

THE CORPORATION OF THE
TOWNSHIP OF ASSIGINACK

2016-2021 Strategic Plan

Live and Grow in Assiginack



Table of Contents

EXECUTIVE SUMMARY	2
A WORD FROM THE MAYOR.....	3
WORDS FROM THE COMMITTEE	3
INTRODUCTION	4
THE STRATEGIC PLANNING PROCESS.....	5
CORE VALUES	6
GUIDING PRINCIPLES	6
AREAS OF FOCUS.....	6
GOALS & OBJECTIVES.....	7
NEXT STEPS	8

EXECUTIVE SUMMARY

The Corporation of the Township of Assiginack is a municipal government located on Manitoulin Island in the Province of Ontario. Assiginack Council is committed to promoting and developing an inviting community atmosphere. Council and staff are invested in the development and implementation of this strategic plan.

The 2016-2021 Strategic Plan is the result of consultations with Council, appointed community representatives, citizens, local business people, volunteer and community organizations between November 2015 and March 2016.

Council would to thank the strategic planning committee, residents, businesses and volunteer and community organizations for their input into this process, and look forward to working together with the whole community to achieve a brighter future in Assiginack Township.

This document outlines (1) community identified areas of focus as priorities; (2) measureable indicators that can be used to track progress and success; and (3) strategies for improving our areas of focus.

Areas of focus most valued by the participants were:

Infrastructure

Economic Development

Financial Resources

Quality of Life for All

Assiginack Council and staff will set internal goals and develop initiatives over the next five years using this plan and feedback from the community as guidelines to set priorities.

A WORD FROM THE MAYOR

I would like to thank all of the individuals who were involved in the development of our new Strategic Plan. It has been many years since a Strategic Plan has been produced for our Township, and during this time the Township has seen many changes. To have a viable, attainable strategic plan is to have a sense of direction; Council and the community can visualize the Township moving towards these goals and objectives. I would like to thank LAMBAC for facilitating the entire process from start to finish. The Strategic Planning Committee members from the Community Representatives, Councillors, and Staff, who were challenged in providing valuable insights, deserve a sincere thank you on behalf of the community. And finally, thank you to the businesses, volunteer organizations, and residents who participated by completing surveys and attending stakeholder sessions with LAMBAC. This plan was truly developed by the collective perspectives and input from the whole community. It will be Council and staff's responsibility to ensure the plan is implemented to the benefit of the community.



Paul Moffatt
Mayor

WORDS FROM THE COMMITTEE

"Being part of this process has given me hope for the future of Assiginack and its growth."

"This was an interesting, challenging and exciting process. It forced all of us to dig deep into our values, hopes and dreams for our community. I congratulate and appreciate all participants who shared their visions for the future and I believe that this plan now gives a focus as well as structure in moving positively and strategically into our collective future."

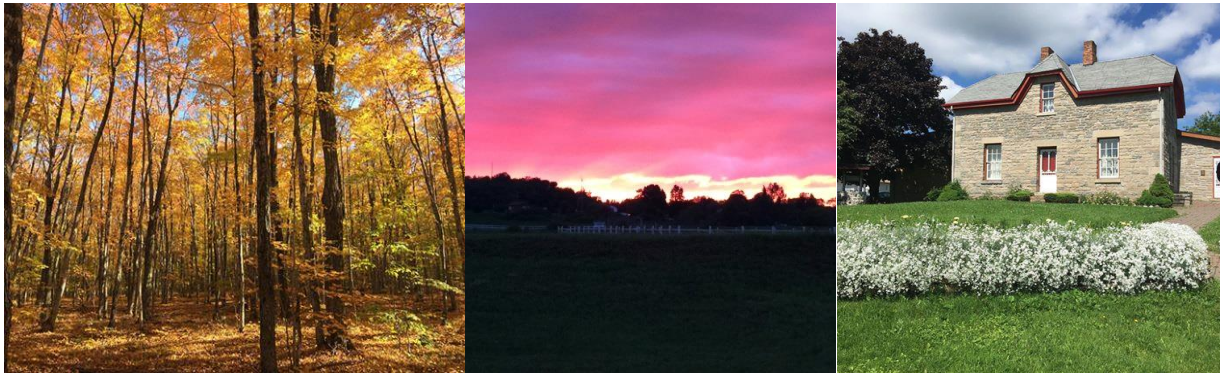
"I learned a lot about our community."

INTRODUCTION

The Township of Assiginack Council has committed to producing a strategic plan that represents the community at large and is a valuable tool to be used by Council over the next 5 years. It has been a number of years since Assiginack Council has updated its Strategic Plan. These plans are often requirements of provincial and federal grant applications. This document serves as a showcase of Council's plan to achieve specific goals for the community. The Strategic Plan will be implemented and reviewed quarterly until the plan is updated in the next term of Council.

