



Strategic Plan - 2008 to 2012

Clare and Gilbert Valleys Council Strategic Plan - 2008 to 2012

MESSAGE FROM THE MAYOR

The Clare and Gilbert Valleys Council Strategic Plan 2008 to 2012 is a planning document which focuses on creating vibrant communities working together to grow in a dynamic, innovative and sustainable way. The Plan will guide us in responding to key community issues and opportunities which will support appropriate growth and enhance the quality of life for communities in our region.

Extensive community and stakeholder consultation was undertaken in development of the plan and provided an opportunity for communities to express their expectations and review Council's response. The "wish list" is usually larger than resources available. However, I believe the Strategic Plan provides a clear direction whereby Council can determine priorities and wisely budget for improved infrastructure and services to our communities.

The Strategic Plan has been developed to align with the South Australia's Strategic Plan and is supported by a number of Council's forward planning documents including:

- Annual Business Plan
- Asset Management Plan
- 10 Year Financial Plan
- Implementation Plan (to the Strategic Plan)

Each year we will review implementation performance against the Strategy Performance Indicators we have set out in the Plan.

I would like to thank our Elected Members and staff for their significant and enthusiastic contribution to the planning process.

I thank community members and stakeholders for your valuable comments, suggestions and insightful feedback during the development of the Plan.

This plan is therefore a composite of community and Council aspiration whose ultimate success depends upon the continuation of community and Council working together over the next four years as partners for progress.

Allan Aughey
Mayor

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“ONE COMMUNITY – MANY FACES”

We have a diverse range and spread of communities each with their own unique charm and quality.

CLARE

Edmund Burton Gleeson settled here in 1840 at a location initially known by a variety of names, including The Twins, Inchiquin and Gleeson's Village. In homage to his Irish home county, he named it Clare.

A little to the north, the Hawker brothers settled at Bungaree to start their large farming enterprise that still operates today. The two-week ride to Adelaide meant self-sufficiency was essential, but the richness of the land soon attracted more settlers. Their subsequent success led the region to be known as the 'Garden of the North'.

Today, Clare is the regional centre and main service town for visitors and locals alike. It has most major banks, retail outlets, a wide variety of accommodation, dining options and recreational facilities. Its many parks and gardens together with the beauty of the surrounding hills lend it a special charm.

SEVENHILL

East of the township is the oldest vineyard and winery in Clare Valley – Sevenhill Cellars. One of Australia's most picturesque and unusual wineries, it was established in 1851 by Jesuits who had fled religious persecution in Europe. The vineyards and winery continue under the ownership of the Society of Jesus.

The township was named by settlers who thought the landscape was similar to the countryside around Rome, the city famed for its seven hills. To the east is an especially scenic drive to Polish Hill River valley, a notable wine sub-region; historic displays are housed in the Polish Church Museum. To the west are the Skilly Hills, offering some of the region's most photogenic vistas, with steeply wooded slopes alongside fields under vine.

PENWORTHAM

Penwortham was named after Penwortham Hall in England, the family estate of John Horrocks. Horrocks was the region's earliest settler and a dedicated explorer. He was injured on an expedition north of Port Augusta when his camel lurched and caused his gun to discharge. He died three days after returning to Penwortham. His grave can be visited at the secluded St. Marks Church.

WATERVALE

Situated on the banks of Eyre Creek, the small town of Watervale was surveyed into town blocks in 1847. Today, it retains a number of heritage buildings including the well-preserved Stanley Grammar School, now operating as a bed and breakfast.

Watervale's place in the history of the Australian wine industry is significant. The first five acres of grapes for commercial use were planted by Francis Treloar in 1853. Some of this history can be revisited in the present-day Quelltaler winery buildings, museum and vineyards.

The town's many vines continue as a source of Australia's finest Rieslings.

