

Corporate Strategic Plan Framework (2012–16)

VISION

To be the City that makes a difference...acting locally and globally to improve the lives of residents, the broader community and the world.

MISSION

To build an exceptional City by providing outstanding municipal service and value.

VALUES

Integrity
Excellence
Wellness

STRATEGIC FOCUS AREAS

1 Organizational Excellence

2 Innovation in Local Government

3 City Building

STRATEGIC DIRECTIONS

1.1 Engage employees through excellence in leadership.

2.1 Build an adaptive environment for government innovation to ensure fiscal and service sustainability.

3.1 Ensure a well designed, safe, inclusive, appealing and sustainable City.

1.2 Develop collaborative work teams and apply whole systems thinking to deliver creative solutions.

2.2 Deliver public services better.

3.2 Be economically viable, resilient, diverse and attractive for business.

1.3 Build robust systems, structures and frameworks aligned to strategy.

2.3 Ensure accountability, transparency and engagement.

3.3 Strengthen citizen and stakeholder engagement and communications.