



Southern Hills

STRATEGIC PLAN 2012



PREAMBLE

The 2012 S&HLGA Strategic Plan sets the direction for the organisation.

KEY CHARACTERISTICS

What are the key characteristics which define the region and therefore form the context of its pursuits?

- It is the major sea change and tree change (lifestyle) destination for greater Adelaide and SA
- It contains major tourism destinations for both intra and interstate as well as international visitors (eg Barossa, Kangaroo Island, Victor Harbor)
- It contains very significant environmental areas (eg Adelaide Hills Watershed, Murray Mouth and Coorong, Flinders Chase National park and other Coastal fringe areas). Indeed the greater Adelaide area is considered one of the world's Bio Diverse Hotspots.
- Highly productive and recognized primary production areas (eg Barossa Wine region, Fleurieu Dairy)

It becomes an imperative that all economic, social, environmental and cultural development while aiming to be positive and vibrant, is progressed with the preservation and sustainability of these characteristics in mind.

VISION

Southern and Hills Councils co-operating with and supporting each other to improve the well being of their communities *and to facilitate ecologically sustainable development and to retain the diversity and natural beauty of the region*

VALUES

Respect, trust, co-operation, sharing, excellence, credibility, participation, commitment

STRATEGIC OBJECTIVES

1. Sound and compliant governance

The Southern and Hills LGA will endeavour to complete all its statutory and service obligations in a timely and accurate manner. This will ensure both the survival of the organisation and the acceptance of it by all levels of government and associated authorities. We will utilise the expertise of our members and executive officer to continually evaluate, review and mitigate all risks.

2. Efficient and timely administration

The organisation will pursue best practice in order to provide a solid foundation for first rate management and operation.

3. Clear and recognisable marketing and promotion

We believe to ensure credibility and recognition the Southern & Hills LGA needs to have a clearly understood brand which is the sum of all of its values. At every opportunity these values will be on display.

4. Attentive and involved stakeholder engagement

The success of S&HLGA will be critically dependant on its ability to appropriately manage its relationship with its key stakeholders. It is recognised all of the key stakeholders share a similar vision of improved prosperity for the region. We will seek to avoid unnecessary duplication and to that end the organisation will develop, encourage, promote, foster and maintain consultation and co-operation between all Local, State and Commonwealth Governments and their agencies.

5. Capable and credible advocacy

The region must present a capable and credible advocacy front in order to ensure its well being is maximised. This will be achieved via the identification of required resources in particular infrastructure and the ability to positively influence government policy.

6. *Develop and strengthen regional capacity*

An important component in achieving a more prosperous community is the capacity of the region. The organisation will explore opportunities both external and internal to build the capacity in our regional network of councils through sharing resources and knowledge.

7. *Meet the needs of the community*

The Association should reflect the interests of its community by meeting the social, environmental, economic and cultural needs of the communities represented and by ensuring the rights and well being of future generations are considered.

MEASURES OF SUCCESS

S&HLGA is committed to excellence and continuous improvement. It will demonstrate its success by measuring performance indicators including: Financial and Audit performance, positive Board evaluation, member and stakeholder satisfaction, evidence of stakeholder engagement, actual achievements against target, evidence of influence and community wellbeing, risks identified and minimised, marketplace recognition and positive feedback.