

*Our* SUSTAINABLE  
Fraser Coast  
CHARTER



*Supporting our future  
with a sustainable lifestyle*



# Our SUSTAINABLE Fraser Coast CHARTER



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From World Heritage Listed Fraser Island - the world's largest sand Island - to heritage streetscapes; from rich farmlands in our hinterland, to sheltered waters; from old mining villages to peaceful seaside retreats set on the shoreline of the Great Sandy Strait: the Fraser Coast is a distinctive natural environment.



## Our Commitment

The Fraser Coast Regional Council recognises the challenges of sustainable modern living particularly achieving a balance between the needs of the economy, society and the environment without compromising the ability of future generations to meet their own needs.

Sustainability is defined as “*the capacity to endure. In ecology the word describes how biological systems remain diverse and productive over time. For humans it is the potential for long-term maintenance of well-being, which in turn depends on the well-being of the natural world and the responsible use of natural resources. Sustainability has become a wide-ranging term that can be applied to almost every facet of life on Earth, from local to a global scale and over various time periods.*” (Wikipedia April 2010)

This Charter commits to encouraging this balance, ensuring a more sustainable future for the region where social well-being is supported by a vibrant and diverse economy and sustained by a safe and healthy environment. Council has a mandate to incorporate sustainability into all of its operations as a “way of doing business”.

## Sustainability Charter Objectives

The Fraser Coast Regional Council recognises and commits to ensuring a balance between sustainable modern living, the needs of the economy, society and the environment and will:

- provide a clear commitment of Council’s intent to achieve a sustainable community within the Fraser Coast and to exercise community leadership on sustainable development;
- provide guidance on key decisions that impact on the sustainability of the region; and
- exercise leadership by incorporating sustainability policies, strategies and practices into Council’s own operations and decision making processes.

The intention of **Our Sustainable Fraser Coast** is to educate, motivate and support the community, business and industry partners in establishing, implementing and achieving sustainability for the betterment of the region.



# Sustainability Framework

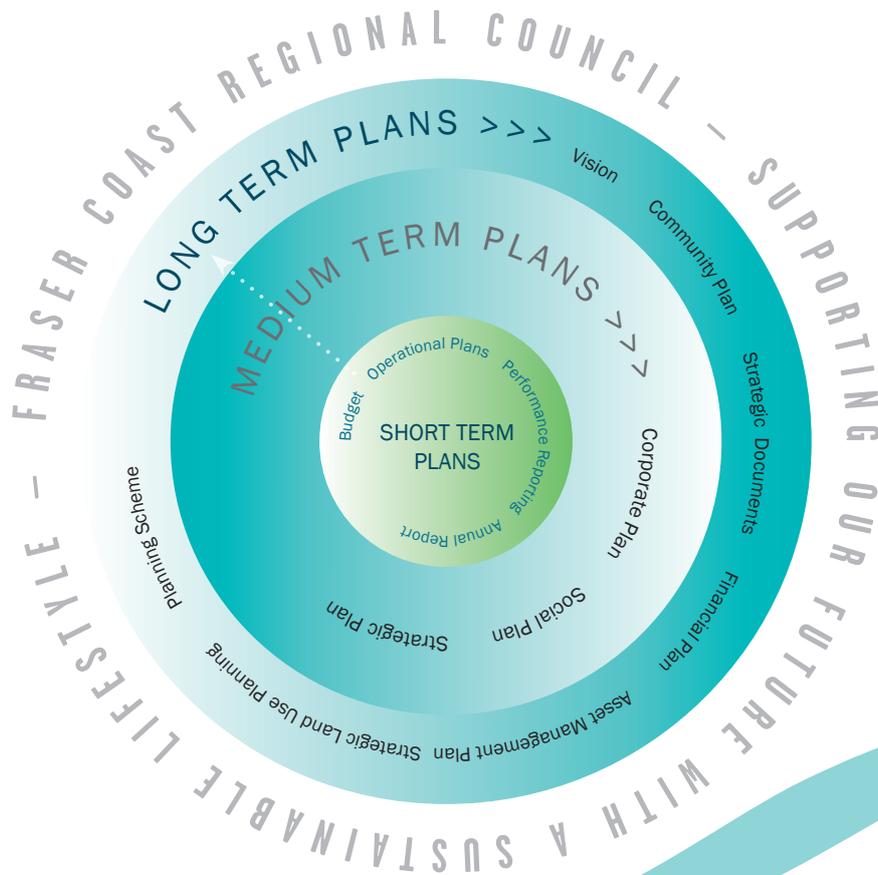
Sustainability is a key element of Council's planning framework and is incorporated into all facets of decision making and policy development.

