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WHYALLA CITY COUNCIL STRATEGIC PLAN - 2015/16 TO 19/20



Vision

Whyalla will be a vibrant, attractive city offering our community a diverse range of sustainable economic, social, environmental and cultural opportunities.

Mission

We will provide access to quality infrastructure, services and facilities, capitalising on and protecting our attractive coastal and outback landscapes.

We will be home to an energetic, harmonious, integrated community actively involved in shaping Whyalla for current and future generations.

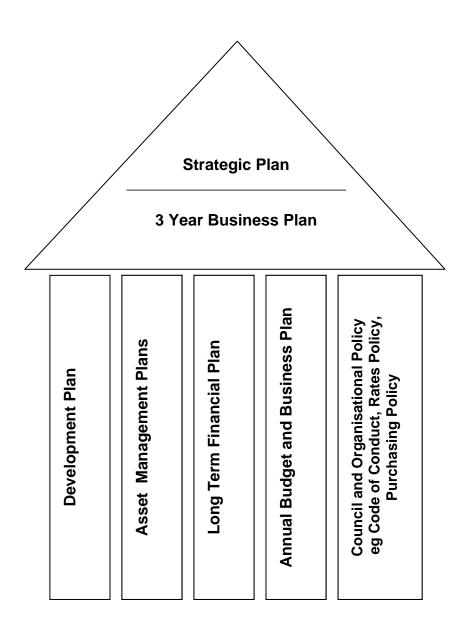
Values

- Integrity
- Transparency
- Accountability
- Respect
- Commitment to Community
- Good governance
- Innovation
- Fairness and Equity
- Safety

OVERVIEW OF STRATEGIC MANAGEMENT PLAN

Strategic Management Planning Framework

The Strategic Plan is a high level planning document, supported by a number of other plans, which collectively form the strategic management planning framework of Council. The Strategic Plan provides a focus for Council's service delivery over a five year period. The 3 Year Business Plan outlines how Council's departments plan to deliver on the Strategic Plan goals and objectives. There is an inter-relationship between the various elements of the overall framework. The Strategic Plan will be influenced by, and influence other plans. This diagram presents the overall planning framework for Council.



Framewor
Planning
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Strategic N

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Legislative	Leadership	Human		Internal
Compliance		Resources		Controls
Systems & Technology	Open Space Planning			al Economic pment Strategy
OHSW & IM Plan	Business Continuity Plan/Risk Management F	Plan	Enviro	nment Action Plan

Strategic Directions

The Strategic Management Plan identifies the key issues facing the Whyalla City Council and presents specific long-term goals and 5 year outcomes that will address these challenges. It also provides a platform from which Council can collaborate with its communities and other partners to identify and work towards common outcomes.

The focus of this document is on the priorities of the organisation as a whole and how Council performs its role as a leader of a diverse community. Council will pursue the goals and objectives within the Strategic Plan in a variety of ways:

- Directly, as the relevant authority on planning matters and the provider of municipal services in the City of Whyalla local government area.
- Collaboratively, through partnerships.
- Indirectly, as an advocate for the City's interests.

As a guiding document, the directions outlined in the plan are implemented through Council's Business and Annual Budget and Business Planning processes.

Council has identified the following Top Ten Priority Listing to focus on:

- 1. Diversified and sustainable economy
- 2. Foreshore / marina
- 3. Tourism / branding
- 4. Well-run organization (including strong financial management)
- 5. Aged care services and facilities
- 6. Financial management
- 7. Quality of life
- 8. Asset management (renewing and upgrading infrastructure)
- 9. Events department (focus on events)
- 10. Community service focus

The Plan will continue to evolve to ensure Council responds effectively to the changing circumstances and needs of the City. The Plan will be subject to annual monitoring and review, and measured against targets developed within the Business Plans.

