

VISION

A quality destination of choice through an open opportunity society

MISSION

To ensure outstanding service delivery on the West Coast by pursuing the following objectives:

STRATEGIC OBJECTIVES

These objectives also respond to those priorities at the global, national and provincial level and align with its strategic intent. As early as 2003, the United Nations Development Programme outlined five central challenges facing sustainable development in South Africa in the South Africa Human Development Report (UNDP:2003), and these are:

- the eradication of poverty and extreme income and wealth inequalities, the provision of access
- to quality and affordable basic services to all South Africans, the promotion of environmental sustainability,
- a sustained reduction in the unemployment rate,
- and the attainment of sustainable high growth rates.

The fact that the five high-level strategic objectives that have been identified by the WCDM are in line with these challenges reinforces that they are still confronting the country and, in particular, the district.

- **Ensuring environmental integrity for the West Coast**
- **Ensuring good governance and financial viability**
- **Pursuing economic growth and facilitation of job opportunities**
- **Promoting social well-being of the community**
- **Providing essential bulk services in the Region**

CORE VALUES

Integrity	– to conduct business with integrity and be accountable to stakeholders
Transparency	– to be transparent and open in our business
Loyalty	– to be honest
Ethical	– in our behaviour
Respect	– will treat public and colleagues with fairness, respect and consideration
Quality	– committed to delivering good quality services