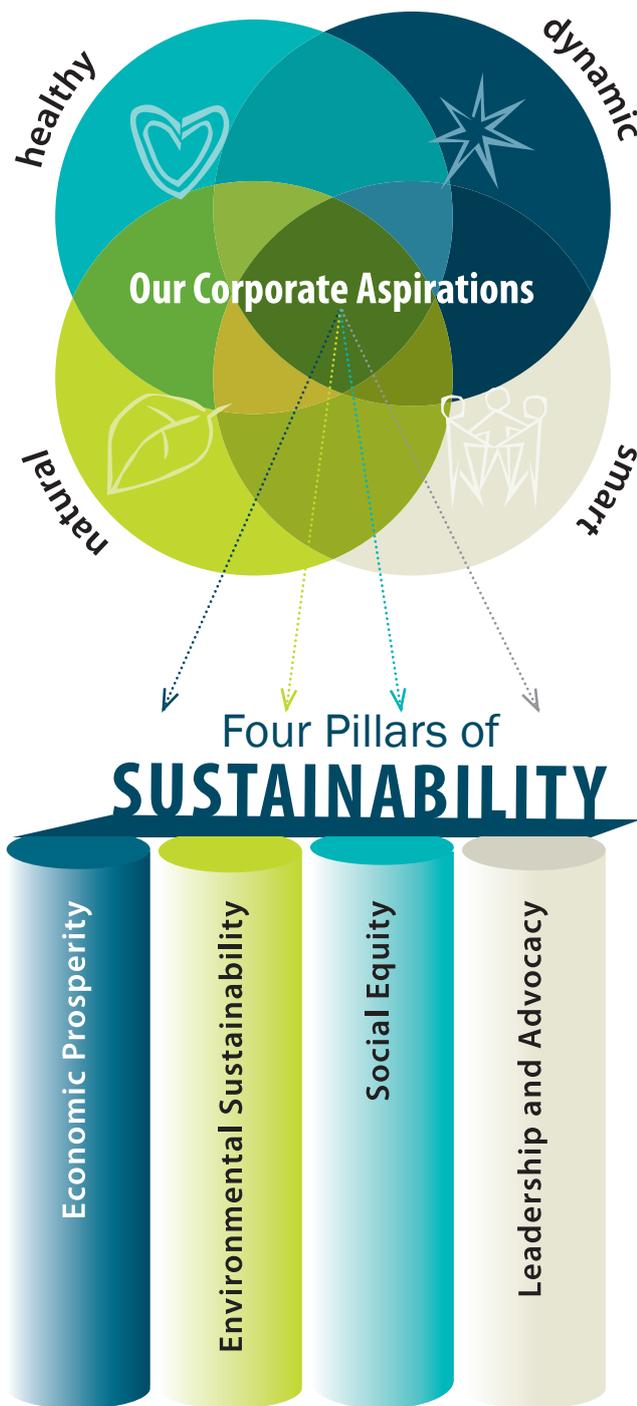
This document consists of two parts:

**Part A: Sustainability Charter** – articulates Council's commitment to supporting the future of the Fraser Coast through implementing and promoting sustainable practices.

**Part B: Implementation Plan** – sets the priorities, identifies roles and responsibilities, key resources and timeframes.

Council will monitor and measure progress and report regularly to the Community on our achievements.





### Environmental Sustainability

Environmental Sustainability demonstrates responsible custodianship of the land, water, air and built environment by protecting, preserving and enhancing the Fraser Coast's natural areas and eco systems for current and future generations while making the natural environment accessible for everyone to enjoy.

Managing and developing key strategies to preserve and protect the region's significant environmentally sensitive natural areas is a priority with greater awareness of the community and governments' responsibility to act in a sustainable manner.

### Economic Prosperity

A sustainable economy focuses on the strengths and opportunities of the region (building on and protecting the Fraser Coast's natural environment and understanding that it is a key attractor for tourists and residents), establishing a vibrant, diverse and dynamic economy which attracts and retains businesses, underpinned by a skilled workforce whilst promoting the region as a desirable place to visit, live, work, invest and do business.

### Social Equity

A sustainable community must have the ability to maintain and enhance social capacity developed around the principles of social equity whilst enabling the community to meet its own needs, advance their potential and improve well being through healthy, safe and fulfilling lifestyle choices.

### Leadership & Advocacy

Council will exercise community leadership, intertwining sustainability into its decision making and proactively engaging, educating and influencing the community, government leaders and industry to collectively work together for a sustainable future to achieve our aspiration for Social, Economic and Environmental Sustainability.

#### Our Sustainable Fraser Coast Charter will :

- Advocate community sustainability within the Fraser Coast region;
- Advance the reputation of the Fraser Coast as a sustainable region;
- Raise awareness within the community of the *Sustainable Fraser Coast Charter* and Implementation Plan;
- Actively engage the community and advocate for community action and participation; and
- Consult with the community to continuously improve the *Sustainable Fraser Coast Charter* and Implementation Plan.





## Economic Prosperity Pillar

### Principle 1

#### Coordination with the Education Sector on Sustainability

Partner with the education sector to support education programs and develop and deliver awareness campaigns which are considered fundamental building blocks towards sustainability.

### Principle 2

#### Economic Development

Create a positive relationship and ongoing commitment to the environment and maintain a harmony between development and nature to achieve sustainable economic growth in the region.

### Principle 3

#### Sustainable Infrastructure Maintenance and Replacement

Develop infrastructure investment strategies that maximise economic returns and minimise social and environmental impacts.

