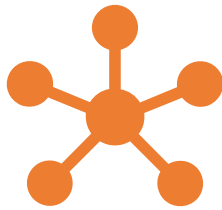


The Corporate Plan Explained



KEY ELEMENTS

- Where we want to get to - Our Vision
- How we behave on the journey - Our Values
- What we need to meet vision – Our Strategic Focus
- How we measure success - Our Key Performance Indicators (KPIs)

INTERNAL CONSIDERATIONS

- Core activities Council must do well.
- How Council will motivate and fulfil the needs of its staff.
- Resource capability and financial sustainability.
- Existing committed programs and strategies of Council.
- Risks that may affect the Council's ability to achieve its strategic objectives.



EXTERNAL CONSIDERATIONS

- Community needs and expectations.
- Economy - How Council will support the current and future economic prosperity of the region.
- Environmental - How Council can prioritise the sustainability of natural resources for future generations.
- Place Shaping - Creating a bond between people and their local area.
- Population growth and changing demographics

THE NON-NEGOTIABLES

- It is a legislative requirement under the *Local Government Act 2009* and the *Local Government Regulation 2012*.
- It must define the strategic direction and vision of the council, and include KPIs.
- It is a significant and primary responsibility of councillors.



FACTSHEET

Further information

Council is reviewing its Corporate Plan.

For more information, other fact sheets and project updates, please visit <https://frasercoast.engagementhub.com.au/>