the hospital and the aged person's lodge. Another 3 doctors operate from an independent private practice clinic in the main street of town. For its size, Beverley is well catered for with primary health care services while ancillary support services are poor.

An opportunity presents to establish innovative intergenerational care centre to address areas of need in the community which are currently inadequate or not available - for both ends of the age spectrum, being seniors and the elderly, and early years and childcare.

The site of the old Nurses' Quarters building within the health precinct is ideally situated and available to be developed for this purpose.

The Beverley Early Years Network and the Alex Miles Frail Aged Lodge Strategic Planning committee have combined their energies to support the establishment of an intergenerational care centre on this site. They envision a contemporary, purpose-built facility that provides a home base for community focussed activities that bring together and support the people of Beverley across the age spectrum.

The concept is a meeting place for families, cultures and social networks that promotes connection and purpose, that promotes the values of living a rural lifestyle, that holds true to heritage and projects an innovative way forward into a sustainable and abundant future.

The proposed intergenerational care centre is an innovative approach to providing a centralised space to bring together lifespan services and support. The benefits of intergenerational programs are widely recognised, although there is still further research required into the operationalising of these programs through varied models of care to understand the economic, educational and workforce implications.

This research is an enduring commitment for the Australian Institute for Intergenerational Practice.<sup>9</sup> Their purpose is to re-connect communities through the development, implementation and evaluation of intergenerational programs.

The model proposed for Beverley anticipates that a registered incorporated group is established to manage the facility while remaining under the ownership of the Shire of Beverley. This is essential to maintain the integrity and authenticity to the vision. Special purpose areas such as the toy library or playgroup area would be leased to the resident group. Daycare services (for both young and aged persons) would be tendered out to an external provider and operated under a lease agreement.

The National Child and Family Hubs Network (the Network)<sup>10</sup> is a national, multidisciplinary group dedicated to strengthening Child and Family Hubs across Australia. The Network unites service providers, community-based organisations, advocates, researchers and policymakers to build the capacity of Hubs and enable more children and families to access the care they need to thrive. Their model is ideally applicable to the Beverley while Network:

- Supports meaningful connections between Hubs across Australia and creates opportunities for shared learning and capacity building
- Builds the evidence to enable a common and best practice approach to developing and evaluating Child and Family Hubs
- Advocates for sustainable funding models to ensure Hubs have the resources required to meet the diverse needs of children and families.
- Makes evidence and resources accessible to help drive improvements in Hubs, children’s development and family health and wellbeing.

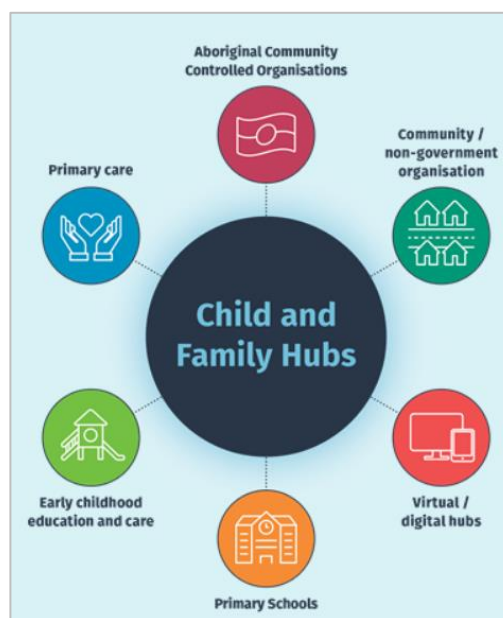


Figure 19: National Child and Family Hubs Network Model

<sup>9</sup> <https://aiip.net.au/>

<sup>10</sup> <https://www.childandfamilyhubs.org.au/about-the-network/>

The following table outlines the range of support and services required across an individual's life span. It is these services that are to be accommodated in and delivered from Beverley's intergenerational care centre.

Age stage	Services to be provided in the intergenerational care centre
Pre-conception (prior to live birth):	<ul style="list-style-type: none"> <li>• Pre-natal classes</li> <li>• Parenting classes</li> <li>• Midwife and doula classes</li> <li>• Dietician and physio</li> <li>• Pre-natal exercise classes</li> <li>• Mother's groups</li> <li>• Infertility support groups</li> <li>• Pregnancy loss support groups</li> </ul>
Conception and birth:	<ul style="list-style-type: none"> <li>• Nutrition</li> <li>• Fertility clinics-IVF etc</li> <li>• Midwife and doula</li> <li>• Ante-natal care</li> <li>• Ante-natal exercise</li> </ul>
0-5 years: (infant to pre-school)	<ul style="list-style-type: none"> <li>• OT, physio, speech (allied health services)</li> <li>• Child health nurse</li> <li>• School health nurse</li> <li>• Playgroup</li> <li>• Parent's Group</li> <li>• Toy Library</li> <li>• Story and Rhyme time</li> <li>• Daycare</li> <li>• School readiness programs</li> <li>• Kindy link</li> <li>• Parenting classes</li> <li>• Counselling/Psychology services</li> <li>• NDIS</li> <li>• Multigenerational connection opportunities</li> <li>• Grandparents days</li> </ul>
5-12 years (school age):	<ul style="list-style-type: none"> <li>• Out of school hours care</li> <li>• School holiday/vacation care</li> <li>• Daycare</li> <li>• After school activities and clubs</li> <li>• Parenting classes</li> <li>• Multigenerational activities</li> <li>• Psychological/counselling services</li> <li>• Homework centre</li> </ul>

Age stage	Services to be provided in the intergenerational care centre
12-18 years: (high school years)	<ul style="list-style-type: none"> <li>• Youth advisory council</li> <li>• Drop in centre</li> <li>• Counselling/psychology services</li> <li>• Homework facility</li> <li>• Mentoring opportunities</li> <li>• Career advisory services</li> <li>• After school activities/clubs</li> </ul>
18-25 years:	<ul style="list-style-type: none"> <li>• Drug and alcohol services</li> <li>• Career and study centre</li> <li>• Youth mentoring opportunities</li> <li>• Financial counselling</li> </ul>
25-55 years:	<ul style="list-style-type: none"> <li>• Family and parenting support</li> <li>• Grief services</li> <li>• Drug and alcohol counselling</li> <li>• Domestic violence support</li> <li>• Financial planning and counselling</li> <li>• Business advisors</li> <li>• Tax advisors</li> <li>• Family succession planning</li> </ul>
55-end of life	<ul style="list-style-type: none"> <li>• Day activities centre</li> <li>• Physio services</li> <li>• Exercise activities</li> <li>• Palliative support and care (Silver chain etc)</li> <li>• Department of communities – fostering and adoption</li> </ul>

Table 6: Beverley Intergeneration Care Centre Services Scope

To further support this approach, an Intergenerational Practice in Early Childhood Education Trial was recently conducted by Griffith University.<sup>11</sup> The study found that the older adult participants were unanimous in their perspectives about the program being positive and giving them a sense of purpose. An observation by researchers was a significant improvement in the physical capabilities and confidence of the older adults. Staff reported that the program was “one of the most rewarding things that we’ve ever done in our career” and the impact on children was viewed as extremely positive, especially in the development of empathy and soft skills as part of their emotional growth. These benefits are so powerful and meaningful in people’s lives it is almost unthinkable not to pursue this opportunity.

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<sup>11</sup> <https://aiip.net.au/wp-content/uploads/2023/04/Intergenerational-Practice-in-Early-Childhood-Education-Trial.pdf>

## 4.5 Essential Worker Accommodation

The target for Beverley 2035 is to facilitate a 50% increase in the local population over the next decade. This will primarily be generated by the establishment of new businesses, bringing economic diversification and the owners and employees of those new businesses.

The servicing and release of industrial and residential land to enable this growth is fundamental to Beverley 2035 and is detailed in projects 2 and 3. These growth and development opportunities will be driven by the broad-based marketing campaign detailed in project 1, to ensure people know that 'Beverley is Open for Business'.

However, the increase in population will also call for additional essential workers in the community such as teachers, health workers police officers and consequently retail and hospitality workers. These service workers will come for the work opportunity rather than to invest in and establish a home in Beverley; even though the marketing campaign will strongly advocate they do just that.

The Shire has previously responded to community needs and has provided affordable accommodation, specifically for older residents wishing to remain in town when their farming life has come to an end. This prompted the construction of the Hunt Road Village providing 10 x one bedroom, one bathroom units for over the 55s. A subsequent development in Dawson Street offered 2 x two bedroom, one bathroom units design with universal access and disability features, again for the over 55s.



