



DEVONPORT
CITY COUNCIL

STRATEGIC PLAN

2009 - 2030

(2023 UPDATE)



NOVOTEL
Symphony
Waterfront

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Symphony
Waterfront



DEVONPORT CITY COUNCIL STRATEGIC PLAN

In 2008, Devonport City Council invited the community to help us define who we are as a council and as a community, and to create a bold and ambitious plan for the future.

From extensive consultation and engagement, emerged Devonport's Strategic Plan 2009-2030. The Plan was reviewed in 2014, 2019 and now in 2023, resulting in this current updated version.

Devonport's Strategic Plan 2009-2030 clearly defines the shared hopes and goals of the

community and now over halfway through its life, the aspirations remain as relevant and important as ever. The 2023 review has highlighted significant progress towards the desired vision for Devonport.

Specific detailed strategies previously captured in the Strategic Plan have been removed as part of this 2023 review, with this more detailed focus now outlined in Council's Term Plan 2026.

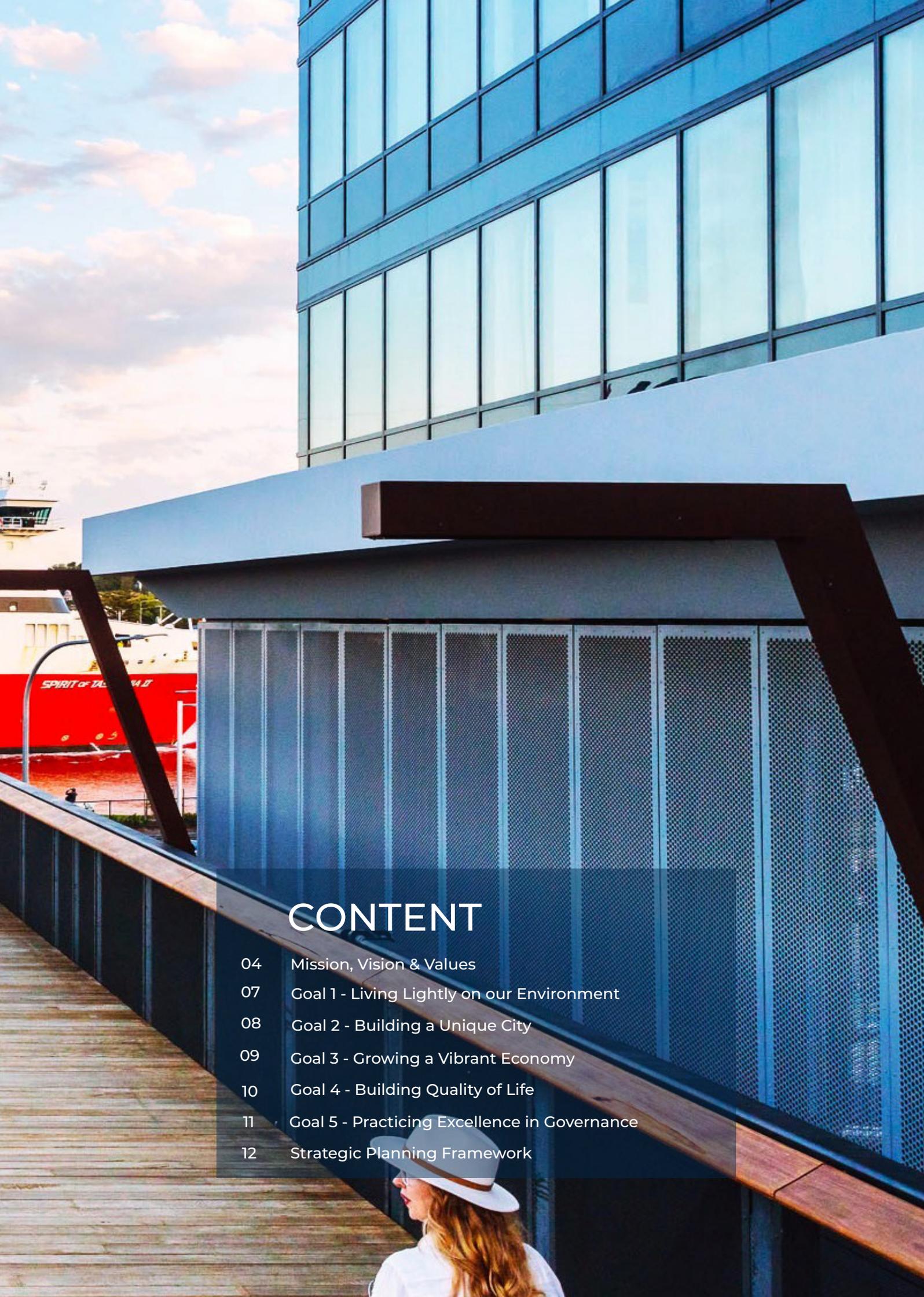




ACKNOWLEDGEMENT OF COUNTRY

Devonport City Council acknowledges and pays respect to the palawa-pakana people as the traditional and original owners of lutrawita and continuing custodians of this land.

