



Collective Impact Prospectus 2024

*Creating positive community
outcomes through collaboration
and co-investment.*



Message from the Mayor

The Town of Port Hedland is committed to collaboratively developing a thriving, resilient and inclusive future for our diverse community.

Local Government Authorities are central to identifying community need and supporting growth and development. As such, the Town of Port Hedland is in a privileged position to facilitate collective impact across our community networks.

Collective impact brings people and organisations together to achieve structured change. The Town of Port Hedland has a long history of working with corporate partners that have social investment priorities. Our focus in 2024 is to establish long-term partnerships that leverage off the power of collaboration to achieve positive social outcomes identified as joint priorities.

The Town's Strategic Community Plan 2022-32 is the blueprint for how we are working to achieve our vision of a thriving, resilient and inclusive future. The Plan was informed by deep and ongoing engagement with our community – engagement which provides very clear direction on the priorities for our community.

The Town has observed corporate partners undertaking similar work and identifying similar priorities. This Collective Impact Prospectus provides a framework whereby corporate partners can collaborate with the Town to deliver actions across the four social pillars prioritised in our Strategic Community Plan.



Our hope is that this prospectus highlights opportunities that will help your organisation deliver on its environmental, social and governance commitments.

We look forward to working with you to collectively drive positive social impact for the Hedland community.

Peter Carter,
Mayor, Town of Port Hedland

To discuss partnership opportunities outlined in this plan, contact Shanna Crispin, Public Affairs Manager:
scrispin@porthedland.wa.gov.au

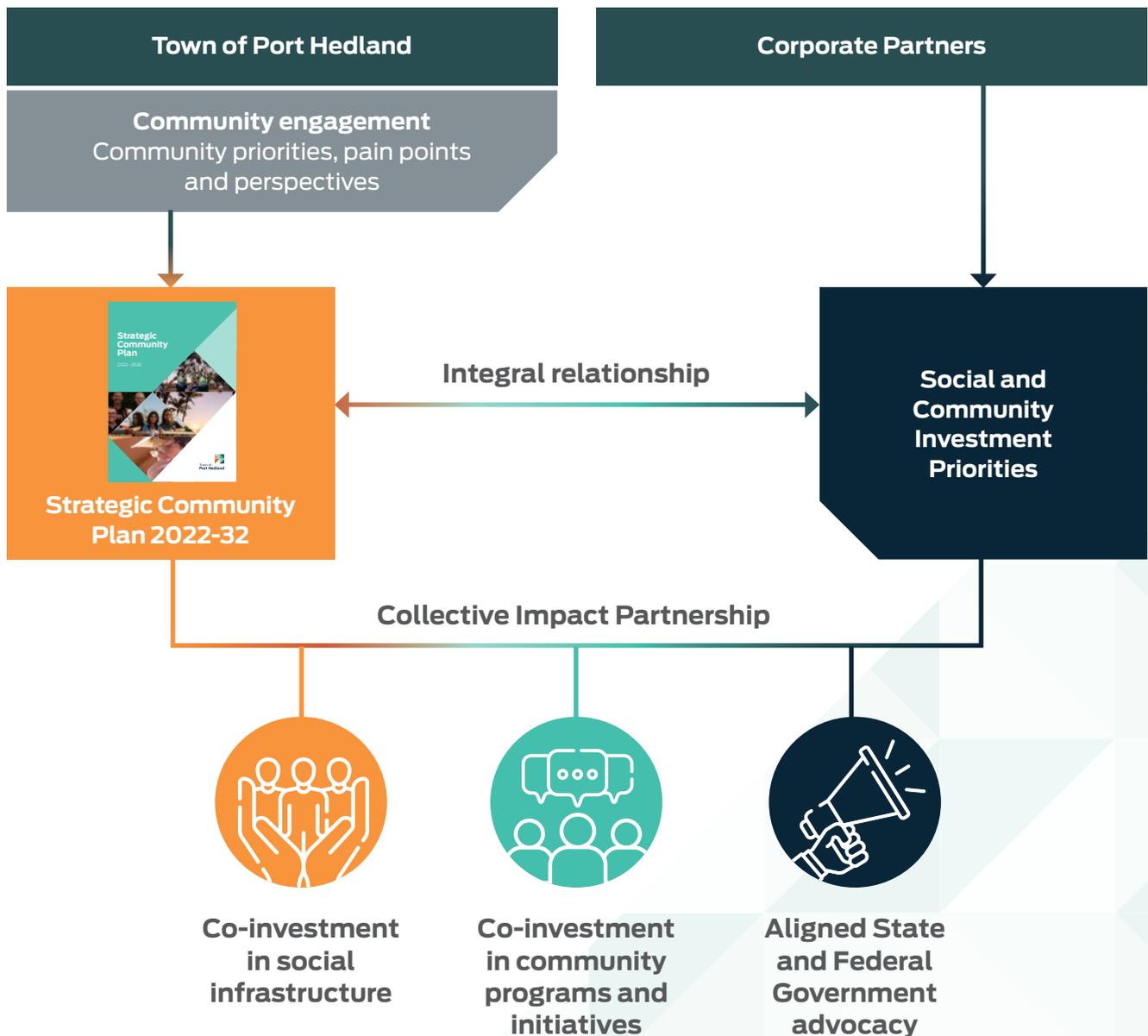
Collective Impact with Corporate Partners