Hunt Road Village - view from Great Southern Highway



Hunt Road Village - from Chestillion Crt



Dawson Street Units

All unit units are leased and there is no difficulty in finding new tenants when a vacancy occurs.

To address the need for essential workers the aim is to develop additional accommodation units, similar to those in Dawson Street and at the Hunt Road Village, but this time they would not be age constrained.



Expansion area and Mock-up Development model for Hunt Road Village





Vacant lot for development at Lot 121, 45 Dawson Street

A mixture of one bed-one bath, two bed-one bath, and two bed-two bath units are proposed in an extension to the Hunt Road Village, a further 10 units, and again on vacant land in Dawson Street.

The available area at the Hunt Road Village is not serviced and would require the sewer and other services to be established, as identified in Project 2.3, to enable this development to proceed. The Dawson Street site is available for immediate development.

#### 4.6 Service provision – Operations

The Shire depot is located on a narrow strip of land in the town centre, near the Council Offices, Town Hall, Men’s Shed and Caravan Park and abutted by a number of private residences. Access is gained from the main street and via a rear entry on Council Road adjacent the caravan park entry.



Figure 20: Beverley Shire Depot – image source google Earth

The depot area is very small (~ 2,800m<sup>2</sup>) and significantly constrained both physically by adjacent land uses and with regard to noise and other emissions from activities on site. Plant and equipment stores and garages occupy the site other than the access route from front (Vincent Street) to rear (Council Road).

The site lacks any laydown area and inhibits the capacity for on-site materials storage and large area layout works. This necessitates the operations team storing materials and supplies at various locations around the shire including at the refuse site, a designated but currently undeveloped parks and recreation reserve and the old racecourse.



Figure 21: Beverley Shire Depot rear entry – image source google Earth

As the shire grows under the Beverley 2035 proposal, additional plant, equipment and material storage areas will be required as will the need for laydown and materials works activities on site.

Consolidating the depot and the currently dispersed materials storage and work areas in one location will increase operational efficiency and allow significantly improved purchasing power and stock control.

Current stockpile storage is shown below and totals almost 12,000m<sup>2</sup>. Some of these sites are not secure and there have been instances of materials being removed. Not all the available space is used all the time, however an estimate by the works supervisor is that an area of around 10,000m<sup>2</sup> would be desirable for materials storage.

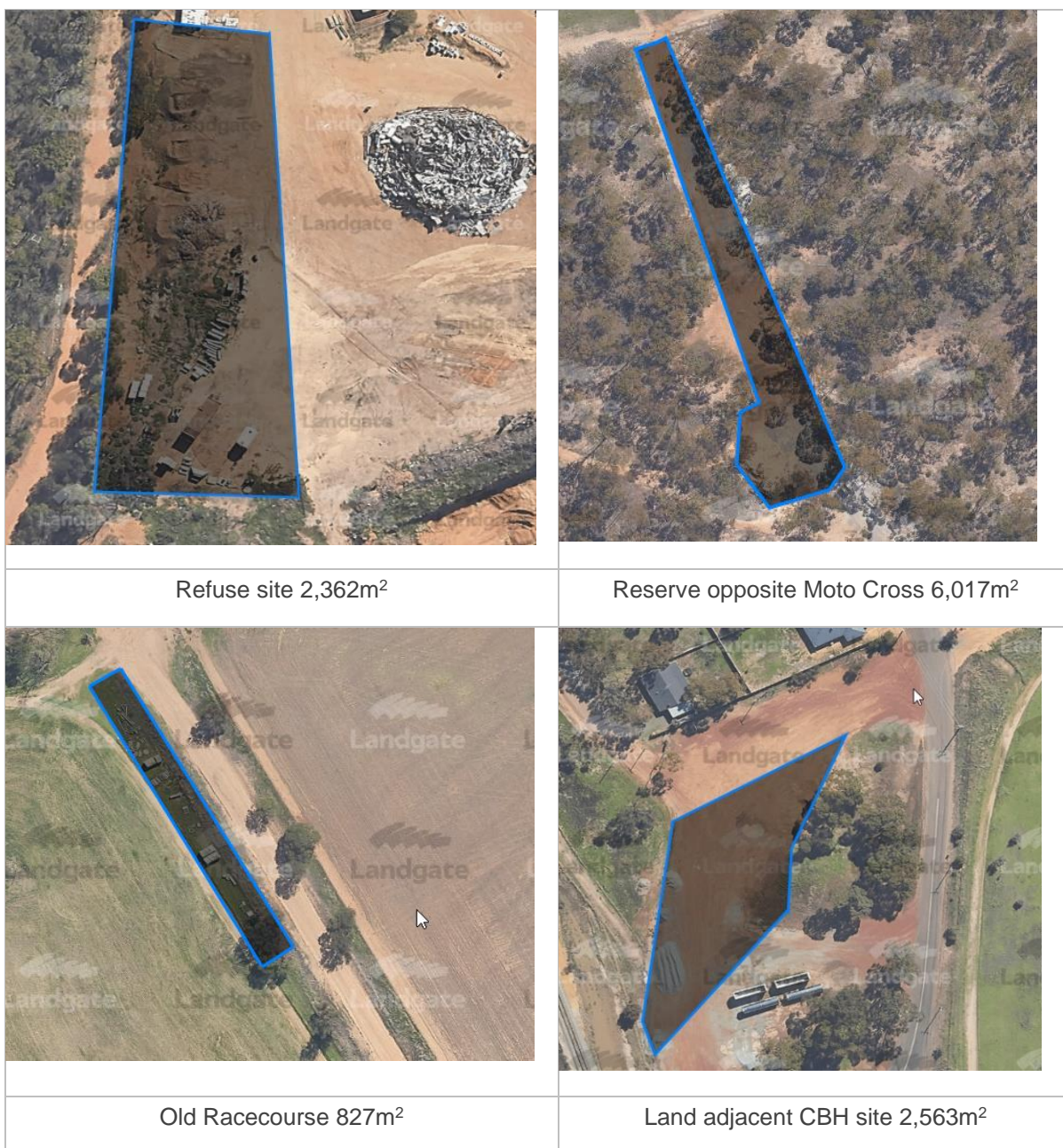


Figure 22: Beverley Shire Materials Storage Sites

The location of the depot has also constrained caravan park operations and expansion proposals. Refer to Project 7.

The intention is to relocate the depot operations to serviced industrial land. An area of 20,000m<sup>2</sup> is forecast to be adequate to meet the Shire’s works and operational needs for the foreseeable future.

A potential site layout on a lot 200m x 100m is shown below. The layout offers the following approximate allocations:

Office Areas	160	Laydown areas	10,000
Sheds/ workshops	1,680	Storage bays	1,040

Pound	60	Wash down area	36
Chemical Store	36	Hardstand roads and carpark	2,000
Total allocated space	17,238	Dust suppressed area	2,226
Total unallocated space	2,762	Total area	20,000

