

**Our vision** Australia's most sustainable region. Healthy. Smart. Creative.

**Our purpose** To serve the community with excellence and position the region for the future

**Our values** Respect for each other | Being our best | Working as one team | High standards | Service excellence

**Our goals**



**A smart economy**

A prosperous, high-value economy of choice for business, investment and employment.

**Strategic pathways**

- Strong economic leadership, collaboration and identity
- New capital investment in the region
- Investment and growth in high value industries
- Strong local to global connections
- A natural, major and regional event destination
- A regional hub for innovation, entrepreneurship and creativity.



**A strong community**

In all our communities, people are included, treated with respect and opportunities are available to all.

- Safe and healthy communities
- Resilient and engaged communities
- A shared future that embraces culture, heritage, diversity
- People and places are connected
- A creative identity that supports community cohesiveness, development and wellbeing.



**A healthy environment**

Maintaining and enhancing the region's natural assets, liveability and environmental credentials.

- A resilient region shaped by clever planning and design
- Protection and enhancement of our natural assets and distinctive landscapes
- Responsive, accessible and well managed assets and infrastructure
- Transitioning to a sustainable and affordable way of living
- A reputation for innovation, sustainability and liveability.



**Service excellence**

Positive experiences for our customers, great services to our community.

**Delivery pathways**

- Respecting and valuing our customers
- Flexible and customised solutions for our customers
- Regular and relevant engagement with our community
- Service quality assessed by our performance and value to customers
- Assets meet endorsed standards for sustainable service delivery.



**An outstanding organisation**

A high performing, innovative and customer-focused organisation marked by great people, good governance and regional leadership.

**Performance pathways**

- A collaborative workplace culture with engaged, energised and skilled people professionally ready for the future
- Investment in core capabilities and opportunities for staff to lead, learn and grow
- Strong and accountable leadership enabling Councillors, individuals and teams to be their best
- Collaborative, proactive partnerships with community, business and government
- A reputation for implementing innovative and creative solutions for future service delivery
- Information, systems and process underpin quality decisions and enhance the customer experience
- A financially sustainable organisation.

**Our communities:** Your Council team (our elected representatives, staff, contractors and volunteers)

