OBJECTIVE 1
Support job creation and industry diversification to enable economic growth in Latrobe City

INDICATOR TARGET
1.1 Planning approvals assessed within 60 days 85%
1.2 Utilisation rate of Council’s Pre-School and Child Care services
1.3 Deliver the Economic development strategy – 100%
1.4 Number of major events held in Latrobe City Council that have clear economic and tourism impacts

OBJECTIVE 2
Encourage improved education & training outcomes in Latrobe City

INDICATOR TARGET
2.1 Utilisation rate of Council’s Pre-School and Child Care services
2.2 Library membership as a proportion of the Latrobe population
2.3 Number of discrete library visits

OBJECTIVE 3
Improve the liveability and connectedness of Latrobe City

INDICATOR TARGET
3.1 Improve community satisfaction with Council’s physical spaces – Community Satisfaction Survey result
3.2 Reduction in service requests relating to the physical appearance of Council assets
3.3 Delivery of the corridor precinct structure plan for Morwell – Traralgon corridor

OBJECTIVE 4
Improve the amenity and accessibility of Council services

INDICATOR TARGET
4.1 Customer satisfaction with council services
4.2 Number of digital services available to the community
4.3 Delivery of the Customer Experience Strategy 100%
4.4 Initial response times to service requests

OBJECTIVE 5
Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens

INDICATOR TARGET
5.1 Public participation in Council’s community forums
5.2 Council presence at community hosted forums
5.3 Utilisation rate of Council’s Pre-School and Child Care services
5.4 Immunisation rate
5.5 Community attendance at Council’s Braiakaulung Committee/Group meeting
5.6 Attendance at Latrobe City Council’s leisure facilities
5.7 Attendance at Council’s major cultural facilities (LRG and LPAC)
5.8 Public submissions received
5.9 Number of seniors and seniors community groups accessing Council’s senior citizens centres
5.10 Community Satisfaction Results – relevant to direct wellbeing related services

OBJECTIVE 6
Ensure Council operates openly, transparently and responsibly

INDICATOR TARGET
6.1 Limit the number of decisions made in closed Council sessions
6.2 *LGPRF Financial Ratios as per Local Government Performance Reporting Framework
6.3 Consideration of whole of life costs in financial decisions
6.4 Asset management plans for major asset categories in place

OBJECTIVE 7
Grow the civic pride of our municipality and solidify Latrobe City’s image as a key regional city

INDICATOR TARGET
7.1 No. of major events held in Latrobe City that have clear economic and tourism impacts
7.2 Social Media Monitoring – Community Sentiment results

The 2017-2021 Council Plan reflects the clear understanding that Latrobe City’s community is in significant economic and social transition.

The Councillors are united in their vision and belief that at the core of delivering on its responsibility for the wellbeing, prosperity and good governance of the municipality, the efforts and resources of Council should form a concentrated focus on employment, economic growth, liveability, and a connected Latrobe City.

Together these areas of endeavour will empower and position the community to pursue opportunities; be proactive in determining our collective future state; and reach our full potential as a regional city of integrity and success—based firmly in a shared understanding of the values, principles and aspirations of who and what we want to become.

## OBJECTIVES

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<td>- Grow the civic pride of our municipality and solidify Latrobe City’s image as a key regional city.</td>
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## STRATEGIES

1. Pursue the funding and implementation of the strength led transition projects.
2. Deliver Council’s Economic Development Strategy including:
   - Advocate to attract value adding medium sized businesses to Latrobe City
   - Supporting small businesses
3. Provide support for the established major industries in Latrobe City by:
   - Developing Council’s position on power stations and coal use
   - Exploring economic opportunities in waste and recycling
   - Advocating for the innovative use of our local natural resources (timber, paper, brown coal, agriculture etc)
4. Advocate for improved passenger and freight rail and bus transport services as well as the delivery of relevant infrastructure to support better rail services including improved car parking facilities at railway stations.
5. Support improved education outcomes through direct delivery of early learning education services and advocacy with local education and training providers to provide education offerings that create a skills base aligned with our future economy.
6. Improve volunteer participation across the community, incorporating a focus on youth volunteerism opportunities.
7. Influence Council’s engagement with the community to better understand the expectations of our community.
8. Develop projects that will enable the ongoing growth of Latrobe City and reflect our vision as an ideal city.
9. Implement a longer planning horizon which facilitates appropriate urban growth, industry development, trade and business opportunities in Latrobe City.
10. Promote and reinvent Latrobe City to support economic growth through tourism, community and economic initiatives and economic activity.
11. Improve the amenity and attractiveness of Latrobe City’s town entrances and public open spaces to enhance community pride.
12. Provide community infrastructure that supports recreation and connectedness including sporting facilities, pathways and community gardens.
13. Develop Council’s long term financial plan and asset management plans to ensure that Council remains financially sustainable.
14. Provide services, infrastructure and advocacy to support the health, wellbeing and safety of our community.
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Support job creation and industry diversification to enable economic growth in Latrobe City

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### OBJECTIVE 5
Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens

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### OBJECTIVE 7
Grow the civic pride of our municipality and solidify Latrobe City’s image as a key regional city

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**INDICATORS**
The Council Plan is supported by the Strategic Resource Plan and the Annual Action Plan. The Strategic Resource Plan sets the long-term strategic direction for Latrobe City Council. The Annual Action Plan sets out the detailed activities that Latrobe City Council will deliver in a given financial year to achieve the Council’s objectives and strategies. For a copy of the current Strategic Resource Plan, go to www.latrobe.vic.gov.au or call 1300 367 700.
The 2017-2021 Council Plan reflects the clear understanding that Latrobe City’s community is in significant economic and social transition. The Council is focused in their vision and intent that for all of these changes to be sustainable, and good outcomes to be achieved, the key objectives and measures of Council should focus on a concentrated emphasis on sustainable employment, economic growth, liveability, and a connected Latrobe City.

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5.9 Number of seniors and seniors’ community groups accessing Council’s senior citizens centres
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5.11 Source of funding for the Council
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OBJECTIVE 6
Ensure Council operates openly, transparently and responsibly

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INDICATORS
The Council Plan is supported by the Strategic Resource Plan and the Annual Action Plan. The Strategic Resource Plan is reviewed every four years and the Annual Action Plan is reviewed annually. For a copy of the current Strategic Resource Plan or the Annual Action Plan go to www.latrobe.vic.gov.au or call 1300 367 700.

TARGET KEY
Improve
Reduce
*LGPRF
Local Government Performance Reporting Framework

LATROBE CITY COUNCIL
COUNCIL PLAN 2017–2021