Table 7: Depot master plan indicative area allocations

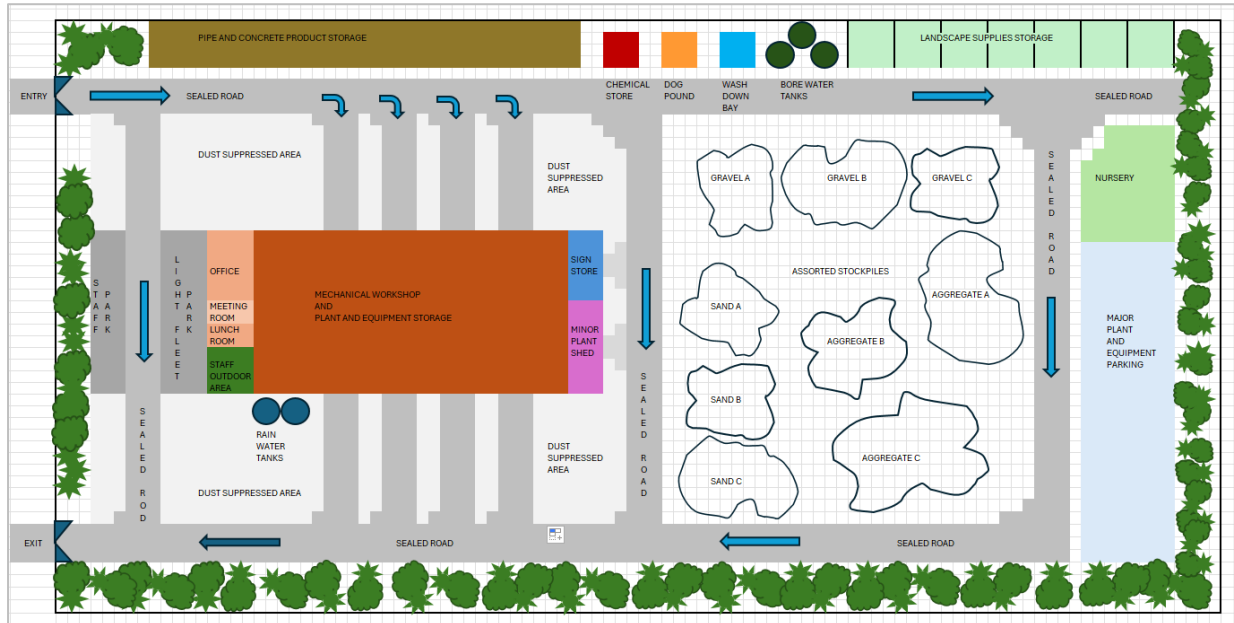


Figure 23: Indicative depot layout

## Potential depot sites

Servicing the undeveloped land designated industrial in the Draft Local Planning Strategy, LPS No.3 would provide approximately 37ha of industrial land ready for development (refer figure 19).

An indicative draft subdivision plan for industrial precinct 3.1 shown in figure is based on individual lot sizes of approximately 5,000m<sup>2</sup>. Lot 24 measuring 2.566ha in precinct 3.1 would be of a suitable size.

Similarly, the acquisition of around 2ha within precinct 3.2, total size 4.0308ha, would be able to meet the Shire's needs. Precinct 3.2 is reserve.

The challenge is that the Shire would need to acquire land in these precincts.

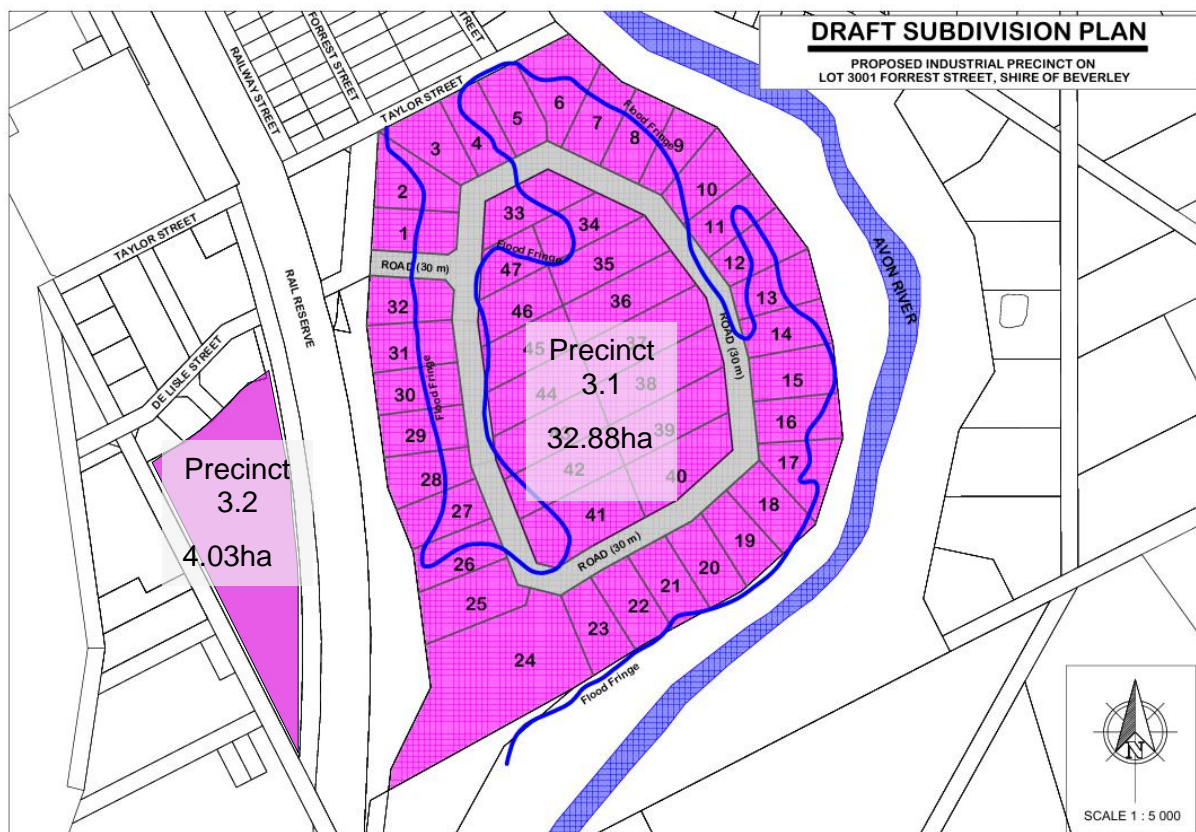


Figure 24: Indicative sub-division plan for industrial land at Lot 3001 Forrest Street

A further option to be investigated for the depot relocation is Shire owned land at Lot 78 Waterhatch Road. This site is leased and currently used for cropping. The advantage is Shire ownership of an area of 14.56ha. The site is powered and has a good quality productive bore that irrigates the majority of the Shire's greenspace.

Disadvantages include the distance from town and limited security from passive surveillance and neighbour proximity.

The existing depot site and other alternative locations are shown below.



Figure 25: Depot location land areas

Waterhatch road is more than adequate in size and has power and water (via a bore) which can readily be adapted. Potable water (for drinking) could be captured from rainwater run-off from the roof of the depot sheds. The site is also well separated from town and would not cause dust or noise issues for residents. Prevailing winds may cause dust issues for residents if a site in precinct 3.1 or 3.2 was selected.

## 4.7 Caravan Park Extension

As the population grows and visitor interest in Beverley increases there will be a requirement to provide additional short stay accommodation. This can be achieved in three ways:

- Commercial hotel / motel and Air BnB provision
- Expansion of the caravan park offering both powered and unpowered sites
- More Tourist Cabins, adding to the six cabins developed by the Shire in 2022.



Caravan Park Welcome Sign



Caravan Park – Typical occupancy

Commercial provision will be left to the commercial sector and promoted as a business opportunity in the investment prospectus to be developed as part of the Beverley 2035 marketing campaign.

Expansion of the caravan park, to accommodate a rising demand for powered and unpowered sites has been considered by the Shire for some time.

Beverley Caravan Park is located in the centre of town and only a minute's walk to the main street for dining and shopping. The caravan park offers 19 powered sites, plus an area under the eucalyptus trees for campers. It includes a great camper kitchen facility, a modern ablution block and a recreational vehicle dumpsite.

In February 2022 six luxury cabins were opened. The cabins contain modern bathrooms and kitchenette facilities. In addition, the open-plan living cabins are available in one or two-bedroom combinations with a disability-friendly cabin also available.

The caravan and camping market in Australia has undergone dramatic change in the past few years and Beverley's small park is often inadequate for the number of visitors in town. With initiatives such as "The Wheatbelt Way" and "Pathways to Wave Rock" tourism to the region is constantly growing and Beverley needs to be competitive to keep visitors to the region in our town rather than passing through. Numbers in the park have been steadily increasing and at times there is no available accommodation.

The Beverley Caravan Park and Cabin extension project entails the design and construction of an extension to the already successful Park, to satisfy the ever-increasing demand for holiday accommodation in the area.

One of the major benefits of the park is its location right in the heart of town, meaning visitors can walk to shops, dining etc. With the planned move of the Shire Depot an area of land which adjoins the caravan park will become available enabling the extension to take place while maintaining the current location.

The purpose of the Beverley Caravan Park and Cabin extension is:

1. To develop the existing caravan Park facility to accommodate more vehicles and offer more options for visitors
2. To upgrade facilities such as the Campers kitchen and ablutions
3. To make the park more aesthetically pleasing
4. To promote Beverley as a tourist destination and satisfy the increased demand for Wheatbelt holiday accommodation
5. Generate additional income to support the businesses and residents of Beverley.

The extension of Beverley Caravan and Cabin Park will improve the effective and efficient functioning of this strategic tourism asset, improve customer service, assist the development of the business community and enhance the Shire's reputation by presenting a more professional service and image to the community, our customers and our key industry stakeholders.

