

10 Year Strategic Plan Transparency Document

How your thoughts and ideas became the plan for our future



Contents

Introduction	4
Community Conversation Sessions	5
Online Survey	5
Summing up	5
Collation of information	6
Interpreting the language	7
Word Clouds	7
What we heard	8
What legacy would you like to leave for your children or those that come after us? and, What does your ideal community look like?	8
	8
What we heard	9
What do you love about your community and why?	9
What we heard	10
What would you change about your community and why?	10
Refining your thoughts and delving deeper	11
Relationships	12
Engagement	12
Lifestyle	13
Opportunities	14
Other headings created by the community and their comments include:	15
Environment	15
Infrastructure	16
Good Health	16
Extra information gathered through the survey:	17
Anything you would like to add?	17
What is Council's and the Community's role in achieving the vision?	18
What We Heard	19
Council's Role	19
What We Heard	20
Community's Role	20
Anything we've missed?	21

Introduction

Developing a 10 Year Strategic Plan is a legislative requirement of Local Government but rather than produce a document simply because it was required, we, Break O'Day Council wanted to develop something that had real meaning for ourselves and our community.

We believe that the governance of our area is not just the responsibility of Council, but the responsibility of the entire community. Without a clear direction of what we all want our future, and the future of our area to look like, developing pathways to this destination would be futile.

We also wanted to ensure that the community was as committed to this journey as we were. In order to ensure this commitment we wanted to make every effort to ensure your voice was heard and was

represented in the plan.

In order to hear from as many members of our community as possible and to ensure we got a broad cross section of views from our diverse community, we decided to hold 10 Community Conversation Sessions in ten locations around the Break O'Day area; Binalong Bay, St Helens, Scamander, Falmouth, Cornwall, St Marys, Mathinna, Fingal, Pyengana and Ansons Bay. Understanding that not everyone would be available to attend these sessions and wanting to give as many people in our community the chance to participate, we also included an online survey.

Below: Pyengana residents attend one of the Community Conversation Sessions



Community Conversation Sessions

We wanted to be involved in these sessions in a listening capacity only to ensure the views of the community were unskewed and completely honest, so we engaged an independent facilitator, Lisa Shulander, from Frameworks for Change. It was Lisa's role to lead the discussions which allowed Council representatives to take notes and record the various ideas and aspirations of the community.

All in all 151 people attended these sessions and we felt there was a good mix of men and women however the age group was generally 50+.

Wanting to ensure that we also heard from our youth (aged 12 – 25) two youth sessions were run by Youth facilitator Simon Holmes. While these sessions weren't that well attended, the information gathered was really useful during the collation process in testing that we had adequately catered to the needs and wants of this age group. Also, thanks to Simon's encouragement, the youth were very well represented in the survey results.

Once the Community Conversation Sessions were completed, Council staff and Councillors were engaged in the same session. These sessions saw us putting on our 'community member hats' and discussing our personal views on the area. Once this session was complete we then spent several hours

delving into our organisational goals and values which form an important part of this document and provide context for how we can serve the community better.

As many of you had specific ideas about your individual communities, we made sure we recorded all this information for future reference when considering projects that were specific to each town.