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LEASINGHAM

Just to the south of Watervale is the pretty hamlet of Leasingham named after a parish in Lincolnshire, England. The soils here are rich alluvial deposits over limestone which sustains some of the region's richest viticultural lands. It has given its name to one of Clare Valley's most prominent wineries.

Leasingham was one of the many resting places for men who carted ore from the Burra mines in the 1850s. It is still a hospitable spot – home now to wineries and a tourist park.

AUBURN

Auburn was initially named Tateham's Waterhole in 1849 after the first settler, William of Tateham, who reputedly lived in a dugout (literally a hole in the ground) on the side of the River Wakefield. It was renamed after the Irish town of Auburn in 1856.

The town flourished as a resting place for the 'bullockies' and muleteers', the men responsible for carting copper ore from the mines of Burra to the gulf at Port Wakefield.

Now known as the southern gateway to the Clare Valley wine region, the town retains much of its charm as well as its original stone buildings. Many of these have been converted into restaurants, antique shops, coffee shops and heritage-style accommodation.

Auburn was the birthplace of the poet, CJ Dennis. It is the junction of the Riesling Trail and the northern gateway to the Rattler Trail which extends through to Riverton.

RHYNIE

Rhynie, on the Main North Road, is home to an historic pub. In the days of 'early closing' liquor laws, those who had travelled at least 60 miles in a day were recognised as 'bona fide' travellers and could demand a drink from the publican. Being sixty miles north of Adelaide the Rhynie pub was long known as 'bona fide'. It still is!

TARLEE

Situated on the Barrier Highway and known as the southern gateway to the Gilbert Valley, Tarlee provides a link between the Barossa and Clare Valley wine regions and offers a pleasant stop for refreshments. The town's quarries once provided the stone used in the foundations for many of Adelaide's grandest buildings, including the South Australian Museum and Adelaide Railway Station.

STOCKPORT

Stockport sits on a bend of the River Gilbert. It was laid out in 1856 on a section held originally by Samuel Stocks Jnr., and named after his birthplace – Stockport in England. It is presently home to a small community and the Stockport Observatory.

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RIVERTON

Riverton owes its origin to James Masters who stepped ashore on Kangaroo Island before the proclamation of South Australia as a colony. He bought a section of the 'Hundred of Gilbert' in 1854 and had a portion of it laid out as a town. He called it Riverton owing to its location on the banks of the Gilbert.

This delightful town continues to thrive as the commercial centre of a rich farming district with the local community active in preserving many of its significant heritage buildings.

The Riverton Railway Station is a highlight. It gained some notoriety as the site of Australia's first 'political assassination', though in fact a crazed passenger began shooting wildly and a visiting member of parliament from Broken Hill was shot while trying to overpower him.

A tiny cottage on the main street was owned by Angus Scholz, within which he set up a wheelwright business in 1872, and later buying the blacksmith's shop next door. Today the complex is located in a pleasant park and serves as a museum.

Riverton is also the launching point for the Rattler Trail which follows the former rail corridor through Rhynie and Undalya to Auburn.

SADDLEWORTH

The same James Masters of Riverton established a station headquarters and named his house Saddleworth Lodge, after his birthplace in Yorkshire, England. In 1853 he had a portion of his land laid out as a town.

Like many others in the region, Saddleworth enjoyed good times in the early days of the copper-mining boom.

Today, it is a centre for agricultural machinery distribution and a railhead for local grain production, and enjoys a traditional country-town atmosphere. The fine old Catholic church atop the hill overlooks the town. The cemetery's interesting epitaphs reflect much of Saddleworth's history.

MANOORA

Manoora is situated on land which was a sheep station of the same name. It dates back to 1850. The small town is a gateway to the heritage area of Mintaro and the start of an especially lovely drive which passes the princely mansion of Martindale Hall, built of Manoora freestone.

MARABEL

Marrabel is renowned for its rodeo history and bull rides, events that have been drawing enthusiastic crowds since 1935. At the crossroads, look out for Curio the unrideable mare; this large statue of a bucking horse and rider has plenty of life in it.

