



## Media Release

### Council Adopts Strategic Plan 2021-2024

Adelaide Plains Council Elected Members adopted the Strategic Plan 2021-2024 (the Strategic Plan) at the Ordinary Council Meeting on 27 January 2021.

Extensive community engagement, led by consultants Holmes Dyer, throughout the preparation of the Strategic Plan saw over 250 stakeholders providing input into the development of the Strategic Plan. Formal public consultation on the draft Strategic Plan then occurred from 25 November 2020 to 22 December 2020. "It is this kind of engagement and participation that leads to awareness and understanding of the community's vision for the future," said Mayor Wasley.

Chief Executive Officer, Mr James Miller, acknowledged the significance of strategic planning, noting that "Strategic planning provides a mechanism for Council to fulfil the purpose and function of local government, relevant to the context and expectations of the community and stakeholders."

The four key themes of the Strategic Plan are summarised as follows:

**Enviably Lifestyle:** arrest the departure of younger population through affordable housing, access to diverse employment opportunities, regional university pathways and retail/recreation. Support retention of older community members through compact living with ease of access to improved retail and services in townships. Add to the vibrancy of towns through events, volunteering opportunities and community initiative funds or service support.

**Emerging Economy:** facilitate growth of the business sector through strategic advocacy, partnerships and service improvements that generate local procurement and employment opportunities, provide certainty for investment and enhance the appeal and visitor experience delivered by Council's key tourism strengths and opportunities.

**Remarkable Landscapes:** advocate for Government investment in the Gawler River Catchment, liaise with and support agencies responsible for adverse event mitigation and response, maintain a mix of waste management services and increase community education and lever volunteering opportunities and multiple State agency agendas to target the enhancement of coastal visitor experiences.

**Proactive Leadership:** Proactive engagement in new and existing regional partnerships, pursuit of funding and exploration of new revenue opportunities will create value for the region and rate payers. Early engagement in reform will support opportunities for continuous improvement. Setting a strategic financial agenda with regard to sustainability ratios will open up investment opportunities for the delivery of Council's strategic plan, and a continued emphasis on engagement and consultation will raise awareness, understanding and participation by an increasingly active community regarding Council's intent and progress.

These key themes will become the focus of Council's services, projects and budget over the coming four years.

The Strategic Plan 2021-2024 is available on the Council website at [www.apc.sa.gov.au](http://www.apc.sa.gov.au).

Mark Wasley  
**Mayor**

1 March 2021