Online Survey

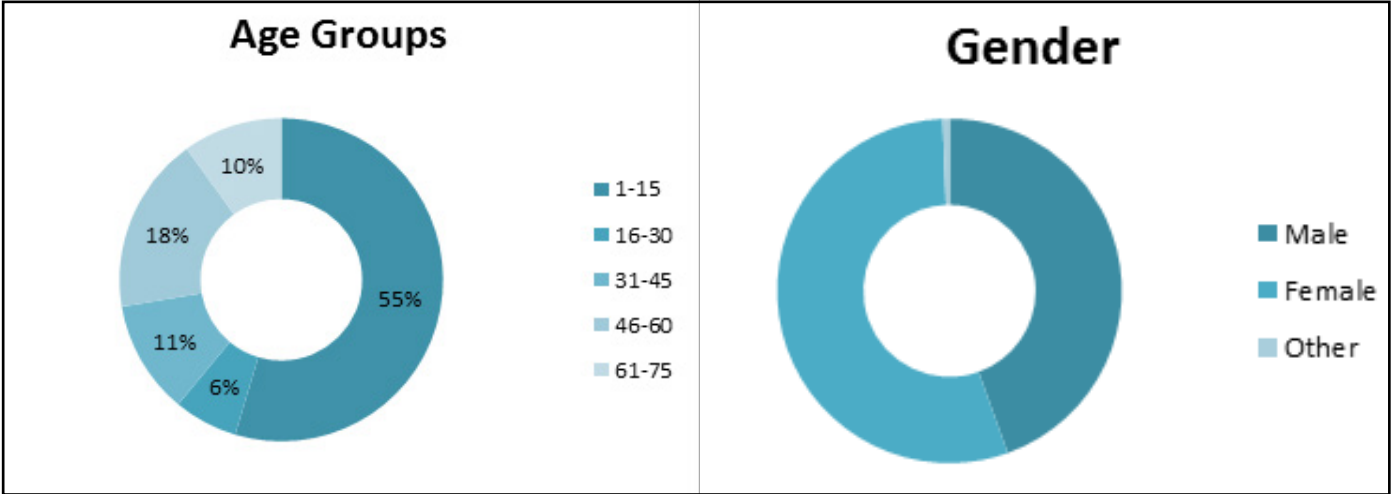
The online Survey saw 168 people participate. This was a great achievement as the questions were open-ended and required a significant amount of time to be spent composing answers.

The great thing about the survey was that it was much more diverse in terms of representing the various age groups of our community.

The following two graphs have been compiled from the results of the survey through Survey Monkey:

Summing up

All in all, we heard from almost 400 people including staff and Councillors. According to the 2015 Census, we have a population of 6469 which means that we heard from about 6% of our Community during the process. While this may not seem like a lot, according to survey research on sample size, this is a good result and a good representation of our community.



Collation of information

Once all this information was collected and recorded, a team of Council staff and the facilitator started collating all the information together. This took two days and saw the team set up at the stadium surrounded by more than 100 pieces of butcher's paper and more than 1000 sticky notes and 168 surveys.

Upon examination of the Community's input we ended up with five strong areas/themes with which to work with; Infrastructure, Services, Environment, Economy and Community. Once these were established we started putting similar themes and ideas together to establish what the priorities for each of these areas were. This was in part weighted by the 'sticky dot placement' which was used by participants in the sessions to identify areas they saw as priorities.

A further day was spent at the stadium distilling this information down further in order to establish key

focus areas for each theme. This process involved a lot of discussion and at times debate between the team members as well as a 'testing' of our thinking at every stage against the recorded community feedback to ensure that the integrity of the community's comments were retained and represented.

Armed with this information, the draft of the plan was drawn up by the General Manager and the Communications Coordinator. This was then tested and critiqued by the rest of the 10 Year Strategic Plan team. Once everyone was happy with what was captured, the draft plan was given to Councillors to ensure they were comfortable with the document.

The following part of this document aims to illustrate how what was said by the community during this process became the goals, strategies and key focus areas of the 10 Year Strategic Plan.

Below: Falmouth Community members attending one of the Community Conversation sessions



Interpreting the language

We are conscious that sometimes we get caught up in 'bureaucratic talk' so we have made every effort to ensure the plan is in everyday language and easy to follow, however sometimes our terminology can be confusing so here are some tips to understanding the Strategic Plan.

- Vision: This is an overarching statement derived directly from community input and is an aspirational vision of where we would like to be in 10 years' time.
- The Goals are overarching statements that represent a main aim and are designed to be aspirational and almost ideological in nature.
- When we talk about 'Strategies' what we are really saying is "This is how we plan on achieving the goal".
- The Key Focus Areas are a direct representation of what the Community felt was most important and will guide Council's actions in future documents.
- Assessing progress, these points will help us measure the success and progress of the plan towards each goal and ensure we are on track in achieving the overall vision.

