



GENERAL MANAGER'S REPORT

10th October 2006

GM2	CORPORATE STRATEGIC PLAN
FILE: 339	AVB {Folio No. *}

SUMMARY:

To outline the need to undertake a major review of the Corporate Strategic Plan.



DESCRIPTION:

The Kempsey Shire Corporate Strategic Plan was adopted by Council in February 2001. The Plan was developed in consultation with the community, a process that was facilitated by Dr John Martin. The Plan was reviewed and exhibited in 2004 and at that time the community was invited to comment.

Following discussions with Councillor Hayes, the then Mayor, in late 2005 it was decided that it was time to undertake a major review of the Corporate Strategic Plan. Manex, since that time, has been investigating in respect of each of the seven (7) goals;

"Where Are We Now"
and
"Where Are We Going"

As part of the process of "Where Are We Going" a draft 10 year Financial Plan has been prepared and was presented to Council on the 19 September 2006. The draft 10 year Financial Plan outlines in financial terms the programs that will be put in place if we continue with our present path. A status of achievement of Council's Corporate Strategic Plan is outlined in [Appendix A, Part 1, Part 2, Part 3](#)

Council has already resolved to hold community consultations as part of the review process of the Corporate Strategic Plan and the draft 10 year Financial Plan. This consultation is to be undertaken between now and mid February 2007. Council needs to receive community input into;

“Where Do We Want To Go”
and
“How Do We Get There”

For the consultation process précised versions of the Status of Achievement of Council’s Corporate Strategic Plan and the draft 10 year Financial Plan will be distributed as I believe that few people will want to or have time to examine the documents in total. Full documents will be made available on the internet and a number will be located at the Civic Centre, Libraries and other drop off display areas.

The community will also be asked to review our Vision, Mission statement and the seven goals. One of the recommendations of the Promoting Better Practice Review, conducted by the Department of Local Government was, “Council should ensure that all its plans are integrated into its Strategic Plan when undertaking the next review of the Plan”. As part of the Management Plan process for 2006/07 all major plans have been identified and have been linked to the principal activities in the Management Plan. The next step is to link the Principal Activities to the goals in the Corporate Strategic Plan.

The current Principal Activities are: -

- Community and Lifestyle Services
- Works
- Macleay Water
- Sustainable Development Services
- Corporate Services
- Safety Fleet and Depot
- Property and marketing
- Governance

These Principal Activities do not directly align to the Corporate Strategic Plan. It is suggested that the Principal Activities in the Management Plan could be amended to: -

Our Economy and Attributes (Goal 3, 3 & 6)

- Sustainable Development Services
- Economic Development
- Tourism

Our Social Aspiration, Culture and Relationships with Others (Goal 2 & 5)

- Community Services
- Regional Activities

Our Business Activities (Goal 4)

- Macleay Water
- Property and Marketing

- Caravan parks
- Saleyards
- Airport
- Fleet

Our Infrastructure (Goal 4)

- Works
- Open Space and Recreation

Our Effectiveness, Efficiency and Support (Goal 6)

- Governance
- Corporate Services
- Safety and Depot
- Process Improvement

The Goals in the Corporate Strategic Plan are: -

- ✓ To facilitate Sustainable Economic Development in the Shire
- ✓ To build civic pride and foster effective social and community relations
- ✓ To ensure that Kempsey Township is a viable and vibrant economic hub
- ✓ To adequately plan and fund the Shire's infrastructure needs
- ✓ To position Kempsey Shire in the region to actively participate in regional activities
- ✓ To position Kempsey Shire to reap the benefits of its attributes
- ✓ To provide value for money services in Kempsey Shire

Change to the goals could be made as follows: -

- ❖ Goal 2 – Be amalgamated with Goal 5
"To build civic pride and foster social community, cultural and regional relationships"
- ❖ Goal 3 – Become a strategy of Goal 1
- ❖ Goal 4 – The word fund could be replaced with the word provide with funding being the responsibility of Goal 7
- ❖ Goal 6 – Be amalgamated with Goal 1
"To facilitate sustainable development in the Shire to reap the benefits of its attributes"
- ❖ Goal 7 – Strategies be developed to provide for alternative sources of income and to engage in continuous improvement

With a reduction in the number of goals the community would have the opportunity to develop new goals, for example, a separate goal for the environment or one for services other than infrastructure.

REPORT IMPLICATIONS:

- ***Environmental***

The revised Corporate Strategic Plan needs to make provision for the protection of the environment.

- *Social*

The revised Corporate Strategic Plan needs to make provision for the social needs of the community.

- *Economic (Financial)*

The revised Corporate Strategic Plan needs to make provision for the Economic needs of the community and to allocate financial resources to provide the environmental, social and economic needs in a cost effective way.

- *Policy or Statutory*

Nil

RECOMMENDATION:

1. That the suggested changes to the goals of the Corporate Strategic Plan form part of the consultation with the community.
2. That the review of the Corporate Strategic Plan be undertaken in conjunction with the review of the draft Long Term Financial Plan.

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A V Burgess
GENERAL MANAGER