

# 2024-2028 Corporate Plan



Mareeba  
SHIRE COUNCIL



# ABOUT THE CORPORATE PLAN

## Legislative Requirements

It is a mandatory requirement of section 165 of the *Local Government Regulation 2012* for a Council to prepare and adopt a Corporate Plan. The Corporate Plan shall be for a period of five (5) years and will remain in force for the specified period of the plan or until the earlier adoption of a new plan. The local government must ensure each corporate plan is prepared and adopted in enough time, before the start of the first financial year covered by the plan, to allow preparation and adoption of a budget for the financial year consistent with the plan. By Council resolution, the corporate plan may be revised or amended at any time provided the changes comply with the Local Government Finance Standards.

## Performance Indicators

The Plan sets the strategic direction of the Local Government and states the performance indicators for measuring the local government's progress in achieving its vision for the future of the local government area. The Corporate Plan is supported by Council's Annual Operational Plan which details the activities and projects planned to achieve our goals. The annual budget provides the funding and resources to meet the objectives of the operational plan. An assessment of Council's performance in implementing its Corporate and Operational Plans will be monitored with quarterly Operational Plan Reviews and are reported in Council's Annual Report. Both the Annual Report and quarterly reviews will be publicly accessible and available.



Mayor Angela Toppin AM



Deputy Mayor  
Cr Lenore Wyatt



Cr Amy Braes



Cr Nipper Brown



Cr Ross Cardillo



Cr Kevin Davies



Cr Mary Graham





# VISION, MISSION, VALUES

## Our Vision

A growing, confident and sustainable Shire.

## Our Mission

To promote the prosperity and liveability of our communities by providing cost-effective services, fostering collaborative partnerships and maintaining accountable governance.

## Our Values

### Sustainable

We operate in an efficient and effective businesslike manner to ensure long-term sustainability by optimising customer service levels whilst managing community expectations.

### United Team

Our people work respectfully and collaboratively to achieve Council's goals with every decision being made based on what is best for the whole organisation.

### Customer Focused

The community are our customers and we are here to serve our community in everything we do.

### Community Partnerships

We build partnerships with the community to deliver better outcomes.

### Ethical Conduct

We operate fairly, with integrity and open, honest, transparent and accountable behaviour and consistent decision-making.

### Striving to be Better

We strive to improve Council's service and enthusiastically pursue innovative ways of providing services simply and effectively.

### Skilled Workforce

We ensure our workforce is equipped with the skills and knowledge needed for today and into the future.



# STRATEGIC PRIORITIES

## **Financial Sustainability and Governance**

A financially sustainable council that applies strategic decision making and good governance to deliver cost-effective services.

## **Community and Culture**

An informed, engaged and resilient community which supports and encourages effective partnerships to deliver better outcomes.

## **Transport and Infrastructure**

The provision of quality infrastructure to service our growing community using sound asset management principles.

## **Liveability and Environment**

Improve the liveability of the Shire by enhancing amenity and valuing natural assets.

## **Economy and Growth**

Promote and encourage investment in local industry to build a resilient economy.





# GOALS AND STRATEGIES

## Financial Sustainability and Governance

A financially sustainable council that applies strategic decision making and good governance to deliver cost-effective services.

### FG1

#### Effective and sustainable financial management

- All decisions should support Council's strategic direction and Long-Term Financial Plan
- Optimise Council's revenue, based on realistic and equitable policies and practices, and consider opportunities for non-rate revenue sources

### FG2

#### Effective business management

- Commitment to continuous improvement in all operations to ensure financial sustainability
- Further develop and implement business practices including information and technology solutions, that meet corporate and customer needs

### FG3

#### A skilled and sustainable workforce

- Continue to provide appropriate opportunities to develop, attract and retain staff
- Enhance an organisational culture which reflects shared vision and values
- Continue to promote a 'safety first' environment

### FG4

#### Effective governance

- A governance framework that ensures sound organisational management
- Ongoing adherence to the Local Government principles, Act and Regulations
- Ethical, transparent and accountable decision making in the interest of the entire community
- Manage organisational risk in a cost-effective way



# GOALS AND STRATEGIES

## Community and Culture

An informed, engaged and resilient community which supports and encourages effective partnerships to deliver better outcomes.

### CC1

#### An engaged community

- Inform, engage and partner with the community on matters of shared importance
- Encourage and support community organisations to enhance their sustainability
- Partner with community groups and individuals for mutual benefit

### CC2

#### A vibrant and healthy community

- Continue to value the area of arts, culture and heritage to enrich lifestyles and to enhance community cohesion
- Advocate and promote community initiatives that support a healthy lifestyle
- Support and promote key community events

### CC3

#### A resilient community

- Partner with community stakeholders to build community resilience for emergencies and disasters
- Support the community to be prepared for, mitigate, respond to, and recover from disasters
- Support the Local Disaster Management Group to ensure effective decision-making regarding disaster events



An aerial photograph of the Mareeba Water Treatment Plant. The image shows several large, circular, green-painted concrete tanks used for water treatment. There are various pipes, walkways, and smaller buildings around the tanks. In the background, there is a residential area with houses and trees, and further back, a range of hills under a blue sky with some clouds.

# GOALS AND STRATEGIES

## Transport and Infrastructure

The provision of quality infrastructure to service our growing community using sound asset management principles.

### TI1

#### Safe, reliable and resilient infrastructure

- Deliver safe and effective transport networks
- Maintain safe and reliable drinking water supply
- Maintain safe and reliable wastewater service
- Where possible develop infrastructure to mitigate against future severe weather events

### TI2

#### Sustainable Infrastructure for the future

- Manage Council infrastructure in accordance with Long Term Asset Management and Long Term Financial Plans
- Integrate infrastructure planning to meet future capacity needs
- Partner with community, private sector and government to optimise Council infrastructure
- Advocate for significant local and regional infrastructure through the State and Federal governments



# GOALS AND STRATEGIES

## Liveability and Environment

Improve the liveability of the Shire by enhancing amenity and valuing natural assets.

### LE1

#### Attractive and accessible public facilities

- Manage open spaces, parks and council facilities, to encourage active communities and support quality of life
- Deliver council services which enhance liveability
- Partner with community organisations to enhance the use of existing facilities and promote recreation opportunities
- Enhance connectivity and accessibility within communities

### LE2

#### Sustainable Planning and protection of environmental assets

- Maintain a planning scheme that balances the various land uses across the Shire while protecting environmental assets
- Promote water quality of our region's waterways limiting impact on the Great Barrier Reef and Gulf of Carpentaria
- A coordinated approach to land management and the control of biosecurity threats

### LE3

#### Environmentally responsible service delivery

- Continue to investigate and implement cost-effective practices across council operations to minimise impact on the environment
- Provide environmentally responsible and cost-effective waste services to the community
- Provide community education on sustainable waste management practices, including recycling, circular economy principles, and environmental stewardship







# GOALS AND STRATEGIES

## Economy and Growth

Promote and encourage investment in local industry to build a resilient economy.

### EG1

#### **Sustainable economic development and growth**

- Promote and expand opportunities for businesses to grow and/or establish themselves within the Shire
- Partner with community, private sector and government to harness opportunities for growth and innovation
- Highlight the positive attributes and benefits of Mareeba Shire to attract and retain business and investment

### EG2

#### **Effective strategic partnerships**

- Advocate Council's strategic and operational position on key issues affecting the community to other government sectors
- Maintain and develop close and productive working relationships with relevant stakeholders, including the State and Federal governments
- Fostering and developing relationships with industry groups, community organisations, businesses and individuals to promote and develop the Shire



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