

# Position Description

<b>Position Title</b>	<b>Senior Economic Development Officer - Investment Attraction &amp; Special Projects</b>
<b>Directorate</b>	City Futures
<b>Department</b>	Business Development and Investment
<b>Team</b>	Growth and Investment
<b>Classification</b>	Band 7
<b>Date</b>	May 2026
<b>Reports to:</b>	Coordinator Growth and Investment
<b>Supervises:</b>	Nil
<b>Internal Liaison:</b>	Coordinator and other team members of Business Development and Investment Department, City Development, Strategic Communications and Engagement, and other Council teams and staff as required
<b>External Liaison:</b>	Investors, Developers, and Real Estate agents Businesses / Industry / Associations / Government Agencies Other local government Economic Development Unit staff

## Position Objectives

This role is a senior, externally focused position responsible for attracting and facilitating private sector investment into the City. In close collaboration with the Coordinator Growth and Investment, this role works across Council and with industry partners to strengthen investment readiness, promote priority sectors and locations, and deliver sustainable economic growth in line with Council strategies and plans. The primary purpose in this position is to:

- Deliver Council's investment attraction function, with a strong emphasis on employment-generating investment aligned to the Economy and Place Strategy.
- Strengthen Council's place-based investment readiness for Activity Centres and strategic precincts by working across Council to coordinate information, promotion and facilitation activities.
- Proactively attract, influence and facilitate private sector investment by building and maintaining strong relationships with investors, developers, industry, landowners, agents and government partners.
- Provide strategic economic intelligence, market insights and advice to support Council policy directions and investment decision-making.

## Key Selection Criteria

Essential qualifications, experience, knowledge and skills to carry out this position include:

- Tertiary qualifications in Economic Development, Business Development or Planning, or other related field along with demonstrated experience and understanding of:
  - the role Councils play in Economic Development, including enabling investment through land use planning frameworks, infrastructure coordination, place-based planning and the interface between public policy and private sector investment decisions.
  - investment attraction, site selection, development facilitation, property/industrial development and economic development including engagement with investors, developers or major project proponents.
- Strong advocacy and strategic relationship building skills.
- Proven ability to work collaboratively with multiple stakeholders to achieve a common goal.
- Experience in analysing economic and market data to inform policy and investment priorities.
- Excellent written and verbal communication skills, with a demonstrated ability to prepare a wide range of reports and correspondence as well as deliver verbal presentations of a high standard.

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- current valid (and ongoing) Victorian Driver's Licence
- satisfactory (and ongoing) Working with Children's Check

☒ satisfactory (and ongoing) Police Check

## Position Specific Responsibilities & Skills

In this position, you are responsible for:

<p><b>Investment Attraction</b></p>	<ul style="list-style-type: none"> <li>• Implement Council's investment attraction priorities identified in the Economy and Place Strategy, Council Plan, Investment Attraction Framework and other related strategies/plans.</li> <li>• Develop, maintain and actively manage an investment pipeline aligned to priority sectors, locations and employment outcomes.</li> <li>• Prepare and maintain high-quality investment prospectus, market profiles and promotional material/channels for priority sites, precincts and sectors.</li> <li>• Proactively engage and foster relationships with investors, developers, landowners, industry, commercial agents, associations and government partners to identify and convert investment opportunities.</li> <li>• Provide tailored, evidence-based information including land use controls, market conditions, infrastructure planning and locational advantages.</li> <li>• Work collaboratively across Council to strengthen place-based investment readiness.</li> <li>• Monitor economic, property and sector trends to inform investment attraction strategies and provide advice on emerging opportunities and risks.</li> <li>• Represent Council at industry forums, briefings and events to promote the City as an investment destination.</li> <li>• Support regional and state investment attraction initiatives aligned with Council priorities and local outcomes.</li> </ul>
<p><b>Major Development Facilitation</b></p>	<ul style="list-style-type: none"> <li>• Support development facilitation of major mixed-use, industrial and high-density housing developments within Activity Centres and strategic precincts, acting as a connector between proponents and relevant Council departments to support informed, timely investment decisions, relevant permits and approvals, to encourage development completion.</li> </ul>
<p><b>Special Projects</b></p>	<ul style="list-style-type: none"> <li>• Lead and deliver strategic/special projects aligned to Council's Economy and Place Strategy that:             <ul style="list-style-type: none"> <li>- Support investment attraction, investor readiness or major employment-generating outcomes</li> <li>- Advance priority precincts, major Activity Centres or strategic locations</li> <li>- Strengthen partnerships with government, industry and institutional investors</li> <li>- Respond to emerging economic opportunities, market shifts or policy directions</li> </ul> </li> </ul>
<p><b>Reputation and strategic positioning</b></p>	<ul style="list-style-type: none"> <li>• Proactively attract and encourage private sector investment and position Council as an investment-ready organisation.</li> </ul>