Glossary

Vision	A statement of the long-term aspirations of the Council, ie where do we want to be in the future?
Mission	A broad but focused statement which describes how Council intends to achieve the Vision within the period of the plan. It is Council's response to the expectations of its stakeholders.
Values	The operating philosophies on principles that guide an organisation's internal conduct as well as its relationship with its customers, partners etc, ie the attitudes and beliefs that guide behaviour.
Goals	Goals are broad aims and they are the long- term outcomes which together enable the mission to be achieved. If goals are not identified and attained, a Council has difficulty in achieving its purpose.
Objective	Answers the questions: What is the end result? What is the opportunity associated with the outcome, that is, why is the achievement of the outcome important?
Strategy	Method of achieving the outcome of each objective, ie a statement of means.
Integrity	Integrity is a guideline, a benchmark, a point of reference or a goal that is used to make decisions that rely on truth and honesty.
Transparency	The lack of hidden agendas and conditions accompanied by the availability of full information required for collaboration and cooperation and collective decision-making.
Accountability	The obligation of an individual or organisation to account for its activities, accept responsibility for them, and to disclose the results in a transparent manner.

Glossary contd.

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Respect	A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.
Community	A group of people living in the same locality and under the same government.
Good Governance	The framework of rules and practices by which ensures accountability, fairness, and transparency in a company's relationship with its all stakeholders (financiers, customers, management, employees, government, and the community).
Innovation	The process by which an idea or invention is translated into a good or service for which people will pay, or something that results from this process.
Fairness and Equity	The state, quality, or ideal of being just, impartial and fair, conforming with rules and standards.
Safety	The freedom from whatever exposes one to danger or from liability to cause danger or harm.
Service Provider	A service provider is an entity that provides services to other entities.
Facilitator	Someone who makes progress easier.
City (of Whyalla)	That area where the Whyalla City Council provides the necessary government and management at the local level (mapped area attached)

MAP OF THE CITY OF WHYALLA'S BOUNDARIES



WHYALLA CITY COUNCIL'S GOALS

1.0 ECONOMIC PROSPERITY		
Objective	Strategies	Council's Role
1.1 Whyalla will have a diversified and sustainable economy.	Ensure that development plans and policies support and encourage new economic activity.	Provider
(T35-43, T47 and T57-58 of the South Australian Strategic Plan)	Facilitate, via a coordinated approach, the development of adequate infrastructure, including industrial land, to accommodate future economic development.	Provider / Facilitator
(South Australian Government's Economic Priorities 1, 3, 6 and 10)	Partner with government bodies like the RDA to seek out and attract potential new industries, including Tier 2 mining, minerals processing and manufacturing companies.	Facilitator
	Lobby for and facilitate the development of regional services (including health) in Whyalla.	Facilitator
	Facilitate the development of health services by building a close working relationship with the Whyalla Hospital and Health Service.	Provider / Facilitator
	In collaboration with UniSA and TAFE SA, explore opportunities for expanding the role of post-secondary education as a driver of economic development with the focus on developing a "smart" city.	Provider / Facilitator
	Identify strategies for increasing the level of knowledge-based employment in Whyalla.	Provider / Facilitator
	Support business development initiatives to improve the viability of local business houses.	Provider / Facilitator

1.2 Land parcels are available to meet increased demand.	Ensure large-scale land parcels are available to meet anticipated demand.	Provider/ Facilitator
(T56 of the South Australian Strategic Plan)	Market existing industrial estate as a land parcel which meets the needs of both Whyalla and the region	Provider/ Facilitator
	Lobby Government to ensure land is available to serve the City's future growth.	Facilitator
Whyalla will be recognised as a Sustainable Energy, Research and Development Centre.	Continue to fund and/or support the establishment of projects which will facilitate the development of a sustainability hub in the City.	Provider/Facilitator
(T94-97 of the South Australian Strategic Plan)		
(South Australian Government's Economic Priorities 4, 6 and 9)		
1.4 Whyalla Airport will meet the region's needs	Continue to develop facilities at Whyalla Airport, including business park opportunities	Provider
(T56 of the South Australian Strategic Plan)		

