



2026-2030

ALICE SPRINGS TOWN COUNCIL STRATEGIC PLAN



Acknowledgement of Country “Alengke areme Apmere”

Alice Springs Town Council acknowledges the Central Arrernte People, the traditional owners and custodians of Mparntwe/ Alice Springs, and pays respect to their Elders: past, present and future.

Mparntwe Town Council-le alengke areme tyerrtye Mpwepe Arrernte mape, apmere Mparntweke atweye mape itne alengke areme arrkwelenge, lyeyenge ante Ingwethe apetye apetyame mape.

Central Arrernte Translation provided by Sabella Kngwarreye Turner.

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Mayor's Message

Welcome to the Alice Springs Town Council's Strategic Plan 2026–2030. As a new Council, my fellow Councillors and I are proud to present the Strategic Plan to our community.

This Plan sets out our clear direction and commitments to the community over the next four years. It is shaped by the conversations we've had with the community, the issues we see every day, and the opportunities we know exist for Alice Springs.

Alice Springs is a strong, resilient and proud community. We are a remote town, but one with a deep sense of connection – to each other, to place, and to our future. At the same time, we know there are real challenges we need to face head on. This Strategic Plan acknowledges both.

Through this Plan, we have set clear priorities for what matters most – from improving how our town looks and feels, to strengthening safety and inclusivity for everyone, protecting our natural environment, growing our local economy, and making sure people feel heard and included in decisions that affect them.

We've listened carefully to the community and worked together to develop five key strategic objectives for Alice Springs:

- *A great place to live, every day*
- *A safe, supported and strong community*
- *A healthy and resilient natural environment*
- *A thriving and sustainable economy*
- *Community-led governance and civic participation*

Importantly, this is not just a document – it is a commitment. As Elected Members, we are committed to serving everyone fairly, communicating openly and transparently, listening to your ideas, and managing our resources responsibly.

This Strategic Plan sets the direction, but it will be brought to life through the work of Council staff, strong partnerships, and the ongoing involvement of our community.

It is a blueprint for Alice Springs' future – a town that is hopeful, inclusive, beautiful, and a place where everyone belongs. That future will be shaped by all of us working together.

Together for Alice.



Top: Welcoming new citizens at the Harmony Day Citizenship Ceremony

Middle: Enjoying the Night Markets in Todd Mall

Bottom: Enjoying the 2025 BBQ Fest



Council is responsible for..

69

Parks and gardens

6

Sporting grounds and ovals

221+km

of roads

120km

of stormwater

143km

of footpaths

298km

of kerbs

3

Cemeteries

8

Netball courts

4

Swimming pools

33km

of cycle paths

15km

of laneways

2,735+

Solar panels

10+

Public toilets

50+

Water bubblers





Vision, Mission and Values

Vision

(the town we'll create if we succeed)

Alice Springs is a thriving, connected and resilient town where people belong, there is opportunity for everyone and the community shapes what comes next.

Purpose

(what we intend to do)

To support and strengthen the Alice Springs community by delivering essential infrastructure and services, making everyday life better and championing a strong future for the town.

Mission

(how we intend to do it)

To listen to the community, engage openly and act with purpose by planning, delivering and advocating for services, infrastructure and outcomes that reflect community priorities.



ASTC Elected Members & Team members distribute free calendars every year at the Christmas Carnival



Strategic Plan Overview

The Alice Springs Town Council Strategic Plan 2026–2030 sets out the strategic direction, high-level vision and priorities of your Elected Members for the future of Alice Springs.

Developed through workshops, one-on-one discussions, and input from the community, this Plan reflects what Elected Members have heard matters most to residents and what they believe Council should focus on over the coming years to improve liveability, sustainability and opportunity across our town.

Importantly, this Plan is not set in isolation as it brings together Council's existing plans and aligns with broader Territory and national priorities, providing a clear and coordinated framework for decision-making.