WATERLOO

Waterloo was laid out in 1865 and named to mark the 50th anniversary of the famous battle. It is located to the west of the Tothill Range, the scenic uplands that are now crossed by the Heysen Trail. The town retains a working quarry and was the birthplace of the 'Mailman of the Outback', Tom Kruse.

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MINTARO

Established in 1849, Mintaro has the sort of village charm you might encounter in the English Cotswolds or Dales. It is still very much an agricultural community, but the people of Mintaro have maintained their blue-stone and slate heritage and preserved the essence of rural village life. The town is a State Heritage Area.

Mintaro was a major staging point for the bullock drivers and muleteers who carted their copper ore to Port Wakefield on the Gulf of St.Vincent. The prosperity they brought to the little town is still evident today.

Nearby Martindale Hall was the opulent country seat of Edmund Bowman, the son of a wealthy pastoralist. He had it built in 1880, complete with a cricket pitch (which hosted the English XI), boating lake, race course and polo field. The Mortlock family purchased the property in 1892 and bequeathed the hall and parts of the land to Adelaide University in 1965. Today, visitors to this State Conservation Park are given a fascinating insight into the lives of South Australia's landed gentry.

Armagh

The villages of Armagh South and Armagh North were laid out 3 km west of Clare in 1859, to cater for the anticipated population of the nearby copper mines further to the west. The area was named from County Armagh in Ireland, from whence came many of the early settlers. The remnants of Creasy's Brick Kiln stand as an historic landmark. This picturesque valley is now attracting many new homes and subdivisions among the historic stone residences of earlier years.

Black Springs

Gateway to the Burra Gorge, Black Springs is located 27km south of Burra. The excellent quality of the spring water made this an important overnight stop for bullock drays carrying ore from the Burra mines to Port Wakefield. Once comprising a store, blacksmith shop, school, churches, tavern and brewery, the ruins of the Emu Hotel built in 1846 can still be seen. The school opened in 1861 to make provision for the children from the nearby Karkulto mine.

Hilltown

Located in the Hundred of Milne 18 km north of Clare, the township of Hilltown was surveyed in 1865 and named after William Hill, one of the earliest explorers to the area. This once thriving settlement is still the centre of prosperous broadacre farming.

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OUR VISION

Vibrant communities working together to grow in a dynamic, innovative and sustainable way.

Six goal areas have been identified that describe the functional responsibilities that underpin Council's delivery of the Strategic Plan.

ASSET & ENTERPRISE MANAGEMENT

The development, presentation and upkeep of community assets and infrastructure is a vital service by Council in maintaining the quality of life and amenity for residents and visitors.

Includes:

Community infrastructure such as roads, drainage, bridges, footpaths, parks, gardens, halls, buildings, reserves, playgrounds and recreation grounds.

Enterprises such as the caravan parks, recreation facilities, venues and waste disposal sites operated by Council.

ENVIRONMENT

Council provides a leadership role in encouraging the adoption of environmentally sustainable practices. Council recognises the existence and significance of strong environmental values within the district and the importance of conserving our natural resources for the continuing enjoyment of future generations.

COMMUNITY, CULTURE & RECREATION

Council is committed to community development by assisting our communities across the district to work together to achieve community aspirations. The dispersed population of the district comprised in towns, settlements and rural districts requires specific responses for local needs and priorities. Council is committed to listening to and working with the respective communities to build a stronger future.

LEADERSHIP & COMMUNICATION

Council is a voice for the community in leading discussion about the desired future character of the district. Council is also an advocate for the community in representation of issues and priorities to State and Federal Governments, and attracting grant funds.

Effective communication combined with open, transparent and fair governance arrangements are cornerstones of Council's obligation to deliver value for the investment by the community in Council.

