

Priorities for this Business Plan

The City works hard to achieve sound financial stewardship in the development of the annual Business Plan & Budget. Each service area prepares an individual business plan and budget in line with the following four corporate priorities, established and communicated by the City's Leadership Team:

1. **Deliver the right services** – To set service levels that balance citizen service expectations and fiscal responsibility
2. **Maintain City infrastructure** – To ensure City assets are maintained at the level required to sustain the identified level of service and ensure economic success
3. **Advance on the City's strategic vision** – To build a dynamic, global and vibrant city with places of interest that attract innovative businesses and energize our residents
4. **Implement cost containment strategies** – To continually deliver value for money

Budget Education

As part of the annual budget cycle, the City runs a budget education campaign to ensure that residents and businesses understand the budget process and know how they can become involved.

The campaign includes a variety of communication tools including advertising, news releases, and social media posts. As part of the activities to support the 2025 Budget, the City has a [Budget Basics video](#) to assist the public with understanding how the City budget works. The City hosts a budget information session with the Mayor, councillors and senior City staff who are available to answer questions from taxpayers. An online budget allocator tool is also available so that taxpayers can experiment with how they would allocate the City's budget. The tool calculates changes and explains what could happen if spending levels were to be increased, decreased or maintained for some of the City's services.