Our Vision:

We aspire to be a healthy, vibrant, prosperous and sustainable community supported by strong leadership and community partnerships.

The City of Whitehorse will be:

• One of the most liveable and sustainable municipalities in Melbourne
• Recognised for the quality of its open space and natural environment
• A community rich in culture and diversity that is inclusive, healthy and vibrant
• A well governed city that has a healthy and strong relationship with the community
• A municipality with a prosperous and well supported local economy.
The Council Vision 2013-2023

The Council Vision 2013-2023 is a high-level strategic document. It articulates the aspirations of the community about the future. It is a broad and ambitious blueprint of the type of city the community wants to see in ten years including high level goals which describe how this might be achieved. This is complemented by a set of guiding principles to ensure consistency in how Council plans and delivers on the Vision in the long term.

The aspirations of Council, community and staff of the City of Whitehorse following extensive consultations are represented in the strategic directions and goals which have been articulated in the Vision.

These aspirations form the basis of five key strategic directions in the Council Vision which constitute Whitehorse City Council’s set of priorities for future action. Each Strategic Direction is supported by a set of Strategic Goals and Guiding Principles.

The Council Vision should be read in conjunction with the Council Plan which is the instrument through which the Council Vision is translated into strategic objectives, strategies, indicators and actions. It is more specific and focussed on what might be achieved in a four year timeframe that contributes to or helps to achieve the aspirational statements in the Council Vision.

Strategic Direction 1: Support a healthy, vibrant, inclusive and diverse community.

Health and wellbeing of our community is a key priority and working closely with the community is critical to ensure the delivery of, and access to services and programs are sufficiently flexible and adaptable to meet the needs of a diverse and changing community.

Guiding Principles

- Services and facilities that meet community needs
- Safe and welcoming city
- A network of programs and initiatives that facilitate wellbeing and connectedness
- Recognition and celebration of arts, culture, recreation, sport, leisure and community wellbeing.

Strategic Goals

- A safe and inclusive and integrated services and facilities that meet community needs
- A safe and welcoming city
- A network of programs and initiatives that facilitate wellbeing and connectedness
- Recognition and celebration of arts, culture, recreation, sport, leisure and community wellbeing.

Strategic Direction 2: Maintain and enhance our built and natural environments.

- The City of Whitehorse will continue to be one of the most liveable municipalities in Melbourne with a strong commitment to sustainable practices and the promotion and enhancement of both the built and natural environments.

Guiding Principles

- A sound planning framework with high levels of consultation with the community
- Planned development in consultation with the community
- An accessible and well connected city
- Open spaces that are community friendly and accessible by all
- Ecological integrity – to protect biological diversity and maintain essential ecological processes and support systems
- The quality of the natural environment is preserved and maintained at a high level.

Strategic Goals

- A sound planning framework with high levels of consultation with the community
- Planned development in consultation with the community
- An accessible and well connected city
- Open spaces that are community friendly and accessible by all
- Ecological integrity – to protect biological diversity and maintain essential ecological processes and support systems
- The quality of the natural environment is preserved and maintained at a high level.

Strategic Direction 3: Create and maintain a sustainable and connected network.

- Well maintained infrastructure and community facilities that meet community needs
- A leader in environmental sustainability in our community and organisation.

Guiding Principles

- Commitment to sustainable practices in accordance with the Whitehorse Sustainability Strategy 2008-2012
- Actively engage the community in decision making processes
- Planning that is equitable, efficient and responsive to both neighbourhood character and community needs
- Embed community involvement and innovation in delivering facilities and services to meet community needs
- Transport connectivity through options that are sustainable, convenient, accessible and safe.

Strategic Goals

- Commitment to sustainable practices in accordance with the Whitehorse Sustainability Strategy 2008-2012
- Actively engage the community in decision making processes
- Planning that is equitable, efficient and responsive to both neighbourhood character and community needs
- Embed community involvement and innovation in delivering facilities and services to meet community needs
- Transport connectivity through options that are sustainable, convenient, accessible and safe.

Strategic Direction 4: Foster a welcoming and engaged community.

- A thriving and sustainable local economy that contributes to the liveability and wellbeing of the community.

Guiding Principles

- An engaged and involved community
- A community that is well informed and connected
- Strong community and organisation partnerships
- Open and transparent relationships with the community
- High standards of customer service and service delivery
- Responsible and sound financial management
- A culture of continuous improvement

Strategic Goals

- An engaged and involved community
- A community that is well informed and connected
- Strong community and organisation partnerships
- Open and transparent relationships with the community
- High standards of customer service and service delivery
- Responsible and sound financial management
- A culture of continuous improvement

Strategic Direction 5: Support a healthy local economy.

- A healthy, vibrant local economy is important in terms of employment, investment and contributing to the City’s prosperity. Council will work closely with key stakeholders in the business sector to ensure that Whitehorse is well positioned to support and strengthen the local economy.

Guiding Principles

- Support for and working with local business
- Conducive to investment attraction and promotion of Whitehorse opportunities
- Strategies that set out clear directions
- Raising the interests locally and regionally through partnerships and advocacy at regional, state and federal level.

Strategic Goals

- A healthy, vibrant local economy is important in terms of employment, investment and contributing to the City’s prosperity. Council will work closely with key stakeholders in the business sector to ensure that Whitehorse is well positioned to support and strengthen the local economy.