



Township of Huron-Kinloss Strategic Plan 2023-2033

Blueprint for Our Future

Community Session

August and September 2023

Agenda

Topic

Welcome & Project Overview (13 mins)

Where We Are Now (7 mins)

Where We Want to Go: Group Discussion (60 mins)

Sticky Note Activity and Conclusion (10 minutes)



Project Overview

Project Overview

Phase 1: Project Initiation & Research: Where are we now?

Launch Meeting

Project Charter and
Communications Plan

Scope of Work Meeting
with Council

Adjustments to scope of
Work

Current State Analysis

Best Practices and
Benchmark

Positioning for Org.
Excellence



Phase 2: Stakeholder Engagement: Where do we want to go?

Internal Engagement: Council Strategic
Planning Session #1

Internal Engagement:
Senior Leadership &
Council Conversations

Internal Engagement: Facilitated
Discussions with Front Line Staff +
Survey

Community Information and
Engagement Sessions (3) +
Survey

Key informant Interviews (10)

SOARR Analysis



Phase 3: Review, Analysis and Strategy Development: How do we get there?

Draft Vision, Mission,
Guiding Principles

Council Strategic Planning
Session #2

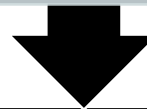
Strategic Directions and
Discussions with Senior
Leadership

Community Session 4

Draft and Action Plan
Development

Final Report Strategic Plan
2023 – 2033

Final Report Distribution,
Incorporation of Feedback



Phase 4: Reporting and Recommendations

Council Strategic Planning Session #3 – Final Presentation

Training

The Value of a Strategic Plan

- ✓ A framework for what will be accomplished in a specified period
- ✓ A set of prioritized goals and objectives that can be measured and monitored
- ✓ Alignment between financial and staff resources
- ✓ Focus for resources and provides clear direction to employees
- ✓ Accountability
- ✓ Management tool to align operations to strategy
- ✓ Connection between priorities with budget



Importance Of Community Engagement In The Strategic Planning Process



Where Are We Now?

Our Vision

Huron-Kinloss celebrates a unique mix of welcoming communities and natural beauty

Our Mission

Support the communities of today to inspire the generations of tomorrow

Guiding Principles of Sustainability

Our Decisions will Equally Consider...



Our Future Huron-Kinloss

long-term strategic plan that is rooted in the principles of sustainability.

Since 2013 it has been a roadmap to guide decision-making for the Township.

The Plan established Vision, Mission and Guiding Principles

The Strategic Plan Action Plan was updated in 2019.

The action plan updates highlighted
key projects that could be
accomplished to meet the five goals
of the 2013 Strategic Plan.

The Action plan was adopted by
Council and guided the Township
from 2019-2023.



We are a **prosperous** community that
continues to grow in a sustainable manner



We are a **vibrant** community that values our
uniqueness and creativity



We are a **spirited** community that
takes pride in calling Huron-Kinloss home and
welcoming others



We are an **accessible** community that
offers opportunities for everyone



We are an **environmentally
conscious** community that are good
stewards of our natural environment



Community Profile Highlights (Environics - 2023)

Income

Household Income

\$ 125,373

Index: 107

Household Disposable Income

\$ 96,153

Index: 105

Household Discretionary Income

\$ 67,926

Index: 107

Diversity



Family Status:

52% Couples W/O
Children at Home



Marital Status:

64.8%
Married/Common-law



Population:
17,047

Households:
6,930



ABORIGINAL IDENTITY



1.8%

Index: 77

VISIBLE MINORITY PRESENCE



4.3%

Index: 15

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.1%

Index: 57

No knowledge of
English or French

IMMIGRATION



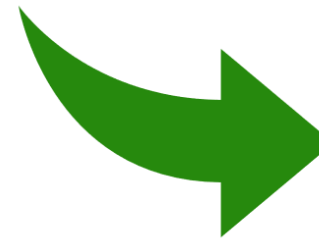
9.4%

Index: 35

Born outside Canada

Psychographics – Strong Values

Values	Index
Attraction to Nature	140
Utilitarian Consumerism	127
Cultural Assimilation	121
Obedience to Authority	121
Brand Apathy	117
Duty	114
Emotional Control	114
Skepticism Towards Advertising	114
Rejection of Orderliness	112
Xenophobia	111



Top “Strong Value”

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Group Discussion

Where We Want to Go

Group Discussion

1. What do you love about your community?

- **Insert Comments Here**

Group Discussion

2. Thinking about the future ... what opportunities exist to improve the community and the quality of life in Huron-Kinloss?
- a) What can be done to advance these opportunities?

Opportunities to improve the community and the quality of life

• Insert Comments Here

Advancing opportunities

• Insert Comments Here

Group Discussion

3. What might stand in the way of Huron-Kinloss taking full advantage of these opportunities?

- **Insert Comments Here**

Group Discussion

4. Looking out to 2033, what three words would you use to describe Huron-Kinloss?

- **Insert Comments Here**

Group Discussion

5. Any other comments?

- Insert Comments Here



Sticky Note Activity:
If you had the opportunity to write this strategy, what is your number one top priority to be included?

Instructions:

1. Take a sticky note provided at your table
2. Consider the question above as we finish today's session
3. Paste your sticky note on your way out!

Next Steps

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Phase 4: Reporting and Recommendations

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Training



Thank you!

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