### Principle 4

#### Corporate Economic Sustainability Through Sustainable Fiscal Management Practices

Employ prudent and disciplined financial management strategies that balance community expectations with affordability.

### Principle 5

#### Educating and Developing a Skilled Workforce

Developing a skilled work force is essential to the health and growth of the local economy in meeting current and emerging business opportunities.

### Principle 6

#### Tourism Investment and Regional Marketing

Market and promote activities that highlight the region's unique heritage, culture, culinary and natural resources to retain residents and keep visitors coming back.

### Principle 7

#### Agricultural Land Retention and Appreciation

Raise community awareness of the importance of local food production, celebrating the agricultural industry and establishing farming as an economically viable lifestyle.



## Environmental Sustainability Pillar

### Principle 1

#### Water Conservation and Reuse

Preserve and protect our water resources through sensible water use practices and innovative reuse technology.

### Principle 2

#### Sustainable Land Use Planning and Development Practices

Facilitate and encourage sustainable development through effective planning strategies and policies. Land use regulation, the control of land development practices, transportation choices, density and the mix of land uses are key determinants in the ecological footprint of the region.

### Principle 3

#### Waste Reduction

Promote and encourage "reuse and recycle" through utilisation of innovative waste minimisation strategies and effective community awareness campaigns.

### Principle 4

#### Enhancement and Protection of Natural Areas, Wildlife Habitat and Coastal Areas

Protect significant natural habitat areas that support a diverse range of flora and fauna and provide large valued green space, while providing a buffer to urbanisation and supporting passive recreation.

### Principle 5

#### Energy Efficiency

Investigate and implement sustainable practices that will reduce Council's carbon footprint and energy use.

### Principle 6

#### Fleet Efficiency Programs

Develop a fleet procurement policy that minimises the environmental impacts of owning and operating Council's fleet.

### Principle 7

#### Green Procurement Policies and Practices

Develop a procurement policy that incorporates sustainability into the decision making and evaluation process in product and service selection.

### Principle 8

#### Sustainable Engineering Standards and Practices

Review and adopt design standards that incorporate and promote "Water Sensitive Urban Design" principles.

### Principle 9

#### Energy efficient and environmentally friendly Green Office

Develop a "Green Office" which promotes an Energy Efficient and Environmentally Friendly office through the purchase of energy efficient office equipment, the use of recycled office materials, encouraging recycle and reuse and employing sustainable practices.





Principle  
1

**Cultural Awareness in the Community**

Respect and reflect the cultural values, meanings and beliefs of the community, including indigenous and non-indigenous cultures where all forms of creative expression and public entertainment are nurtured, celebrated and valued as important contributors to the region's cultural, social and economic life.

Principle  
2

**Plan for the Social Well Being of Residents**

Ensure everyone can live, work, study and play within a high quality environment with rich biodiversity.

Principle  
3

**Public Safety and Security**

All residents and visitors should feel welcome and safe within the Fraser Coast region.

Principle  
4

**Accessible and Responsive Services**

Encourage the provision of quality and equal access to services and facilities and ensure that our services are genuinely responsive to the needs of the community.

Principle  
5

**Enhancing the Public Realm**

Contribute to the provision of high quality neighbourhood environments through sufficient accessible open spaces that are ecologically diverse and a natural environment that is pleasant and safe for all.

Principle  
6

**Historical and Heritage Assets**

Protect, respect and share our community's unique history and heritage by encouraging the conservation, management and appreciation of our cultural heritage.

Principle  
1

**Public Education, Awareness and Sharing of Information**

Engage and interact with local communities to become champions of sustainability, share the benefits and actively participate in decisions affecting sustainability.

Principle  
2

**Influencing Others to Act**

Actively drive sustainability by influencing our stakeholders including customers, community, suppliers, government agencies, partners and employees.

Principle  
3

**Corporate and Community Leadership**

Promote and demonstrate sustainability through the integration of environmental, social and economic considerations into all aspects of our activities and policies.

Principle  
4

**Sustainable and Inclusive Decision Making**

Engage widely, facilitate and encourage meaningful participation of all citizens in policy decision making and encourage residents to take responsibility for their





*Sustainability is defined as: “forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs.”*

**The Brundtland Report, 1987**



## Feedback

If you have a comment or question about this Charter, here's how to contact us:

**Write:** Office of Chief Executive Officer  
Fraser Coast Regional Council  
PO Box 1943, Hervey Bay Qld 4655

**Web:** [www.frasercoast.qld.gov.au](http://www.frasercoast.qld.gov.au)

**Email:** [enquiry@frasercoast.qld.gov.au](mailto:enquiry@frasercoast.qld.gov.au)

**Phone:** 1300 79 49 29

**Fax:** (07) 4197 4455

## Resources

[www.frasercoast.qld.gov.au](http://www.frasercoast.qld.gov.au)

[www.sustainablefrasercoast.com.au](http://www.sustainablefrasercoast.com.au)

Our SUSTAINABLE  
Fraser Coast

IMPLEMENTATION PLAN



*Priority actions, key resources and timeframes required to implement the commitments contained within Our Sustainable Fraser Coast Charter.*

