

## What is a Strategic Management Plan?

A Strategic Management Plan (SMP) is a roadmap that guides a Council's decisions and actions. It outlines the Council's goals, strategies, and actions for a specific period, usually several years. The SMP is developed with input from the community and reflects their needs and aspirations. It helps ensure that the Council's work aligns with the community's vision and priorities.

## Why does Council need a Strategic Management Plan?

Under Section 122 of the Local Government Act 1999, all councils are required to create Strategic Management Plans. These plans detail their long-term vision, planning, and financial sustainability, and are typically reviewed every two years after each general council election. For the Yorke Peninsula Council, the Strategic Management Plan is the key document. It guides project selection, decision-making, and long-term financial planning for the Council.

## What is the role of a Vision and Mission Statement?

The Vision and Mission Statements play crucial roles in the Yorke Peninsula SMP.

**Vision Statement:** Provides a long-term aspirational goal that the Council aims to achieve. It serves as a guiding statement, helping to align all strategies and actions towards a common purpose.

The draft Vision Statement is:

*“Yorke Peninsula will be recognised as a region with diverse, thriving communities that celebrate a shared history, safeguard our pristine natural landscapes, sustain our productive farmlands, and welcome new opportunities for families and businesses to grow.”*

**Mission Statement:** Defines the Council's core purpose and its primary responsibilities to its community. It outlines what the Council does, why it does it, and who it serves. The mission statement helps to guide the Council's day-to-day operations and decision-making processes.

The draft Mission Statement is:

*Yorke Peninsula Council will:*

- » **Foster** diverse communities that thrive and grow by encouraging opportunities to retain existing residents and attract new families to the region.
- » **Deliver** services that enhance the Peninsula's reputation as a vibrant, accessible coastal and food production region that supports its residents and visitors alike.
- » **Celebrate** and protect our unique and pristine environment and shared history.
- » **Support** opportunities to diversify employment options and lifestyles to ensure the region's continued economic prosperity.

## What are Strategic Goals?

Strategic Goals in the SMP are specific objectives that guide council actions. They serve as overarching themes for categorizing strategies and actions, ensuring focus, accountability, and alignment with community needs.

The Strategic Goals are as follows:

- » Responsible governance and leadership
- » Economically prosperous peninsula
- » Responsible management of infrastructure and council assets
- » Protected and restored environment
- » Engaged and supported communities

### **How can I have a say in what the SMP says?**

The Council is committed to involving the community and stakeholders in the review process. The consultation period will run from July 1st to August 11th, 2024. During this time, you're encouraged to ask questions to the Council and Consultants, participate in the survey, give your feedback on the draft Vision and Mission Statement and Strategic Goals, and share your ideas. Your voice matters, and this is your opportunity to help shape the future of your community.

Click the link or scan the QR Code to complete the online survey.

<https://forms.office.com/r/QuJTzwEgPM>

Alternatively, if you would like to complete a hard-copy survey, you can pick up a copy from the Council office at both Maitland and Minlaton. Completed surveys can be emailed to [engagement@holmesdyer.com.au](mailto:engagement@holmesdyer.com.au) or returned to the front desk at the Council offices.

Written feedback can be provided to Natasha Holmes, Consultant at Holmes Dyer via email at [engagement@holmesdyer.com.au](mailto:engagement@holmesdyer.com.au) or posted to Yorke Peninsula Council.

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### **How will my feedback inform the SMP?**

Your feedback is invaluable in helping the Council develop and prioritize strategies/actions. These strategies/actions are categorized under the themes of the Strategic Goals, which serve as the guiding pillars of the SMP. Your input will highlight the most pressing issues and reflect what the community values most about the Yorke Peninsula. Integrating community ideas and feedback into the SMP, particularly to create tangible actions and strategies that fall under the strategic goals, ensures that the plan is grounded in the realities and aspirations of the community it serves.