

Strategic Plan
2014 - 2018



COMMUNITY



COAST



COUNTRY



MAYOR'S FORWARD

As one of the fastest growing regions in Tasmania, Sorell is poised to play an increasingly important role in Tasmania's development.

Today, Councils and communities must have clear objectives and plans if they are to realise their potential and meet the aspirations of their people, businesses and community organisations. For Sorell, this means the adoption of a well-defined strategy for the future. We now have this.

The Sorell Community Strategic Plan 2014-2018 has been developed to support the future aims and objectives of the Sorell community and Council.

In consultation with all areas of our Municipal Area and our stakeholders, the Sorell Council is determined to promote growth, development and the provision of increased opportunities for our community, while at the same time, preserve our natural environment and heritage.

The Sorell Municipal Area is unique. The protection of the ageless beauty of our majestic coastline, bays and inlets, rolling hills and farmlands, coupled with the growing needs of our region underpins the vision we have embraced in developing our future strategic direction.

We have given considerable thought and effort in developing the Strategic Plan. It outlines the goals and objectives that will guide the development and implementation of Council's Annual Operating Plans and Budgets over the next five years and beyond.

I commend the Sorell Community Strategic Plan 2014-2018 and look forward to seeing its objectives realised in the years ahead.

Kerry Vincent
Mayor

STAKEHOLDER COMMUNITY

The Strategic Plan aims to provide information and guidance on the future planning directions for Sorell to the following stakeholder groups:

- General public
- Residents
- Community groups
- Property owners
- Businesses
- Tourists
- Common services partners
- South East Regional Development Authority
- Southern Tasmanian Councils Authority
- Local Government Association of Tasmania
- State Government
- Federal Government
- Sorell Councillors
- Sorell Council Staff

GUIDING PRINCIPLES

The Strategic Plan is guided by the following principles:

- Valuing the balance between the natural environment, community settlements, rural landscape, scenic waterways and development
- Striving for financial sustainability
- Maximising Sorell Council's value to the Municipal Area and encouraging a positive customer focused culture
- Facilitating growth and new opportunities
- Prioritising resources
- Acknowledging and accepting community diversity
- Engaging and communicating with the community
- Supporting regional cooperation

- Aligning Council's Annual Operating Plans, budgets and performance targets with the Key Focus Areas
- Developing a positive organisational culture that values the contribution of staff and Councillors

PRIMARY FOCUS

- Maximise Sorell Council's value to the Sorell Municipal Area
- Ensure organisational health through the development of people, processes, products and partners
- Diversify and grow the rate base

KEY FOCUS AREAS

The Primary Foci are supported by the following Key Focus Areas:

- 1** Identify, scope and attract priority infrastructure projects
- 2** Identify, scope and attract new industry and businesses
- 3** Form alliances between public and private organisations to take projects and strategies forward and advocate accordingly
- 4** Identify, promote and market existing local businesses, events and places of interest in the Sorell Municipal Area
- 5** Support and encourage community participation and engagement
- 6** Promote the Sorell Municipal Area as a good place to live
- 7** Identify, promote and market the potential use of the coast line of the Municipal Area
- 8** Develop and implement a land acquisition and disposal strategy
- 9** Continue to deliver valued core service