*Supporting our future  
with a sustainable lifestyle*





**Economic Prosperity Pillar**

Timeframe		
Short Term < 1 year	Medium Term 1-3 years	Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>EC1</b> Coordination with the Education Sector on Sustainability	Partner with educational organisations to engage the community and educate youth on sustainability issues.				<b>Strategies/Plans:</b> Economic Development Strategy  <b>Programs:</b> Sustainable Living Website School Based Awareness Programs  <b>Committees:</b> Economic Development Portfolio Education Hervey Bay  <b>Key Partners:</b> Educational Institutions University of Southern Queensland
	Participate in career and trade shows that promote and provide valuable information about sustainability to organisations and the community.				
	Promote opportunities for students to contribute to the sustainability of our region through strong educational partnerships with local schools and institutions.				
<b>EC2</b> Economic Development	Implement the Economic Development Strategy that supports our vision of the Fraser Coast as an attractive place for business investment.				<b>Strategies/Plans:</b> Economic Development Strategy Fraser Coast 2030 Aviation Strategy  <b>Programs:</b> EcoBiz - Department of Environment and Resource Management (DERM) QWESTnet (DERM)  <b>Committees:</b> Economic Development Portfolio Marketing and Tourism Portfolio Economic Development Advisory Committee  <b>Key Partners:</b> Fraser Coast South Burnett Regional Tourism Board Ltd Chamber of Commerce Department of Environment and Resource Management (DERM) University of Southern Queensland
	Foster an environment that retains and supports existing businesses whilst expanding economic opportunity.				
	Actively market the Fraser Coast's competitive advantages to attract new business opportunities and developments.				
	Develop a diversified and resilient economy, whilst promoting sustainable business practices which incorporate the elements of quadruple bottom line.				
	Support and seek environmental outcomes that produce more sustainable economies and healthier communities.				
	Encourage the development of competitive local businesses within the Fraser Coast and more broadly within the Wide Bay region.				
<b>EC3</b> Sustainable Infrastructure Maintenance and Replacement	Incorporate full life-cycle cost analysis when evaluating infrastructure investment decisions.				<b>Strategies/Plans:</b> Asset Management Plans Design Manuals Long-Term Financial Plan  <b>Programs:</b> EcoSpecifier  <b>Committees:</b> Corporate Governance and Sustainability Portfolio Urban and Rural Infrastructure Portfolio  <b>Key Partners:</b> Federal and State Government Agencies
	Integrate "green design" principles to maximise service life and minimise maintenance/operating costs of assets.				
	Develop Asset Management Plans that detail desired levels of service and ensure adequate long-term funding for the maintenance and replacement of the region's Infrastructure base.				
	Invest strategically in infrastructure and services to ensure that it meets the objective of all four sustainability pillars, in a balanced manner.				





**Economic Prosperity Pillar**

Timeframe
Short Term < 1 year
Medium Term 1-3 years
Long Term > 3 years

Principle	Priority Actions	S	M	L	Key Resources
<b>EC4</b> Corporate Economic Sustainability Through Sustainable Fiscal Management Practices	Employ prudent and disciplined financial management strategies that balance community expectations with affordability.				<b>Strategies/Plans:</b> Long-Term Financial Plan Project Analysis and Management Council Policies Corporate and Operational Plans Annual Report  <b>Programs:</b> Council Agendas  <b>Committees:</b> Corporate Governance and Sustainability Portfolio Audit Committee  <b>Key Partners:</b> Federal and State Government Agencies
	Encompass sustainability principles in the decision making process to ensure that financial, social and environmental costs and benefits are evaluated.				
	Develop sustainability measures, giving priority to these when allocating resources and report our achievements against these indicators in the Operational Plan and Annual Report.				
	Ensure that sustainability initiatives are affordable and within the financial capability of the region to ensure that the initiatives are sustainable over time.				
	Demonstrate leadership and instil confidence in the community by continuing to invest in the region, facilitating job creation, supporting local industry and encouraging business opportunities.				
	Support the principle of inter and intra generational equity by managing and using resources for our community's benefit now while ensuring that our actions do not adversely impact on future generations.				
	Investigate pricing strategies that provide incentives and reward sustainable practices and initiatives.				
<b>EC5</b> Educating and Developing a Skilled Workforce	Work with the University and Education Institutions to deliver programs that serve the needs of the business community and build on the region's strengths.				<b>Strategies/Plans:</b> Economic Development Strategy Human Resource Strategy  <b>Programs:</b> Jobs website School Based Awareness Programs  <b>Committees:</b> Economic Development Portfolio Education Hervey Bay  <b>Key Partners:</b> Educational Institutions University of Southern Queensland Chambers of Commerce
	Promote a wide range of opportunities for participation in life-long learning through educational institutions which offer high quality, high levels of educational attainment and universal access.				
	Work in partnership with the educational and business sector to identify skills deficits across the region.				
	Develop employment market strategies to support and assist local employers seeking to connect with potential employees, retain graduates from our local institutions, retain skilled trades-persons and attract qualified employees to our region.				
	Provide a diversity of jobs with fair wages and safe working conditions.				