Whyalla's marina/foreshore will contribute to quality of life	Develop the marina and Whyalla Foreshore as a major recreational, fishing, commercial and residential area.	Provider
(T4, T35, T37-40 and T56 of the South Australian Strategic Plan)	Attract a developer stakeholder to build a 4+ star hotel and conference facility on developable parcels within the Marina precinct.	Provider/Facilitator
(South Australian Government's Economic Priorities 5, 7 and 9)	Identify and pursue other key attractors and uses on developable parcels within the Marina precinct.	Facilitator
	Advocate to unlock the potential of under-utilised crown land adjacent to the Whyalla Foreshore.	Facilitator
	Instigate a framework that attracts more event activity to the Whyalla Foreshore.	Facilitator
	Instigate and formalise pedestrian linkages between Whyalla Foreshore and Hummock Hill and beyond.	Provider
1.6 Tourism numbers to the City will increase. (T4 of the South Australian Strategic Plan)	Council will take a leadership role in developing tourism in the city and the wider region	Provider
(South Australian Government's Economic	Support and facilitate major / unique events for key target audiences and assist with the resourcing of these.	Provider/Facilitator
Priorities 5 and 7)	Encourage expansion in the quantity and range of available tourist accommodation.	Facilitator
	Improve the general appearance of Whyalla to enhance tourism opportunities.	Provider / Facilitator

1.7 Infrastructure supports economic activity. (T56 of the South Australian Strategic Plan)	Ensure timely planning and provision of the necessary economic infrastructure and development policies, services and operations to support industries and businesses.	Provider
, any	Review the Development Plan to encourage and facilitate business and economic activity.	Provider
	Collaborate with the State Government and others (eg RDA) to attract new and assist 'struggling' businesses.	Provider
	Continue support for the business centres / main street's urban design and revitalisation program to enhance their economic viability and improve livability.	Provider / Facilitator
	Advocate for the provision of economic / social infrastructure (e.g. improved Leisure Centre, arts and culture facilities, multi-use sports complex, etc.) which is fundamental to the City's economic prosperity.	Provider / Facilitator
	Collaborate with the State Government and others to advocate for the provision of economic and social infrastructure which is fundamental to the City's economic prosperity.	Facilitator

2.0 COMMUNITY SOCIAL WELLBEING		
Council will adopt a proactive and collaborative approach to community safety.	Aim to minimise the risk of damage to persons and property from bushfires, flooding, stormwater, earthquake, drought and other natural hazards.	Provider/Facilitator
(T20 of the South Australian Strategic Plan)	Include relevant flood, stormwater and other natural hazard management and prevention measures in development policies and asset management plans.	Provider
2.2 Volunteer effort is recognised and supported.	Actively encourage and support the volunteering sector by promoting their activities and participation and minimising the regulatory process associated with it.	Provider
(T24 of the South Australian Strategic Plan)		
Council will seek to improve the City's health and aged care services.	Support mental, medical and dental health and aged care in Whyalla by advocating and/or negotiating with the Department of Health and Ageing for the provision of the necessary specialist services and programs	Facilitator
(T78 of the South Australian Strategic Plan)	(including healthy lifestyles) and the engagement and retention of the required specialist health staff.	
(South Australian Government's Economic Priority 3)	Council will work cohesively with third parties to determine the best model for aged care delivery (Living Well project)	Provider / Facilitator
Whyalla's youth are positively and productively engaged	Advocate for the needs of young people through the development and implementation of initiatives which provide young people with employment, recreation, cultural and social opportunities.	Provider / Facilitator
(T47, T54 and T55 of the South Australian Strategic Plan)		

