

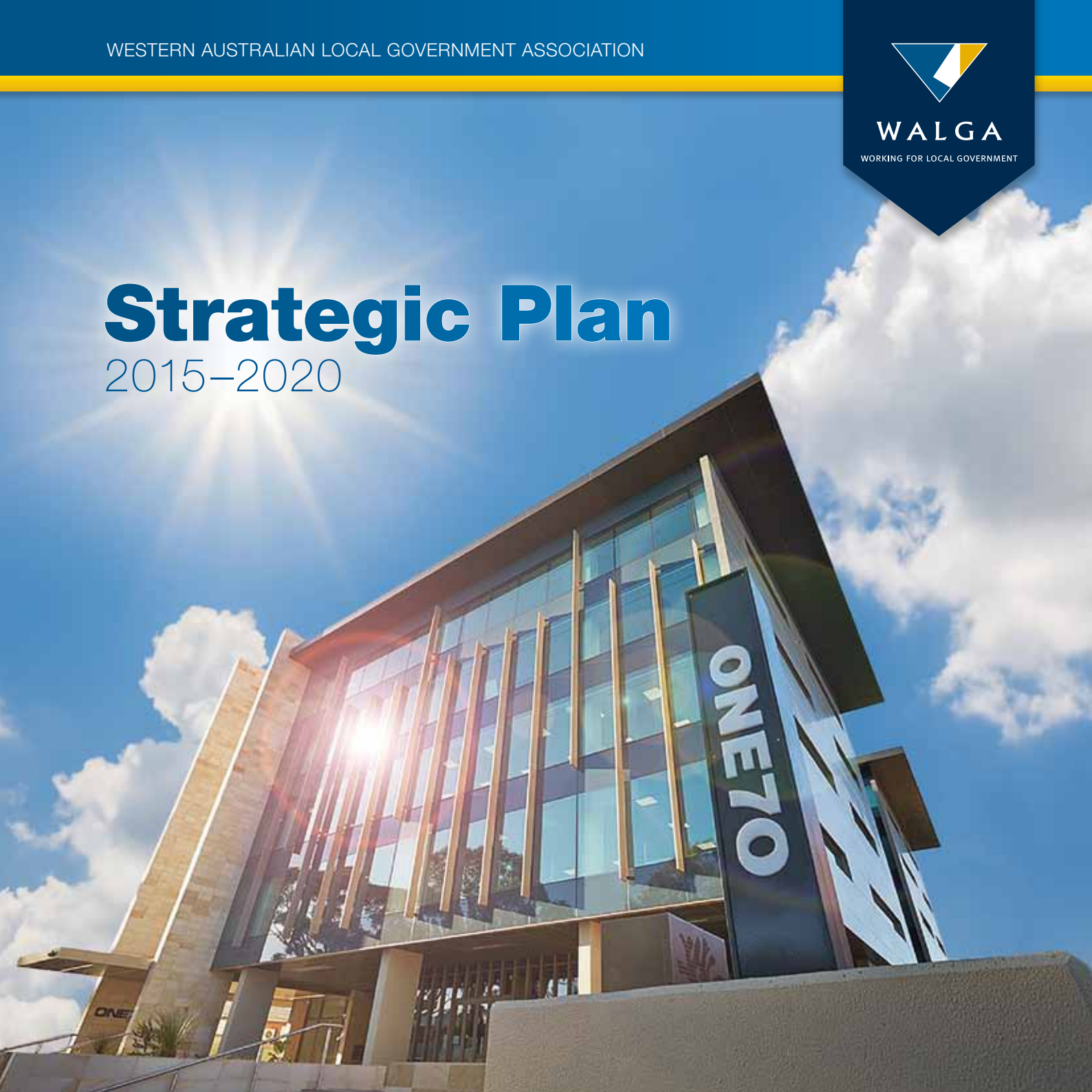


**WALGA**

WORKING FOR LOCAL GOVERNMENT

# Strategic Plan

2015–2020



# WALGA is committed to advancing the vision for Local Government in Western Australia where:

- Local Governments will be built on good governance, autonomy, local leadership, democracy, community engagement and diversity;
- Local Governments will have the capacity to provide economically, socially and environmentally sustainable services and infrastructure that meets the needs of their communities.



## Our Vision

**Our vision is a statement of how we see ourselves in the future.**

WALGA will be respected for delivering on the aspirations of our members, as the lead Association for Local Government.

## Our Mission

**Our mission describes why we exist and the work we do.**

WALGA provides value to member Local Governments by:

- Enhancing the capacity of Local Governments to deliver services;
- Building a positive profile for Local Government;
- Providing effective leadership on behalf of the sector; and
- Ensuring representation for Local Government.

## Our Strategic Focus

**Our strategic focus is to have greater than 80% member satisfaction with WALGA within three years.**

This strategy is built on our competitive advantage of being:

**Experienced:** We have clear understanding of the business of Local Government.

**Integrated:** We are a reliable, effective and diverse group that provides value, financial benefits and a united voice.

**Professional:** We provide expert services to meet member needs.

## Our Values Guide

### The Way We Work

**Our values guide the way we work with each other, with our members and our stakeholders.**

**Respect:** We value the contributions, views and needs of others.

**Integrity:** We demonstrate strong principles and process.

**Collaboration:** We work with members and colleagues to develop, pursue and uphold shared goals.

**Relationships:** We build strong connections with our members and our staff.

## Our Defining Principles

### The defining principles that our members can expect are:

- Constructive relationships with other organisations;
- Effective and consistent communication;
- Responsive and timely services; and
- Policy initiatives.



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For further information  
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## Our Key Strategies

### The key strategies that we will focus on are:

#### Engagement with Members

- Deliver a broad range of benefits and services that enhance the capacity of member Local Governments;
- Improve communication and build relationships at all levels of member Local Governments;
- Provide ongoing professional development and interactive opportunities for Elected Members to contribute to debate on sector issues;
- Build a strong sense of WALGA ownership and alignment.

#### Sustainable Local Government

- Continue to build capacity to deliver sustainable Local Government;
- Provide support to all members, according to need;
- Represent the diversity of members' aspirations in the further development of Local Government in Western Australia;
- Foster economic and regional development in Local Government.

#### Enhanced Reputation and Relationships

- Communicate and market the profile and reputation of Local Government and WALGA;
- Promote WALGA's advocacy successes with the sector and the wider community;
- Strengthen effective relationships with external peak bodies and key decision makers in State and Federal Government;
- Develop simple and consistent messages that are effectively articulated;
- Promote WALGA's supplier agreements to assist Local Governments.