

**SHIRE OF CRANBROOK CORPORATE BUSINESS PLAN 2021 - 2025
QUARTERLY REPORT FINANCIAL YEAR 2021/2022**

OUR VISION		That the Shire of Cranbrook is a proactive, sustainable, safe, friendly and prosperous place to be											
OUR KEY OBJECTIVES and OUTCOMES <small>(extract from Strategic Community Plan)</small>		OUR STRATEGIES <small>(extract from Strategic Community Plan)</small>		OPERATIONAL IMPLEMENTATION					ACTION STATUS		ACTION UPDATE COMMENTS		
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				Jun-22	Jun-23	Jun-24	Jun-25	↑	MONITOR				
									HOLD				
					COMPLETED								
1. LIVE													
1	Community - A safe and friendly community that is well-known for support, which can be defined with a measurement of 'proud'.	1.1	A community and enterprise safety and security system .	All residents feel safe with a score >4.5/5 for 'feel safe'.	MCC	●					ON TRACK		
		1.2	A culture-enhancement program where all community members are proud of living in and around the region.	Annual increase in 'proud' measurement for community members.	CEO				●			ON TRACK	
		1.3	An elevated volunteer appreciation program.	Annual volunteer appreciation event is delivered.	MCC	●						ON TRACK	Volunteerism is encouraged and supported with reviews being undertaken on best practice to thank them
2	Utilities - A strong base for modern living with adequate amenities such as water, energy, roads and digital.	2.1	A solution to water access which has enabled further economic success.	Water solution released.	CEO		●				MONITOR		
		2.2	A long-term plan for equitable digital connectivity for increased safety and remote working is released.	Equitable digital plan released.	CEO			●			MONITOR	Ongoing discussions being held a WALGA Zone level	
		2.3	A community-wide, annual input into Significant Roads projects.	75% + Community satisfaction of 'Significant Roads'.	MOW				●			ON TRACK	
		2.4	An elevated domestic waste system including recycling, tip beautification, and education program.	90% Community satisfaction with waste system.	MOW				●			MONITOR	
3	Health - A well-defined primary and emergency health positioning, focussed attention on mental health and proactive leadership on next frontier health provisions.	3.1	A well-defined health positioning , formed of strong partnerships, alliances, and volunteerism.	80% community members understand health system.	CEO	●					ON TRACK	Public health planning has begun and a new service agreement signed for medical services to Frankland River	
		3.2	Focussed attention and partnered model for region-wide mental health .	90% awareness of mental health provisions in the region.	CEO	●					ON TRACK	Strong partnership with Act Bleong Commit and public health plan underway	
		3.3	A proactive community supporting community welfare .	>80% of the community has contributed to welfare initiatives.	CEO	●						ON TRACK	
4	Priority amenities - A strong knowledge base on amenity usage and asset management, and a focussed support for aged-care and youth facilities and programs.	4.1	A transparent and accessible facility use analysis .	Facility use data is released annually online.	MCC	●					ON TRACK	The Shire allows for fair and equal use of its facilities - data is being collected to release annually with a new online booking system created to assist in the data capturing	
		4.2	An elevated service provision for aged-care, youth and people living with disabilities.	Aged-care, youth and people living with disabilities are more satisfied with services.	CEO				●		ON TRACK		
		4.3	New Frankland River Community Facility is constructed including building and linking amenities.	Frankland River's community facility is operational	MCC				●			MONITOR	Community Sport and Recreations Facilities Fund (CSRFF) Application submitted with notification that Building Better Regions Fund (BBRF) was unsuccessful
		4.4	A community-wide facility prioritisation system which is transparent and informed, for both new builds and asset upgrades.	June 2022 Facility Priority List is transparent. June 2025 90% of Asset Management executed.	MOW				●			MONITOR	

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WORK													
5	Business Engagement - A resilient, knowledgeable and networked local business sector.	5.1	An accessible data-base of businesses in and around the region.	Data base is formed and accessible.	MCC	●					MONITOR		
		5.2	A data-base of extra or shared workers is in reach.	Data base is formed and accessible.	CAT		●				HOLD		
		5.3	A strong community-driven business awards and networking program.	Program is formed, promoted and enjoyed.	CEO		●				MONITOR		
6	Stimulated Economy - A strong relationship between business community and Local Shire.	6.1	An industrial site is promoted for future business.	Local businesses satified with regulation process.	CEO				●		MONITOR		
		6.2	Advanced local regulation which has encouraged start-up or expansion, and diversity, of local business.	Local businesses satified with regulation process.	CEO	●					ON TRACK		
		6.3	A Business Prospectus has been formed and is being promoted.	Prospectus is formed and being promoted.	CAT		●				HOLD		
7	Enabled Economy - A business system that is well-functioning through partnerships and alliances.	7.1	Extra flexible housing options for various working needs.	Additional accomodation options delivered.	CEO			●			MONITOR		
		7.2	An increased ongoing engagement from businesses owning land, or operating, in the region.	Policy formed and released.	CEO		●				MONITOR		
		7.3	A small to medium enterprise-incentive-program partnered with the Local Shire.	Annual budget approved, decision-making process set, program in action.	CAT			●			HOLD		
8	Business Attraction - Attracted new business and industry to the region.	8.1	Additional business or micro-production has commenced or expanded in the region.	Two businesses attracted to or grown in Cranbrook.	CEO				●		ON TRACK		
		8.2	Created a social-enterprise activity .	One social- enterprise activity in action.	CAT				●		HOLD		