We also acknowledge and pay our respects to the Tasmanian Aboriginal elders past and present.



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MISSION

We are committed to excellence in leadership and service.



VALUES



DEDICATION
to our customers and
community

We are driven to understand the needs of our customers so we can connect them to the right solutions.



CHAMPION
and respect one
another

We respect and cheer on one another, working together to serve the community.



PIONEER
positive
improvement

We chase innovation and improvement, so we can keep getting better.

VISION

Devonport will be a thriving and welcoming regional City, living lightly by river and sea.

Strong, thriving and welcoming

Devonport is a regional leader with a strong economy. It is a great place to live, work and play.

Valuing the past, caring for the present, embracing the future

We have been shaped by a rich cultural heritage and enthusiastically embrace present challenges and future opportunities.

Engaging with the world

We have an outward focus and send quality products and experiences to the world. We welcome all to share our beautiful City and all it offers.

Living lightly by river and sea

We live lightly on our valued natural environment of clean rivers, waterways and beaches; rich agricultural land; and coastal landscapes so future generations can also enjoy this special place.





STRATEGIC GOALS

GOAL 1

LIVING LIGHTLY ON OUR ENVIRONMENT

Through the integration of sustainable practices, we will ensure Devonport's viability socially, economically and environmentally, preserving our natural geography and landscapes for future generations. Planned and sustainable management of energy, air, water and waste will assist in the delivery of a healthy environment.

OUTCOMES

- 1.1 Devonport is an energy efficient City.
- 1.2 Sustainability is promoted and integrated across all sectors.
- 1.3 "Living lightly" is promoted and encouraged.
- 1.4 Our energy use is reduced.
- 1.5 Water is actively conserved and well managed.

GOAL 2

BUILDING A UNIQUE CITY

Devonport continues to develop its uniqueness as a City. The City's location provides a desirable position and ready-made advantages to guide future development and urban design. Land use planning and building on current strengths shall assist in the creation of precincts linking the river and coast, and offer a range of cultural, recreational and entertainment experiences. Strategic branding and marketing will underpin future development and growth, promoting the City as the place to live, invest, work, shop and visit.

OUTCOMES

- 2.1 Council's Planning Scheme facilitates appropriate property use and development.
- 2.2 The Devonport brand supports our marketing and promotion.
- 2.3 Active asset renewal program and clear infrastructure priorities for funding.
- 2.4 Promote the development of the CBD in a manner which achieves the LIVING CITY Master Plan.



GOAL 3

GROWING A VIBRANT ECONOMY

Devonport's location supports its position as the service and retail centre for North West Tasmania. Accessibility in, around and out of the City will be supported by sound planning and management. Devonport's natural beauty, its location as the sea gateway to Tasmania and home of the Spirit of Tasmania, provides the foundations for developing experiences and unique events to attract and retain visitors. Rich agricultural surrounds provide the opportunity to further develop food production, processing and experiences. With modern communication technology, Devonport engages with the world's markets, consumers and travellers.

OUTCOMES

- 3.1 Devonport is the business, service and retail leader for North West Tasmania.
- 3.2 Devonport's visitor industry is developed around its natural assets, history and location.
- 3.3 Access in to, out of, and around the City is well planned and managed.
- 3.4 Our economic progress continuously improves.



GOAL 4

BUILDING QUALITY OF LIFE

The quality of life enjoyed by the community depends largely on its connectedness, access to a range of community services and facilities, and the degree to which people feel safe, secure and included. Provision of education and health services are vital to the well-being of the community, as are recreational and community facilities for sport and individual pursuits, cultural activities which assist people to connect and engage with each other in developing a strong sense of belonging, community spirit and quality of life.

OUTCOMES

- 4.1 Sport and recreation facilities and programs meet community needs.
- 4.2 A vibrant City is created through the provision of cultural activities, events and facilities.
- 4.3 Heritage is valued.
- 4.4 Our community & visitors are safe and secure.
- 4.5 Education and learning is accessible and responsive.
- 4.6 Integrated health and well-being services and facilities are accessible.
- 4.7 An engaged community promotes and values diversity and equity.
- 4.8 Young people are recognised and valued allowing them to reach their full potential.



GOAL 5

PRACTICING EXCELLENCE IN GOVERNANCE

The changing role of local government contributes to the importance of regional cooperation. Devonport ensures that it has best practice governance processes and systems in place to help provide leadership and develop the skills and performance of the Council. Close liaison and strategic alliances across the three tiers of government continue to be developed and sustained to ensure the future aspirations of the Devonport community can be achieved.

