



# Our Purpose

The VLGA is an independent organisation that supports councils, councillors and communities in good governance.

# Our Vision

Our communities are inclusive, sustainable and dynamic, characterised by strong leadership and effective local governance.

## Our Values

### RESPECT

We listen and communicate directly and openly valuing diversity, all ideas and points of view. We are at our best as individuals when working as a team.

### INTEGRITY

We are committed to personal and organisational honesty, fairness and transparency. We do what is right, not what is easiest. We act with professionalism.

#### **ACCOUNTABILITY**

We are open and transparent, willing and able to explain our actions and decisions. We accept and expect responsibility from ourselves and others.

#### EXCELLENCE

We strive to deliver quality outcomes and approach every challenge and opportunity with a determination to add value. We take pride in our work.

## Our Current Environment

Strong connected communities provide safer, more stable, creative and resilient environments for people. When members of a community feel connected to the place where they live, and part of its social life, feelings of loneliness and separation diminish and health and well-being increases.

Local government plays an integral role in connecting people and communities. Seen as the grass roots level of government and closest to the community, local government, through its myriad of services provides a pathway of connection and partnerships.

The more representative and democratic the governance is at a local level, the more inclusive, vibrant and resilient is the community.

Local government can give voice to those who are not usually heard.

The VLGA through its strategic objectives will protect, advance and advocate for the importance of the role of effective local government. We will support and assist councillors to do their job well.

The VLGA will provide good governance leadership by supporting its diverse membership and will be a focused, sustainable and values driven organisation.

With this 5-year strategic plan the VLGA will continue to be responsive and agile.



## 1. Advocacy and Policy

Protect, advance and advocate for the importance of the role of effective local government. We will:

KEY WORK	OUR SUCCESS MEASURES
Ensure robust advocacy policy platform	<ul> <li>&gt; Terms of reference completed and well regarded by stakeholders</li> <li>&gt; Consistent and reliable advocacy approach reported by members, advocacy partners and those with whom we are advocating</li> </ul>
Develop and implement annual advocacy agenda	> Annual advocacy agenda developed and communicated
Influence and inform political party platforms, election commitments and government budgets	> Party platforms and government policy and budgets are influenced by our advocacy agenda
Increase awareness in the community of the work of local government and encourage their participation in local government	<ul> <li>Stronger community participation in local government elections</li> <li>Campaigns conducted with key stakeholders to increase the awareness in the community of the work of local government</li> </ul>

The 2022 outcome: VLGA continues to have a strong voice and seat at the table.

## 2. Local Government Support

Support and assist councillors to do their job well. We will:

KEY WORK	OUR SUCCESS MEASURES
Provide training, forums and network opportunities informed by member needs and interests and emerging sector developments	<ul> <li>Increased number of councillors participating in VLGA activities</li> <li>Increased participation of other members and non-members in VLGA activities</li> </ul>
Provide councillor advisory service to members	<ul> <li>Increased number of people using the councillor advisory service</li> <li>Increase in products for councillors and councils</li> </ul>

The 2022 outcome: VLGA is the 'go to' place for councillors and a key resource for best practice in local government.

### 3. Good Governance Leadership

Provide resources, information and education and undertake projects and events that support good governance and leadership. We will:

KEY WORK	OUR SUCCESS MEASURES
Work to attract and support good calibre councillor candidates reflective of the community they serve	> Greater diversity of local government candidates more reflective of their community
Provide quality information, resources and education on successful good governance leadership	> CRM system is measuring year on year increase in access to resources and engagement in VLGA activities
Strengthen local democracy by attracting resources to undertake key projects	> Increase in resourcing and partnerships which invest in the VLGA to support and promote its work

The 2022 outcome: VLGA is recognised as a leader in supporting good governance and local democracy.

### Acknowledgment of the Traditional Owners

The Victorian Local Governance Association acknowledges the Traditional Owners of country throughout Victoria and recognises their continuing connection to land, waters and community. We pay our respects to the Traditional Owners, their elders past, present and future, and to their cultures.

### 4. Healthy and Sustainable Organisation

Be a sustainable, focused and values driven organisation. We will:

KEY WORK	OUR SUCCESS MEASURES
Develop and implement a 5-year financial strategy	> VLGA is financially sustainable with the resources required to operate well into the future
Attract and retain the right people with a strong workforce culture	<ul> <li>Workforce profile aligns with the needs of VLGA</li> <li>Annual staff culture survey confirms a positive and healthy working environment</li> </ul>
Develop required business systems and infrastructure	> Relevant and effective business systems and infrastructure are in place
Provide strong Board governance	<ul> <li>Association Rules (Constitution) are contemporary and fit for purpose</li> <li>Board composition aligns with governance skills matrix</li> </ul>
Attract partners to invest with us in progressing our work	> Increase in quality partnerships

The 2022 outcome: VLGA is well placed to continue its work.