

CITY OF PROSPECT

Strategic Plan to 2020

People, Place, Prosperity - Great Prospects



PEOPLE



PLACE



PROSPERITY



SERVICES



Mayor's Welcome

Mayor David O'Loughlin

It's an exciting time to live in City of Prospect! I am delighted to present this Strategic Plan to guide Council's operations towards 2020. Drawing directly from an extensive community consultation engaging over 600 residents in response to our draft plan, we have been encouraged that Council is on-track to meet the current and future aspirations of our residents.

People, Place, Prosperity and Services are the four cornerstones of this Plan, with an eye to the day to day operations to lead the sector in service delivery whilst maintaining a strong focus on future prosperity. Good governance, accountable and people-focused service delivery, responsible waste management and well maintained city infrastructure will be the catch-cry of how we do business.

What will Prospect look like in four years? We believe that the City will continue to grow and prosper; we will continue to leverage our digital advantage, facilitate a vibrant night-life within the Village Heart and create more offerings of things to do, facilitate more jobs, whilst ensuring our parks and places are loved by residents and visitors. The plan strives for a greener future for our City whilst being known as a culturally diverse and creative community.

This Strategic Plan is designed to inspire action and clearly articulate the Council direction for all.

Vision

People, Place, Prosperity – Great Prospects

Strategic Overview

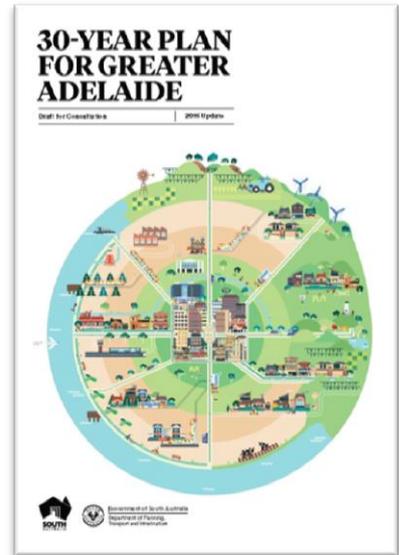
Council has developed the **Strategic Plan to 2020** to guide the delivery of services and initiatives for the benefit of all City of Prospect residents and visitors both now and into the future.

The Plan has been informed by extensive community consultation with close consideration given to the requirements of the recently updated State Government 30 Year Plan for Greater Adelaide, SA State Premier – Seven Strategic Priorities and key Council strategic documents, including the Better Living Better Health – Regional Public Health and Wellbeing Plan.

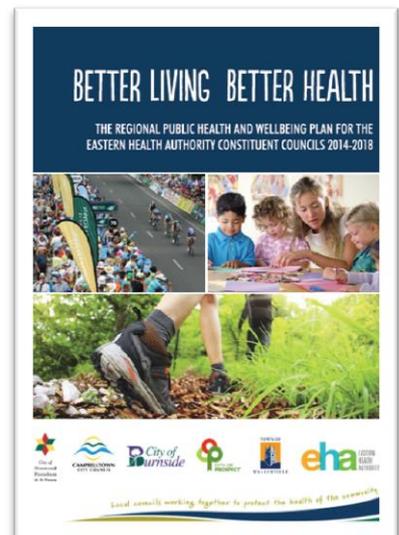


Government of South Australia – Seven Strategic Priorities

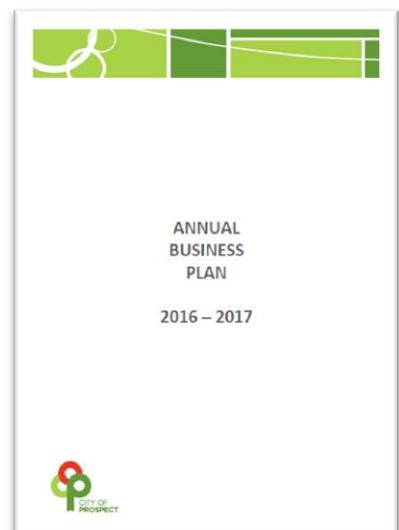
The key strategic documents that have guided Council in the development of this Strategic Plan to 2020 are important, as they consider the wider context beyond the boundaries of City of Prospect that create opportunities whilst affecting and influencing our communities.



