

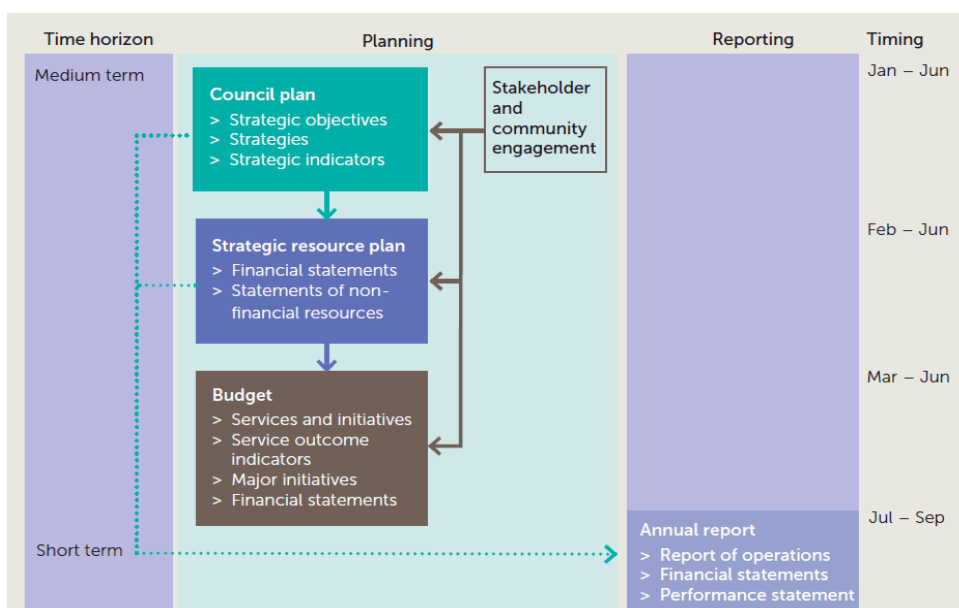
## 1. Link to the Council Plan

### Annual Plan

This section describes how the annual budget links to the achievement of the Council Plan within an overall planning and reporting framework. This framework guides the City in identifying community needs and aspirations over the long term (the Community Vision; Greater Geelong: A Clever and Creative Future), medium term (Council Plan) and short term (Annual Budget) and then holding itself accountable (Annual Report).

#### 1.1 Planning and accountability framework

The Strategic Resource Plan, part of and prepared in conjunction with the Council Plan, is a rolling four-year plan that outlines the financial and non-financial resources that the City requires to achieve the strategic priorities described in the Council Plan. The Annual Budget is framed within the Strategic Resource Plan, considering the services and initiatives which contribute to achieving the strategic priorities specified in the Council Plan. The diagram below depicts the planning and accountability framework that applies to local government in Victoria.



Source: Department of Environment, Land, Water and Planning

In addition to the above, the City of Greater Geelong has a 30-year community vision, Greater Geelong: A Clever and Creative Future, purpose and values. The Council Plan is aligned to the 30-year community vision.

The timing of each component of the planning framework is critical to the successful achievement of the planned outcomes.

#### 1.1.2 Key Planning Considerations

##### Service Level Planning

Although councils have a legal obligation to provide some services— such as animal management, local roads, food safety and statutory planning— most council services are not legally mandated, including some services closely associated with councils, such as libraries, building permits and sporting facilities. Further, over time, the needs and expectations of communities can change. Therefore councils need to have robust processes for service planning and review to ensure all services continue to provide value for money and are in line with community expectations. In doing so, councils should engage with communities to determine how to prioritise resources and balance service provision against other responsibilities such as asset maintenance and capital works.

## 1.2 Our community vision, our purpose and values

### Our long-term community vision - Greater Geelong: A Clever and Creative Future

*By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising and adaptive, and cares for its people and environment.*

*This vision was developed from the voices of over 16,000 people in 2017. This vision identifies and articulates the community's aspirations and outcomes of a successful region.*

Our purpose and values guide our approach to everything we do.

#### Our purpose

*Working together for a thriving community*

#### Our values

*Respect and encourage each other*

*Create a healthy and safe environment for all*

*Embrace new ideas and better ways to work*

*Make people the centre of our business*

## 1.3 Strategic priorities

Council Plan 2018–22 – Putting Our Community First outlines how we will work towards making Greater Geelong a clever and creative city-region. It will guide the City of Greater Geelong's resources to deliver infrastructure, services and programs to the community in a sustainable way.

The 11 strategic priorities we will focus on for the next four years are:

Strategic Objective	Description
1 Improved health and safety of our community	The health and safety of our community is vital. We will address family violence, homelessness, food shortages and public safety.
2 Informed social infrastructure and planning	We will strive for social equity in the infrastructure and services we deliver for our community.
3 A more inclusive and diverse community	We want to recognise all members of the Geelong community and not leave anyone behind.
4 Planned sustainable development	We will use sustainable principles to guide development of growth areas and help protect our townships.
5 Effective environmental management	We will show leadership to address waste, climate change and environmental challenges.
6 Vibrant arts and culture	We treasure Geelong's culture and heritage and will help our creative community to grow.
7 Integrated transport connections	Our focus will be on improving our public and active transport, and better connecting our networks.
8 A thriving and sustainable economy	We will capitalise on Geelong's incredible economic opportunities.
9 Growing our tourism and events	Our tourism and events offering is strong, but we aim to grow it further.
10 Innovative finances and technology	Clever and sustainable financial management, matched with digital growth, will advance our future.
11 Organisational leadership, strategy and governance	We will be the 'leading voice' of the community by delivering confident governance and strategic planning.