

# A DIVERSE REGION AT THE FOREFRONT OF THE CHANGING WORLD

## STRONG DIVERSE ECONOMY



### PROGRESS

We aggressively attract business and investment opportunities

Our region is a recognised leader in agribusiness, energy and manufacturing

We deliver water security to enable future economic growth

We proactively advance our region as a tourism destination

Our businesses and industry actively live and buy local

## ACTIVE VIBRANT COMMUNITY



### PEOPLE

We are a happy community, proud of where we live

Our people of diverse backgrounds and ages are united by social, cultural and sporting activities

Our parks, open spaces, and community facilities are alive with activities and connect our communities

We are a strong sustainable community supported by volunteers

We actively support local event initiatives

## QUALITY LIFESTYLE



### PLACE

Our residents are provided with modern infrastructure and quality essential services across our region

Our recreational spaces and community facilities are attractive, safe and accessible

We invest in safe, well maintained road networks to connect our region and support economic activities

We attract families to live, work, prosper and play in our region

We take pride in our natural assets and environment

## SUSTAINABLE ORGANISATION



### PERFORMANCE

We are recognised as a financially intelligent and responsible Council

We focus on proactive, sustainable planning for the future

Our people are skilled and values driven to make a real difference

Our agile and responsive business model enables us to align our capacity with service delivery

Our effective asset management ensures that we responsibly maintain our community assets

## MEANINGFUL COMMUNICATIONS & COMMUNITY ENGAGEMENT

### ADVOCACY - A REGIONAL VOICE



- To actively seek and foster strategic partnerships
- For a long term domestic and industrial water supply for our region
- For health services providing our residents with 'Whole of Life' care
- For a safe and well maintained state and federal road network
- For telecommunications services that meet the needs of our region

### RISK APPETITE STATEMENT:



Council has a high appetite for initiatives where there is a good understanding of the risk, and there is confidence that the outcomes will lead to significant business improvements or service delivery