There is more information on the context and interpretation of the plan included in the plan document.

Word Clouds

You will see that 'Word Clouds' have been used to give a visual representation of your feedback throughout this document. We decided that this was an easier and more informative way of showing the community what was said during the consultation process.

The 'Word Clouds' show the prevalence of words used in a document by depicting them by size. This means the larger words were the words most used by the community. In order to get a good representation of this information all mentions of one word were removed as were describing words and other commonly used words like 'get', 'do' 'and' 'the' etcetera.

A full document of everything that was said throughout the process can be made available on request.

Below: St Marys Community members attending one of the Community Conversation sessions



What we heard

What legacy would you like to leave for your children or those that come after us? and, What does your ideal community look like?

The feedback received from the community through the Community Conversations and the Online Survey around 'legacy' was used to inform the vision statement that this entire document is related to. The idea of this exercise was really one of aspirations and representative of what people's ideal community looked like.



Relationship to the 10 Year Strategic Plan:

Our Vision

A naturally beautiful environment that speaks to our heart.

A diverse and thriving community; a place of opportunity.

A place where everyone feels safe, welcome and connected.

What we heard

What do you love about your community and why?

The answers to this question were used to gauge the things we wanted to retain in our community as well as establish what is important to us. This helped inform the topics of the plan as well as key focus areas, particularly in the areas of Environment and Community which were strong themes in these responses.



Relationship to Plan:

Community Goal

To strengthen our sense of community and lifestyle through opportunities for people to connect and feel valued.

Environment Goal

To balance our use of the natural environment to ensure that it is available for future generations to enjoy as we do.

What we heard

What would you change about your community and why?

The answers to this question gave us a clear picture of what was seen to be lacking in our community. This topic was further explored through the Community Conversation Sessions when participants were asked to write positive statements around what they would like to see in our community. All together this information informed and drove the topics and goals of the plan particularly Economy, Infrastructure and Service.



Relationship to Plan:

Economy Goal:

To foster innovation and develop vibrant and growing local economies which offer opportunities for employment and development of businesses across a range of industry sectors.

Infrastructure Goal

To provide quality infrastructure which enhances the liveability and viability of our communities for residents and visitors.

Services Goal

To have access to quality services that are responsive to the changing needs of the community and lead to improved health, education and employment outcomes.

Refining your thoughts and delving deeper

During the Community Conversation Process, participants were asked to write positive statements on sticky notes outlining what their ideal community looked like. They were then asked to put these under one of four headings:

- Relationships
- Lifestyle
- Opportunities, and
- Engagement

These headings were just a starting point and participants could add their own if they felt it was needed. During several of these sessions Environment and Infrastructure were added by the community. During the development process, based on the information that the community provided, these headings changed to the five that are reflected in the plan;

- Community
- Economy
- Environment
- Infrastructure, and
- Services

Every single thought put forward was recorded during this process and then moved to the final five headings found in the Strategic Plan. As we worked through each of these sections we found more commonalities which is how we established the Focus areas in each section.

The following pages of this document show your suggestions and feedback under the original four headings. As you look over them you will get some idea as to how we were able to establish common themes and focus areas.

Below: Mathinna Community members attending one of the Community Conversation sessions



[illegible]

A word cloud for the word 'Community'. The word 'Community' is the largest and most prominent, written in a dark blue, cursive font. Above it, the word 'council' is also in a large, dark blue, cursive font. To the left of 'council' is the word 'youth' in a smaller, dark blue, cursive font. Other words in the cloud include 'engagement', 'services', 'garden', 'local', 'work', 'events', 'relationships', 'public', 'management', 'interaction', 'school', 'development', 'groups', 'health', 'kids', 'road', 'engaged', 'meeting', 'support', 'well', 'activities', 'opportunities', 'disengaged', 'people', 'tourist', 'centre', and 'young'. The words are arranged in a circular pattern around the central 'Community' word.

