OUR *purpose*

Sustainably serve, empower and connect community.

OUR **VALUES**

PROACTIVE
Anticipate, plan and act.

INCLUSIVE
Embrace diversity.

INTEGRITY
Be honest, accountable and transparent.

CARING
Show empathy, consideration and kindness.

COURAGE
Be bold and innovative.

OUR **VISION**

The Town of Victoria Park: a dynamic place for everyone.

OUR *mission*

To achieve our vision, we will champion the four pillars of sustainability including:

SOCIAL – To promote sustainable, connected, safe and diverse places for everyone.

ECONOMIC – To promote sustainable, diverse, resilient and prosperous places for everyone.

ENVIRONMENT – To promote sustainable, liveable, healthy and green places for everyone.

CIVIC LEADERSHIP – To show leadership by communicating with, empowering and supporting people in the community.

COMMUNITY *priorities*

SOCIAL
S1 Helping people feel safe.

S2 Collaborating to ensure everyone has a place to call home.

S3 Facilitating an inclusive community that celebrates diversity.

S4 Improving access to arts, history, culture and education.

ECONOMIC
EC1 Facilitating a strong local economy.

EC2 Connecting businesses and people to our local activity centres through place planning and activation.

ENVIRONMENT
EN1 Protecting and enhancing the natural environment.

EN2 Facilitating the reduction of waste.

EN3 Enhancing and enabling liveability through planning, urban design and development.

EN4 Increasing and improving public open spaces.

EN5 Providing facilities that are well-built and well-maintained.

EN6 Improving how people get around the Town.

CIVIC LEADERSHIP
CL1 Effectively managing resources and performance.

CL2 Communication and engagement with community.

CL3 Accountability and good governance.

TOWN *objectives*

01 Innovative and empowered people

02 Engaged and empowered community

03 Streamlined, modern governance

04 Integrated, fit-for-purpose systems

05 Productive and agile operations

06 Financial sustainability

TOWN OF VICTORIA PARK

What is a STRATEGIC COMMUNITY PLAN?

The Strategic Community Plan is the main strategy and planning document that reflects our community's long-term vision, aspirations and priorities. It translates the community's thinking to guide culture and strategy to achieve the community's vision for the future of the Town.

A Strategic Community Plan is legally required to be prepared as part of the Integrated Planning and Reporting Framework.

HOW TO USE THE PLAN

The vision can only be achieved if everyone works together.

01 COMMUNITY

- Understand the vision and priorities of the whole community.
- Understand what the Council and administration are focusing on for the future.
- Inform participation in Council processes such as meetings and community engagement.
- Shape the focus of community-run initiatives.
- Help promote the story for the future of the area.

02 ELECTED MEMBERS

- Guide items put forward for consideration by Council.
- Align decisions to community aspirations.
- Prioritise budget allocations.
- Shape advocacy efforts.
- Monitor performance of the administration to achieve the community's vision.

03 ADMINISTRATION

- Inspire a shared sense of purpose and unique way of thinking.
- Understand the expectations of the community.
- Guide recommendations that align with the community's vision and aspirations.
- Inform workforce planning and use of resources.
- Inform topic-specific plans and strategies.

Snapshot of our COMMUNITY

GROWING POPULATION
Current population over 38,000 and expected to grow to over 77,000 by 2050.

YOUNG(ISH) POPULATION
Largest age grouping is 25 to 34 years and second largest is 35 to 49 years.

INCREASINGLY MULTICULTURAL
27% of people speak a language other than English at home. Mandarin, Italian and Cantonese are the top three of these languages.

WELL EDUCATED
Compared to the rest of Greater Perth there is a higher proportion of people in the Town that hold formal qualifications and a lower proportion of people with no formal qualifications.

ONE OR TWO PEOPLE HOUSEHOLDS DOMINATE
Almost 55% of people living in the Town live in a one or two-person household.

LIVE RELATIVELY CLOSELY TOGETHER
47.8% of the dwellings are medium or high density, compared to 25% in Greater Perth.

LIKELY TO WORK AS EITHER A PROFESSIONAL, IN ADMINISTRATIVE WORK OR AS A TECHNICIAN
55% of Town residents work in one of these three jobs.

COMPARABLE INCOMES
Wage categories are equally distributed across the population.

LIKELY TO WORK OUTSIDE OF THE TOWN
77% of the Town's working residents travel outside of the Town to work.

LOTS OF WORKERS FROM THE SOUTH-EASTERN CORRIDOR
88% of people who work in the Town come from outside of the Town.

OUR GLOSSARY

PURPOSE
This is the reason the Town of Victoria Park exists as an organisation. Although the Town has a statutory purpose, this one is informed by our community and acts to inspire elected members and people that work at the Town through a shared understanding. It is the first decision-making filter for anything proposed and any decision made.

VALUES
This is the unique thinking that helps drive the behaviours needed to deliver this plan. They shape our culture. All actions and decisions made should be consistent with our values.

VISION
This is the long-term goal that the Town is aiming to achieve. It says what the future of the Town of Victoria Park looks like. It requires the involvement of the community, elected members and employees to create. Every decision made leads to this end goal.

MISSION
This gives the organisation a short-term goal for what it needs to become to achieve the vision. It sets the foundation for the Town objectives and is measured through results against these. It should be reviewed with each major review of the plan every four years. A new mission is set once one is achieved.

COMMUNITY PRIORITIES
These are directly related to the feedback themes provided by the community. They are what the community wants the Town to do to reach the long-term vision. They guide the efforts of the Town and how resources are distributed.

TOWN OBJECTIVES
These are what the Town is working towards to be in the best position to deliver on the community's priorities. They are short-term goals that allow every priority to be considered with people, the community, governance, systems, operations and finances in mind.

WE'RE OPEN VIC PARK