OUTCOMES

- 5.1 Regional co-operation is achieved through purposeful participation.
- 5.2 Promote active and purposeful community engagement and participation.
- 5.3 Council looks to employ best practice governance, risk and financial management.
- 5.4 Council is recognised for its customer service delivery.
- 5.5 Skilled, engaged and motivated employees have a supportive environment.
- 5.6 Council is a modern, efficient and digital first approach.

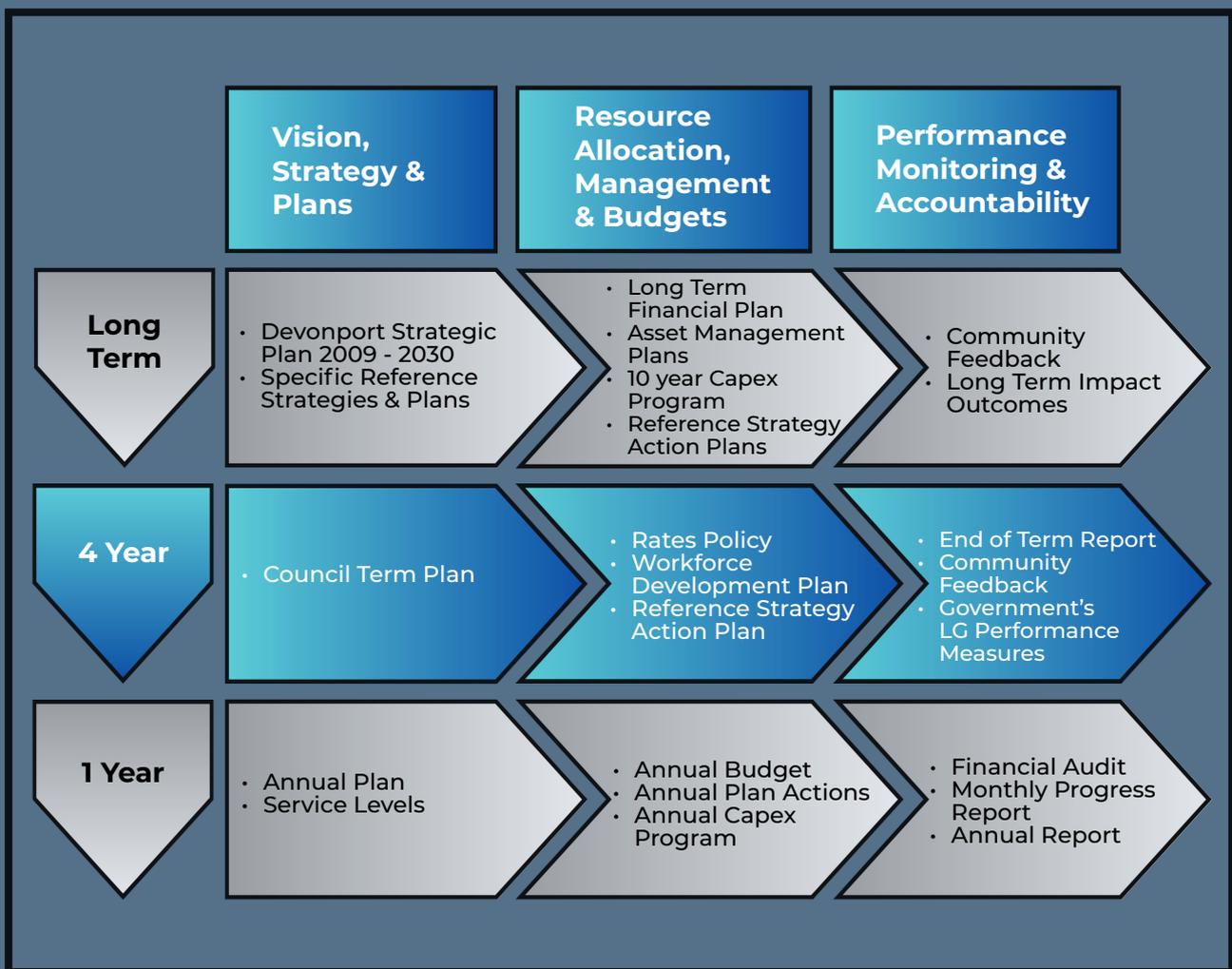


STRATEGIC PLANNING FRAMEWORK

Devonport City Council has a strategic planning framework, which begins with the community's 2030 strategic plan, progressively sharpening the focus with mid term priorities, which are then further refined into an annual plan to inform day to day operations, capital expenditure and specific targeted actions.

This holistic planning framework both informs and is informed by Council's numerous reference strategies and plans to provide guidance on specific matters.

Accountability and performance is regularly monitored and assessed with periodic reporting to the community.





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