

# Murweh Shire

Destination Management Strategy and Action Plan  
2024-2029



# SHIRE OF MURWEH

MORVEN - CHARLEVILLE - AUGATHELLA

This document has been prepared by Murweh Shire Council in response to the requirements of the Earth Check Sustainable Destinations Program.

The document outlines the Destination's Management Strategy and Action Plan to address the 12 Key Performance Area of the EarthCheck program.

This document should be read in conjunction with the **Risk Assessment document** developed for the EarthCheck Program.

In developing the action plan and targets, the Destination Authority consulted with key stakeholders, local community, external stakeholders, and others.

These include.

- Destination Authority staff
- Local Businesses
- Residents
- Griffith University tourism experts
- Flinders University, SA. Sustainability expert
- Tourism bodies
- South West Queensland Regional Organisation of Councils (SWQROC)

Visitors were not included in the consultation for this plan as the timing of the Performance Report was during the non-tourism season.

This document has five sections.

1. Key Performance Areas
2. Benchmarking Data Assessment
3. Review of Plan
4. Action Plan and Targets
5. Communication and Promotion of Sustainability

## **1. Key Performance Areas**

EarthCheck have 12 Key Performance Areas, which have been assessed using 20 indicators. These KPA's are:

1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection, noise control, & light pollution
4. Management of freshwater resources
5. Wastewater management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid waste management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

In addressing the EarthCheck 12 Key Performance Areas, the Murweh Shire Council, as a small Council may not have specific plans and strategies in place to address each specific area. However, where the Corporate Plan, Operational Plan and other Plans relate to this area is noted below. Where none exist, it may be that it is not appropriate to this Shire, and/ or may need to be considered.

The MSC Corporate Plan, 2022-2027, page 11, notes how the plan aligns with the global goals of Sustainable Development and how the Council in 2023, is taking action toward 60% of the 258 indicators of Sustainable Development Goals.

## SUSTAINABILITY

Murweh Shire Council is committed to making a positive and measured impact toward sustainability through local action in this plan.

The 17 Global Goals for Sustainability and 169 targets represent the critical drivers underpinning sustainability of our community and organisation. The 258 nationally reported indicators are a useful standardised tool to measure and report progress and guide future planning.

Murweh Shire Council is already taking positive action locally toward 60% of the 258 indicators for the Sustainable Development Goals (SDG).

MURWEH SHIRE COUNCIL SDG BENCHMARK ASSESSMENT 2022

### THE GLOBAL GOALS For Sustainable Development

### PRIORITY LOCAL ACTION

- Goal 1** Supporting essential services
- Goal 2** Resilient and productive agriculture
- Goal 3** Community health and disease prevention
- Goal 4** Education participation
- Goal 6** Water access, use and reuse
- Goal 7** Increase renewable energy
- Goal 8** Economic growth and employment  
Promote tourism and local culture
- Goal 9** Resilient infrastructure and industrialisation
- Goal 10** Equality and inclusion
- Goal 11** Safe and inclusive communities
- Goal 12** Consumption and resource recovery
- Goal 13** Disaster risk and climate change
- Goal 15** Ecosystem use and protection
- Goal 16** Peaceful and safe communities
- Goal 17** Governance and connectivity

The Corporate Plan, Operational Plan and others noted, address many of the EarthCheck Key Performance Areas.

- [MSC Corporate Plan 2022-2027](#) See Table 1
- [Community Plan 2012-2022](#)
- [DWQMP Report 2022.pdf](#)
- [Queensland Housing Strategy 2021-2025 - Local Housing Action Plan](#)
- [MSC Operational Plan 2023-2024 \(including Q1 review\)](#)

**Table 1. Murweh Shire Corporate Plan alignment with EarthCheck KPA**

KPA addressed	item	Section
Energy efficiency, conservation and management	Waste	2.5
	Alternative energy	4.5
Greenhouse gas emissions	Alternative energy	4.5
	Climate change	4.6
Air quality protection, noise control, & light pollution	Clean air. Noise and light pollution not applicable in this destination	4.5 – 4.6
Management of freshwater resources	Water – Biosecurity	2.3
	Water quality	2.6
Wastewater management, drainage and streams	Waste	2.5
	Waste water	2.6
Ecosystem conservation and management	Ecosystem health	2.2
	Biosecurity	2.3
	Landscape	4.7
Land use planning and development	Development/ stock routes/ Green Space	2 4.1, 4.2
Transport	Roads/ Rail/ Air	2.4 4.3
	Solid waste management	Disposal /Recycling
Management of environmentally harmful substances	Landscape protection	4.7
Cultural and Social Management	Public space	2.2
	Wellbeing / Green Space/ Culture	3.1 – 3.4
	Safety	3.2
Economic Management	Education	3.3
	Economy	4.1- 4.4
	Reduce energy costs	4.5

## 2. Benchmarking Data Assessment

The EarthCheck Benchmarking Data Report found Murweh Shire exceeded Best Practice in 9 indicators, was at or above Baseline for 4 and was below Baseline in 7 from the 20 assessed indicators. See Table 1.

