

**GOAL 3 TO ENSURE THAT KEMPSEY TOWN IS A VIABLE AND VIBRANT ECONOMIC HUB.**

The attractiveness of Kempsey town impacts on its image, affecting the way people relate to the town and the broader local community. Kempsey town and its approaches are the geographic and economic hub of the community providing essential services to the Shire.

<b>OBJECTIVES</b>	<b>MEASURES</b>	<b>PERFORMANCE INDICATORS</b>	<b>STRATEGIES</b>
To ensure that Kempsey town is a viable and vibrant economic hub.	1 Utilisation of the business capacity of Kempsey town.	Occupation of retail/ commercial/industrial land or premises.	1. Continue with the program of enhancement of the CBD.  2. Provide opportunities that allow commercial / industrial growth.
	2. Community /visitor perception of Kempsey town.	1. Visitors and residents report favourably about Kempsey town as a place to visit and Shop.  2. Business proprietors report favourably about Kempsey town as a place to conduct business.	1. Continue with the implementation of the Crime Prevention Strategy.  2. Extend the improvements to the streetscape, cleanliness and amenity of the CBD.  3. Promote the use of public areas.

**GOAL 4 TO ADEQUATELY PLAN AND FUND THE SHIRE'S INFRASTRUCTURE NEEDS**

The community has a reasonable expectation that appropriate infrastructure will be provided across the Shire in a cost effective and efficient manner. Strategic planning is essential in facilitating the equitable allocation of limited Council resources to meet the needs of the community to ensure that future replacement of that infrastructure is funded.

<b>OBJECTIVES</b>	<b>MEASURES</b>	<b>PERFORMANCE INDICATORS</b>	<b>STRATEGIES</b>
To adequately plan and fund the Shire's infrastructure needs.	1. The Shire's return on investment.	Strategic plans for infrastructure are developed and reviewed annually and actions implemented.	Develop, review, implement and monitor the Strategic plans relating to infrastructure.
	2. Community perception is the basis for the provision of infrastructure.	Assessment of whole of life costing prior to new capital infrastructure being provided utilising triple bottom line principles.	Environmental, social and economic analysis to be undertaken prior to the provision of new infrastructure.
	3. Rate of infrastructure replacement.	Rate at which infrastructure is maintained and replaced according to asset management standards.	1. Budget in accordance with Council's strategic plans. 2. Maximise external funding sources for infrastructure needs.
	4. The range of income sources accessed by Council.	The percentage of income derived from rates is lower than 50%.	Maximise non-rate income.

**GOAL 5 TO POSITION KEMPSEY SHIRE IN THE REGION TO ACTIVELY PARTICIPATE IN REGIONAL ACTIVITIES**

Regional co-operation is essential in a dynamic, changing world where people, investment and information are more mobile than ever before. Regional co-operation enables the better management of resource hungry public services (eg: specialist health care). Co-operation with our neighbouring local governments will lead to a more successful outcome for the region in the long-term.

OBJECTIVES	MEASURES	PERFORMANCE INDICATORS	STRATEGIES
To position Kempsey Shire in the region as an active participant in regional activities.	1. The level of public services (eg: specialist health care) provided locally.	The level of public services (eg: specialist health care) provided locally does not diminish.	1. Seek improvement of the provision of public services.  2. Actively lobby State and Federal Government to highlight the Shire's need for services.
	2. The level of cooperation with neighbouring local governments.	List of specific instances of cooperation with neighbouring local governments increase annually.	Actively encourage co-operative relationships with adjoining local governments.
	3. Regional cooperation is developed.	List of specific instances of regional cooperation.	1. Ensure Council is represented on regional organisations.  2. Maintain talks with regional bodies.

**GOAL 6 TO POSITION KEMPSEY SHIRE TO REAP THE BENEFITS OF ITS ATTRIBUTES**

The Macleay Valley is a beautiful part of the world with many sought after natural attributes which will attract new residents and visitors wishing to share the Shire's country lifestyle.

OBJECTIVES	MEASURES	PERFORMANCE INDICATORS	STRATEGIES
To position Kempsey Shire to reap the benefits of its attributes.	1. The recognition of the beauty of the valley and the benefits of the lifestyle enjoyed by residents in the Kempsey Shire.	The community acknowledges that the beauty and lifestyle of the Kempsey Shire are special and is being valued.	1. Market our diverse lifestyle and natural features to encourage an awareness of our attributes and the need for sustainable growth.  2. Don't compete with our neighbours but develop a lifestyle that complements our natural attributes.
	2. Quality of life for present and future generations.	The community believes that the nature of development in the Shire will improve quality of life.	1. Ecologically sustainable development to be the cornerstone of Council's growth philosophy.  2. Environment, social and economic strategies to be developed in consultation with the community.

**GOAL 7 TO PROVIDE VALUE FOR MONEY SERVICES IN THE KEMPSEY SHIRE**

The increasing costs of State and Federal Government regulatory and compliance requirements means that the Kempsey Shire Council is under greater pressure to do more with less to meet these externally imposed requirements. In a political context, where the State Government pegs Council rates lower than the rate of inflation, and where citizen's demand more accountability from government, the task of meeting community expectations and retaining levels of service, challenges Council to respond to new development opportunities as they arise.

<b>OBJECTIVES</b>	<b>MEASURES</b>	<b>PERFORMANCE INDICATORS</b>	<b>STRATEGIES</b>
To provide value for money Local Government services in the Kempsey Shire.	1. The proportion of Council's budget that is allocated to regulatory and compliance requirements.	The proportion of Council's budget that is allocated to regulatory and compliance requirements decreases as a percentage of total budget expenditure.	1. Lobby the government to reduce the impacts and the requirements of government regulations that affect our revenue raising capacity.  2. Council be recompensed for the additional costs incurred by new regulations that affect our revenue raising capacity.
	2. The community's expectation about the level of service provision.	The community understands that the levels of service provision is linked to limited financial resources.	1. Inform the community of the availability of Council's services and Council's limited financial base.  2. Survey the community.
	3. Council's response to new development opportunities.	The community believes that Council responds effectively to new opportunities as few complaints/challenges to Council decisions are upheld when referred to external bodies	Councils decisions are in accordance with requisite legislation, regulations and policies.