

Our Vision

One City, diverse people, cultures and places

A sustainable, thriving City of diverse people and places enjoying a great quality of life, health and wellbeing.

Corporate Business Plan

2025/26 – 2028/29 – Plan on a page

The Corporate Business Plan (CBP) translates Council and our community's priorities identified in the Strategic Community Plan 2021-2031 (SCP) into operational delivery within the resourcing capability of the organisation. It outlines our services and projects and details how we deliver them over the four-year period. The CBP is developed within the City's financial, workforce and asset management capability, and informs resourcing across those areas. It is developed in conjunction with our detailed published service and project plans on our website.

How we plan

The City's SCP sets out our Council and our community's vision, aspirations and strategic objectives over a 10-year period. The vision detailed below guides our future direction and is underpinned by five key result areas. Each key result area has outcomes, objectives and measures with targets that outline what we aim to achieve and how we will achieve it.

It is a requirement that local governments prepare an Integrated Planning and Reporting Framework (IPR); the City's IPR is illustrated below to the right. Our IPR aims to ensure our Council and community's priorities and aspirations are translated into operational objectives. It details how we will measure, assess and report on performance every year to the community. The measurement and reporting process facilitates continuous improvement of our performance and progress towards our vision and objectives.

Prioritising and advocating for our community

Local Area Planning

Local area planning provides a mechanism for local communities to address issues through a consultative process. The process establishes community priorities for each local area.

Local area plans (LAPs) help consolidate and support the delivery of the City's SCP vision of "One City, diverse people, cultures and places", while meeting the objectives and actions in the Local Planning Strategy.

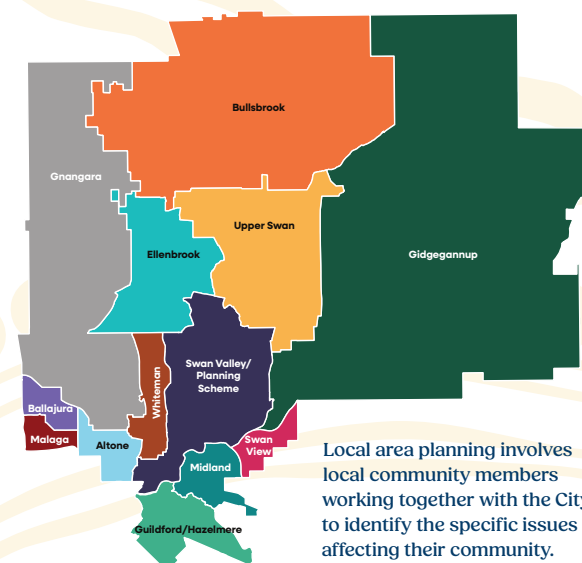
These objectives and outcomes are then further developed to be prioritised specific to the relevant local area. The City of Swan currently has 12 developed LAPs.

For more information on our identified priorities and key deliverables for each local area, refer to pages 18-45 in the CBP or on the City's website: [Local Area Planning](#)

Projects in your City

For more detail on how we are delivering on local area priorities, we have developed an interactive map displaying the projects that the City is delivering.

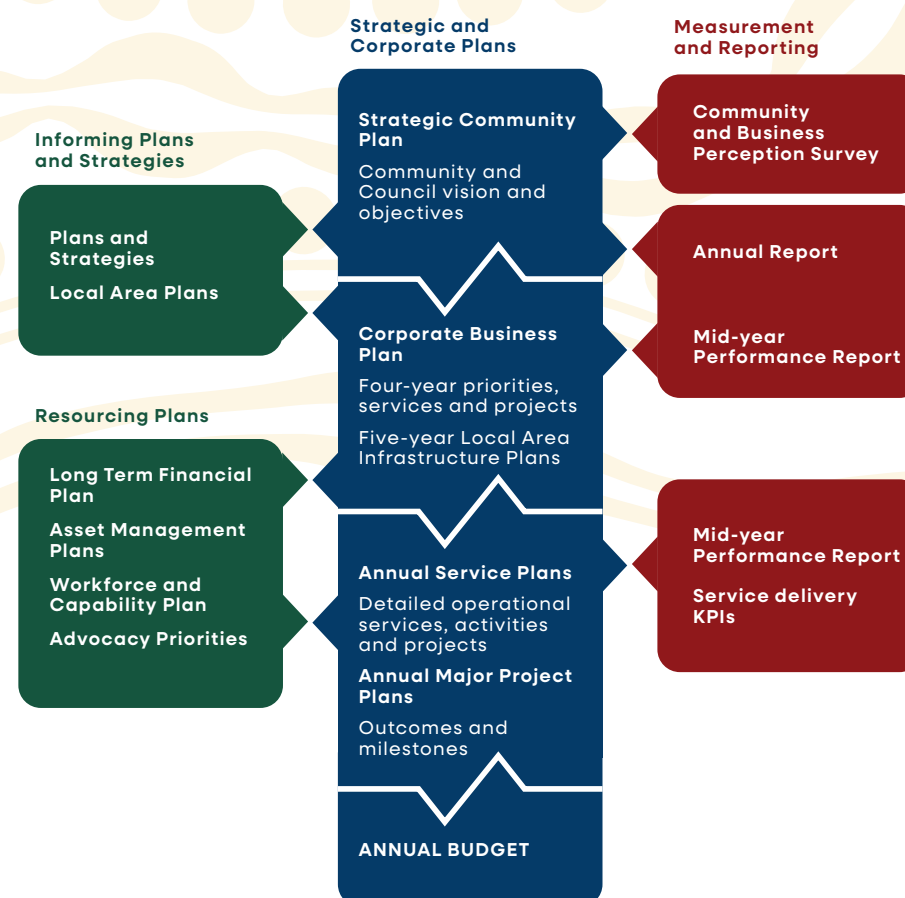
The map can be found here: [Projects in your City](#)