**Economic Prosperity Pillar**



**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>EC6</b> Tourism Investment and Regional Marketing	Attract tourism investment to further develop year round product offerings.				<b>Strategies/Plans:</b> Tourism Strategy Economic Development Strategy Regional Events Strategy Sports Marketing Strategy  <b>Programs:</b> Staycations LiveLifeHappy website  <b>Committees:</b> Marketing and Tourism Portfolio Brolga Theatre Board Inc.  <b>Key Partners:</b> Fraser Coast South Burnett Tourism Board Ltd (FCSBTB) Tourism Queensland Brolga Theatre Inc.
	Market leisure activities that highlight the region's unique heritage, culture, culinary and natural resources.				
	Develop niche tourism markets including sport tourism, business tourism, leisure travel, cultural tourism and eco-tourism.				
	Increase visitation from the Travel Trade, Meetings and Conferences sectors.				
	Maximise the region's capability to host local, national and international sport events.				
Develop existing products, services and activities to retain residents and keep visitors continually coming back.					
<b>EC7</b> Agricultural Land Retention and Appreciation	Raise community awareness of the importance of local food production, celebrating the agricultural industry and establishing farming as an economically viable lifestyle.				<b>Strategies/Plans:</b> Economic Development Strategy Planning Policies Sustainable Growth Strategy  <b>Programs:</b> Farm and Nature Tourism (FANT)  <b>Committees:</b> Marketing and Tourism Portfolio Economic Development Portfolio  <b>Key Partners:</b> Fraser Coast South Burnett Tourism Board Ltd (FCSBTB) Tourism Queensland Agricultural Industry
	Encourage and support local food production, processing, distribution and retailing businesses/facilities.				
	Identify, designate and protect prime agricultural land.				
Support the farming community in identifying value added products and services that complement their agricultural business (eg farm gate stays, produce markets).					



# Environmental Sustainability Pillar

**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

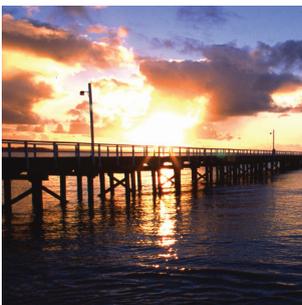
Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
EN1 Water Conservation and Reuse	Promote water conservation and reuse through the utilisation of stormwater harvesting systems and the sustainable use of greywater.	█	█		<b>Strategies/Plans:</b> Statement of Corporate Intent - Wide Bay Water Corporation  <b>Programs:</b> Community Environment Program (CEP) School Based Awareness Programs  <b>Committees:</b> Water and Sewerage Infrastructure Portfolio  <b>Key Partners:</b> Wide Bay Water Corporation
	Identify investment and management actions that will improve water quality, river health and aquatic biodiversity.	█	█		
	Manage supply and demand to minimise extraction and depletion of water from the environment.	█	█		
	Maximise the sustainable reuse of wastewater with a target of zero-waste.	█	█		
EN2 Sustainable Land Use Planning and Development Practices	Incorporate sustainability guidelines and policies in the development of the region's Sustainable Growth Strategy and Planning Policies.		█		<b>Strategies/Plans:</b> Sustainable Growth Strategy Strategic Land Use Plan Planning Scheme Policies and Codes Vegetation Management Policy  <b>Programs:</b> Development Industry Forums  <b>Committees:</b> Development Services Committee Wide Bay Regional Planning Advisory Committee (RPAC)  <b>Key Partners:</b> Urban Development Institute of Australia (UDIA)
	Develop a "Sustainability Checklist" that will be used in the review and approval of developments.	█	█		
	Work in partnership with the development industry to provide information and incentives to promote energy efficient "green" buildings and developments.		█		
	Ensure an appropriate mix of land use and residential densities that facilitates accessible services and connectivity.		█		
	Ensure development avoids critical habitat and preserves, protects and enhances natural habitat and landscape features.	█	█		
	Encourage the use of native and low-impact species of trees in development and promote the concept of retain and replant.	█	█		
EN3 Waste Reduction	Promote and practice the 4 Rs of waste management and minimisation - Rethink, Reduce, Reuse and Recycle.	█	█		<b>Strategies/Plans:</b> Waste Management Strategy Corporate and Operational Plans  <b>Programs:</b> Reuse and Recycle Education Awareness Campaign Community Environment Program (CEP)  <b>Committees:</b> Business Development Portfolio  <b>Key Partners:</b>
	Enhance recycling opportunities by investing in the provision of facilities that maximise reuse and recycling through innovative solutions to waste disposal.	█	█		
	Utilise composting and recycling activities to minimise waste to landfill (including green waste).	█	█		
	Investigate and implement waste to energy conversion opportunities.	█	█		