The impact on other accommodation providers will be positive, through the promotion of the region to tourists and attraction of new visitors to the locality. The characteristics of caravan park users differ from those of users of other types of tourist accommodation, according to the research report *Tourism Western Australia and Tourism Research Australia (2007), Understanding the Caravan Park Industry in WA*. The redevelopment of Beverley Caravan and Cabin Park will benefit all tourism products in the locality by introducing greater numbers of visitors and improving awareness of the region's attractions.

Beverley will also experience various other economic benefits through the increased capacity and tourism.

The social benefits of the proposal are linked to retaining the park as an affordable caravan park. Affordability and lifestyle associated with the caravan and camping market is attractive to numerous market segments, particularly families. The proposal provides the potential to increase the number of sites, improve the product mix and attract the family market to the park.

Traditional short stay caravan and camping grounds provide tourism and economic benefits to towns such as Beverley and the region as a whole. They offer low cost holiday accommodation options for families in a tradition that remains highly valued by many Australians.



The popularity of the tourist cabins has exceeded expectations. This has heightening interest in further development of this style of accommodation as evidenced in the figure below which shows year on year growth.

Demand for powered tent sites has seen the greatest increase (up 85% from 2022-23 to 2023-24) and for one-bedroom cabins (up 39% from 2022-23 to 2023-24). The only decline in demand relates to a shift from unpowered to powered tent and caravan sites and a rising preference for one bedroom over two-bedroom cabins.

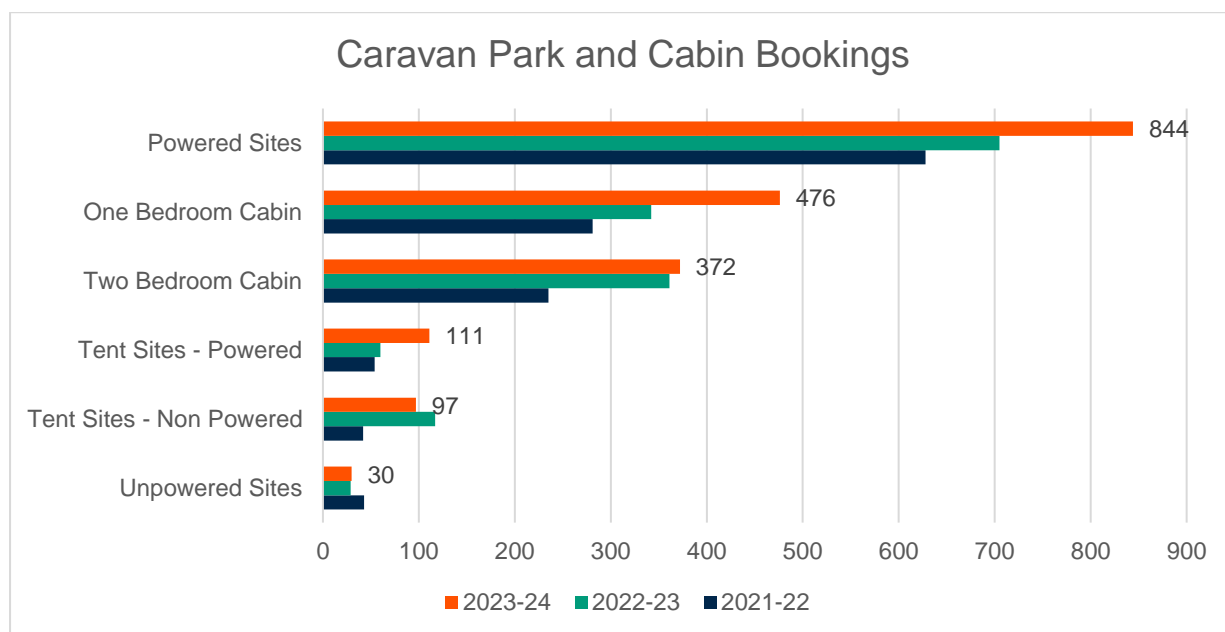


Figure 26: Caravan Park and Cabin Bookings

Project 6, relocating the Shire depot from the town centre, will facilitate the expansion of the caravan park allowing the site to extend west. This expansion will be able to take advantage the roadways and hardstand areas and some of the existing sheds to provide shade and additional camp kitchen facilities.

Relocation of the depot will also change the feel of the precinct and enable unencumbered development of additional cabins (refer to figure 24). These initiatives will also provide some capacity to support short stay construction and essential service workers as the town is developed.



Figure 27: Caravan Park expansion options

## 4.8 Avon River Park Development

In 2022 the Shire of Beverley adopted a master plan concept for the redevelopment of Avon River Park, a strip of river foreshore immediately south of the Vincent Street Bridge.



Figure 28: Avon River Park Concept Plan

The beauty and popularity of the site has seen the earlier development of a sheltered playground, BBQ and picnic facilities, a grassed foreshore area, public toilets and unsealed off-road parking.

Access to this section of the river foreshore is featured in the Avon Central Coast Cycling Strategy developed by the WA Government Department of Transport as part of the state's Long Term Cycling Network (LTCN).<sup>12</sup> The Primary regional route brings cyclists into town via Waterhatch Road and Great Southern Highway. A secondary route along Vincent Street intersects with a local route along Lukin Street connecting with the Avon River Park foreshore.

The Beverley Heroic, now an established but informal event, celebrates the history of bike riding in WA and takes riders on a transport route journey from Beverley to York. This event is part of the growing number of adventure tourism opportunities, giving cyclists a range of unique trail experiences and supporting local economies in areas traditionally not visited. Beverley is also identified as a potential trail end connecting an integrated cycling route from the coast at Guilderton to the wheatbelt. The Shire's Trails Master Plan, adopted by Council in May 2024 references the development of Avon River Park and the adjacent Apex Park on the opposite side of Lukin Street.

<sup>12</sup> [Long-term cycle network \(transport.wa.gov.au\)](https://transport.wa.gov.au)

The importance of and connection to the cycling strategy is acknowledged however the trails master plan includes walking and hiking trails also.

There are existing firebreaks along the Avon River to the north-east of the Beverley Town Centre which could be formalised into a dual-use pedestrian and cycle trail. These firebreaks avoid private land access constraints. There is potential for the trail to start at the Avon River Park, follow the Avon River north to the Beverley Golf Course, and loop around the perimeter to Barnsley Street. The master plan identifies an opportunity to formalise the existing tracks which traverse from Avon River Park, along the river and through to Commonage Hill.



Figure 29: Avon River and existing informal pathway

The site is however compromised by inundation in high rainfall periods as experienced in 2017 and again in 2021. This caused problems including with the loss of lawn and trees and damage to the site furniture and infrastructure. The lack of a defined river edge caused subsequent safety issues for river access. The concept plan proposed four key interventions including:

Issue	Response
Establish a formal river edge	Installation of an elevated walkway & viewing platform, signage &/or artwork, trees, shrubs, sedges & grasses suited to wet & dry condition
Define the park edges	Provide defined edges to the carpark, amenities, exercise circuit, viewing towers, lawn areas, shade trees, landscape planting, conversation pit, and provide a 2017 flood level marker
Develop an Open Lawn Area	Create a reticulated open lawn area with picnic shelters, BBQs, lighting, a walking track, a designated dog walking area with waste bins and the planting of shade trees and additional landscape planting.
Build an elevated Lawn Terrace	Create an elevated lawn area with views to lawn & river, picnic shelters, walking track shade trees, landscape planting