Key Result Areas



Our Integrated Planning and Reporting Framework



Major projects 2025/26– 2028/29

The City has many major projects planned over the next four years, and these projects are important to enable growth, prosperity and liveability into the future:

- Food Organics and Garden Organics (FOGO)
- Swan Active Ellenbrook
- Brabham District Community Centre
- Ellenbrook Community Hub
- Neighbourhood Park and Community Building – Murray Road Brabham
- Gnangara Road duplication
- Henley Brook Avenue (Gnangara Road to Park Street)
- Marshall Beechboro roundabout

For more information on the above major projects we are delivering, see our major project plans which are published on our website: [Major Projects](#)



Concept render: Ellenbrook Swan Active

Advocacy Priorities 2023-2025

Securing external funding through grants is a vital means for the City to deliver our services while keeping rates increases to a minimum. We champion numerous strategically significant priorities to enrich the lifestyle of our residents and ratepayers. Council reviews these priorities to ensure they remain relevant.

The Council endorsed the City’s list of seventy Financial Advocacy Priorities at a Special Council Meeting in April 2024. Further to this, Council endorsed the list of eight non-financial advocacy items at its Ordinary Council Meeting in November 2024. The financial advocacy list is available on the City’s website: [Advocacy priorities](#)



How we will deliver on our Key Result Areas

We develop detailed annual service plans which are published on our website: [Service Plans](#)



Natural Environment
Sustainable, green and peaceful

Services

- Emergency Management
- Natural Area Management
- Park and Reserve Maintenance
- Recycling and Recycling Centres
- Sustainable Environment
- Waste Collection Services
- Waste Education

Key informing strategies and plans

- Sustainable Environment Strategy
- Urban Forest Plan
- Local Biodiversity Plan
- Emissions Reduction Plan
- Waterwise Council Action Plan
- Waste Management Plan

2025/26 key projects

- Waste to Energy
- Waste education workshops and programs
- LED streetlight replacement program
- Bushfire Risk Management Plan review



Economic
Thriving and vibrant

Services

- Business Support and Development
- Economic Development
- Property and Investment
- Tourism Services

Key informing strategies and plans

- Economic Development Strategy
- New Business Attraction and Opportunities Plan
- Business Support and Enhancement Plan
- Tourism Plan

2025/26 key projects

- Business support and enhancement action projects
- Business attraction and investment opportunities actions
- New Junction Operational Program
- Development of the Tourism Plan



Social
Diverse, engaged, and safe

Services

- Community Arts, Culture and Funding Services
- Community Care and Aged Services
- Community Development
- Community Safety
- Leisure Services
- Library Services
- Public Health Services
- Security Services
- Swan Volunteer Centre and Services
- Youth Development Services

Key informing strategies and plans

- Social Strategy
- Community Safety Plan
- Reconciliation Action Plan (RAP)
- Access and Inclusion Plan (AIP)
- Community Health and Wellbeing Plan
- Youth Plan
- Community Care Plan

2025/26 key projects

- Develop the new Community Health and Wellbeing Plan
- Leisure facility bookings system replacement
- Parking Technology Plan
- City Activation Plan
- Arts and Culture Plan
- Kerbfest



Built Environment
Modern and connected

Services

- Asset Planning and Management Services
- Building Approval Services
- Building Maintenance and Servicing
- Civil Infrastructure Construction
- Design and Project Delivery
- Engineering Infrastructure and Lighting Maintenance
- Fleet and Depot
- Planning Approval Services
- Strategic Land Use Services

Key informing strategies and plans

- Local Planning Strategy
- Asset Management Strategy
- Local Planning Scheme
- Transport Plan
- Local Heritage Survey
- Parking Framework
- Community Infrastructure Plan (City-Wide)

2025/26 key projects

- Local Planning Scheme No.18
- Local Planning Strategy
- Sustainable growth model
- Midland Activity Centre Precinct Plan
- Maintenance program review



Governance
Progressive and responsible

Services

- Communications and Engagement
- Customer Experience
- Financial Services and Rates
- Governance
- Human Resources
- Information Systems
- Organisational Planning and Development

Key informing strategies and plans

- Long Term Financial Plan
- Workforce Capability Plan
- Financial and Non-Financial Advocacy Priorities
- Governance Framework
- Local Area Plans (LAPs)

2025/26 key projects

- Digital and Technology Plan
- Leadership and Employee Development Program
- Knowledge Management Solution
- Strategic Community Plan
- One Council Implementation (OCI) Project