30-Year Plan for Greater Adelaide



Regional Public Health Plan
Better Living Better Health



City of Prospect
Annual Business Plan 2016 – 2017

The Local Government Act

- provides scope for Councils to determine levels of participation, involvement or direct service delivery for their local communities
- makes specific reference to the importance of service provision, equity of access to services and the use of resources in an effective and efficient manner
- encourages participation with other Councils, Regional bodies and State and National Governments in public policy setting and achieving mutually common objectives
- seeks the coordination and participation by Councils in the planning and delivery of services by all spheres of Government.

PEOPLE

KNOW, EMPOWER, CELEBRATE, EDUCATE AND ACTIVATE OUR COMMUNITY

STRATEGY 1.1 Know our community

OUTCOME

1.1.1 A community connected with others

TARGETS

1. Year on year increase in proportion of residents that regularly engage with 5 or more neighbouring households
 2. Increase in social connectivity within the city through engagement in community activities.
-

OUTCOME

1.1.2 A community which is understood by Council who is able to respond to their needs

TARGETS

1. Year on year increase on the benchmark of 75% Resident Satisfaction Survey result relating to the range of programs, activities and initiatives offered by Council.
 2. 60% satisfaction rating in consultation methods from the Resident Satisfaction Survey (up from 43% in 2015).
-

OUTCOME

1.1.3 A strong community network linked to local community organisations

TARGETS

1. Contact details and descriptions of services detailed on SA Directory of Community Services for all of the clubs, community groups and agencies located and working within City of Prospect are current and up to date.
 2. Yearly increase in the number of local organisations liaising with council to provide initiatives for community participation.
-

STRATEGY 1.2 Environmentally active, sustainably focused

OUTCOME

1.2.1 Community learning focused on environmental impacts and issues

TARGETS

1. Number of community learning opportunities focused on environmental issues provided and number of participants.
-

OUTCOME

1.2.2 Council activities and Community events are supported by a no waste approach

TARGETS

1. A zero (0) waste to landfill outcome at events.
-

OUTCOME

1.2.3 Community environmental initiatives are supported and encouraged

TARGETS

1. Number of community environmental initiatives supported and encouraged by Council.
-

STRATEGY 1.3 Active living for every age, every stage

OUTCOME

1.3.1 Community services, recreation areas and facilities are able to meet the current and future needs for all stages of life

TARGETS

1. Two stakeholder forums per year to review Council areas and facilities and guide Council's asset management plan.
 2. By 2020 all Council buildings will be accessible to every age at every stage.
-

OUTCOME

1.3.2 Lifelong learning opportunities are developed and promoted

TARGETS

1. More than 2,000 lifelong training outcomes conducted annually.
-

OUTCOME

1.3.3 Accessible library, toy library and local history services are available for all

TARGETS

1. Successful delivery of an accessible community hub including a new Library and innovation centre by the end of 2019.
 2. 5% annual increase in participation and utilisation of Library services.
-

OUTCOME

1.3.4 A community who are involved and participate in decision making and community leadership

TARGETS

1. Year on year increase in the number of community representatives participating in engagement strategies.
 2. Year on year increase in overall youth engagement.
 3. 60% satisfaction rating with Council engagement strategies.
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STRATEGY 1.4 Celebrate our diverse and creative community

OUTCOME

1.4.1 A City rich with cultural experiences, arts activities and events

TARGETS

1. Council supports an annual increase in diversity of events, either directly or indirectly.
 2. Year on year increase in community initiated events/activities.
-

OUTCOME

1.4.2 A respected and celebrated culturally diverse community

TARGETS

1. Events within the City are inclusive and reflect our diverse community.
 2. Year on year increase in the satisfaction rating (number of respondents) from the Resident Satisfaction Survey who feel that Prospect is an inclusive and welcoming community.
 3. Deliver on recommendations each year to achieve the Reconciliation Action Plan by 2020.
-