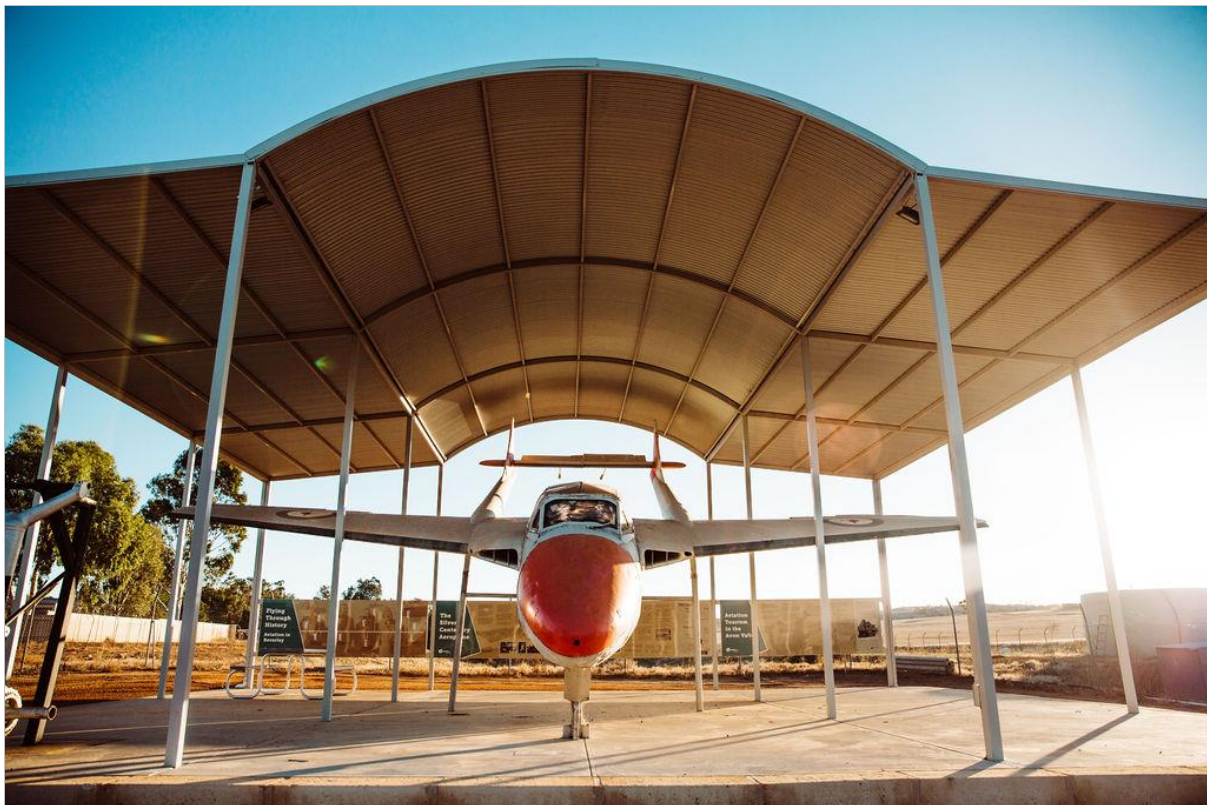
Table 8: Avon River Park Improvements

The aim is to proceed with the implementation of the concept plan including trail connections for walking, hiking and cycling pursuits.

## 4.9 Creative Spaces Cultural Centre

The Shire of Beverley has a celebrated history from the days of the Ballardong People living along the banks of the Colguler (Avon River), and the earliest of agricultural settlements dating back to 1831.

Beverley remains steeped in history and boasts significant collections in the various museums in town. The Dead Finish Museum, located in the town's oldest building, the Wheatsheaf Inn, houses a very fine collection of artifacts depicting life in Beverley since settlement in 1831. The "REMEMBERING THEM EXHIBITION" is a tribute to all those Beverley people who served or helped with the World War I effort.



Vampire Jet 5 Display in Beverley

Avondale Farm is a working farm under the management of the National Trust. The farm also houses the Shire owned and managed Agricultural Museum. These organisations collaboratively operate and maintain the farm, its historical buildings and museum pieces.

The farm has been identified as a site for ongoing research and to serve as an incubator for the emerging Bush Produce industry in Western Australia, working with the Ballardong people. Demand is growing for bush produce, in restaurants, in the home and from the pharmaceuticals and nutraceutical industries. Avondale Farm will support the development of the industry to grow, value add and market Native Bush Produce.

Initiatives like Avondale Farm, together with the town's history and the ready access to museum displays have captured the interest of historians and creatives for many years.

The Shire of Beverley has long recognised the benefits of a strong creative community and has encouraged and facilitated the development of facilities and programs in this sector. The development of the Station Arts Precinct and adjacent galleries in the main street are testament to this commitment as are the community organisation active in both in the dramatic and the visual arts.



Station Arts Precinct – Artist in Residence

The Shire's commitment to this creative sector remains unabated, and within the vision for Beverley 2035 there is a desire to enable creative inputs in the community to flourish and identify how the sector can be further supported.

Creativity brings multiple benefits including fostering personal development, enhancing mental and emotional wellbeing and fuelling innovation. It contributes to social and cultural development, enhances problem solving and decision making, encourages play and curiosity and generally adds value to the world and delivers personal satisfaction and reward.<sup>13</sup>

The aim is to ensure that the creative community grows as the Beverley community grows. This will entail developing an arts and culture strategy and to identify how creative pursuits can best be accommodated building on what is already in place within the Station Arts precinct.



Public Art Display in the Station Arts Precinct

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<sup>13</sup> <https://creativerevolution.io/the-power-of-creativity-why-its-important-for-creative-revolutionaries/>

#### 4.10 Recreation precinct development – indoor sports and function centre

Over the past decade the Shire has progressively expanded and upgraded the suite of sport and recreation facilities within the principal Recreation Precinct.



Figure 30: Beverley Recreation Precinct

The precinct supports grassed sports on a floodlit playing field, bowling greens, tennis, netball and basketball courts and equestrian activities, all supported by accompanying amenities. The aquatic centre is scheduled for major improvements including the introduction of a fitness and wellness centre and better integration into the precinct.

This refocusing of the aquatic centre will also reinforce the significant role that the precinct plays in the community. The Volunteer fire and Rescue Service operates from the precinct, and it is the home of the Agricultural Society and the venue for the annual show.

What is missing in town is an indoor sporting and function centre. Residents are acutely aware that similar sized and indeed much smaller communities enjoy access to indoor sporting and recreation facilities with the capacity to host social and cultural activities at their sporting home.

The aim will be to prove the need for and viability of a two-court indoor sports centre and associated function facilities and develop an updated recreation precinct master plan with an indoor sports centre with the design demonstrating its integration into the precinct and alignment with the existing infrastructure.

Examples quoted in community engagement sessions include Pingelly, Dongara and Gnowangerup, each with indoor sports courts as part of their main recreation precinct.





Pingelly – population 722 – one indoor sports court and function room



Dongara – population 1,393 - two indoor sports courts and a function centre



Gnowangerup – population 1,585 – two indoor sports courts and a function centre

## 5.0 Order of Probable Cost for Project Development

The breakdown of costs to undertake the planning and design as required for implementation of each of the Beverley 2035 projects is detailed below.

These estimates have been prepared with assistance from:

- NBQSS Quantity Surveyors
- Gresley Abas Architects
- Porter Consulting Engineers
- Anderson Consulting Surveyors
- CCS Strategic Community Planners

<b>1 Beverley 2035 Campaign</b>			
Investment prospectus		research and publication	45,000
Case studies - evidence of success		research and publication	28,500
Website development		web developer & software	12,500
Promotional video		scripting, filming and editing	22,500
Beverley 2035 Champions engagement		24 monthly meetings	27,000
Landowner engagement		10 focus group meetings	10,500
Ministerial and agency representation		5 trips to Perth - 3 people	26,500
Community awareness program		24 x Monthly updates	46,800
Beverley 2035 Project manager		10% of PM cost	50,000
<b>Total</b>			<b>269,300</b>

<b>2 Servicing of Residential Land</b>			
Parcels 2.1, 2.2 and 2.3			
Feasibility study and business case			75,000
Site surveys			220,000
Geotechnical survey			15,000
Masterplan - estate design and structure plans			75,000
Service design - power			25,000
Service design - water			12,500
Service design - sewer			35,000
Service design - drainage			20,000
Service design - roads and footpaths			45,000
Order of probable cost			11,000
Construction tender 2.1			35,000
Construction tender 2.2			20,000
Construction tender 2.3			25,000
Beverley 2035 Project manager		10% of PM cost	50,000
Total			663,500
<b>3 Servicing of Industrial Land</b>			
Parcels 3.1 and 3.2			
Feasibility study and business case			45,000
Site survey			21,350
Geotechnical survey			20,000
Masterplan - estate design and structure plans			65,000
Service design - power			25,000
Service design - water			10,000
Service design - sewer			35,000
Service design - drainage			20,000
Service design - roads and footpaths			45,000
Order of probable cost			9,000
Construction tender 3.1			25,000
Construction tender 3.2			20,000
Beverley 2035 Project manager		10% of PM cost	50,000
Total			390,350

