



BEAUTIFUL STREETS 6701

ACTION PLAN 2025-2027

OVERVIEW

Beautiful Streets 6701 Action Plan is a culmination of active programs that the Shire of Carnarvon has been progressing, including the *Verge Consultation 2023*, and priority projects including *Greening Carnarvon 2024*. This comprehensive action plan integrates these initiatives into a cohesive three-year plan, outlining the Shire's role and methods for engaging the community to bring these projects to life.

It highlights the importance of collaborative efforts in transforming our streets into beautiful, vibrant spaces.

“Effective engagement of community tops the list of crucial characteristics of successful placemaking.”

STRATEGIC ALIGNMENT

Beautiful Streets 6701 Action Plan aligns with the **Shire's Strategic Community Plan**, particularly under the objective "Our lifestyles are sustainable."

This initiative is further reinforced by the **Shire's Priority Projects** endorsement in 2024, which highlights **Greening Carnarvon** as a Council priority. The **Shire's Public Open Space Strategy** also highlights our commitment to maintaining and activating public spaces, including parks, gardens, and community infrastructure.

Through *Beautiful Streets 6701*, we aim to enhance the aesthetic appeal, functionality, and sustainability of our public areas, fostering a vibrant and green community for all residents and visitors.

KEY PILLARS

The action plan for *Beautiful Streets 6701* is structured around three key pillars, which were identified through community consultations as part of the Verge Consultation 2023 and the Shire's Priority Project Prioritisation process. The plan details specific actions, the Shire's roles in their delivery, and timelines for implementation. The three key pillars are:

- **Greening Carnarvon**
- **Placemaking & Art**
- **Activation**

Together, these three pillars form the foundation of the Beautiful Streets initiative in Carnarvon, aiming to create an aesthetically pleasing, culturally vibrant, and environmentally sustainable town.

ACTION FRAMEWORK

The plan categorises the Shire's action into three main roles, outlining the extent of involvement and type of support provided to the community:

- **Lead:** The Shire takes full responsibility for organising and delivering the action.
- **Facilitate:** The Shire enables and assists community-led actions through guidance, support, and resource provision.
- **Support:** The Shire helps promote the action with guidance and some resourcing.

Each action is also tagged with a lead and support, indicating whether the community is taking the lead or if it is managed internally by a specific department within the Shire. This ensures clarity on who is responsible for the delivery and support of each initiative.

BUDGET

The budget for delivering actions includes:

- **Internal resources:** Funding allocated from within the Shire's budget or staffing allocation.
- **Grants:** Additional funding that needs to be sourced externally through grants.

GREENING CARNARVON

This pillar focuses on enhancing the greenery and environmental aesthetics of Carnarvon. It includes initiatives such as maintaining and enhancing parks and green spaces, beautifying verges, educating the community through workshops, fostering community engagement through establishment of community gardens and fun competitions to inspire local efforts, organising clean-up campaigns, and implementing a street tree program to enhance the town's natural landscape.

Key initiatives include:

- **Verges:** Transforming roadside verges into vibrant, green areas that beautify the streetscape.
- **Education & Workshops:** Offering educational programs and hands-on workshops to teach residents about sustainable gardening and landscaping.
- **Community Gardens & Planter Boxes:** Establishing and supporting community garden and planter boxes to encourage local food production and community involvement.
- **Annual Competitions:** Hosting yearly competitions to encourage residents to beautify their gardens and verges, fostering community pride.
- **Clean Ups:** Organising regular clean-up events to keep public spaces litter-free and attractive.
- **Street Tree Program:** Implementing a program to plant and maintain trees along streets to enhance the urban canopy.
- **Adopt a Tree Program:** Partnering with local businesses who can commit to maintaining a tree at their location.
- **Friends of groups:** Establish community groups for specific parks and green spaces to contribute to beautification and maintenance, in liaison with Shire.

GREENING CARNARVON

ACTIONS

Key Action	Role	Budget	Lead	Support	24/25	25/26	26/27
Develop a Beautification Policy	Lead		EMLC	FDE	X		
Develop Verge guidelines	Lead		FDE	PCDC	X		
Organise workshops on sustainable gardening practices, water-wise landscaping, and plant propagation.	Lead		PCDC	FDE	X	X	X
Implement a program to encourage residents to maintain and beautify their verges through incentives and community recognition.	Facilitate		PCDC	FSOM FDE	X		
Establish and maintain street Planter Box program	Facilitate		EMLC	FSOM	X		
Organise regular community planting days to foster a sense of ownership and pride.	Facilitate		PCDC	FSOM	X	X	X
Promote the Keep Australia Beautiful 'Adopt-a-Spot' program.	Lead		EMLC	PCDC		X	
Host an annual Keep Australia Beautiful program and events during August.	Facilitate		PCDC	EMLC	X	X	X
Develop a tree planting program.	Lead		FSOM	PCDC	X		
Implement and maintain tree planting program	Lead		FSOM	PCDC	X	X	X
Host an annual National Tree Day event.	Facilitate		PCDC	FSOM	X	X	X
Establish a resource program; including equipment and flora	Support		PCDC	EMLC		X	
Establish residential community gardens.	Support		PCDC	FSOM			X
Host a community garden and verge competition	Support		PCDC	EMLC		X	X
Establish a Beautiful Streets: 6701 town team	Facilitate		PCDC	EMLC	X		
Manage Waterwise Council participation with Watercorp	Lead		FDE	PCDC	X	X	X
Establish Friends of groups for green spaces	Support		PCDC	FSOM		X	
Community tree growing initiative	Support		FSOM	PCDC	X	X	X
Solidify community partnerships with local experts including Carnarvon Tree Society and local arborists	Lead		FSOM	PCDC			