**Environmental Sustainability Pillar**

**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>EN4</b> Enhancement and Protection of Natural Areas, Wildlife Habitat and Coastal Areas	Undertake an Ecosystem Management Study to update the region's mapping, policies and practices with regard to the identification, protection and management of environmentally sensitive areas.		■		<b>Strategies/Plans:</b> Foreshore Management Plan Shoreline Erosion Management Plan Environmental Levy Management Plans Bushland Fire Management Strategy Vegetation Protection  <b>Programs:</b> Community Environment Program (CEP) Environmental Awards Community Based Awareness Programs  <b>Committees:</b> Coastal Management Taskforce Environmental Advisory Committee Fraser Island World Heritage Area Management Committee Environmental Portfolio  <b>Key Partners:</b> Burnett Mary Regional Group (BMRG)
	Demonstrate environmental leadership in the management, conservation and/or development of Council owned lands through the development of robust land management plans.	■			
	Develop a Foreshore Management Plan for the future use and management of foreshore parklands recognising the important environmental and ecological values of the foreshore and recreational needs of residents and visitors.	■			
	Develop a Shoreline Erosion Management Plan that establishes strategies to manage and respond to erosion threats and identifies sustainable solutions.	■			
	Protect natural areas through the conservation and restoration of our native vegetation and the acquisition of environmentally sensitive natural areas.	■			
	Promote and support the expansion of the Community Environment Program increasing community volunteer participation in the active management of bushland and open spaces and environmental awareness campaigns.	■			
	Promote and establish Community Gardens throughout the region to educate residents in organic gardening, build local community connections and teach children about the supply of sustainable fresh food.	■			



# Environmental Sustainability Pillar

**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>EN5</b> Energy Efficiency	Reduce the energy dependency of Council facilities by implementing energy conservation measures that lower energy consumption.	█			<b>Strategies/Plans:</b> Carbon Footprint Audit Corporate and Operational Plans  <b>Programs:</b> Cities for climate Protection Sustainable Living Website  <b>Committees:</b> Environmental Portfolio Environmental Advisory Committee  <b>Key Partners:</b> Ergon Energy
	Undertake a Carbon Audit of Council's operations.	█			
	Identify and implement sustainable practices that will reduce Council's carbon footprint.	█			
	Conduct public awareness campaigns and provide information for the community about energy saving initiatives and sustainable practices.	█			
	Investigate and implement more energy-efficient solutions for the provision and conversion of street lighting.	█			
<b>EN6</b> Fleet Efficiency Programs	Develop a fleet procurement policy that minimises the environmental impacts of owning and operating Council's fleet.	█			<b>Strategies/Plans:</b> Carbon Footprint Audit Fleet Management Policy  <b>Programs:</b>  <b>Committees:</b> Business Development Portfolio  <b>Key Partners:</b>
	Incorporate a decision criterion which evaluates the "carbon footprint" rating when purchasing equipment.	█			
	Investigate the use of affordable alternative fuels which lower our carbon.	█			
	Implement practices and investigate opportunities that will improve the fuel efficiency of Council's fleet.	█			
<b>EN7</b> Green Procurement Policies and Practices	Encompass "Sustainability" into Event Management which encourages the use of local products, promotes alternative modes of transportation, reduces waste and supports community economic development initiatives.	█			<b>Strategies/Plans:</b> Strategic Events Strategy Procurement Policy Carbon Footprint Audit  <b>Programs:</b>  <b>Committees:</b> Corporate Governance and Sustainability Portfolio Marketing and Tourism Portfolio  <b>Key Partners:</b>
	Incorporate sustainability into the decision making and evaluation process in product and service selection.	█			
	Incorporate into the tender evaluation process the requirement for consultants and contractors to demonstrate their commitment to sustainable business practices.	█			
<b>EN8</b> Sustainable Engineering Standards and Practices	Review and adopt design standards that incorporate the provision and implementation of green infrastructure on public land.	█			<b>Strategies/Plans:</b> Development Manual Design Standards and Project Assessment  <b>Programs:</b>  <b>Committees:</b> Infrastructure Portfolio  <b>Key Partners:</b>
	Incorporate "Water Sensitive Urban Design" principles in drainage, landscaping, sewer and water projects.	█			
	Incorporate the principles of "green building" into the design and construction of new community facilities.	█			



# Environmental Sustainability Pillar

**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>EN9</b> Energy Efficiency and environmentally friendly Green Office	Develop a "Green Office Guide" which promotes an energy efficient and environmentally friendly office through the purchase of energy efficient office equipment, the use of recycled office materials, encouraging recycle and reuse and employing sustainable practices.				<b>Strategies/Plans:</b> Carbon Footprint Audit Employee Induction Program Information Management Strategic Plan  <b>Programs:</b> Green Office Program  <b>Committees:</b> Corporate Governance and Sustainability Portfolio  <b>Key Partners:</b> Employees and Suppliers
	Develop a "Sustainable" Meeting Practice Policy incorporating alternative meeting methods and transport options.				
	Encourage and promote the use of alternative transportation modes for commuting to work eg ride to work days.				
	Conduct sustainability audits for all Council facilities and Council owned community facilities.				
	Support and promote the recognition of the Fraser Coast within the Great Sandy Biosphere.				