PLACE

LOVED HERITAGE, LEAFY STREETS, FABULOUS PLACES

STRATEGY 2.1 Respect the past, create our future

OUTCOME

2.1.1 In partnership with the community, a City recognised for its diversity, its range of local attractions, its local history, character, heritage and stories

TARGETS

1. Year on year increase in the satisfaction rating from the Resident Satisfaction Survey of a city recognised for its range of local attractions, its local history, character, heritage and stories.
 2. Year on year increase in the number of Heritage Grant applications received.
-

OUTCOME

2.1.2 A city recognised for high quality and interesting design and built form

TARGETS

1. Year on year increase in community satisfaction relating to building design.
 2. Year on year increase in community satisfaction rating in respect to development across our city.
-

OUTCOME

2.1.3 Diverse development is encouraged on Main Road corridors

TARGETS

1. Annual review of the outcomes of the Urban Corridor Zone relative to our vision of diversity.
 2. Complete Urban Corridor Zone & Interface Areas DPA by end of 2016/2017.
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STRATEGY 2.2 Loved parks and places

OUTCOME

2.2.1 Look after what we love; the character, native fauna, stories, neighbourhoods, people, parks and colour

TARGETS

1. Year on year increase on the baseline of 80% satisfaction rating from the Resident Satisfaction Survey (relating to Parks).
-

OUTCOME

2.2.2 Engaging and innovative Parks which provide a range of accessible leisure opportunities

TARGETS

1. The Open Space Strategy is endorsed, budgeted and implemented each year as outlined in the strategy.
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OUTCOME

2.2.3 A community involved in design, maintenance and upgrade of our parks and places

TARGETS

1. Year on year increase towards a minimum of 10% of local residents involved in the design, upgrade and maintenance of parks and places.
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OUTCOME

2.2.4 Public art across the City that inspires and delights community and visitors

TARGETS

1. High levels of feedback (reaction) to new installations of public art.
-

STRATEGY 2.3 An accessible City

OUTCOME

2.3.1 Key areas are accessible and linked

TARGETS

1. Finalise Master Plan by end of 2017/2018 and establish one (1) upgraded East-West connection by 2020.
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OUTCOME

2.3.2 Connected/ integrated bicycle and pedestrian networks across the City and linked to other areas

TARGETS

1. Partner with the Australian Bicycle Council to include Prospect within the biennial National Cycling Participation Survey to measure users of the Prospect network.
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OUTCOME

2.3.3 A City well serviced by public transport

TARGETS

1. Increase in the level of public transport services particularly addressing peak hour issues.
 2. Year on year 5% increase in patronage of community transport options.
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STRATEGY 2.4 A greener future

OUTCOME

2.4.1 Attractive streets with leafy tree canopies

TARGETS

1. Identify all streets that will not achieve "green tunnel" street canopy coverage by the end of 2016 and incorporate into the program for 2017/18.
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OUTCOME

2.4.2 A City recognised for its flora, fauna and biodiversity

TARGETS

1. Thriving gardens and verges under Council's control.
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OUTCOME

2.4.3 Committed to having a reduced environmental footprint

TARGETS

1. Year on year reduction in our environmental footprint for all of Council's activities.
-

OUTCOME

2.4.4 'Green' strategies are established within development activities across the City

TARGETS

1. All Development Approvals to have landscaping conditions (where appropriate) which are enforceable and that our policies support this position.
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PROSPERITY

MORE JOBS, MORE INVESTMENT, MORE ACTIVITY, MORE VIBRANCY

STRATEGY 3.1 A stronger local economy

OUTCOME

3.1.1 A busy and vibrant local business environment focused on the Prospect Village Heart

TARGETS

1. A vacancy rate no higher than 3% in the Village Heart and no higher than 5% elsewhere.
 2. Footfall in Village Heart increased by 100% year on year.
-

