

**LatrobeCity**  
**COUNCIL**  
**PLAN**  
*2017-2021*



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.

**01**

### OBJECTIVES

What the Council aims to achieve in the next four years.

**02**

### STRATEGIES

The approaches the Council will take to achieve the Strategic Objectives for the next four years.

**03**

### INDICATORS

What the Council will focus on to monitor the achievement of the Strategic Objectives.



# INDICATORS

## 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%	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	100%

## 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 hosted community forums	↑
5.2	Council presence at community hosted forums	↑
5.3	Utilisation rate of Council's Preschool and Childcare 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	↑
5.11	Council committee positions vacancy rate of community members	↓
5.12	Council committee attendance rate of community members.	↑
5.13	Municipal Public Health and Wellbeing Plan reviewed annually	100%
5.14	Community Satisfaction survey result – Importance/ Performance gap for Community Engagement	↑

## 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 LGPRF
6.3	Consideration of whole of life costs in financial decisions	↑
6.4	Asset management plans for major asset categories in place	100%

## 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	↑

TARGET	KEY
↑	Improve
↓	Reduce
*LGPRF	Local Government Performance Reporting Framework

# OBJECTIVES & STRATEGIES

## STRATEGIES

	OBJECTIVES						
	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4	OBJECTIVE 5	OBJECTIVE 6	OBJECTIVE 7
	Support job creation and industry diversification to enable economic growth in Latrobe City.	Encourage improved education & training outcomes in Latrobe City.	Improve the liveability and connectedness of Latrobe City.	Improve the amenity and accessibility of Council services.	Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens.	Ensure Council operates openly, transparently and responsibly.	Grow the civic pride of our municipality and solidify Latrobe City's image as a key regional city.
1. Pursue the funding and implementation of the strength led transition projects.	●		●		●		●
2. <b>Deliver Council's Economic Development Strategy including:</b> - Advocate to attract value adding medium sized businesses to Latrobe City - Supporting small business	●	●	●				
3. Provide support for the established major industries in Latrobe by: - Developing Council's position on power stations and coal use - Explore economic opportunities in waste and recycling - Advocating for the innovative uses of our local natural resources (timber, paper, brown coal, chemicals, agriculture etc)	●		●				
4. <b>Advocate for improved passenger and freight rail and bus transport services as well as for the delivery of key infrastructure to support better rail services including improved car parking at railway stations.</b>	●	●	●		●		●
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. <b>Improve volunteer participation across the community, incorporating a focus on youth volunteerism opportunities.</b>			●	●	●		
7. Enhance Council's engagement with the community to better understand the community's priorities.			●	●	●	●	●
8. <b>Develop projects that will enable the joining up of Latrobe City and reaffirm our position as a regional city.</b>	●		●	●	●		
9. Implement a town planning regime which facilitates appropriate urban growth, industry diversification, liveability and connectivity of Latrobe City.	●		●		●		●
10. <b>Promote and rebrand Latrobe City to support economic growth through tourism, community and cultural events and recreation.</b>	●		●		●		●
11. Improve the amenity and attractiveness of Latrobe City's town entrances and public spaces to enhance community pride.			●	●			●
12. <b>Provide community infrastructure that supports recreation and connectedness including sporting facilities, pathways and community gardens.</b>			●	●	●		●
13. Develop Council's long term financial plan and asset management plan to ensure that Council remains financially sustainable.						●	
14. <b>Provide services, infrastructure and advocacy to support the health, wellbeing and safety of our community.</b>			●		●		

**LATROBE CITY COUNCIL**  
141 COMMERCIAL ROAD MORWELL

PHONE: 1300 367 700

WEB: [www.latrobe.vic.gov.au/councilplan](http://www.latrobe.vic.gov.au/councilplan)

EMAIL: [latrobe@latrobe.vic.gov.au](mailto:latrobe@latrobe.vic.gov.au)

Facebook: [latrobecity](https://www.facebook.com/latrobecity)

This document was adopted in June 2017 by Latrobe City Council. To obtain this information in languages other than English, or in other formats, please contact Latrobe City Council on 1300 367 700.



*The Council Plan is supported by the Strategic Resource Plan and the Annual Action Plan. The Annual Action Plan is developed and adopted within the annual budget and outlines the Major Initiatives to be undertaken each year.*

*For a copy of the current Strategic Resource Plan or the Annual Action Plan go to [www.latrobe.vic.gov.au](http://www.latrobe.vic.gov.au) or call 1300 367 700.*