# Social Equity Pillar



**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>SE1</b> Cultural Awareness in the Community	Promote and raise awareness of arts and culture in a manner that celebrates diversity and community identity and strives to ensure accessibility and inclusivity.				<b>Strategies/Plans:</b> Cultural Heritage Study Social Plan Community Cultural Plan  <b>Programs:</b> Regional Arts Development Fund Sister Cities  <b>Committees:</b> Arts and Culture Portfolio Heritage Advisory Committee  <b>Key Partners:</b> Fraser Coast Cultural Festival Brolga Theatre Inc Sister Cities relationships and Friendship Cities
	Respect and reflect the cultural values, meanings and beliefs of the community, including indigenous and non-indigenous cultures.				
	Actively encourage and support mutual understanding and cooperation between groups, peoples, cultures and countries.				
	Nurture, broaden and enhance established and emerging arts, artists and cultural organisations.				
	Recognise and enhance the social value, economic potential, and community vitality of arts, creativity and entertainment.				
	Encourage initiatives that ensure that the plans and priorities of the arts community are effectively integrated and represented.				
<b>SE2</b> Plan for the Social Well Being of Residents	Develop and implement a Social Plan which contributes to the social sustainability of the Fraser Coast region.				<b>Strategies/Plans:</b> Social Plan Strategic Events Policy Volunteer Policy  <b>Programs:</b> Junior Council Youth Week  <b>Committees:</b> Arts and Culture Portfolio Marketing and Tourism Portfolio Fraser Coast Inclusive Communities Advisory Team  <b>Key Partners:</b> Fraser Coast Youth Sector Network
	Celebrate community pride by organising and participating in celebratory events of our multicultural heritage and traditional arts through festivals, culinary celebrations and other participatory events.				
	Increase opportunities for access to leisure for children, youth, seniors and those with special needs.				
	Promote social inclusiveness by encouraging and facilitating volunteerism and participation in community activities by persons of all ages, abilities and cultural communities.				
<b>SE3</b> Public Safety and Security	Develop a crime prevention strategy for the social well-being of Fraser Coast residents as the foundation for addressing crime and public safety issues.				<b>Strategies/Plans:</b> Road Safety Networks Local Laws Disaster Management Strategy Planning Policies  <b>Programs:</b> Responsible Pet Ownership  <b>Committees:</b> Liquor Accord Infrastructure Portfolio Local Disaster Management Group Arts and Culture Portfolio  <b>Key Partners:</b> Queensland Police Emergency Services
	Promote the use of Crime Prevention Through Environmental Design (CPTED) principles in construction and new developments to make streets safe, comfortable and welcoming for all users.				
	Promote a high level of confidence in public safety and disaster management response capabilities by increasing community awareness and preparedness in an emergency.				
	Develop awareness programs that educate the community on their social responsibilities.				



**Social Equity  
Pillar**

**Timeframe**  
Short Term < 1 year  
Medium Term 1-3 years  
Long Term > 3 years

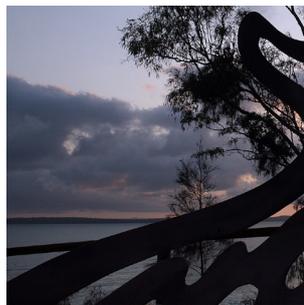
Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>SE4</b> Accessible and Responsive Services	Create an attractive, comfortable, walkable and accessible public realm, including adequate places to rest.				<b>Strategies/Plans:</b> Social Plan Long Term Financial Plan Walk and Cycle Strategy Access and Equity Policy Planning Policies  <b>Programs:</b> Disability Achievement Awards  <b>Committees:</b> Fraser Coast Inclusive Communities Advisory Team Arts and Culture Portfolio  <b>Key Partners:</b>
	Promote development that supports an environment that is friendly for pedestrians, cyclists, wheelchair users and other mobility challenges.				
	Design and implement programs to upgrade public infrastructure to meet accessibility guidelines.				
	Encourage the provision of quality and equal access to services and facilities including recreation, arts, culture and customer service locations and ensure that our services are genuinely responsive to the needs of the community.				
	Promote disability awareness and accessibility issues within the Community.				
<b>SE5</b> Enhancing the Public Realm	Implement design standards that minimise the negative impacts of transportation facilities on communities.				<b>Strategies/Plans:</b> Transport Strategy Walk and Cycle Strategy Recreation and Sport Strategy Planning Policies Long Term Financial Plan  <b>Programs:</b>  <b>Committees:</b> Arts and Culture Portfolio Development Services Committee Urban and Rural Infrastructure Portfolio Wide Bay Burnett Regional Roads Group  <b>Key Partners:</b> Urban Development Institute of Australia (UDIA) Development Industry
	Establish an attractive, green, pleasant and safe pedestrian environment with suitable pathway and bikeway networks throughout the region.				
	Ensure that developments are accessible and pedestrian, bicycle and transit friendly, and have safe and welcoming public gathering places that promote sense of place and community, health and safety, accessibility and social interaction.				
	Promote the provision of frequent, safe, reliable, accessible, affordable and integrated local transport services that offer good geographical coverage.				
	Design and establish active public spaces and streetscapes to increase public safety and foster a sense of community pride.				
	Undertake demonstration projects in the public realm that promote best practices in sustainability, utilising Water Sensitive Urban Design principles.				
Provide and promote affordable, accessible recreation and leisure opportunities that support healthy and active lifestyles.					