Indicators below baseline are specifically addressed in both the Risk document, and in this Action Plan to allow for continual improvements in the Shires' pathway to sustainability.

**Table 1. Murweh Shire Benchmarking Summary**

Murweh Shire Council indicator	MSC figure	MSC performance	Baseline	Best Practice
<b>Above the Best Practice level – Gold Star (passed)</b>				
<i>Energy Consumption</i>	283.7Gj	9% better than Best Practice	91.1GJ	68 Gj
<i>Greenhouse Gas Emissions</i>	8.9 tCo2 e	24.5% better than Best Practice	18.8	11.8
<i>Nitrous Oxides Produced,</i>	0.00076kg	100% better than Best Practice	2.60kg	1.82kg
<i>Sulphur Dioxide Produced,</i>	0.00005kg	100% better than Best Practice	0.64kg	0.45kg
<i>Particulate Matter Produced,</i>	0.00018kg	100% better than Best Practice	1.07kg	0.75kg
<i>Destination Safety - Homicide Rate</i>	0%	0.0008% better than Best Practice	0.0011%	0.0008%
<i>Cleaning Products</i>	100 points	20 points better than Best Practice	50 points	80 points
<i>Water Samples Passed</i>	100%	At Best Practice level	70%	100%
<i>Paper Products</i>	100 points	20 points better than Best Practice	50 points	80 points
<b>Better than Baseline / just below Best Practice – Green Tick (passed)</b>				
<i>Unemployment Rate</i>	5.1%	1.4% better than Baseline	6.5%	4.6%
<i>Water Savings Rating</i>	53.9 points	3.9 points better than Baseline	50 points	80 points
<i>Waste Recycling</i>	51.7 points	1.7 points better than Baseline.	50 points	80 points
<i>Pesticide Products Rating.</i>	50 points	At Baseline	50 points	80 points
<b>Below the Baseline</b>				
<i>Potable Water Consumption</i>	2,851,572 kl	355.5 % Below Baseline	137.7 kl	96.4 kl
<i>Waste Sent to Landfill</i>	15,853m <sup>3</sup>	29.4% Below Baseline	2.67 m <sup>3</sup>	1.87 m <sup>3</sup>
<i>Destination Safety - Theft Rate</i>	4.89%	2.6 % Below Baseline	2.28%	1.6%
<i>Destination Safety - Assault Rate</i>	1.84%	1.6% Below Baseline	0.23%	0.16%
<i>Accredited Operations</i>	0%	5% Below Baseline	5%	6.5%
<i>Habitat Conservation Area</i>	12%	8 % Below Baseline	20%	26%
<i>Green Space</i>	0.01%	14.99% Below Baseline	15%	20%

The 20 Benchmarking indicators used for assessment (Table 2) fall under many of the Key Performance Areas noted in Section 1.

To facilitate ease of reading this document, the Action Plan and Targets address the 20 benchmarked indicators, rather than the KPA.

Many of the Mitigations/ Actions noted in the Risk Document are repeated here as appropriate.

## 3. Review of Plan

This Action Plan and associated targets will be made available on Councils website for easy public access.

The Council will monitor, review, and revise as needed, in line with reviews of Operational Plans, Corporate Plans and budgets.

Feedback from the local community (residents and business), visitors and external stakeholders will be undertaken and incorporated into ongoing updates.