2.5 Council will seek to improve the City's literacy / numeracy skills.(T87 of the South Australian Strategic Plan)	Aim to minimise the effect of generational literacy / numeracy shortcomings in Whyalla by advocating and / or negotiating with Government and non-Government organisations via the Community Partnership Committee to enable the provision of relevant services and programs.	Provider / Facilitator
Council's development plan ensures integrated sustainable land development. (T7.11 of the South Australian Stratogic)	Support and advocate to the relevant Government agencies for the renewal of ageing, social and community housing within Whyalla to ensure the proviso of accommodation meets targeted needs.	Provider / Facilitator
(T7-11 of the South Australian Strategic Plan) (South Australian Government's Economic Priority 3)	Encourage diversity of housing typologies to offer choices recognizing changes in the household composition and preferences.	Provider / Facilitator
2.7 Everyone in Whyalla has the opportunity to actively participate in the public affairs and planning for the City.	Ensure systems and processes are implemented so that all, including new residents, have access to Council's services, facilities and information.	Provider
(T23 of the South Australian Strategic Plan)	Partner with community organisations to promote and market their services and welcome new residents.	Facilitator
2.8 Community planning of Council's services and infrastructure underpins a community that is inclusive and accessible.	Service and infrastructure gaps and deficiencies are recognised and solutions identified in Council's overall plans (including Whyalla Sports Facilities Master Plan).	Provider
(T23 of the South Australian Strategic Plan)	Ensure the wellbeing of country and the wider community through the protection of aboriginal sacred sites.	Provider
	Increase the involvement by residents and business in community organisations, community-based and cultural events and volunteer activities.	Facilitator

3.0 QUALITY ENVIRONMENTAL OUTCOMES		
3.1 Promote greater sustainability in water use.	Explore opportunities for storm-water harvesting and re-use to reduce irrigation loads.	Provider
(T73-76 of the South Australian Strategic Plan) (South Australian Government's Economic Priority 1)	Identify further opportunities for the use of recycled waste-water in irrigating medians and public open spaces, consistent with a risk assessment of future potential shortages.	Provider
	Monitor and review ongoing developments associated with environmentally-friendly water supply and management alternatives.	Provider / Facilitator
	Investigate the feasibility of requiring "third pipe" greywater systems in new housing developments.	Provider/ Facilitator
3.2 Council will promote environmental sustainability and aim to reduce carbon emissions	As an organisation develop initiatives to promote City of Whyalla as a leader in environmental sustainability, e.g. include electric cars in light vehicle fleet.	Provider
 as an organisation across the City (T2, T59-62 and T64-66 of the South 	Pursue partnerships and networks to support environmentally sustainable living (including carbon neutral housing) and lessen the impact on open space and community land.	Provider
Australian Strategic Plan) (South Australian Government's Economic	Develop systems to monitor and report on Council's power / energy usage, greenhouse emissions and ecological footprint and utilise modern state of the art technologies for more efficient outcomes.	Provider
Priorities 1 and 6)	Obtain and provide information on climate change and its potential impact eg sea level rises / flooding, availability of water, infrastructure and landscape.	Provider
	Work with the Whyalla community towards a culture of environmental sustainability, e.g Promote cycling - Installation of solar panels	Provider

3.3	Reduce the impact of environmental issues on air quality in the City. (T2, T59-62 and T64-66 of the South Australian Strategic Plan)	Implement initiatives to control dust and its effects. Lobby State and Federal Government for the necessary monitoring and regulation of the effect of emissions from industry on air quality. Work closely with Environmental Protection Agency (EPA) and the city's major industrial businesses to suppress unnecessary undesirable emissions.	Provider Facilitator Facilitator
3.4	Council will continue to develop best practice waste management strategies. (T67 of the South Australian Strategic Plan)	Ensure waste services are managed according to a long-term waste management strategy which is consistent with waste minimisation principles and State Government waste management strategies.	Provider
	T idity	Review waste service operations to ensure they are efficient and meet sound environmental, service and financial objectives.	Provider
		Continue to seek opportunities to develop recycling facilities / services and alternative disposal methods.	Provider
		Support education programs which encourage the community to reduce its waste going to landfill and which remove product contamination and illegal dumping.	Provider/Facilitator
		Monitor and review operations at the Mount Laura Landfill site and ensure the life of the facility is managed in accordance with asset management and environmental planning principles.	Provider
		Convert the governance model for the Mount Laura Resource Recovery Centre from a city of Whyalla business unit to a Single Council Local Government Subsidiary in 2015-16.	Provider

