



Strategic Intent

Who We Are

(Structure)

An independent, member-based, not for profit organisation representing and supporting the WA local government sector

Our Sector Vision

(What we aspire to)

Agile and inclusive Local Governments enhancing community wellbeing and enabling economic prosperity

Our Purpose

(Why we exist)

To leverage the collective strength and influence of the Local Government sector for the benefit of WA Local Governments and their communities

Our Focus

(what we do and how we will achieve our purpose and vision)

We deliver on our purpose and vision by:

- **Undertaking research** on the most important issues that local government faces
- **Facilitating collaboration and creating platforms** to inspire innovative and progressive policy solutions
- **Delivering services** to support and build capacity across the local government sector
- **Influencing decision makers** by delivering strong evidence-based recommendations and advocacy in support of sector positions

Our Values

(Our deeply held beliefs)

- Respect** We treat everyone with honesty, integrity and respect
- Excellence** We are a professional organisation delivering positive impact for members and community
- Accountable** We take responsibility and work openly and transparently to earn the trust of stakeholders
- Collaborative** We leverage strong relationships and partnerships
- Innovative** We constantly strive to improve, innovate and adapt

Core Strategic Themes and Descriptors

Advocating and facilitating sector solutions and policy

- We amplify the voice of local government and bring sector concerns directly to key decision makers
- We develop future-focused and evidence-based policy positions
- We connect and bring together expertise to maximise sector outcomes
- We empower the sector so local governments can take greater responsibility for their own future

Delivering member-centric, quality services

- We understand member needs
- We translate research and evidence into practical sector-wide solutions
- We provide integrated, member-centric services to help members succeed
- We deliver quality and relevant services and programs
- We work with the sector to build strong pathways for knowledge sharing

Enabling Strategic Themes and Descriptors

Financially sustainable

- We are financially sustainable
- We have diverse revenue streams that leverage core strengths and capabilities
- We financially support and invest in transformation and innovation to support the sector effectively

Contemporary systems

- We have contemporary governance and engagement models
- We ensure systems and processes are simplified and digitised
- We make decisions and advise our stakeholders based on strong evidence
- We can redirect and repurpose resources to shifting priorities
- We have a recognized and respected brand

Agile workforce

- We have a fit-for-purpose structure
- We have an engaged, empowered and connected workforce with agile, multi-disciplinary teams
- We invest in capability to drive improvement and innovation



Strategic themes