Lifestyle



Opportunities



Other headings created by the community and their comments include:

Environment



Infrastructure



Good Health



Extra information gathered through the survey:

Anything you would like to add?



Relationship to plan:

As you will see from looking over this feedback, there are a lot of common themes and ideas. All of this information, once recorded in its current form was then grouped under the five sections. Common ideas were grouped together and these formed our Key Focus areas.

What is Council's and the Community's role in achieving the vision?

As stated at the beginning of this document, we want and see our 10 Year Plan as a whole community initiative, a partnership between Council and you, the community. We certainly can't do it alone and we really hope that you will help us achieve the goals laid out in the plan that were determined by you.

After raising this question with you, you gave us some very clear indications of what role you saw us, Council playing, as well as yourselves. Your thoughts around this could be broken in to six areas;

- Leadership/Ownership,
- Communication,
- Infrastructure and Services,
- Working together,
- Stewardship/Custodian,
- Fiscal Responsibility

We then looked at these areas and the feedback and came up with statements that summed up our respective responsibilities for each heading. The following outlines what you said and its relationship to the Plan.

Below: Some of the butchers paper and sticky notes that were collated by the Strategic Plan Council team



Community's Role



From these comments we established the following statements regarding the Community's Role in achieving the plan.

- consider the bigger picture and be open-minded in our views and actions.
- advocate for things that are important to us.
- lead by example, use our initiative and take responsibility for the things we can influence.

- engage and speak up about issues of concern.
- seek and share information with the council, community groups and each other.

- plan and provide community facilities and services in partnership with Council for our community.

- be an active and engaged community participant through contribution and collaboration
- support the contribution of community groups.

- nurture and support a sense of community through our actions.
- respect and value our environment and act with the future in mind

- be mindful that every request has an impact on finances and that difficult decisions need to be made to ensure the best outcome for all.
- be prepared to pay for additional services and infrastructure that are requested.

What We Heard

Council's Role



Relationship to Plan

From these comments we established the following statements regarding Council's Role in achieving the plan.

Leadership/Ownership: We will...

- be visionary and accountable leaders who advocate and represent the views of our community in a transparent way.
- make decisions for the greater good of Break O'Day by being accessible and listening to our community.

Great Communication: We will...

- listen, consult and engage with the community and individuals.
- be open, honest and proactive in our communication
- keep people informed about the things that matter to them.

Infrastructure and services: We will...

- plan, deliver and maintain quality infrastructure and services.
- strive to deliver excellent customer service and promote Break O’Day as a desired destination.

Working together: We will...

- build and maintain strong relationships and partnerships through consultation, engagement and collaboration.
- support and facilitate our community

Stewardship/Custodian: We will...

- be responsible in planning and management of the Break O'Day area.
- make good decisions about our environment and resources.
- balance competing needs and demands while keeping a sustainable future in mind.

Fiscal Responsibility: We will...

- work within a culture of financial sustainability focusing on securing outside funding, spending wisely and being fair to all.
- recognise the limitations of resources and the community's capacity to pay.

Anything we've missed?

Have any questions or would like a bit more detail on the process or the Plan? That's ok, we are happy to chat to you about it, Just give us a call on 6376 7900 or drop in to the office to make an appointment to come and have a chat to one of our staff members.

If you would like to make formal comment on the plan there is a 28 day submission period that will open on July 1, 2017. All submissions must be received in writing. You can lodge your submissions by;

email, admin@bodc.tas.gov.au
mail, **32-34 Georges Bay Esplanade, St Helens.**
or drop your submission in to the office.

We really hope that you, the community feel and can see that you and your thoughts have been represented in this plan and we look forward to working with you towards our ideal Break O'Day.

Thanks for taking the time to read this document and contribute to the plan!

Peron Dunes St Helens