At the Town of Port Hedland, everything we do is for our community. Our strategic plans and priorities are built on rich, and ongoing, community engagement. Our priorities are the community's priorities.

We see a valuable opportunity to work alongside Corporate Partners that are seeking to understand community need and are working to develop Community and Social Investment Frameworks.

The opportunity is for us to work together for collective impact, leveraging funding and resources to make positive social change in priority areas.

The diagram below represents this proposed Collective Impact Framework – how we intend to work with Corporate Partners.



Strategic Community Plan 2022-32

The Town of Port Hedland Strategic Community Plan 2022-32 outlines the aspired outcomes for the Hedland community across four key themes.

The Town plays different roles across different outcomes, from being the service provider to facilitating outcomes or advocating for change.

The four key themes in our Strategic Community Plan



Our Community

We honour our people and our cultural heritage – ensuring wellbeing, diversity, creativity and strong civic engagement and dialogue.



Our Economy

We build prosperity for all – enabling sustained and diversified economic and employment growth.



Our Built and Natural Environment

We treasure and protect our natural environment and provide sustainable and resilient infrastructure and built form.



Our Leadership

We are united in our actions to connect, listen, support and advocate, thereby leveraging the potential of our people, places and resources.

The Town's Strategic Community Plan 2022-32 is the blueprint for how we are working to achieve our vision of a thriving, resilient and inclusive future.

Collective Impact Streams

The Town of Port Hedland's scope of work is broad and varied. As a result, our impact within the Hedland community is similarly broad and varied. Members of our community may benefit from the Town of Port Hedland's activity and investment through events, core services such as waste and recycling, liveability projects and improvements or community facilities and infrastructure.

The Town of Port Hedland has identified three streams to drive collective impact when working with corporate partners.

The following pages outline these three streams in more detail with specific examples of partnership opportunities included.



1.

Co-investment in social infrastructure



2.

Co-investment in community programs and initiatives



3.

Aligned State and Federal Government advocacy

Social infrastructure



The Town of Port Hedland is focused on lifting the liveability of Hedland to support our community to enjoy a better quality of life.

Lifting liveability benefits everyone, including businesses and organisations that operate in or around our town. If people enjoy living in Hedland, it will entice more people to come. Increased population will attract increased State and Federal Government funding in areas including healthcare, education and community safety.

Social infrastructure is a crucial piece in the puzzle to lift liveability, but it is also a requirement to support an increased population.

We also need appropriate infrastructure to deliver much-needed community programs and support. In addition, improved liveability and a growing population will support companies to be more sustainable, with less reliance on the FIFO employment model.

The Town of Port Hedland has invested substantially in social infrastructure which has improved peoples' experience of living in Port Hedland. Some of our recent examples are:

- Milpaku Kuma – Port Hedland Community Centre
- South Hedland Skatepark shade structure
- JD Hardie Youth and Community Hub expansion
- Shared paths and other civic amenity





Milpaku Kuma – Port Hedland Community Centre

The Town partnered with the WA State Government to build a new state-of-the-art multi-purpose community centre in Port Hedland, delivering much-needed community space.

