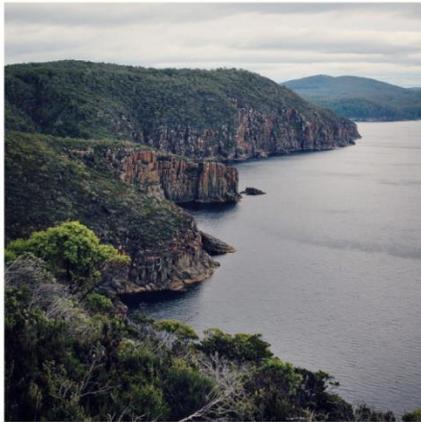


# TASMAN COUNCIL

TEN YEAR STRATEGIC PLAN 2015 - 2025





# A message from the Mayor

The Tasman Municipal Area has much to be proud of with two internationally recognised World Heritage Sites, our extraordinary natural beauty and built heritage assets, the highest sea cliffs in the Southern Hemisphere, wonderful beaches and many bush walking opportunities which include the new Three Capes Track. The opportunities for eco tourism ventures, agriculture, aquaculture and boutique niche markets are vast.

The Tasman Municipal Strategic Plan outlines the Council's vision for the municipal area for the next ten years and identifies the key issues facing the Tasman Council and community. It sets a clear and flexible focus on achieving that vision. Flexible because the outcomes and strategies to achieve our vision must be monitored and reviewed to maintain relevance and stay focussed on the needs of the community in an ever changing environment.

The plan is aspirational and achievable. Aspirational because as a community we wish to create a better future, achievable because, working together, we can.

I thank the Councillors and community members who participated in the workshop process for their contributions and encourage the Councillors, staff and the Tasman Municipal community to embrace the plan and a prosperous future.



Roseanne Heyward  
**Mayor**



## Background

A workshop based on Value Management methodology was held in Port Arthur on the 1<sup>st</sup> of May 2015 attended by representatives from the Community, State Government Agencies and Council (Councillors and Staff).

The scope of the workshop was to develop a ten year strategic plan (2015 to 2025) that guides the Municipal Area and supports the future aims and objectives of Tasman Council and the community. The delivery of the strategic plan will be specified and reviewed through our annual planning, budgeting and reporting processes.

This strategic plan is based on the outcomes of that workshop.

## Key Issues facing Tasman

Key issues for Tasman over the next ten years are:–

- Council understanding the strengths and weaknesses of the Municipal Area - identifying which ones to leverage and address respectively.
- Improving IT and communication infrastructure in the Tasman Municipal Area.
- Leveraging partnerships and initiatives to raise the profile of the Tasman region.
- Determining Council's capacity to support the community.
- Managing the community's expectations about the Council's role and responsibility.
- Managing the community's expectations about levels of service.
- Understanding the advocacy role of the Council in managing community expectations and dealing with the willingness and capacity of agencies to deliver services.
- Ensuring adequate infrastructure and services, including public transport, to cater for recreational and other visitors.
- A narrow and static rate base in terms of growth and Council's ability to fund appropriate projects.
- Growing the funding base and the ability to co-fund projects to attract government funding.
- Maintaining our sense of place and purpose.
- Providing appropriate resources to support economic development into the future—attracting investment (new and current) into the Municipal Area.
- Identifying regional based projects that will also provide benefit to the Tasman Municipal Area.
- Developing a communication engagement strategy with community and with governments.

- Security of infrastructure in the Municipal Area.
- Lack of a broad range of accommodation for different tourist and visitor markets.
- The need for Council to invest additional resources into the interim Planning Scheme and Single State Wide Planning Scheme process to ensure outcomes are in the best interest of the Municipal Area.
- The proposal for amalgamation of councils.
- Identifying and communicating Council's role in supporting and engaging industry sectors.

## Council's Vision

Council's vision for the Tasman municipal area is to:–

- Make Tasman an inspirational place to live and visit.
- Improve cultural and recreational opportunities for everyone.
- Maximise the attributes of the region.
- Provide the opportunity for sustainable growth.
- Ensure growth and development is done in balance with the natural and built environment, community and lifestyle expectations.
- Diversify and increase our revenue base.
- Increase the working population.
- Increase and facilitate the opportunities for local employment.
- Provide for the ageing population.
- Turn our part time residents into full time residents.
- Strategically integrate our online presence with improved communication accessibility.

## Key Focus Areas for the next 10 years

In addition to operational activities, key focus areas for the Council are to:–

- Develop productive advocacy, alliance and engagement partnerships.
- Continue to develop and maintain supportive relationships with the community.
- Manage the opportunities and challenges associated with increased visitation to the area.
- Strive for a balance between development, environment and lifestyle and retain natural, heritage and social values.
- Identify funding needs and revenue opportunities.