FINANCE

The main sources of revenue for Council operations are derived from property rates, fees and charges for services and Government grants.

This funding provides the resources for the delivery of services and projection for the community. Council is committed to sound and prudential financial management of the assets and funds entrusted in the Council.

The financial performance of the Council is open for public scrutiny and enquiry.

ECONOMIC DEVELOPMENT

Council embraces a commitment to help create an environment conducive to business investment and jobs growth for the future prosperity of the district.

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SUMMARY

OUR VISION

Vibrant communities working together to grow in a dynamic, innovative and sustainable way.

OUR STRATEGIC PLAN

GOALS	ASSET & ENTERPRISE MANAGEMENT Develop, maintain and manage Council assets and enterprises in a sustainable way for current and future generations	ENVIRONMENT Increase environmental sustainability practices	COMMUNITY, CULTURE & RECREATION Provide innovative and effective community services
STRATEGIES	<ol style="list-style-type: none"> 1. Research and identify current and future asset and enterprise needs 2. Develop, implement, monitor and evaluate a sustainable Asset Management Plan 3. Strengthen the performance of Council owned enterprises 	<ol style="list-style-type: none"> 1. Develop an environmental sustainability policy 2. Commit to a 10% reduction in Council's carbon footprint 3. Implement sustainable water use principles for public infrastructure 4. Implement effective and sustainable waste management systems 5. Develop partnerships to promote environmental advisory services 	<ol style="list-style-type: none"> 1. Build community capacity and participation in community services, culture and recreation 2. Increase the diversity, quality and coverage of arts, cultural, libraries, history, youth and aged care programs and facilities 3. Identify and respond to current and future open space, sport, recreation and playground needs
GOALS	LEADERSHIP & COMMUNICATION Provide sound leadership, clear direction and effective communication	FINANCE Ensure long-term financial viability	ECONOMIC DEVELOPMENT Encourage an environment that supports business growth, tourism and employment
STRATEGIES	<ol style="list-style-type: none"> 1. Provide progressive leadership with open and accountable governance 2. Ensure effective communication, representation and advocacy 3. Develop, attract and retain an appropriately skilled Council workforce 4. Provide sound planning and policy development for sustainable growth 	<ol style="list-style-type: none"> 1. Develop and implement sound financial policies and plans 2. Ensure effective monitoring and reporting of Council's financial performance 3. Recruitment of external funding 	<ol style="list-style-type: none"> 1. Develop initiatives to attract people to live, work, visit and invest in local business opportunities 2. Encourage the expansion of State and Federal Government services at the local level.

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Detailed on the following pages are the goals, strategies, actions and strategy performance indicators.

GOAL: ASSET & ENTERPRISE MANAGEMENT	South Australia's Strategic Plan - Objective 1 – Growing Prosperity
Develop, maintain and manage Council assets and enterprises in a sustainable way for current and future generations	