3.5	The City's heritage will be protected and promoted.	Ensure that new developments adjacent or in close proximity to heritage buildings or areas are sensitive to the heritage character of these areas.	Provider
	(T69-72 of the South Australian Strategic Plan)	Investigate projects to preserve and enhance areas of remnant vegetation or significant native flora (eg Myall trees) on public and private land, including parks, reserves and roadsides.	Provider
3.6	It is important for Council that land and soil health are improved and adequate 'open space' is provided.	Through Council's development plan, seek to ensure that the City's landscape and foreshore areas are suitably managed and protected.	Provider
	(T69-72 of the South Australian Strategic Plan)	Apply appropriate controls to ensure that soils (in particular at Mount Laura Conservation Park) are protected from erosion	Provider
		Actively support the preparation of Master Plans for the 're-inventing' of Whyalla via landscape and urban design improvement projects.	Provider
3.7	Whyalla will be recognised for its arid landscape and its natural beauty.	Aim to identify, manage, protect and promote areas of high landscape value and intensive natural character.	Provider
	(T69-72 of the South Australian Strategic Plan)	Ensure that developments in areas of high natural value are sympathetic to the natural environment.	Provider

4.0 CIVIC LEADERSHIP AND ORGANISATIONAL DEVELOPMENT		
4.1 Council is the leading contributor to improved quality of life in Whyalla.	Lead by example with decision-making to be open, transparent, collaborative and inclusive.	Provider
	Ensure effective community involvement and evidence-based research is integral to Council's decision-making.	Provider
	Ensure Elected Members and Council's Management Team work as a leadership team.	Provider
	Take all opportunities for Council and Councillors to be actively involved in community events/groups.	Provider
4.2 Council's operations are effective, efficient and customer-focussed.	Ensure services and infrastructure are properly managed, legally compliant and accord with the customer's expectations as per the Customer Service Charter.	Provider
	Continue to improve our customer service ethos through managing, analysing and bettering our Customer Service Standards in accordance with our corporate values.	Provider
	Continue to undertake service review processes to ensure efficient and effective service delivery.	Provider
	Delegate decisions and actions to the appropriate level for service delivery to be effective, responsive and timely.	Provider

4.3 Infrastructure and service delivery will be managed to minimise risk while maximising results.	Deliver infrastructure and services according to strategic priorities and risk and opportunity management principles. Ensure that Council's risk management policies and plans are contemporary. Apply business risk processes to decisions, actions and service / facility planning and provision.	Provider Provider Provider
4.4 Council is innovative in its open and transparent engagement.	Involve residents and businesses in the decision-making processes at regional, city and neighbourhood levels.	Provider
	As an accountable organisation, regularly inform communities of council activities, decisions and actions.	Provider
	Employ contemporary communication/social media tools eg Facebook, Twitter, etc to promote council's servies etc and achieve higher levels of social inclusion and understanding.	Provider
	Develop and evaluate community engagement methods, including new technologies and approaches such as social media.	Provider
	Ensure systems and processes are implemented so that all, including new residents, have access to council's services, facilities and information	Provider
	Partner with community organisations to promote and market their services and welcome new residents	Facilitator

4.5 Council will form partnerships to improve outcomes for the Whyalla community.	Form effective strategic partnerships with the community, public and private bodies (incl. Tier 2 firms) that enable Council to progress the interests of diverse communities.	Provider/Facilitator
	Partner with Federal (Department of Infrastructure and Regional Development, RDA, UniSA) and State Government (DEWNR, Housing SA, Health and Ageing) to deliver improved community outcomes on matters of strategic priority.	Provider Provider
	Partner and, where appropriate, share resources with other stakeholders to improve local and regional outcomes.	
4.6 The Whyalla community will have a positive image of Council.	Develop a coordinated communications strategy which covers the marketing, promotions and public relations of Council and its services.	Provider
(T32 of the South Australian Strategic Plan)	Develop strategies to appropriately rebrand both the City of Whyalla as an organisation and Whyalla as a whole.	Provider
4.7 The Whyalla community will have confidence in Council's governance. (T32 of the South Australian Strategic	Provide Elected Members and the relevant staff with appropriate induction and ongoing training aimed at improving Council's governance efficiency/effectiveness.	Provider
Plan)	Include questions on good governance in Council's annual community survey of its performance and actions.	Provider
	Undertake an ongoing review of Council's policies and procedures.	Provider