<b>4 Intergenerational Care Centre</b>			
Feasibility study and business case			70,000
Site survey			6,450
Geotechnical survey			5,000
Site masterplan			20,000
Concept design			25,000
Design development			35,000
Order of probable cost			7,500
Construction tender			18,000
Beverley 2035 Project manager	10% of PM cost		50,000
Total			236,950
<b>5 Essential Worker Accommodation</b>			
Feasibility study and business case			75,000
Site survey			8,140
Geotechnical survey			5,000
Site masterplan and concept design			30,000
Design development			45,000
Order of probable cost			7,500
Construction tender			35,000
Beverley 2035 Project manager	10% of PM cost		50,000
Total			255,640

<b>6 Depot Relocation</b>			
Feasibility study and business case			55,000
Site survey			6,790
Geotechnical survey			10,000
Site masterplan and concept plan			23,000
Service design - power			25,000
Service design - water			10,000
Service design - sewer			35,000
Service design - drainage			20,000
Service design - roadways			25,000
Design development			15,000
Order of probable cost			7,500
Construction tender			15,000
Beverley 2035 Project manager	10% of PM cost		50,000
<b>Total</b>			<b>297,290</b>
<b>7 Caravan Park Expansion</b>			
Feasibility study and business case			35,000
Site survey			11,390
Site masterplan and concept plan			30,000
Design development			15,000
Order of probable cost			7,500
Construction tender			20,000
Beverley 2035 Project manager	10% of PM cost		50,000
<b>Total</b>			<b>168,890</b>
<b>8 Avon River Park Development</b>			
Feasibility study and business case			40,000
Site survey			11,750
Site masterplan and concept plan			-
Design development			25,000
Order of probable cost			7,500
Construction tender			15,000
Beverley 2035 Project manager	10% of cost		50,000
<b>Total</b>			<b>149,250</b>

<b>9 Creative Spaces Cultural Centre</b>			
Feasibility study and business case			65,000
Site survey			-
Site masterplan			25,000
Concept design			35,000
Design development			35,000
Order of probable cost			7,500
Construction tender			22,500
Beverley 2035 Project manager	10% of PM cost		50,000
<b>Total</b>			<b>240,000</b>
<b>10 Indoor Recreation and Function Centre</b>			
Feasibility study and business case			70,000
Site survey			15,000
Geotechnical survey			20,000
Site masterplan			5,000
Concept design			15,000
Design development			25,000
Order of probable cost			7,500
Construction tender			18,000
Beverley 2035 Project manager	10% of PM cost		50,000
<b>Total</b>			<b>225,500</b>
<b>Total all projects</b>			<b>2,896,670</b>
<b>Total all projects including GST</b>			<b>3,186,337</b>

Table 9: Estimated project planning costs

## 6.0 Project Funding

The funding matrix to undertake the necessary planning and design studies to bring Beverley 2035 projects to ‘shovel ready’ status is shown below.

The shire’s contribution is principally related to project management.

The Shire of Beverley otherwise constrained and will be principally reliant on grant funds to enable this project to proceed. The Shire’s resources as described. The project will not be able to proceed if the extent of grant and partner funding described above is not achieved.

Source	Amount (\$)
<b>Western Australian State Government</b>	
Regional Economic Development (RED) Grants program	300,000
<b>Australian Government</b>	
Regional Precincts and Partnership Program	2,323,370
<b>Shire of Beverley</b>	
Municipal funds allocation	273,300
<b>Project Partners</b>	
Local land owners – agreement to develop or release land for sale	Unknown at present
<b>Project Total Cost – Excluding GST</b>	<b>2,896,670</b>
Project Total Cost – Including GST	\$3,186,337

Table 10: Funding Matrix for Beverley 2035 Redevelopment Program



## 7.0 APPENDICES

1. The City and the Bush – Partnerships to reverse population decline in the Wheatbelt
2. Beverley 2035 Visioning Workshop Notes
3. Local Planning Strategy 2014 showing the extent of serviced land
4. RAI call for ECEC across regional Australia
5. Data prepared by RDA Wheatbelt to assist in assessing Community Need
6. Correspondence denying ongoing use of the St John Ambulance Sub-Centre

### Appendix 1

#### THE CITY AND THE BUSH - PARTNERSHIPS TO REVERSE THE POPULATION DECLINE IN AUSTRALIA'S WHEATBELT

- **Year:** 2005
- **Author:** Newman, Peter
- **Journal Name:** Australian Journal of Agricultural Research
- **Journal Number:** Vol.56, No.6
- **Country:** Australia
- **State/Region:** Western Australia

Major trends that are draining people from the Wheatbelt are globalisation of the economy (and its associated global urban culture) and coastalisation based on lifestyle preferences. A focus on Wheatbelt towns in partnership with the adjacent global city is needed to reverse the decline. It will require a new quality of life attraction similar to that drawing people to the coast, a stronger sense of place, and greater social diversity. It will also require tapping of new global city sustainability obligations through partnerships between the city and its bioregion on issues of biodiversity, new bioindustries, and new water regimes, and clear planning to contain sprawl in the city and coasts. Hope for rejuvenation can be provided through the example of inner city areas, which suffered similar problems of decline, and reversed them over a 30-year period.

<http://www.publish.csiro.au/paper/AR04198.htm>



The councillors agreed unanimously to pursue this idea and present it to the community and key partners to consolidate support (a community led vision) and to make application for Regional Precincts and Partnerships Program funding to realise the vision.

The workshop agreed that the development precinct should be the Beverley township as defined by the local structure plan.

The priority projects to be further explored and constitute the basis of the funding application were agreed as follows and are positioned on the following map:

1. Refurbish the Beverly Aquatic Centre (a Stream 2 application in progress)
2. Industrial land servicing and release for development
3. Residential land servicing and release for development
4. Intergenerational Centre – aged care to child care
5. Essential worker accommodation
6. Relocation of the Shire depot
7. Caravan park expansion
8. Avon River Park development and Trails plan implementation
9. Creative spaces – Cultural Centre
10. Recreation precinct development – Indoor Sports Centre and Function Centre

A more detailed description of the priority projects is provided below.

1. Refurbish the Beverly Aquatic Centre (a Stream 2 application in progress)

This project is shovel ready and suitable for a Stream 2 rPPP application. The scope of works include retaining and refurbishing the 50m pool, building a new family leisure and learn to swim pool (with solar heating), providing new contemporary style change rooms and activity spaces and building a new fitness centre (gym) within the pool complex. The aquatic centre entry is to be repositioned to face into and integrate with the recreation precinct.

Key partners for this project include the Beverley Amateur Swimming Club and the Beverley District High School Parents and Citizens Association

2. Industrial land servicing and release for development

- Old aerodrome site
- CBH site

3. Residential land servicing and release for development

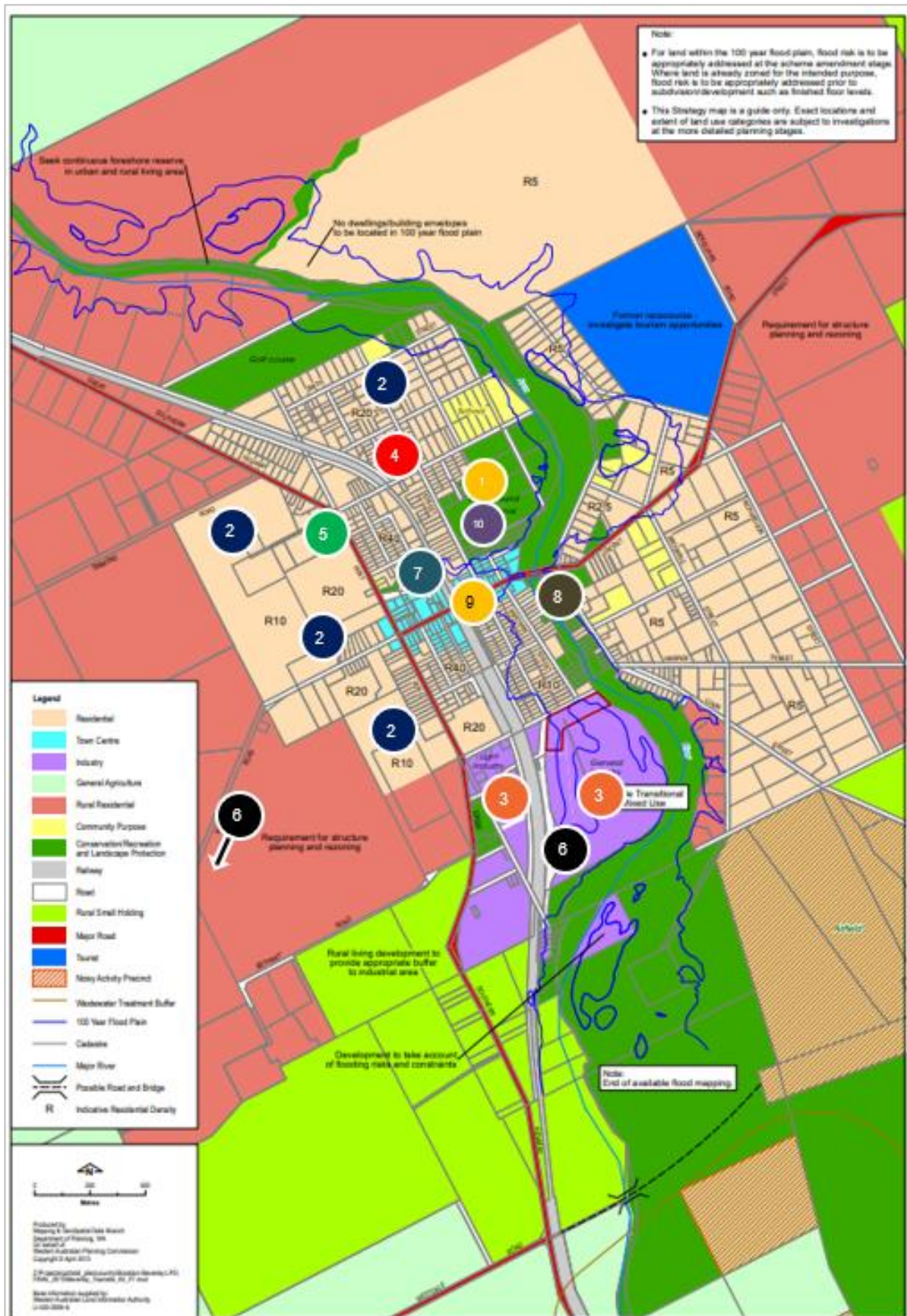
- Hunt Road – Eddie Pitts lot
- Need to add utilities to sites