The two-storey multi-function centre features a large function space on the first floor which can be divided into two rooms through an operable wall. There are four community spaces on the ground floor which can be opened into two large rooms as they are also divided by operable walls.

There are two commercial-grade kitchens, shaded and undercover viewing and gathering areas for the adjoining racetrack, changerooms and an integrated judges' box/broadcast tower at the finish line.



World's largest shaded skatepark

The Town completed construction of the award-winning shade structure over the South Hedland Skatepark in 2022. The project increased the social value of the popular recreation area, making it suitable for use year-round.

The shade structure incorporates audiovisual capability to create a shaded skating experience like no other. In addition, the facility has earned itself the accolade of the world's largest skatepark as well as national building awards.



Investment in shared paths and civic amenity

The Town has invested in creating a network of shared footpaths and cycleways that connect South and Port Hedland. This investment supports an active lifestyle, residential connection and developing a tourism offering through a unique coastal shared path that stretches some eight kilometres from the West End to Cooke Point in Port Hedland.

In addition, investment in parks and gardens has enhanced the look and feel of Hedland, supporting civic pride and attachment.



JD Hardie Youth and Community Hub expansion

The Town has continued its expansion of the JD Hardie Youth and Community Hub, delivering on the staged masterplan of the facility which delivers crucial community and youth engagement programs.

In 2022 the Town completed the construction of outdoor shaded basketball courts which now enable youth to take advantage of this active past-time during summer months.

Future stages of the masterplan include an outdoor Adventure Park to increase youth recreation and engagement, and a childcare facility.

Social infrastructure priorities

The Town has heard the desires of the Hedland community and has prioritised projects that will make a substantial impact. These include:

- The Hedland Sports and Arts Precinct, encompassing an aquatic facility
- Service Worker Housing
- JD Adventure Park and Childcare facility



Hedland Sports and Arts Precinct

The Hedland community is in dire need of a new aquatic facility. The two existing facilities, the South Hedland Aquatic Centre and the Gratwick Aquatic Centre are both approaching 50 years old and are costing ratepayers dearly due to increasing maintenance requirements.

Compounding the situation, the South Hedland Aquatic Centre was closed for much of 2023 as maintenance was undertaken.

The Town of Port Hedland is addressing the issue, alongside community demand for performing arts space, through the development of the Hedland Sports and Arts Precinct project.

The Precinct will provide an integrated hub with modern, centralised facilities to broaden the scope of sport, recreation, arts and cultural activities for the Hedland community.

Located on the former TAFE site on Hamilton Road in South Hedland, the Performing Arts Centre and integrated Civic and Community Hub will be adjacent to the South Hedland Integrated Sports Hub which features Kevin Scott Oval, Wanangkura Stadium and associated sports and recreation facilities.

The overall precinct will form an integral part of a contemporary Town centre for South Hedland. It will include an upgraded “entry statement” into South Hedland on Hamilton Road.

The Town is actively seeking funding partners to help bring this transformational project to fruition. The Town envisions a flexible approach to corporate partners interested in funding aspects of the Precinct to support alignment with community investment priorities.



Service Worker Housing development

Lack of affordable housing is a handbrake on Hedland’s liveability and, as a result, our economic potential. Securing affordable housing is a key to attracting and retaining workers in sectors such as education, tourism, childcare, retail and hospitality.

While housing is not the core responsibility of local government, the Town of Port Hedland is demonstrating leadership in this space by developing the Service Worker Housing project. The Town has identified a 2.64 hectare block of land on Cottier Drive, South Hedland, as a potential site and has developed concept plans for a 76-house development.

The Town is seeking State Government support to fund the project and welcomes corporate entities seeking to partner with us on this much-needed development. The Town would also consider adapting designs to provide for employee accommodation where this fits with criteria through funding and land agreements with the State and Federal Government.

JD Hardie Adventure Park and childcare facility

In December 2023 the Town of Port Hedland Council endorsed concept designs for the JD Adventure Park – the third-stage of the phased expansion of the JD Youth and Community Hub.