PLACEMAKING & ART

This pillar aims to enhance the cultural and artistic identity of Carnarvon through placemaking initiatives and public art installations. The Shire of Carnarvon is a creative town with a state-of-the-art gallery in the Shire of Carnarvon library, the new Community Art Hub, and WA Museum Gwoonwardu Mia Cultural Centre. These strong community assets provide platforms to develop and showcase local artists. This pillar involves engaging the community, particularly youth, in creating murals and other art projects, fostering a sense of belonging and pride. Additionally, it involves establishing a Town Team dedicated to enhancing the town's overall appeal and identity.

This includes:

- **Public Art:** Installing public artworks to enrich the cultural landscape and create visual interest in public spaces.
- **Murals:** Creating large-scale murals to transform blank walls into vibrant, engaging pieces of art that reflect the community's identity.
- **Community and Youth Engagement:** Involving community members, especially youth, in artistic projects and activities to foster creativity and community spirit.
- **Town Team:** Forming a dedicated team to drive placemaking initiatives, ensuring collaboration and sustained efforts to enhance public spaces through art.
- **Traffic Calming:** Introduce traffic calming initiatives to create streets for people.

ACTIONS

Key Action	Role	Budget	Lead	Support	24/25	25/26	26/27
Develop a public art trail map to encourage exploration of the town's art.	Lead		EMLC	EMLC	X		
Identify blank walls in the town and establish a mural program.	Facilitate		EMLC	PCDC	X		
Establish a fencing mural and art program to beautify streets.	Facilitate		EMLC	PCDC		X	
Establish a Placemaking and Beautification Grants program.	Lead		EMLC	PCDC		X	

ACTIVATION

This pillar focuses on activating public spaces and organising events to create vibrant and dynamic streets in Carnarvon. It includes initiatives such as organising community events, support improvements to the arboretum, improving and upgrading public spaces, implementing wayfinding systems for easy navigation, and promoting the town's rich history, heritage, and culture to create a sense of place and community pride.

Initiatives under this pillar include:

- **Town Activation and Events:** Organising events and activities that bring life to the town, encouraging social interaction and economic activity.
- **Arboretum:** Enhancing this local natural asset that showcases diverse plant species and serves as an educational and recreational resource.
- **Public Spaces:** Improvements and Upgrades: Enhancing public spaces through upgrades and improvements, making them more attractive and accessible for community use.
- **Wayfinding:** Implementing clear and effective wayfinding systems to help residents and visitors navigate and explore the town easily.
- **Landmarks:** Maintain and enhance existing local landmarks to the Shire of Carnarvon.

ACTIONS

Key Action	Role	Budget	Lead	Support	24/25	25/26	26/27
Identify funding opportunities to complete projects within the Carnarvon Activation Plan	Lead		EMLC	EMLC	X	X	X
Collaborate with community groups and businesses to activate the main street.	Facilitate		PCDC	FSOM	X	X	X
Collaborate with Carnarvon Tree Society to activate the Arboretum	Facilitate		PCDC	EMLC			

BEAUTIFUL STREETS COMMUNITY PARTNERSHIP

Beautiful Streets 6701 is designed to be a partnership project between Shire of Carnarvon and community members and organisations; calling on collective action, tapping into local knowledge, and joining forces. The Shire will facilitate the partnership and meetings with individuals who are engaged and interested in leading initiatives. Community members will:

- **Further engage the community:** Actively involve other local residents, businesses, and stakeholders in the beautification projects.
- **Coordinate efforts:** Work collaboratively with the Shire and other community groups to ensure a unified approach to enhancing our streets.
- **Implement initiatives:** Lead and support various projects aimed at improving the aesthetic appeal and functionality of public spaces.

This community partnership group will take inspiration from the Town Team movement with a shared interest in *improving a place* and be focused on *action*. The group will adopt the mentality of the Town Team charter including: positive, inclusive, proactive, sustainable, apolitical and integrity. As this group progresses, the Shire of Carnarvon can assist to register the community group as a Town Team, noting there could be multiple teams depending on the nature of projects that arise.

The working group will be supported by key staff members including: *Executive Manager Lifestyle and Community, Place and Cultural Development Coordinator, Facilities and Services Operational Manager, Community Development Team Lead, Horticulturalist*, and other staff members on specific topics pertaining to their area of expertise.

DELIVERING AND MONITORING OUTCOMES

This working group will ensure a cohesive and coordinated approach to implementing the Beautiful Streets 6701 Action Plan by:

- **Tracking Progress:** Monitoring the implementation of initiatives and ensuring they align with the overall objectives of the action plan.
- **Addressing Challenges:** Identifying and resolving any issues or obstacles that may arise during the project.
- **Facilitating Collaboration:** Promoting communication and collaboration among different departments and stakeholders.
- **Evaluating Outcomes:** Assessing the effectiveness of initiatives and making data-driven decisions for future actions.



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