**Social Equity  
Pillar**

**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
SE6 Historical and Heritage Assets	Protect social and heritage assets by encouraging the conservation, management and appreciation of the cultural heritage of the Fraser Coast.				<b>Strategies/Plans:</b> Local Heritage Register Planning Policies  <b>Programs:</b> Heritage Awards Heritage Walking Trails  <b>Committees:</b> Heritage Advisory Committee Arts and Culture Portfolio  <b>Key Partners:</b>
	Build local identity through increased public awareness and appreciation of our diverse cultural history and rich heritage represented in indigenous knowledge, shared experiences, oral history, traditional practices and skills, and a sense of place.				



# Leadership and Advocacy Pillar



Timeframe
Short Term < 1 year
Medium Term 1-3 years
Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>LA1</b> Public education, awareness and sharing of information	Actively encourage employees and volunteers to conduct their activities in an environmentally, socially and economically responsible manner.				<b>Strategies/Plans:</b> Corporate Communications Strategy Information Management Strategic Plan  <b>Programs:</b> Sustainable Living Website  <b>Committees:</b> Corporate Governance and Sustainability Portfolio Education Hervey Bay  <b>Key Partners:</b> Educational Institutions Volunteers Employees Community
	Provide information on best practices in areas such as alternative energy systems, energy efficiency, recycling and reuse, composting, and reduction of solid and liquid waste through a variety of communication means that are easily accessible to local residents and businesses.				
	Create an interactive, readily accessible and easily used sustainability web site for community access and input.				
	Publish the Council's sustainability indicators, targets and the results from monitoring these indicators for the community to review and comment on.				
	Introduce an awards program to recognise significant local sustainability initiatives.				
	Engage, provide assistance to and empower our community to adopt a more sustainable lifestyle and act on sustainability issues.				
<b>LA2</b> Influencing others to act	Participation: Actively participate and organise forums with key stakeholders and government agencies to facilitate dialogue, participate on local and regional reference groups and take steps to stay abreast of emerging trends and opportunities.				<b>Strategies/Plans:</b> Community Plan Corporate Plan  <b>Programs:</b>  <b>Committees:</b> Key Industry Forums Seachange Australian Council of Local Governments (ACOLG)  <b>Key Partners:</b> Federal and State Government Agencies Community and Industry Action Groups
	Advocate: Seek resolution of emerging issues by sharing information, discussing needs, assisting in developing solutions and establishing priorities with government and community stakeholders.				
	Influence: Actively drive sustainability by influencing our stakeholders including customers, community, suppliers, government agencies, partners and staff.				



# Leadership and Advocacy Pillar



**Timeframe**  
 Short Term < 1 year  
 Medium Term 1-3 years  
 Long Term > 3 years

Principle	Priority Actions	Timeframe			Key Resources
		S	M	L	
<b>LA3</b> Corporate Leadership	Promote and demonstrate sustainability through the integration of environmental, social and economic considerations into all aspects of our activities and policies.				<b>Strategies/Plans:</b> Community Plan Human Resources Strategy and Workforce Planning Long Term Financial Plan  <b>Programs:</b>  <b>Committees:</b> Corporate Governance and Sustainability Portfolio  <b>Key Partners:</b> Employees Federal and State Government Agencies Community and Industry Action Groups
	Work collaboratively with all sections of government, business and the community to reach sustainability.				
	Incorporate sustainability responsibilities in our job descriptions, work manuals, induction sessions, reporting systems and training programs.				
	Promote staff development and corporate structures that support the physical and emotional health and well-being of individuals and contribute to a healthy and productive work environment.				
	Develop and adopt a Community Plan.				
	Ensure that we employ people for today and tomorrow – right people, right jobs, right outcomes.				
	Incorporate sustainability principles into Council's strategic planning framework including Community Plan, Corporate Plan and Budget process.				
<b>LA4</b> Sustainable and Inclusive Decision Making	Assess current and future policies in light of the commitments in this Charter.				<b>Strategies/Plans:</b> Community Consultation Framework  <b>Programs:</b>  <b>Committees:</b> Council Meetings  <b>Key Partners:</b> Community
	Engage widely, facilitate and encourage meaningful participation of all citizens in policy decision making and encourage residents to take responsibility for their actions.				





*“A society grows great when men plant trees whose shade they know they shall never sit in.”*

*Greek Proverb*



## Feedback

If you have a comment or question about this Implementation Plan, here's how to contact us:

**Write:** Office of Chief Executive Officer  
Fraser Coast Regional Council  
PO Box 1943, Hervey Bay Qld 4655

**Web:** [www.frasercoast.qld.gov.au](http://www.frasercoast.qld.gov.au)

**Email:** [enquiry@frasercoast.qld.gov.au](mailto:enquiry@frasercoast.qld.gov.au)

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## Resources

[www.frasercoast.qld.gov.au](http://www.frasercoast.qld.gov.au)