Strategy	Actions	Strategy Performance Indicators (SPIs)
<p>1. Research and identify current and future asset and enterprise needs</p> <p><i>This will include an asset rationalisation program</i></p>	<ol style="list-style-type: none"> 1. Community impact statement conducted in collaboration with affected community stakeholders* 2. Incorporate identified needs into the Asset Management Plan 3. Continue to determine and monitor usage levels for Council assets and relevance to community needs. 4. Implement a plan for disposal of unused or under-utilised assets <p><i>*Strategy 1, Action 1 - relates to new developments, changes to current asset usage and assets identified for rationalisation</i></p>	<ul style="list-style-type: none"> • 100% of Council assets assessed • Major project management meets time and budget requirements • Increase in community and stakeholder participation through forum attendance and feedback
<p>2. Develop, implement, monitor and evaluate a sustainable Asset Management Plan</p> <p><i>Note: The Asset Management Plan includes: roads, footpaths, kerbing, recreation facilities, halls etc.</i></p>	<ol style="list-style-type: none"> 1. Complete remaining aspects of Asset Management Plan <ul style="list-style-type: none"> - 'Whole of life' plans for buildings, roads & recreation facilities - Car parking, footpaths and bicycle path strategies - Stormwater master plans for all townships - Townscape improvements including entry statements - Transport movement management - Building Disability Discrimination Act (DDA) assessment 2. Increase asset management funding in real terms over the next 5 years 3. Implement a sustainable machinery replacement program 4. Implement a system of effective project management 5. Incorporate completed Asset Management Plan into Council finance plans 6. Implement Asset Management Plan 	<ul style="list-style-type: none"> • Increase in customer satisfaction in relation to asset management • Increased usage of assets • Asset management funding increased by minimum of 5% annually
<p>3. Strengthen the performance of Council owned enterprises</p>	<ol style="list-style-type: none"> 1. Prepare an overview of Council caravan parks 2. Review management and operations of the Visitor Information Centre (VIC) 3. Prepare and implement business plans / master plans for existing enterprises <p><i>The business plans are to ensure enterprises are maintained and adequately resourced</i></p>	<ul style="list-style-type: none"> • Reduced community obligation cost • Increased user pays • Increased revenue and utilisation • Increased customer satisfaction by 20% over 5 years • Development of a fully functioning Clare Community Waste Water Management Scheme Treatment Plant, Council Regional Works Depot and Waste Transfer Station

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GOAL: ENVIRONMENT

South Australia's Strategic Plan - Objective 3 – Attaining Sustainability

Increase environmental sustainability practices

Strategy	Actions	Strategy Performance Indicators (SPIs)
1. Develop an environmental sustainability policy	<ol style="list-style-type: none"> 1. Establish baseline and monitoring framework for the environment <ul style="list-style-type: none"> - Energy - Water - Waste - Vegetation management e.g. roadsides etc. 2. Formulate environmental sustainability policy 	<ul style="list-style-type: none"> • Environmental review of Council's Development Plan • Increased evidence of environmental awareness and practices
2. Commit to a 10% reduction in Council's carbon footprint	<ol style="list-style-type: none"> 1. Reduce fuel consumption 2. Reduce energy consumption 3. Adopt 'green' office practices 	<ul style="list-style-type: none"> • 3% annual reduction in energy consumption over 3 years • Increase of 'green power' electricity use to reduce reliance on fossil fuel • Increase use of recycled products
3. Implement sustainable water use principles for public infrastructure <i>Note: Includes effluent, stormwater, SA mains</i>	<ol style="list-style-type: none"> 1. Increase water harvesting efforts 2. Reduce reliance of mains water where practical 3. Increase reuse / recycling of stormwater / waste water / rainwater 	<ul style="list-style-type: none"> • Reduced reliance on River Murray water • Reduced reliance on groundwater resources • To have established baseline data for water resources • Uptake of grey stormwater catchment and reuse by local communities • Development of fully functioning waste water treatment schemes
4. Implement effective and sustainable waste management systems	<ol style="list-style-type: none"> 1. Implement waste water management strategy in accordance with Environment Protection Authority requirements 2. Increase volume and range of recycling by community education 3. Increase level of composting and green waste recycling 4. Proactively seek viable enterprise opportunities i.e. electricity, gas provision, wastewater re-use 	<ul style="list-style-type: none"> • Reduced reliance on Council's landfill operations • Increased participation rates for recycling (including hard and green)

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GOAL: ENVIRONMENT

Increase environmental sustainability practices

South Australia's Strategic Plan - Objective 3 – Attaining Sustainability

Strategy	Actions	Strategy Performance Indicators (SPIs)
5. Develop partnerships to promote environmental advisory services	<ol style="list-style-type: none">1. Promote external environmental advisory services2. Revegetation / tree planting programs and environmental remediation	<ul style="list-style-type: none">• Usage of Environmental Advisory Service

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GOAL: COMMUNITY, CULTURE & RECREATION Provide innovative and effective community services