These two projects are critical to the future growth and development of Beverley

4. Intergenerational Centre – child care to aged care

- Full-service facility for all ages – ideally within the health precinct

5. Essential worker accommodation
  - Hunt Road Village providing 20-30 units to be added to existing 9 or so existing
  - Blocks in Dawson Street – up to 6 units
  
6. Relocation of the Shire depot
  - Waterhatch road
  - Industrial land parcel 3.1
  
7. Caravan park expansion – into existing Depot Area
  - Powered caravan and camping sites
  - Additional one-bedroom cabins
  
8. Avon River Park Master Plan and Trails Master Plan implementation
  - River Park Master Plan implementation
  - Connection to Trails Master Plan routes
  
9. Creative spaces – Cultural Centre
  - Enhancement of creative and cultural spaces in the CBD
  
10. Recreation precinct development – Indoor Sports Centre and Function Centre
  - To be established within the main recreation precinct in town



## Appendix 3


Local Planning Strategy 2014 Presentation

<https://d.docs.live.net/4a80a6647c961487/CCS%20Data%202020/Beverley/Beverley%202035/Background%20materials/20230511PRESENTATIONLocalPlanningStrategy.pdf>

## Appendix 4

### RAI call for ECEC across Regional Australia

**RAI backs new call to action on childcare**



L-R Independent Senator for Tasmania Tammy Tyrell, Kirsty Starling of Kingston South Australia, Greens Senator for Victoria Steph Hodgins-May, RAI CEO Liz Ritchie, The Parenthood Campaign Director Maddy Butler, Grain Growers Advocacy and Rural Affairs Manager Sean Cole, Motherland Board Secretary Kate Brow.

**A lack of early childhood education and care (ECEC) across regional Australia is hampering the nation's economic prosperity, as the population of the regions grows at an unprecedented rate.**

**It's why the RAI has joined with more than 50 leading organisations across Australia to call on the Federal Government, in coordination with state and territory governments, to develop and deliver universal access to early childhood education and care (ECEC) for every regional, rural and remote child across Australia.**

**Coordinated by independent, not-for-profit advocacy organisation, The Parenthood, the new Access for Every Child Coalition has released a joint statement with six calls to action, including a regional workforce strategy for the sector.**

**[Read the RAI's statement on the Coalition here](#)**

#### RAI backs new childcare coalition calling for change.

28 May 2024

A lack of early childhood education and care (ECEC) across regional Australia is hampering the nation's economic prosperity, as the population of the regions grows at an unprecedented rate.

Regional Australia stands at the precipice of a pathway leading to enormous transition, but that wealth will only be achieved if communities have the services they need, such as ECEC.

The Regional Australia Institute (RAI) has today joined with more than 50 organisations across the country to call for the development and delivery of universal access to ECEC for every regional, rural and remote child across Australia.

Launched in Canberra this morning and coordinated by independent, not-for-profit advocacy organisation, The Parenthood, the new Access for Every Child Coalition has released a joint statement with six calls to action, including:

- The implementation of strong public management of the ECEC system in collaboration with state and territory governments.
- Supply-side subsidies for ECEC providers in rural and remote areas.
- The implementation of a regional, rural and remote national workforce strategy, including culturally safe training for First Nations educators.

RAI CEO Liz Ritchie said the Coalition's joint statement spoke directly to both recent research by the Institute and the Regionalisation Ambition – a holistic 10 year plan for regional Australia addressing key themes such as jobs and skills, liveability and population.

“Regional Australia's population has grown by 6% over the last five years and is now home to nearly 10 million people, but far too many of those people still struggle to access the early childhood education and care they both deserve and require. In 2022, nearly four million regional Australians lived in a 'childcare desert'. This must change, otherwise the aspirations the government has for the regions to lead the nation's transition to a low-carbon economy will be difficult to achieve,” Ms Ritchie said.

“Our youngest regional residents gain so much from being able to access the specialised care and nurturing ECEC workers provide. Likewise, many regional parents are eager to work, or work more, but can't because of a lack of access to ECEC. In April alone there were almost 80,000 jobs advertised across regional Australia – many of those could very well be filled if more ECEC was available in the regions.”

Ms Ritchie said the RAI's [Against the Odds: Realising Regional Australia's Potential Workforce](#) report called for reform to the Activity Test required to access the Child Care Subsidy in recognition of the limitations it places on shift and seasonal workers, and the barriers it creates for vulnerable families and children; as well as the establishment of an incentive program for the start-up and operation of family childcare providers and where appropriate, support for kindergartens to transition to long daycare services.

“Both of these recommendations feature in the Access for Every Child Coalition's joint statement, which now has the support of dozens of key organisations and advocacy groups across the nation. We now ask government, the private sector and industry to work with us, to not only allow children and parents to thrive, but our regional communities too,” Ms Ritchie said.

Further, the RAI's [Maranoa and Western Downs Childcare Study](#) found a lack of childcare also impacted some parents' ability to achieve financial stability, as well as their health and wellbeing. The report also found staffing was a significant issue within the sector, with limited availability of relief educators. Whilst this research was focused on one specific area, its findings resonate across regional Australia.

This year, the RAI has also made recommendations to the Federal Government about the ECEC sector including as part of the Productivity Commission's Early Childhood Education and Care Inquiry, Jobs and Skills Australia's Early Childhood Education and Care Workforce Capacity Study, and the Thrive by Five Early Childhood Guarantee Bill, which calls for 52 weeks of paid parental leave, a minimum standard for maternal and child health checks and 30 hours of accessible and quality ECEC.

**For media enquiries contact:**

- **Regional Australia Institute**  
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## Appendix 5

Data prepared by RDA Wheatbelt to assist in assessing Community Need



### REGIONAL DEVELOPMENT AUSTRALIA WHEATBELT

RDA Wheatbelt Inc | 3 Constable St, ~~GURU~~ WA 6503  
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Website: [www.rdawheatbelt.com.au](http://www.rdawheatbelt.com.au)  
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October 2023

## Shire of Beverley Regional Precincts and Partnerships Program Precinct Development and Planning supporting data and evidence

- *provide targeted benefits related to productivity, equity, and resilience for the people of regional, rural or remote Australia*

### Demographics and labour force

#### Shire of Beverley population demographics

**0-14 years population change 30% decrease 2011 to 2021- 273 to 210**

- 0-4 years 6% increase (69 to 73)
- 5-14 years 52% decrease (204 to 134)

**15-64 years population change 3% increase 2011 to 2021- 906 to 932**

- male 0% change (463 to 463)
- female 6% increase (442 to 469)

**65-74 years population change 47% increase 2011 to 2021 256 to 376**

- male 36% increase (138 to 187)
- female 60% increase (118 to 189)

**75+ years population change 70% increase 2011 to 2021 133 to 226**

- male 88% increase (67 to 126)
- female 52% increase (66 to 100)

#### Labour force 15-74 years population (Table 1)

**15-74 years labour force change 9% increase 2011 to 2021- 628 to 686**

- male 0.8% increase (359 to 362)
- female 20% increase (269 to 324)
- 27% of the female labour force had dependent children aged 0-12 years
- 12% of the female labour force had dependent children aged 0-4 years

Table 1 Labour force by age groups by gender

	2021	15-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	Total
Beverley-male		32	51	57	76	86	60	362
Beverley-female		23	45	58	76	81	41	324

Between 2011 and 2021 the ratio of female labour force participants to female population increased in the 15-24, 25-34, 35-44, 55-64 and 65-74 age groups although the overall ratio remained the same at one labour force participant to every two females in the population (Table 2).

