



## PURPOSE

*The Town of Victoria Park exists to...*  
Sustainably serve, empower and connect community

## VALUES

<b>PROACTIVITY</b> Anticipate, plan and act	<b>INCLUSIVITY</b> Embrace diversity	<b>INTEGRITY</b> Be authentic	<b>CARE</b> Show empathy, consideration and kindness	<b>COURAGE</b> Be bold and innovative
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## VISION

*We see a world where Vic Park is...*  
A dynamic place for everyone

## MISSION

*To achieve our vision, we will become...*  
Leaders in unlocking potential

## COMMUNITY PRIORITIES

Helping people feel safe	Facilitating an inclusive community that celebrates diversity	Improving access to arts, history, culture and education	Collaborating to ensure everyone has a place to call home	Protecting and enhancing the natural environment	Facilitating the reduction of waste
Increasing and improving public open spaces	Providing facilities that are well-built and well-maintained	Enhancing and enabling liveability through urban design and development	Improving how people get around the Town	Facilitating a strong economy	Effectively managing the organisation's resources and performance

## ORGANISATIONAL OBJECTIVES

Innovative and empowered people	Engaged and empowered community	Streamlined, modern governance	Integrated, fit-for-purpose systems	Productive and agile operations	Financial sustainability
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**#LOVEVICPARK**