4. Action Plan and Targets

Murweh Shire

Sustainable Destinations Program 2024-2030

Destination					
Indicator	Risk	Objectives	Target/ timing	Actions	Responsibilities / Cost
<b>Energy Consumption</b>  9% <i>Above Best Practice</i>	Low	Reduced energy cost and usage through energy efficiency / self-sufficiency in community. ----- Reduce impact on environment from high energy usage.	Maintain energy consumption above best practice levels.  2025-2030	See Corporate Plan Section 4.5  <ul style="list-style-type: none"> <li>Investigate alternative energy sources to reduce consumption and cost.</li> <li>Promote energy efficient and self-sufficiency – eg. Solar</li> <li>Council to run workshops/ forums in energy savings</li> <li>Council to investigate funding to support solar installation in homes and businesses.</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Engineer</li> </ul>
<b>Greenhouse Gas Emissions</b>  <b>Destination &amp; Authority</b> 24% <i>Above Best Practice</i>	Low	To source integrated approaches to reduce climate change risk to community.	Maintain GG Emissions above best practice level. 2025-2035	Corporate Plan section 4.5/4.6  <ul style="list-style-type: none"> <li>Council to investigate alternative energy sources</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Engineer</li> </ul>
<b>Nitrous Oxides Sulphur Dioxide Particulate Matter</b> 100% <i>Above Best Practice</i>	Low	Maintain low level of outputs.	Ongoing to maintain above Best Practice	Corporate Plan section 4.5/4.6	
<b>Potable Water Consumption</b>  355% Below baseline	Extreme	Reduction in water usage by local community. ----- Reduction in water usage by Council in Council buildings and public facilities	20% reduction from current level by 2026  Achieve baseline by 2030  25% reduction in council usage by 2026	Corporate Plan section 2.6  <ul style="list-style-type: none"> <li>Destination Authority to develop an education program on water savings/ devices etc for local community.</li> <li>Support the local community and farmers to attend workshops and seminars organised by Council/Government agencies, to better understand water usage and conservation.</li> <li>Encourage the use of water tanks and water harvesting.</li> <li>Support research into agricultural innovations for farmers, council staff and natural resource managers.</li> <li>Council to consider installation of more rainwater harvesting tanks, on Council and public facilities.</li> <li>Council to investigate using greywater irrigation of public lands, where appropriate.</li> <li>Council to actively manage water assets including storage and use of recycled water for land management practices.</li> </ul>	<ul style="list-style-type: none"> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Engineer</li> <li>Council</li> <li>Sustainability Team</li> </ul>

				<ul style="list-style-type: none"> <li>• Collaborate with GU to Identify best practices in water use efficiency for businesses and promote to local businesses.</li> <li>• Collaborate with GU Identify the performance efficacy of water reduction innovations and promote their use to businesses/community.</li> </ul>	
<b>Waste Sent to Landfill</b>  29.4% Below baseline	<b>Low - Medium</b>	Enhance waste recycling in the community to reduce waste sent to landfill.  Reduce impact on environment of any leaching, gas and invasive species	Landfill sites to be redesigned to accommodate recycling and more efficient waste disposal, by 2026.	Corporate Plan Section 2. 5  <ul style="list-style-type: none"> <li>• Council to work with new contractor to manage the Landfill sites.</li> <li>• Council to progress the redesign the landfill sites to allow greater recycling of waste.</li> <li>• Discuss with new contractor how to expand current recycle program at landfill site for green waste and other items not currently recycled.</li> <li>• Source further funding to have paper and plastic recycling at landfill and install appropriate waste bins in towns.</li> <li>• Run community awareness programs on recycling.</li> <li>• Run business education programs on waste management best practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Director Economic Development</li> <li>• Director Community Services</li> <li>• Engineer</li> </ul> <ul style="list-style-type: none"> <li>• \$ 500,000 - \$800,000</li> </ul>
<b>Habitat Conservation Area</b>  8% Below baseline	<b>Low</b>	To identify suitable areas for habitat conservation in Council managed operations.	Identify one new conservation area per year.	Corporate Plan Section 2.2/2.3 /4.7 Long Term Community Plan pg. 6  <ul style="list-style-type: none"> <li>• Council to encourage local landowners to manage their properties for habitat and endangered species protection.</li> <li>• Council to encourage landowners to advise Council of areas set aside for habitat conservation and endangered species protection. Ie report land area set aside.</li> <li>• Council to provide funding to increase size of existing habitat conservation areas under Council control.</li> <li>• Council to fund native tree planting days in community, with stock bought from Landcare.</li> <li>• Council to run habitat conservation workshops in conjunction with Landcare and Dept Env.</li> <li>• Council to lobby State Government for additional Habitat Conservation areas if appropriate for the Shire and community.</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor</li> <li>• CEO</li> </ul> <ul style="list-style-type: none"> <li>• Dept of Environment</li> </ul>
<b>Green Space</b>  15% Below baseline	<b>Low</b>	To increase recreation and outdoor space in the Shire.	Increase green space and public facility by 15% on existing figures by 2030.	Corporate Plan Section 2 / 3 Long Term Community Plan <ul style="list-style-type: none"> <li>• Council to undertake a review of current green space and plan for new green space areas appropriate to the Shire and its needs.</li> <li>• Source government funding to develop new spaces for community.</li> </ul>	<ul style="list-style-type: none"> <li>• CEO</li> <li>• Council</li> <li>• Sustainability Team</li> </ul>
<b>Safety - Homicide</b> 0.0008% <i>Above Best Practice</i>	<b>Low</b>	Maintain safe destination record	100%	Corporate Plan Section 3 Long Term Community Plan	<ul style="list-style-type: none"> <li>• Mayor</li> <li>• Police</li> <li>• Sustainability Team</li> <li>• Local community groups</li> </ul> Cost minimal.
<b>Safety - Assault</b>	<b>Low</b>	Increase safety, and tourists' perception of region.	Reduce assault rate within 2 years.	Corporate Plan Section 3 Long Term Community Plan	<ul style="list-style-type: none"> <li>• Mayor</li> <li>• Police</li> </ul>