4.8 Council demonstrates innovative and appropriate organisational management.	Base organisational culture (including operations, decisions and actions) on Corporate Values.	Provider
(T39 and T57-58 of the South Australian Strategic Plan)	Develop a culture of innovation that helps promote the City of Whyalla as a 'leading edge' local government authority. (This will be demonstrated by peer recognition (national and state) and community feedback.)	Provider
(South Australian Government's Economic Priority 6)	Create a workplace culture that attracts and retains talented, skilled staff and provides opportunities for their personal and professional development.	Provider
	Employee organisational development tools which facilitate continuous improvement.	Provider
	Develop Whyalla as a nationally recognised and accredited 'digital' city.	Provider

5.0 SOUND FINANCIAL AND ASSET MANAGEMENT		
5.1 Infrastructure is appropriately planned, maintained and managed.	Plan, maintain and enhance Council's infrastructure and building assets (e.g. roads [regional and local], stormwater drains, footpaths, parks, waste facilities etc) to meet, as far a practicable, the community's economic, social, environmental and financial needs.	Provider
	Review and update Asset Management Plans (AMPs) on a regular basis and define outcomes, service standards, condition and performance, maintenance and performance, maintenance and investment requirements for each asset class.	Provider
	Develop annual work programs and long-term projects to reflect maintenance and investment priorities, risk and available resources and be proactive and link them to Council's annual budgeting and long term financial plan.	Provider
	Maintain capital funding across all asset classes, (in line with recommendations in Council's Asset Management Plans), including:	Provider
	 providing high profile community facilities; Childcare Centre; Recreation Centre; playgrounds, parks and reserves. rationalising open spaces to improve utility, environmental sustainability etc. 	
	Maintain capital funding across all asset classes (within the recommendations of Council's Asset Management Plans and Long Term Financial Plan) to address annual renewals, backlog and the installation of new assets to meet community needs and service level expectations.	Provider
	Continue to look for opportunities to rationalise and dispose of surplus assets in order to reduce long-term operating and capital costs.	Provider
	Provide Elected Members and staff with training on the integration of asset management, annual budgeting and long-term financial planning.	Facilitator

5.2 Council will be recognised for being financially responsible.	Undertake Council operations in a financially sustainable manner with appropriate key performance indicators to measure performance by improving financial reporting to achieve greater transparency and accountability and have systems in place to monitor and report.	Provider
	Maintain a structure and Financial Management Framework including: - Long Term Financial Plan - Budget, Budget Management Policy, monitoring and reporting; - Accounting Policy and Reporting framework - Internal Control Framework	Provider
	Maintain and update Council's long term financial plan on a regular quarterly basis to manage our exposure to financial risk over the long term and ensure that consideration is given to the longer term implications of single budget period decisions, inclusion of projects that increase service levels and costs etc.	Provider
	Adopt a project management approach that - Assesses and evaluates project risks - Includes financial assessment on a "whole of life cost' - Assesses the impact of projects on the Long Term Financial Plan. - Assesses project fit with Council's Strategic and Operational Plans	Provider Provider
	Ensure the provision of appropriate services and maintenance of assets by: - cost containment - income generation - rate setting policy review - adopting a flexible and sustainable rating structure - adopting a flexible pricing mechanism that takes into account the nature of the services (Public, Private and Public/Private)	Provider/Facilitator
	Use financial risk management strategies and take appropriate action to manage these risks across the organisation.	Provider
	Engage community via appropriate and available mediums on annual business plan, budget and rate setting.	Provider

5.3 Council is inclusive in its financial governance.	Involve the Whyalla community early in the annual budget and rate-setting process.	Provider
(T23 of the South Australian Strategic Plan)	Proactively inform the Whyalla community on developments with Council's finances and communicate and explain the rate-setting and service-provision processes in an open and transparent way.	Provider
	Maintain a collaborative and interactive relationship with the Audit Committee.	Provider