Table 2 Comparisons of ratios of labour force to population by age groups by gender 2011 to 2021

	2021	15-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	total
Beverley-male		1:1.9	1:1.3	1:1.4	1:1.5	1:1.7	1:3.1	1:1.8
Beverley-female		1:2.6	1:1.2	1:1.5	1:1.5	1:1.9	1:4	1:2
<b>2011</b>								
Beverley-male		1:2.4	1:1.2	1:1.2	1:1.3	1:1.5	1:4.5	1:1.7
Beverley-female		1:2.8	1:1.4	1:1.7	1:1.5	1:2.1	1:5.4	1:2

## Childcare

Between 2011 and 2021, the dynamics of providing unpaid childcare altered for both the female and male 15-54 years populations. In 2021, the ratio of male population to males providing unpaid childcare increased by 1.2 males in the relevant population. On the other hand, the ratio of female population providing unpaid childcare to their own children remained the same. However, there was a shift within the age groups with a higher ratio of population in the 35-44 and 45-54 age groups providing unpaid childcare in 2021 compared to 2011.

Table 3 Comparisons of ratio of unpaid childcare for own child or other children to age group populations

	2021	15-24 years	25-34 years	35-44 years	45-54 years	Total
Beverley-male		0:61	1:5	1:2	1:5	1:4.3
Beverley-female		0:59	1:2.7	1:1.7	1:4.5	1:3.2
<b>2011</b>						
Beverley-male		1:19.7	1:2.7	1:2.3	1:4.7	1:3.7
Beverley-female		1:5.5	1:2.3	1:1.9	1:7.3	1:3.2

The ratio of the total male population providing unpaid childcare for their own and or other children changed from 1:30 males in 2011 to 1:18 in 2021. The uptake in males providing this type of childcare was driven by changes in the 25-34, 45-54 and 65-74 year age groups. Conversely, the female ratio increased between 2011 and 2021 from 1 in 10 females to 1 in almost 20.

## Appendix 6

### Correspondence denying access to St John Ambulance Sub-Centre for HACC program.

Beverley Ambulance Building

mailbox:///C:/Users/LEW&SA~1/AppData/Local/Temp/subPa...

**Subject:** Beverley Ambulance Building  
**From:** "Dee Ridgway" <deeridgway@bigpond.com>  
**Date:** 26/09/2023, 1:18 pm  
**To:** <beverley@stjohnwa.com.au>  
**CC:** "Ian Frizzell" <astonvillafootballclub@live.com>, "Lew Shaw" <shawlew84@gmail.com>, "Simon Marshall" <dceo@beverley.wa.gov.au>

**Attn:** Ian Frizzell, Chairperson Beverley SJA  
Committee Members, Beverley SJA

Dear Ian and Committee

I was delegated by the Beverley Frail Aged Lodge Committee (FALC) to enquire if the Beverley SJA building could again be used for HACC day centre activities as had previously occurred for many years prior to the COVID dilemma we all endured.

The FALC has responsibility for the community owned Alex Miles Lodge which is leased to WA Country Health Service and provides accommodation and care for aged residents wishing to remain as members of the Beverley community.

The enquiries I have been making on behalf of the Committee follow multiple comments and requests received through the community consultation process undertaken when developing the Beverley Frail Aged Lodge Inc. Forward Plan 2022-2026.

Several conversations with immediate past Beverley SJA President Drew Doncon indicated the ambulance building became unavailable due to renovations, COVID and a directive from SJA Head Office advising that use of the ambulance building was for SJA related activity only, which hasn't changed.

As a former volunteer ambulance officer I have an appreciation of possible reasoning behind this directive, however as part of our small rural community struggle to accept.

Previous access to the ambulance building two days per week for HACC related activity enabled elderly residents of Alex Miles Lodge, Beverley Hospital and aged residents living in their own homes to come together in a conveniently located building suitable for all levels of mobility.

Importantly the close proximity of the ambulance building to the Beverley hospital and Alex Miles Lodge enabled hospital staff to "wheelchair" residents across for some social interaction and activities, then collect them again if they could only remain for a short while, enabling those residents an outing and social interaction with their community peers.

The current Country Health Services Manager in Beverley has indicated a desire to re-establish a HACC type programme for the elderly in our community, however a suitable building and the logistics to implement have been a challenge.

Conversations with various people involved when the Beverley ambulance building was originally constructed alluded to a large amount of volunteer time and community funds contributed toward the project, with a view the new building would be available for community hire. Records verifying this decision however, can no longer be located.

Through the various enquiries I've made it appears the previous arrangement between WA Country Health and SJA for the HACC programme to use the ambulance building may not have been adequately formalised to provide clear understanding of the hire arrangement.

The Shire are currently endeavouring to secure use of what is known as the old nurses quarters located on the hospital grounds, then a planning process will be required to determine and facilitate its future use. Most likely many of our current elderly residents will have passed on before anything suitable can replace what they had access to previously.

Whilst the metropolitan based SJA parent organisation has given a directive to our Beverley sub-branch, I would like to think the information provided in this email will be useful to gain an understanding of the importance of a previous service in our community which now is no longer available.

Thankyou Drew for your time and to you Ian and the Committee for again receiving this enquiry around the possibility of having access to the ambulance building to re-establish a HACC programme for elderly residents in the Beverley community.

Yours sincerely

*Dee Ridgway*

Beverley WA  
Mob 0428 464 007

cc Lew Shaw, Chairman FALC  
cc Simon Marshall, A/CEO Shire of Beverley

BEVERLEY FRAIL AGED LODGE COMMITTEE

Po Box 98  
BEVERLEY WA 6304

18/06/2024

The Chairperson

St John Ambulance Beverley Sub Centre

John Street

Beverley WA 6304

To the Chairperson and committee

In my capacity as acting Secretary of the Beverley Frail Aged Lodge Committee I am following up on an email sent to our local St John Ambulance in September last year for which a response has not yet been received, a copy of the email is attached for ease of reference.

In essence, committee member Dee Ridgway was requested by our organization to investigate and make enquiries regarding the possibility of the local St John Ambulance building again being accessible, even if only as an interim measure, to enable re-establishment of a HACC day Centre program for the elderly residents of our community.

As the building is ideally located on the hospital grounds and suitable for all levels of mobility this would provide a location so the program could be reactivated while the Shire Council work on a proposal to develop an intergenerational facility incorporating the old nurse's quarters, also located on the hospital grounds, which will take some years to bring to fruition.

Hopefully this will be looked upon favourably as we all work together for the betterment of services and facilities for our community.

Yours sincerely



Lew Shaw

Acting Secretary

Beverley Frail Aged Lodge committee

M: 0427 481025

*For the Service of Humanity*



26<sup>th</sup> June 2024

Acting Secretary

Beverley Frail Aged Lodge Committee

To Lew Shaw,

Firstly our sincerest apologies for the delay in the reply to your request.

We appreciate all yours and Dee's points regarding the St Johns Beverley building as a desirable venue for HACC. However St Johns Ambulance Head Office have continued to advise us that Sub-Centres are no longer to be hired out to external parties.

The Beverley St Johns Sub Centre Committee have discussed this at length and have engaged with our regional office regarding your enquiry. We will endeavor to continue these communications and if there are any changes we will advise yourselves accordingly.

All the best in finding a new venue and your continued support to the Beverley Community.

Regards

Sue Eramiha  
Secretary

MR LEW Shaw  
acting Sec  
P.O. Box 98  
BEVERLEY 6304