2.6% Below baseline				<ul style="list-style-type: none"> <li>• Create a tourist safety education program that communicates how to visit the region in a safe and responsible way.</li> <li>• Create a visitor code of conduct that outlines directives for ensuring a safe holiday experience.</li> <li>• Council will engage with Police and other community groups to address the theft and assault rates in the Shire through local community initiatives, youth programs and employment.</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability Team</li> <li>• Local community groups</li> </ul>
<b>Safety – Theft</b> 1.6% Below baseline	<b>Low</b>	Increase safety, and tourists' perception of region.	Reduce theft rate within 2 years.		Cost unknown but should be minimal.
<b>Unemployment Rate</b>  1.4% <i>Better than Baseline</i>	<b>Low</b>	Support local business to employ local.	Reduce Unemployment rate. Ongoing	<p>Corporate Plan Section 41/ 4.2 / 3.3 Long Term Community Plan pg. 6</p> <ul style="list-style-type: none"> <li>• Council to investigate training needs of local businesses and assist with running targeted training workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• Director Economic Development</li> <li>• Manager Tourism</li> <li>• Mayor</li> <li>• Local Business</li> <li>• Sustainability Team</li> <li>• Community organisations.</li> </ul> <p>\$ 5,000 - \$10,000pa</p>
<b>Accredited Tour Operators</b>  5% Below baseline	<b>Low</b>	To obtain accreditation for all Council operated Tourism operations. ----- To encourage other tourism businesses to become accredited.	100% of Council operations by 2025  ----- 60% of tourism business with Shire by 2026	<p>Corporate Plan Section 4</p> <ul style="list-style-type: none"> <li>• Council to renew accreditation of all major tourism operations it manages.</li> <li>• Council to encourage other tourism operations to become accredited.</li> </ul>	<ul style="list-style-type: none"> <li>• Director Economic Development</li> <li>• Manager Tourism</li> </ul> <p>Ongoing annual cost.</p>
<b>Destination Authority</b>					
<b>Indicator</b>	<b>Risk</b>	<b>Objectives</b>	<b>Target/ timing</b>	<b>Actions</b>	<b>Responsibilities / Cost</b>
<b>Water Samples Passed</b>  100% <i>At Best Practice</i>	<b>Low</b>	Maintain Safety of drinking water	Ongoing	<p>Corporate Plan Section 2.3 / 2.6 <a href="#">DWQMP Report 2022.pdf</a></p> <p>Maintain frequency of water testing to ensure 100% of water samples pass State Government levels for safe drinking water</p>	<ul style="list-style-type: none"> <li>• Engineer</li> </ul> <p>No increase cost</p>
<b>Water Savings Rating</b>  3.9 points <i>Better than Baseline</i>	<b>Low</b>	Improve water usage / savings for Council operations.	80% of facilities updated by 2030  50% increase in native plantings by 2030	<p>Corporate Plan section 2.6</p> <ul style="list-style-type: none"> <li>• Change all Council facility taps, toilets, showers, water outlets to low flow.</li> <li>• Increase native plantings in landscaping to reduce water usage.</li> <li>• Change water sprinklers to after dark operation.</li> <li>• Council to run training for staff on water usage in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• Engineer</li> <li>• Head Gardner</li> </ul> <p>\$ 60,000</p>