	<ul style="list-style-type: none"> <li>Plan, lead and deliver complex, high-profile strategic projects with material impacts on investment outcomes, economic growth and Council's reputation as an investment destination.</li> </ul>
<b>Economic Analysis and Reporting</b>	<ul style="list-style-type: none"> <li>Provide strategic economic and market intelligence including research and analysis of economic, property and investment data to support investment attraction, place-based planning and strategic decision making.</li> <li>Develop and manage targeted economic and investment reporting for internal and external stakeholders including identification of trends and opportunities across priority sectors, investment markets, labour force, land use, employment and strategic locations, and analysis of how these factors impact the local and regional investment environment.</li> </ul>

## Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

## REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

## Child Safe Organisation

Greater Dandenong City Council has zero tolerance of child abuse and is committed to creating and maintaining a child safe and child friendly City where all children are valued and protected from abuse.

## Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

<b>Emergency Management</b>	<ul style="list-style-type: none"> <li>Help Council fulfil its emergency management obligations by assisting in emergency management activities as required</li> </ul>
<b>Occupational Health and Safety</b>	<p>All employees have responsibilities to:</p> <ul style="list-style-type: none"> <li>Take reasonable care of their own health and safety.</li> <li>Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves.</li> <li>Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace.</li> <li>Report all incidents, injuries and near misses to their supervisor immediately and adhere to Council's occupational health, safety and return to work (RTW) policies and procedures.</li> <li>Participate in health and safety training programs and initiatives.</li> </ul>
<b>Child Safety</b>	<ul style="list-style-type: none"> <li>Comply with the organisation's Child Safety and Wellbeing Policy, Child Safe Code of Conduct and all other Council Child Safe Policies &amp; Procedures</li> <li>Demonstrate a commitment to child safety, equity, inclusion, and cultural safety, in line with Council policies and the Victorian Child Safe Standards.</li> <li>Report any child safety concerns including breaches of Child Safe Code of Conduct in line with Council policies, the Reportable Conduct Scheme, and legal obligations.</li> </ul>
<b>Climate Change &amp; Sustainability</b>	<ul style="list-style-type: none"> <li>Help support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.</li> </ul>
<b>Compliance</b>	

	<ul style="list-style-type: none"> <li>• Remain mindful of the requirements of the Victorian Charter of Human Rights at all times</li> <li>• Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.</li> <li>• Perform other duties as directed within the limits of acquired skills, knowledge, and training.</li> <li>• At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees. <ul style="list-style-type: none"> <li>○ At all times, comply with Council's Code of Conduct - Staff.</li> </ul> </li> </ul>
<b>Diversity, inclusion and equity</b>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: <ul style="list-style-type: none"> <li>○ zero tolerance of racism and expectations that staff will act on incidents of racism</li> <li>○ supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.</li> </ul> </li> </ul>
<b>Gender Equality</b>	<ul style="list-style-type: none"> <li>• Support Councils response to the prevention of violence against women and workplace sexual harassment, including by modelling acceptable behaviour, and reporting improper conduct in a timely manner.</li> </ul>

### Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

### Working out of standard business hours

Not required.

This role may be subject to work related contact outside of normal business hours.

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Working independently</b> – <i>ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor</i>	Investment facilitation, investor engagement, economic analysis and strategic project delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Team based work</b> – <i>works in a team of people and not exposed to isolation</i>	Collaborating with immediate and cross organisational teams	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Communicating with others</b> – Verbally	Consistent and clear communication with internal and external stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Communicating with others</b> - Written	Consistent and clear communication with internal and external stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Focused Attention to task</b> – <i>high levels of attention required to minimise errors</i>	Providing feedback and advice from internal stakeholders to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<i>and ensure accuracy</i>	external stakeholders				
<b>Concentrating</b> – <i>high levels of concentration required while completing required tasks</i>	economic analysis and strategic project delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Planning and sequencing tasks and activities</b>	Special/strategic project planning and delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Decision making</b> – <i>required to exercise sound decision making while completing all aspects of the position</i>	Investment facilitation, investor engagement, economic analysis and strategic project delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Problem solving</b> – <i>requirement to develop sound solutions to novel or unusual problems arising during the course of the day</i>	Investment facilitation, investor engagement, economic analysis and strategic project delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Reasoning</b> – <i>required to exercise sound reasoning while completing all aspects of the position within defined scope</i>	Investment facilitation and engagement, economic analysis, project delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Judgement</b> – <i>required to exercise sound judgement while completing all aspects of the position within defined scope</i>	Investment identification, attraction and stakeholder engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Short and long-term memory recall</b> – <i>ready access to documented procedures or precedents to perform requirements of the position</i>	Investor engagement and economic data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Emotional resilience</b> – <i>exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations, general workload demands, change beyond individual's personal control</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Interruptions</b> – <i>frequency of interruptions to daily work plans and requirement to change work plans at short notice</i>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Physical Requirements