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VISIT													
9	Experiences - A well-defined and celebrated community activity program for locals and visitors.	9.1	A stimulus into sport and recreation participation.	More people accessing programs year- on-year.	MCC			●			ON TRACK	Community and Club group promotion begun on social media and club grant assistance is provided	
		9.2	A stimulus into arts and culture participation.	More people accessing programs year-on-year.	MCC		●				MONITOR		
		9.3	A focus on securing and promoting regional and state-based experiential events to maximise assets.	Increased use of facilities for major events.	CEO			●				ON TRACK	
10	Tourism - A strong positioning as a destination for external visitors.	10.1	A unique, well-known, regarded, accessible and measured tourism destination across the full region.	Increase in visitor numbers online, and in real visits.	MCC			●			HOLD	Discussions between Australias South West and Great Southern Treasures is underway with position advertised to promote the region - Great Southern Treasure promotion on hold until a new employee has been recruited	
		10.2	A Shire of Cranbrook 100-year celebration as a local government area (2026), which will have long-term legacy results.	Celebration is well-planned and promoted.	CEO				●		MONITOR		
		10.3	A well-signed and iconic tourist information and resting bay at entrances of three gazetted towns.	Two information and rest bays installed.	MOW			●				ON TRACK	Planning in process
		10.4	A community-driven heritage management and celebration plan.	Heritage management team in action.	MCC			●				MONITOR	Review into previous documents formed in the 1990's
11	Public Spaces - Celebrated main streets and town icons which are inviting meeting-places for locals and visitors.	11.1	A programmed upgrade of town main streets including landscaping, signage, planting, furniture, lighting, icons and story-telling.	Main-street masterplan completed, funding is attracted, and development commenced for one location.	MOW				●		ON TRACK	Planning in process	
		11.2	A connected, planned, obvious and advancing Cranbrook town retail precinct .	A distinct and recognisable Cranbrook town retail precinct.	MOW					●		MONITOR	
12	Brand - A growing and distinguishable brand.	12.1	A defined brand which is translated consistently across the region and is celebrated as a community.	75% local awareness of brand features.	MCC		●				ON TRACK	Online promotion for the Shire of Cranbrook and preparations for new council	
		12.2	An internal community events program which assists in achieving all five features of the community vision.	Events program organised, promoted and attended with annual numbers increasing.	MCC		●				ON TRACK	Events supported, encouraged and promoted through various chanel in the community	
		12.3	A community-empowered communications system rather than one-way or two-way communication.	Communication and Engagement Strategy released.	MCC				●			MONITOR	Liassing with other Local Governments to review their Communitcation and Engagement Strategy - Further discussions to be undertaken with EMT

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4. LEADERSHIP - Demonstrate strong governance and leadership													
13	Knowledge - A community driven-by-data, not opinions, and can see the balance between investing in work, live and visit.	13.1	A digital knowledge hub collecting and housing all data on the region (being proactive, sustainable, safe, friendly and prosperous).	Knowledge Hub in place and assessable.	MCC			●			MONITOR	Awaiting updated census data	
		13.2	An annual investment analysis on live, work, visit and connect, in particular, major projects, and effect on demographics.	First data is released June 2023 and annually thereafter.	MCC		●				MONITOR		
		13.3	An annual Regional Perception Survey along with a well-defined engagement system.	Regional Perception Survey and Engagement System in action.	MCC		●				MONITOR	Review to be undertaken	
14	Environment - A connected community driving a united contribution to the environment both locally and globally.	14.1	A well-defined and talked-about environmental point-of-difference .	75% community recall on the region's environmental point-of-difference. Gillamii is renowned.	Gillamii			●			ON TRACK	Meeting with Gillammii in December to discuss new agreement	
		14.2	An investigation to install a green-energy system to service the region's future energy needs.	Future-focussed green energy plan unveiled.	CEO			●			HOLD		
15	Proactive people - A community which capitalises on its youthful intellect and stretches interactions wider than the community residing in the region.	15.1	A self-empowered Community Advisory Team with specific terms-of-reference, deliverables, support and budget to achieve success.	CAT members appointed, TOR formed, and support and budget aligned.	CEO	●					HOLD		
		15.2	A virtual community and region-wide alumni for sustained connections, engagement, and growth.	Alumni named, purpose formed by June 2022. 1000-person data-base formed by June 2025.	CEO	●					HOLD		
		15.3	A community-wide performance system in place.	Increased community involvement in Strategic Community Plan process for 2025.	CEO				●		HOLD		
16	High-performing Local Shire - An accountable and respected Local Shire, investing in its people and structures.	16.1	A Local Shire, its workforce and supporting entities are well-governed with delineated roles and accountabilities.	90% of operational plans completed.	CEO		●				ON TRACK		
		16.2	A capable and innovative Local Shire workforce structure commensurate with strategic and community aspirations.	Workforce structure fit-for-purpose. Workforce Plan reviewed annually.	CEO	●					ON TRACK		
		16.3	A Local Shire workforce fitted to perform in an apt working environment .	Workforce performance reviews. Successful performance within roles.	CEO		●				ON TRACK		
		16.4	A Local Shire workforce with a defined culture and high performing mentality.	>4/5 High Performing Teams measure, or, >80% workforce satisfaction.	CEO		●				ON TRACK		