OUTCOME

3.1.2 Investment, employment and development encouraged across our City

TARGETS

1. A 100% increase in the value of completed development on our corridors year on year.
 2. Annual Business and Employment Survey to identify improved activity levels year on year.
-

OUTCOME

3.1.3 A City with strong and relevant relationships with Local, State and Federal Governments

TARGETS

1. Sentiment measured via annual CEO 360 degree performance review process.
-

STRATEGY 3.2 A more vibrant night-time

OUTCOME

3.2.1 A City with more people on the streets and more places to go at night

TARGETS

1. 100% increase in pedestrian footfall after 5pm in the Village Heart year on year.
 2. 20% of businesses to create peak demand after 5pm.
-

OUTCOME

3.2.2 A City with after-hours family friendly activities in our buildings, parks and open spaces

TARGETS

1. Annual increase in the use of our buildings, parks and open spaces as measured through the Resident Satisfaction Survey.
-

STRATEGY 3.3 Leverage our digital advantage

OUTCOME

3.3.1 A high level of take up of high speed/high capacity technology

TARGETS

1. Use the annual Business and Employment Survey to understand the value of trade that is occurring on-line.
-

OUTCOME

3.3.2 Knowledge workers are supported in the City with a range of network and business opportunities

TARGETS

1. Year on year increase in the number of businesses as part of Network Prospect
 2. Over 50% of Network Prospect participants attend more than one annual event.
-

STRATEGY 3.4 International Prospect

OUTCOME

3.4.1 Council is engaged in the global economy, actively seeking diverse business investment

TARGETS

1. Six significant engagements in any given year and across more than one investment type.
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OUTCOME

3.4.2 Promoted and known internationally as Adelaide's most intelligent community

TARGETS

1. Highest ranked Intelligent Communities Forum (ICF) City in South Australia.
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SERVICES

LEADERS OF THE SECTOR PROVIDING EFFICIENT, RESPONSIVE, ACCESSIBLE SERVICES

STRATEGY 4.1 Excellence in Infrastructure

OUTCOME

4.1.1 Taking great care of all of Council's Assets

TARGETS

1. Consistently 75% or higher rating in Resident Satisfaction Survey.
 2. Asset sustainability ratio to align with Audit committee targets.
 3. Infrastructure & Assets Management Plan comprehensively reviewed annually.
-

STRATEGY 4.2 Sound Financial Management

OUTCOME

4.2.1 Sourcing funding partners and pursuing new revenue streams

TARGETS

1. An annual increase in funding partners and new revenue streams achieved.
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OUTCOME

4.2.2 Council continues to increase its corridor development and its commercial and retail sector rate income

TARGETS

1. 1% shift to these sectors each year off a 2015/16 base of 17%.
-

STRATEGY 4.3 Responsible Waste Management

OUTCOME

4.3.1 Waste collection and recycling services meeting community need and enhancing the amenity of the City

TARGETS

1. Year on year increase in customer satisfaction of waste collection and recycling services as measured through the Resident Satisfaction Survey.
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OUTCOME

4.3.2 Innovation in waste management to align with environmental goals

TARGETS

1. Waste collection data collected by 2020 and shared as appropriate.
 2. A framework is developed that delivers at least one innovative waste management practice each year.
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STRATEGY 4.4 Accountable and people-focused services

OUTCOME

4.4.1 Open and accountable practices and decision making processes throughout Council's operations

TARGETS

1. Year on year increase in support of Council's decision making processes from Resident Satisfaction Survey.
-

OUTCOME

4.4.2 Service delivery is visible to and appreciated by the community

TARGETS

1. Ten (10) services reviewed annually with a view to improve the customer experience.
 2. Community to be informed of what we are going to do, when and why.
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OUTCOME

4.4.3 Known for "making our customers' day"

TARGETS

1. Spontaneous and unsolicited positive customer feedback is recorded and celebrated.
-

OUTCOME

4.4.4 Improved systems and on-line services meet the needs of the community

TARGETS

1. Year on year increase in the number of services able to be transacted end to end online.
 2. All complaints to lead to system improvements.
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