



Township of Centre Wellington

# Strategic Plan Overview

Last updated: May, 2024

2023 - 2026



Centre  
Wellington



# A Message from Mayor Shawn Watters

On behalf of Council, I am pleased to introduce our 2023 - 2026 Strategic Plan for the Township of Centre Wellington! Extensive and inclusive community engagement was imperative to creating a living document we can all take pride in. The foundation of our plan consists of priorities identified by Council and staff, business owners, community stakeholders, and most importantly, our residents. We thank all those who contributed to the plan, creating a strategic plan reflective of the passion we all have for the community. Because of this, our plan reflects a clear understanding of what our community wants, needs and desires to be. Your ongoing commitment to our future is what makes Centre Wellington a community of choice.



The Strategic Plan is our vision for the future of Centre Wellington. This plan will prove to be a valuable tool to help guide our collective decision-making process, ensuring our resources can be directed where they will have the most impact and contains strategic goals, priorities and objectives that provide structure on how we can achieve this vision over the Council term and beyond.

As a forward-thinking, and fiscally responsible government, Council recognizes the need to fulfill its mission as "an active, caring, innovative, safe and connected community." We are open to innovative opportunities and are committed to continuous improvement. However, We also acknowledge that we will face challenges over the next term of council and strive to be an inclusive community where those who have lived here all their lives and those who only recently called Centre Wellington home, feel a sense of belonging and value.

I look forward to working with Township staff, community partners and residents to make Centre Wellington the community to experience life in, reaching our full potential, together.



# A Message from Dan Wilson, CAO

I am honoured to work alongside a group of hardworking and professional staff who have provided meaningful participation and invaluable input into the Township's 2023 - 2026 Strategic Plan. I am truly motivated by the future of our organization and community. The Township Strategic Plan is by far the most important document approved by Council. It sets the overall direction for the corporation for the term of Council and beyond. Township staff depend on this Plan to determine the operational priorities each year, and to develop the annual budget. As



Township CAO, my goal is to ensure all Township staff can relate their day-to-day responsibilities to the goals and priorities identified in this document. We have ambitious plans for this term. We are investing in initiatives that will benefit our residents and strengthen our businesses, local agricultural sector, enhance our downtowns and complete key infrastructure projects that will positively impact residents. Along with this we will facilitate thoughtful planned growth to keep our community strong and prosperous for the future. We are excited to have a strong, valuable plan that will help guide our day-to-day

## Senior Management Team



Back (L-R): Brett Salmon, Colin Baker, Patricia Newson  
Front: Rashid Hasan, Dan Wilson, Adam McNabb

responsibilities, and the opportunity to work collaboratively with Council and the community to create our future. As CAO, I, along with our Managing Directors and Managers, will continue to ensure organizational alignment with Council's priorities; provide implementation and oversight; and keep our community regularly informed on the progress we're making.

I encourage you to follow our progress, and stay connected, the Township's future is promising.



## VISION

The community to experience life along the Grand River.

## MISSION

We are an active, caring, innovative, safe and connected community.

## WE VALUE



Integrity

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Collaboration

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Innovation

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Equity, Diversity & Inclusion



# STRATEGIC GOALS



Create the conditions for economic prosperity.

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Improve the activity, health and wellness of our community.

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Managing growth while enhancing the community's unique character.

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Championing environmental stewardship.

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Provide innovative and sustainable governance.

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## Economic Prosperity

Create the conditions for economic prosperity.



Make our downtowns vibrant.



Support agriculture and agri-food businesses.



Ensure people working in our community can afford to live here.



Welcome and accommodate tourism/tourists.



Support and attract business development, retention, and expansion.





## Activity, Health & Wellness

Improve the activity, health and wellness of our community.

- ✓ Support and encourage arts and culture.
- ✓ Create an inclusive, equitable, and accessible community.
- ✓ Develop a safe and active transportation network.
- ✓ Collaborate for the recruitment and retention of Health Care professionals.
- ✓ Foster youth safety and engagement.
- ✓ Provide excellent recreational facilities and programs.
- ✓ Encourage and appreciate volunteerism.







## Manage Growth

Manage growth while enhancing the community's unique character.



Become a model municipality for housing variety.







Plan for a sustainable and livable community.





## Environmental Stewardship

Champion environmental stewardship.

-  Develop proactive climate change strategies.
-  Protect our farmland.
-  Protect our natural features.
-  Protect and enhance rural and urban forests.





## Governance

Provide innovative and sustainable governance.



Generate sustainable and diverse revenue sources that can be incorporated into long-term financial planning.



Provide sustainable and resilient infrastructure for our community.



Become an employer of choice.



Provide innovative and efficient service delivery.



# Acknowledgements

The Township of Centre Wellington would like to sincerely thank the hundreds of members of our community who contributed to the creation of this Strategic Plan by attending the two Community Open Houses and by completing the Strategic Plan survey on ConnectCW.ca.

We also appreciate the ideas and suggestions from the students at both Centre Wellington District and Emmanuel Christian High Schools.

Your valuable input during the Spring of 2023 formed the foundation upon which Council and Senior Staff built this Strategic Plan.

Our community benefits greatly from you sharing your time, your opinions, and your thoughts.

## Thank you!

**Inquiries related to this plan and requests for alternate formats may be directed to:**

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1 MacDonald Square, Elora ON N0B 1S0  
[www.centrewellington.ca](http://www.centrewellington.ca)  
(519)-846-9691







Centre Wellington

**Councillor  
Lisa MacDonald**

Ward 1

**Councillor  
Denis Craddock**

Ward 6

**Councillor  
Jennifer Adams**

Ward 4

**Councillor  
Kimberley Jefferson**

Ward 2

**Councillor  
Bronwynne Wilton**

Ward 5

**Mayor  
Shawn Watters**

Township of Centre Wellington

**Councillor  
Barbara Lustgarten-Evoy**

Ward 3



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