South Australia's Strategic Plan - Objective 2 – Improving Wellbeing
Objective 4 – Fostering Creativity & Innovation
Objective 5 – Building Communities

Strategy	Actions	Strategy Performance Indicators (SPIs)
<p>1. Build community capacity and participation in community services, culture and recreation</p>	<ol style="list-style-type: none"> 1. Continue to engage and support the Peak Body groups and Community Committees utilising the established framework 2. Provide information, assistance and advice to community groups 3. Facilitate and advocate for training and networking opportunities 4. Empower and engage communities to develop and implement strategic projects 	<ul style="list-style-type: none"> • Council continues to foster Peak Bodies • Increased funding for community projects that align with Council Strategic Plan • Continuation of the strategic planning program with Peak Bodies and community organisations
<p>2. Increase the diversity, quality and coverage of arts, cultural, libraries, history, youth and aged care programs and facilities</p>	<ol style="list-style-type: none"> 1. Investigate funding and resourcing opportunities for the development of arts and cultural activities 2. Develop a community profile for towns and Council region 3. Develop and implement external funding strategies for towns and Council region 4. Advocate for funding and resourcing for the development and/or expansion of appropriate services 5. Investigate options for improved facilities (e.g. Riverton Multifunction Centre and Clare Library). 	<ul style="list-style-type: none"> • Increase in cultural events assisted by Council's grant program • % increase in use and resourcing of both community services and community service facilities • Improved facilities at Riverton • Improved library facilities at Clare • Resources made available for demographic profiling
<p>3. Identify and respond to current and future open space, sport, recreation and playground needs</p>	<ol style="list-style-type: none"> 1. Strategic plan for playground development 2. Link open space, recreation and playgrounds to the Asset Management Plan 3. Explore funding opportunities for the development of master plans and implementation of these plans 4. Continue to implement and monitor the Valleys Lifestyle Centre business plan (Linked to Asset Management – Strategy 3) 	<ul style="list-style-type: none"> • Master plans / reviews are completed and implemented • Playgrounds are integrated into asset management and finance plans • The Valleys Lifestyle Centre is operating with minimum deficit (refer to Asset & Enterprise Management, Strategy 3 SPIs) • Development plan amendments reflects the provision of open space

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GOAL: LEADERSHIP

South Australia's Strategic Plan - Objective 2 – Improving Wellbeing

Provide sound leadership, clear direction and effective communication

Strategy	Actions	Strategy Performance Indicators (SPIs)
1. Provide progressive leadership with open and accountable governance	<ol style="list-style-type: none"> 1. Establish a process for continuous improvement across Council 2. Implement a monitoring evaluation and review framework for the strategic plan 3. Resource and utilise opportunities to increase the profile of the Council 	<ul style="list-style-type: none"> • Increase in positive outcomes from comparative performance measurement programs • A culture of continuous improvement across Council. • Increased participation and representation in local government forums – Elected Members
2. Ensure effective communication, representation and advocacy	<ol style="list-style-type: none"> 1. Review Public Consultation Policy 2. Establish and implement a Marketing and Communication Strategy (internal and external e.g. newsletter, website, media, etc.) 3. Encourage public interest and attendance at Council forums etc. 4. Encourage local community committees to establish a dialogue with Council 5. Establish and implement a training and development plan for Elected Members 6. Represent community needs to State / Federal Government 	<ul style="list-style-type: none"> • Increase in positive outcomes from comparative performance measurement programs • Implementation of a marketing and communication strategy • Positive dialogue developed with local community committees • Implementation of a training and development plan for Elected Members • Council is active in representing communities needs and aspirations to relevant State and Federal government authorities
3. Develop, attract and retain an appropriately skilled Council workforce	<ol style="list-style-type: none"> 1. Promote careers in Clare and Gilbert Valleys Council to secondary and tertiary students 2. Establish and implement a workforce development plan 3. Review training and development 4. Develop and implement a strategy for staff attraction and retention 5. Implement succession planning, knowledge retention and transfer 6. Increase in Managers' knowledge of performance development by attending training 	<ul style="list-style-type: none"> • Improved rate of staff retention • Increased work experience participation • Increased recognition of training and skill development achievements