			90% use of after dark sprinklers by 2025		
<b>Waste Recycling</b>  <i>1.7 points Better than Baseline</i>	<b>Low</b>	Improve waste recycling options in Council Facilities.	Install recycling bins in Council Facilities and towns by 2026	Corporate Plan Section 2. 5 <ul style="list-style-type: none"> <li>Discuss with waste contactor waste recycling measures, appropriate to the destination for paper, plastics etc.</li> <li>Council to run training for staff on recycling in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>Engineer</li> <li>Contractor</li> <li>All staff</li> </ul> Cost unknown
<b>Pesticide Products</b>  <i>At Baseline</i>	<b>Med</b>	Reduce the impact of harmful chemical on the environment.  Maintain Biosecurity	20% reduction by 2030  50% reduction by 2035	Corporate Plan Section 2. 3  <ul style="list-style-type: none"> <li>Investigate with suppliers both domestic and international alternatives to currently available pesticides/ herbicides used in Australia.</li> </ul>	<ul style="list-style-type: none"> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Gardner</li> <li>Stores</li> </ul> Cost unknown
<b>Cleaning Products</b>  <i>20 points Above Best Practice</i>	<b>Low</b>	To lead the Shire through Councils commitment to sustainable practices.	Ongoing	Corporate Plan Section 4.7  <ul style="list-style-type: none"> <li>Continue to use 100% biodegradable / eco-friendly cleaning products at all Council facilities.</li> <li>Council to run training for staff on cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Engineer</li> <li>Stores</li> <li>All council staff</li> </ul>
<b>Paper Products</b>  <i>20 points Above Best Practice</i>	<b>Low</b>	To lead the Shire through Councils commitment to sustainable practices.	Ongoing	Corporate Plan Section 2.5  <ul style="list-style-type: none"> <li>Continue to use 100% biodegradable paper products in all Council facilities.</li> <li>Council to run training for staff on recycling paper products</li> </ul>	<ul style="list-style-type: none"> <li>Director Corporate Services</li> <li>Director Economic Development</li> <li>Director Community Services</li> <li>Engineer</li> <li>Stores</li> <li>All council staff</li> </ul>



## 5. Communication and Promotion of Sustainability

This section will indicate how the Destination Authority will communicate, promote, monitor and undertake feedback on sustainability initiatives in the community. The term Council below may mean the organisation or representative(s) of the Council.

### Sustainability Advisory

- Council will need to identify/appoint someone within Council to oversee sustainability direction and operations.
- Council will form a Sustainability Advisory Group to include an elected Councillor, Administration staff, the Sustainability team and other as deemed appropriate at the time.
- Council will include Sustainability Representatives in events, training and ongoing sustainability initiatives.

### Sustainability training initiatives

- Council will run staff and community awareness training on “How to be more sustainable in everyday interactions”.
  - Including environmentally friendly practices such as recycling and waste disposal.
  - Biodegradable paper products, cleaning products.
  - Planting native plants and mulching, suitable for the climate and to reduce water usage, and using organic weed killers in gardens.
- Council will advise/work with local business who wish to be more sustainable in their operation and/or achieve their own sustainable business certification.

### Events

- Council will discuss with staff and event organisers how business/ community groups/ events can operate / incorporate better sustainability practice into their operation.
- Council will run a biannual competition on new sustainability initiatives being used in the community in one of two categories.
  - At home
  - In business.
- Council will promote stalls at events with local community so the Sustainability Team can promote sustainable activities and obtain independent feedback and ideas.
- Council will run:
  - Forums/ training workshops for local schoolteachers to allow them to incorporate sustainability teaching into curriculum.
  - A competition for local schools for the best initiative in sustainability at home.
  - Talks to school groups/ church groups/ and community organisations.

### Sustainability initiatives promotion

- Council will promote businesses, through their website and the Experience Charleville Website that have incorporated sustainability initiatives into their operations.
- Council will promote monthly, in the Council newsletter and website, stories highlighting any new initiatives adopted by a local organization/ business / local people who are making a difference.
- Council marketing and tourism staff will promote sustainability initiatives in the Shire through events, the VIC, the monthly newsletter, on social media and at community forums and at State wide tourism events.
- Council will discuss with Bidjara Elders how they can better communicate the Destinations sustainability journey to youth and incorporate into their organizations.

### Visitors and Suppliers

- Council website and the Experience Charleville Website will provide information specific for visitors about how to be more sustainable when they visit the region.
- Council will develop guidelines, in discussion with suppliers and external contractors how they can be involved in the Destinations Sustainability focus.