VISION

Assiginack is a dynamic family oriented community that is proactive and forward thinking. We see ourselves as the primary Manitoulin destination for community spirit, involvement, friendliness, and growth.



MISSION

To provide opportunities and efficient public services to Assiginack Township within a fiscally responsible structure.

THE STRATEGIC PLANNING PROCESS

The Strategic Planning Process initiated in November of 2015; preliminary meetings were held between the Township and LAMBAC to coordinate and plan for a complete project timeline. The Township advertised locally for community minded citizens to join the Strategic Planning Committee, this committee was comprised of 3 representatives from the following groups: Council members, Community members, and staff. In December 2015, the members of the Strategic Planning Committee completed a Pre-Visioning Session Questionnaire. The results of the Questionnaire provided many similar themes and trends, which laid the foundation for the Vision and Mission statements in this plan.






In January 2016, the Strategic Planning Committee had its first meeting. LAMBAC representatives formulated exercises to yield responses from the Committee that would be used to develop Vision and Mission Statements as well as Goals and Objectives for the Strategic Plan. LAMBAC held similar sessions with Township department heads to further develop and validate the groundwork done by the Committee and to collect other opinions and identify additional themes and trends.

Following these data collection sessions, staff were able to draft the Strategic Plan based on all of the information collected from the Committee and staff sessions. The plan was then presented to local businesses and volunteer community organizations that serve Assiginack. During these sessions, LAMBAC facilitated exercises to validate the themes that the Committee used to create the Strategic Plan. The local businesses and volunteer organizations provided valuable insights not previously identified and were incorporated into the final plan.

The Strategic Planning Committee was presented with the plan and final comments and revisions were made. The Strategic Plan was approved by Council at the June 21, 2016 regularly scheduled Council meeting. The Plan is now available to the public and being implemented by staff and Council.






CORE VALUES

Our Core Values are the most valued aspects of the community. All of the stakeholders of this process identified that Assiginack could benefit from **Growth** therefore it is a core value of the Strategic Plan. The community can achieve success if the Township focuses on its core values.

-  **Growth** – Governing the community to enhance growth for all in Assiginack
-  **Integrity** – Accountable and knowledgeable staff working with the community
-  **Services** – Essential and convenient services located in our own community
-  **People** – Volunteers, close-knit residents, caring families, community spirit
-  **Natural Environment** – Waterways, recreation, rural Assiginack





GUIDING PRINCIPLES

The guiding principles outlined below can be described as key success behaviours for Council and staff to follow in carrying out the mission statement and making their vision statement become a reality.

-  To work for the community, with the community.
-  To be open and transparent in what is done and how it is accomplished.
-  To be accountable and fiscally responsible.
-  To work as a team with honesty and integrity.
-  To be committed to delivering reliable services.

AREAS OF FOCUS

These are the four areas of Township responsibility that have been identified as the basis for setting Goals and Objectives. The Township's Goals and Objectives are focused on improving and maintaining infrastructure, enhancing economic growth and development, effectively management of our financial resources, and delivering services and programs that meet the needs of our community while attracting a broad array of new residents to the community.

-  Infrastructure
-  Economic Development
-  Financial Resources
-  Quality of Life for All

GOALS & OBJECTIVES

1. Maintain affordable living for residents

Objectives

- ✚ Deliver the best possible municipal services within our means.
- ✚ Establish an asset maintenance schedule in conjunction with Asset Management Plan.
- ✚ Sustain, improve, and develop current and new infrastructure.

2. Grow the local economy

Objectives

- ✚ Encourage and provide opportunities for local young adults to return.
- ✚ Create and maintain a good working relationship with local businesses.
- ✚ Promote the Township of Assiginack as a place to do business.
- ✚ Support continuing education opportunities.

3. Promote the Township of Assiginack to attract a cross-section of the population

Objectives

- ✚ Develop a new municipal website.
- ✚ Establish a social media marketing plan.
- ✚ Support continuing education opportunities.
- ✚ Promote arts, culture, and heritage growth.
- ✚ Provide access to health care and senior services.

4. Create a connected community

Objectives

- ✚ Communicate the services and opportunities available to the community.
- ✚ Provide family oriented activities to the community.
- ✚ Promote multi-generational skills exchange programs.

NEXT STEPS

The plan will be implemented by Council and staff using specific strategies and tactics to achieve the goals and objectives listed above. Council and staff will review the plan on a semi-annual schedule.

The plan will be consulted during the annual budgeting process with special attention given to land use planning applications, asset management planning, and economic development initiatives.

This plan is a necessary step in most if not all funding applications for capital projects therefore maintaining it in a current status will benefit the community in both planning and budgeting.