

Strategic Plan 2011-2020



King Island Council



Where we are going

MAYOR'S FOREWARD



An extensive community consultation process took place in order to prepare the original plan in 2003.

This consultation included representations from all sectors of the community and resulted in the well regarded King Island Strategic Plan 2004 - 2009 with a further view to 2013. When Council measured its achievements against that plan it was a pleasing to see many of the goals either achieved or progressing to a satisfactory time line. Those which have been only partly achieved have been included in this revision.

This updated plan identifies specific goals that address issues which are particular to our location.

Council will work in partnership with local organisations and State and Commonwealth Government to achieve the following five priorities:

1. Community economic viability
2. Natural Environment
3. Community well being
4. Infrastructure and facilities
5. Council Financial sustainability

This plan identifies what your council can do directly – resources permitting, and where it can facilitate and be an advocate. This is not meant to minimise the outcomes that your Council will pursue in these important areas, but to acknowledge that many major agenda items are driven by the broader agenda of Federal and State political decisions.

A handwritten signature in black ink, which appears to read "G. R. Barratt". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Greg Barratt
MAYOR

16 January 2012

OUR PURPOSE

The purpose of the Council is to deliver services and infrastructure to support the community in its endeavours. Council is also an advocate for the Island with Government and other organisations.

Council will show strong leadership in promoting the sustainable economic, social cultural and environmental welfare of King Island.

Council continues to place an emphasis on economic development, which will result in improved opportunities for King Island.

OUR VISION

That King Island is a place with a dynamic economy, healthy environment, cultural vitality and a satisfied community.

OUR OBJECTIVES

- A safe, clean and healthy environment.
- Equal rights and opportunities for all King Island residents.
- Appropriate representation of the interests of all King Island residents in dealings with other spheres of government and agencies.
- A balance in the level and range of services provided against the ability of the community to afford them.



Our Priorities

Goal One	Goal Two	Goal Three	Goal Four	Goal Five
Community Economic Viability	Natural Environment	Community Wellbeing	Infrastructure and Facilities	Council Financial Sustainability

To ensure the economic viability, which is essential to the wellbeing of the whole Island.

To support the Island's biodiversity in a manner that not only improves the viability of threatened flora and fauna, but also acknowledges the social and economic benefits to the Island's residents.

To create quality of life for King Island residents and visitors.

To provide cost effective management of Council's physical assets.

To manage Council's finances and assets to ensure the long term viability of King Island Council.

Achieving our priorities

The Strategic Plan establishes five priorities to guide Council's effort. The Strategic Plan is a framework to guide decision making and the allocation of resources.

Definitions

- Provider** - Council will allocate dollars in the budget towards this activity.
- Facilitator** - Council will lead or participate in the process.
- Advocate** - Council will lobby in support of the objective.

Goal One Economic Viability

To ensure the economic viability which is essential to the wellbeing of the whole Island.

Strategic Objectives	Council Role
Increased population.	Facilitator Advocate
Existing businesses remain viable and/or grow.	Facilitator Advocate
Encourage new business including investment and major development.	Facilitator Advocate
Encourage new residential development and services.	Advocate
Tourism and Brand (coordinated marketing) promote & protect King Island brand.	Facilitator Advocate
Transport - shipping & air services meet Island expectations.	Provider Facilitator Advocate
Marketing – support the marketing of all King Island goods and services.	Facilitator Advocate
Costs (power, freight) – keep costs equitable for economic activity.	Advocate
Improved telecommunications	Facilitator Advocate



Goal Two

Natural Environment

To manage the Island's biodiversity in a manner that not only improves the viability of threatened flora and fauna, but also acknowledges the social and economic benefits to the Island's residents.

Strategic Objectives	Council Role
Work in partnership with other organisations to control weeds.	Advocate Facilitator Provider
Support natural resource management organisations.	Facilitator Advocate
Ensure existing and new development is consistent with environmental goals.	Facilitator Advocate



Goal Three Community Wellbeing

To create quality of life for King Island residents and visitors.

Strategic Objectives	Council Role
All King Island residents and visitors have access to affordable and excellent health and aged care services.	Advocate
King Island residents have access to excellent educational opportunities.	Advocate
Support and enhance opportunities for cultural activities and awareness on King Island.	Provider Facilitator
King Island offers sufficient facilities and programs to meet community recreation needs.	Provider Facilitator
King Island offers support to all local community groups and organisations.	Facilitator Advocate
Focus on youth career pathways and recreation opportunities.	Provider Advocate



Goal Four Infrastructure and Facilities

To provide cost effective management of Council's physical assets.

Strategic Objectives	Council Role
Maintain Council assets in accordance with relevant asset plans.	Provider
Encourage improvements in existing and new infrastructure provided by other entities such as telecommunications, electricity and shipping.	Facilitator Advocate



Goal Five

Council Financial Sustainability

To manage the Council's budget and assets to ensure the long term viability of King Island Council.

Strategic Objectives	Council Role
On balance avoid deficit budget.	Provider
Actively pursue new income for Council.	Provider
Only develop new assets that meet Council's agreed priorities including Council's capacity to maintain them.	Provider
Balance asset management with Council's capacity to fund.	Provider



What is a Strategic Plan?

A sound strategic plan will:

- State Council's priorities to others in order to inform, motivate and involve;
- Serve as a framework to guide decision making and the allocation of resources
- Provide a basis for detailed planning;

A strategic plan provides the foundation and framework for a business plan.

Strategic Plan Framework

OUR aim for King Island

How will King Island look in 20 years?	How we want life on King Island to look for our children and grandchildren?
What are our values?	What is important to us?
What strategic priorities will address the "Gaps"	What is the current situation? What is the desired situation?
Actions	What actions are required to address the Gaps? Who, what, when, how much?
Achievable	The actions must be realistic and affordable.
Measures	What will we use to measure achievement?

Where to from here?



STRATEGIC PLAN

- Foundation
- Framework
- Visionary
- Conceptual
- Directional
- Long Term
- Realistic
- Attainable



ANNUAL PLAN AND BUDGET ESTIMATES

- Detailed
- 1-2 year focus