The proposed Park includes both a jump and pump track, parkour area with shade and art wall, community shelter with BBQ facilities, bicycle repair station as well as planting and open space. The JD Adventure Park will cater to children and youth of different ages and complement the existing facility and shaded basketball courts, which comprised Stage Two of the facility’s expansion.

The fourth stage of the JD Hardie expansion is development of a childcare facility.

The Town is currently seeking State Government funding for the JD Adventure Park and welcomes conversations with corporate partners around co-investment for this stage, and the childcare facility which comprises the fourth stage. This project offers attractive opportunities for corporate partners with smaller community investment budgets as elements of the project can be funded separately.



Further detailed information and costings are available as part of Collective Impact Partnership discussions. In addition, the Town has a range of other social infrastructure projects open for partnership. These include tree planting programs, construction of a recycling centre, expanding our shared path network and maintenance and improvements to existing community facilities.

Please contact Shanna Crispin, Public Affairs Manager.
scrispin@porthedland.wa.gov.au



Community programs and initiatives



The Town of Port Hedland delivers a range of programs and events. These initiatives enrich life for our community and support improved social outcomes across community safety and youth engagement, for example. We welcome co-investment discussions with corporate partners to drive collective impact.

Events

Over the 2022-23 financial year the Town of Port Hedland ran 16 community events, attracting attendances of more than 25,000.

We continue to grow our events calendar in line with our Arts and Culture Strategy. Each event has sponsorship opportunities ranging from \$10,000 to \$150,000. Our dedicated Event Sponsorship

Prospectus outlines opportunities and benefits gained from sponsorship in more detail.

The Town has enhanced its reporting on the social impact from collective Events, Arts and Culture activities and can provide annual reports to corporate sponsors.



Community Engagement and Development

Engaging with and supporting our community is a crucial part of the Town of Port Hedland's work. We run and support a range of programs that seek to engage youth and develop our community. We've also got great ideas for how to increase our impact through collaboration.

Our initiatives currently involve:

- Regular programming run through the JD Hardie Youth and Community Hub
- Running and supporting the Youth Advisory Council
- Events which support community connection and inclusion, such as the Multicultural Food Festival and the NAIDOC Elders Luncheon
- SLAM Friday Night basketball
- Senior Adults Living Triumphantlly – wellbeing program for Seniors
- OWLS – Older Wiser Library Seniors promoting the importance of coming together, sharing a love of literacy and supporting each other in later years of life
- Hedland Splash – free pool access for kids under 12
- Repay WA initiative – social intervention initiative to support vulnerable youth in reconnecting with each other and their community.



There are a range of potential programs the Town would be open to exploring through a Collective Impact Partnership. These include subsidising or expanding existing programs or launching initiatives to address key areas.

Community Safety

Community safety is one of the most discussed topics in Port Hedland. We work closely with the WA Police to understand how we can support existing community networks to protect community safety.

In 2023 the Town of Port Hedland Council adopted the Community Safety Plan which outlines priorities and planned associated actions. We recognise the importance of collaboration across these actions and welcome discussions from partners who may want to be involved in achieving the positive outcomes outlined in the plan.



Aligned State and Federal Government Advocacy



In 2023 the Town of Port Hedland asked the Hedland community what changes would make living in Hedland more satisfying and enjoyable.

The feedback was resounding; people that live and work in Hedland want to see real changes in areas that impact their lives and wellbeing. Specifically, we heard that access to affordable housing, improved education options, increased healthcare and more childcare services are priorities.

Our role as a Local Government is to advocate on behalf of our community for increased funding and services across these areas at both a State and Federal Government level. We do this by providing rich information gathered from years of ongoing community engagement and through our liaison and facilitation role, and by supporting initiatives developed to address gaps.

We know that ours is only one voice heard at State and Federal Government levels. Over 2024 we intend to bring key stakeholders across Port Hedland and the wider Pilbara together to develop a consistent and aligned narrative on behalf of the Port Hedland community. We invite our corporate partners to join us as we develop this Government Advocacy Position.

People that live and work in Hedland want to see real changes in areas that impact their lives and wellbeing.







Town of Port Hedland

Civic Centre

McGregor Street

Port Hedland WA 6721

council@porthedland.wa.gov.au

www.porthedland.wa.gov.au