- This position requires more than 10% (on average) daily work rate of manual handling/physical exertion. [If this position requires ≥10% (on average) daily work rate of manual handling / physical exertion, a Task Analysis is then required to be established by an Occupational Therapist [OT] for further assessment (please contact the OHS Team for further information).]
- This position requires a vision test
- This position requires a hearing test

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Mobility/Postures</b>					
<b>Sitting</b> – stay in a seated position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Standing</b> – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Walking</b> – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Crawling</b> – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Non-manual handling</b>					
<b>Crouch/squat</b> – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kneeling</b> – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Bending</b> – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reaching</b> – Extending arms out in any direction		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Twisting/trunk rotation</b> – Rotating the body to one side or the other without moving the feet		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fine manipulation/pinch grip</b> – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Power/open hand grip</b> – Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Writing/typing</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Climb ladders</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Climb or descend stairs</b>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Low level work</b> – Performing manual handling actions at or near ground level		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Manual Handling</b>					
<b>Lift/Carry/Hold</b> – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Pushing/Pulling</b> – Applying force to move something away or closer to one's self, including static positions		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kilograms of force (kg.f)</b> – Amount of force or effort required to perform a specific task or part of a task		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Weight requirements – lift, carry, push, pull or hold</b>					
1-5kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1 – 15kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.1 – 20kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift floor to hip		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

### Accountability and Extent of Authority

The position is directly held responsible for:

- May manage resources and/or provide advice to or regulate clients and/or participate in the development of policy.
- Have input into policy development within the area of expertise and/or management.

- In relation to responsibility for resource management, the freedom to act is governed by policies, objectives and budgets with a regular reporting mechanism to ensure achievement of goals and objectives. Decisions and actions taken at this level may have a significant effect on the programs or projects being managed or on the public perception of the wider organisation.
- Where providing specialist advice to or regulate clients, the freedom to act is subject to professional and regulatory review. The impact of decisions made, or advice given may have a substantial impact on individual clients or classes of clients.
- When providing input into policy formulation, the work may be of an investigative, analytical, or creative nature, with the freedom to act generally prescribed by a more senior position. The quality of the work of these positions can have a significant effect on the policies which are developed.

### Judgement and Decision-Making Skills

Judgement and decision making is within the following scope:

- The position is essentially problem solving in nature. The nature of the work is specialised with methods, procedures and processes generally developed from theory or precedent. The problem-solving process comes from the application of established techniques to new situations and the need to recognise when these established techniques are not appropriate. Guidance is not always available within the organisation.
- Where involved in policy formulation, the primary challenge will be intellectual and will typically require the identification and analysis of an unspecified range of options before a recommendation can be made.

### Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the application of a theoretical or scientific discipline in the search for solutions to new problems and opportunities.
- Where involved in policy formulation, analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Knowledge of and familiarity with the principles and practices of budgeting and relevant accounting and financial procedures may be required.

### Management & Interpersonal skills

- Managing time, setting priorities, and planning and organising one's work and where appropriate, that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timeframe despite conflicting pressures.
- An understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions and employee's development schemes. They would be also expected to contribute to the development and implementation of long-term staffing strategies.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of broadly defined activities and to motivate and develop employees.
- Liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees in other functions in their own organisation to resolve intra-organisational problems.

### Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

# Appendix

## Core Capability Framework – Team Member

### Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Demonstrates respect for the wide range of views and perspectives that are expressed in their teams
- Contributes effectively to team meetings
- Demonstrates commitment to team decisions
- Demonstrates respect for other team members

### Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Is able to explain the relationship between own work activities and the goals and objectives of the team
- Prioritises work based on the needs of the team
- Shares relevant information as and when appropriate
- Consistently does her/his share of the work

### People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Is active in identifying opportunities for ongoing growth and development
- Seeks feedback with a view to personal and professional development
- Looks for opportunities to grow skills and knowledge
- Is proactive in managing own career development

### Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Incorporates key issues impacting the broader environment into the way they undertake their work
- Responds flexibly to change
- Shows resilience in times of change
- Seeks support during times of uncertainty

### Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Demonstrates a willingness to take informed risks in solving client issues
- Ensures tasks are consistently completed to the required standard
- Responds promptly and appropriately to requests for service
- Consistently follows established practices and procedures

### Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Is friendly and responsive to clients/customers
- Strives to deliver quality client/customer outcomes
- Deals with client/customer issues with concern and a sense of importance

### Self-management

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Accepts personal responsibility for outcomes within their control
- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards

- Acts decisively during times of ambiguity and pressure

### **Safety, health and wellbeing**

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Actively participates in discussions and activities aimed at improving safety, health and wellbeing
- Takes responsibility for the personal safety, health and wellbeing of self and immediate others
- Supports and encourages colleagues to actively participate in safety, health and wellbeing initiatives

## **Council's REACH Values**

### **Respectful**

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters.

We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

### **Creative**

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

### **Engaged**

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

### **Honest**

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

### **Accountable**

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