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GOAL: LEADERSHIP

South Australia's Strategic Plan - Objective 2 – Improving Wellbeing

Provide sound leadership, clear direction and effective communication

Strategy	Actions	Strategy Performance Indicators (SPIs)
<p>4. Provide sound planning and policy development for sustainable growth</p>	<ol style="list-style-type: none"> 1. Review Council's policy portfolio to ensure alignment with the Strategic Plan 2. Review Council's Development Plan 3. Develop an enterprise wide risk management plan <ul style="list-style-type: none"> - Corporate calendar - Risk assessment and treatment plan - Occupational, Health Safety and Welfare Plan 	<ul style="list-style-type: none"> • Enterprise wide risk management program • 100% key performance indicators met for occupational, health, safety and welfare compliance • 100% of Council policies reviewed in line with legislation • Development Plan Review • Decision making framework that supports appropriate opportunity assessment • All key milestones documented in corporate calendar

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GOAL: FINANCE

Ensure long-term financial viability

Strategy	Actions	Strategy Performance Indicators (SPIs)
1. Develop and implement sound financial policies and plans	<ol style="list-style-type: none"> 1. Develop and implement a 10 year financial plan 2. Develop, implement and maintain a sustainable rating policy 3. Develop and implement sound financial principles for project management, records management, grants, procurement and rationalisation 4. Develop a treasury management policy 	<ul style="list-style-type: none"> • Achieving local government financial indicators within recommended range e.g. operating surplus • Adherence to annual budget program • Sustainable rating program
2. Ensure effective monitoring and reporting of Council's financial performance	<ol style="list-style-type: none"> 1. Provide regular and accurate financial and project reports <ul style="list-style-type: none"> - External report according to legislative requirements - Simplified monthly reports - Detailed quarterly analysis - Report to Audit Committee - Report card to community regarding legislative key performance indicator results 	<ul style="list-style-type: none"> • Comprehensive quarterly reporting • Condensed monthly reports • Effective project reporting • Completion of compliant external audit
3. Recruitment of external funding	<ol style="list-style-type: none"> 1. Representation to local government grants commission for an increased share of funding 2. Active identification and pursuit of external funding opportunities consistent with Council's priorities 3. Assist community groups in the development of external funding opportunities 	<ul style="list-style-type: none"> • Value of external funding attracted to the district by Council and community groups supported by Council.

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GOAL: ECONOMIC DEVELOPMENT

South Australia's Strategic Plan - Objective 1 Growing Prosperity

Encourage an environment that supports business growth, tourism and employment

Objective 4 – Fostering Creativity & Innovation

Objective 6 – Expanding Opportunities

Strategy	Actions	Strategy Performance Indicators (SPIs)
<p>1. Develop initiatives to attract people to live, work, visit and invest in local business opportunities</p>	<ol style="list-style-type: none"> 1. Determine current and potential economic drivers for the region 2. Develop a population policy 3. Work with key stakeholders in the business* environment 4. Engage with regional development and tourism marketing framework 	<ul style="list-style-type: none"> • Increase in visitor numbers • Increased economic activity
<p>2. Encourage the expansion of State and Federal Government services at the local level*</p>	<ol style="list-style-type: none"> 1. Liaise and lobby State and Federal Departments to attract services 2. Consult with community on service needs 	<ul style="list-style-type: none"> • Increased range of services

**Note: Includes - Passenger transport options, Services, SA, education etc.*

*Business includes a wide range of industry sectors e.g. agriculture, viticulture, wine making, retail, tourism, trade and commerce