This is not a day-to-day operational document. Instead, it is a clear statement of direction, outlining the outcomes Elected Members want to achieve, and the key areas where Council will focus its efforts. This Plan will be implemented through Alice Springs Town Council's Municipal Plan, which is produced annually and contains Council's service delivery plan and budget for each year. In line with the Local Government Act 2019, the Municipal Plan must contain, or incorporate by reference any long-term plan, community or strategic plan adopted by Council and the Council's long term financial plan.

At its core, the Alice Springs Town Council Strategic Plan 2026–2030 represents the direction your Elected Members have set – a shared vision for Alice Springs, shaped by the community and focused on delivering real, practical outcomes for the town.

Strategic Planning Framework

**Alice Springs Town Council
Strategic Plan 2026-2030**



**Advocacy Document and
Other Council Plans**



Municipal Plan



Annual Report



The Five Pillars

The five pillars identify key areas of focus for the Alice Springs Town Council that correspond to areas of need within our municipality.

The five pillars are:

| | | |
|-----------------|---|--|
| Pillar 1 | A Great Place to Live, Every Day |  |
| Pillar 2 | A Safe, Supported and Strong Community |  |
| Pillar 3 | A Healthy and Resilient Natural Environment |  |
| Pillar 4 | A Thriving and Sustainable Local Economy |  |
| Pillar 5 | Community-Led Governance and Civic Participation |  |



School Holiday Programs with Bikes Mwerre



A Great Place to Live, Every Day

Alice Springs is a town that is well presented, comfortable, connected and inclusive – where people enjoy their surroundings, feel proud of their town, and are supported to live well in a remote desert environment.

Key strategies



Maintain a clean, well-presented town that strengthens community pride, improves perceptions of Alice Springs, and encourages people to use and care for shared spaces

- Enhance the cleanliness and visual presentation of priority areas across Alice Springs
- Develop and implement a more strategic and effective approach to weed management for verges, parks and public spaces
- Reduce levels of illegal dumping in the Alice Springs municipality



Improve the accessibility of roads, footpaths and cycleways

- Ensure Council roads, footpath and parking projects support diverse transport modes, including walking, cycling, driving and public transport



Enhance the look and feel of Alice Springs through improved streetscapes and greening that reflects local character and climate

- Increase native landscaping, including greening of roundabouts and key public spaces in line with the Council's Greening Strategy



Support the development of a diverse and exciting collection of public art to enhance community wellbeing, strengthen sense of place and contribute to a more vibrant town

- Deliver Council's Public Art Masterplan 2030



Upskill and support local artists and provide professional pathways so that they can contribute to the development of public art in Alice Springs

- Support the upskilling of local artists through training, mentoring and workshop opportunities that build the skills required to deliver public art projects



Ensure Council-owned assets and infrastructure are well-planned, well-maintained and aligned with current and future community needs

- Support long-term social and built infrastructure planning linked to population growth and changing demographics
- Improve the use, maintenance and management of Council assets
- Transform the Todd Mall through improved infrastructure and strategic activation
- Review and improve access to public toilets and refill water stations
- Build a new purpose-built Alice Springs Public Library that is a modern and accessible community hub



Provide welcoming, accessible recreational spaces and facilities that support healthy, active lifestyles for people of all ages and abilities

- Develop and implement a parks and playground management and improvements strategy
- Continue renewal and maintenance of assets that encourage physical activity
- Advocate for and support delivery of new recreational infrastructure across Alice Springs
- Develop a masterplan for the Alice Springs Aquatic and Leisure Centre



Reduce the impacts of extreme heat and climate change to make Alice Springs safer, cooler and more comfortable all year-round

- Develop a Climate Change Adaptation Plan with focus on heat mitigation and resilience
- Deliver Council's Greening Strategy
- Apply a shade-first approach across parks and playgrounds, informed by audits and prioritisation
- Develop and implement water-play and cooling strategies in public spaces





Strengthen social ties by creating inclusive opportunities for people to come together, participate and feel a sense of connection

- Deliver and support a range of events and activities that include and celebrate Alice Springs' diverse community
- Support initiatives that build cross cultural understanding of Aboriginal and/or Torres Strait Islander and culturally and linguistically diverse communities



Support the physical, mental and social wellbeing of the community by enabling active lifestyles, access to recreation and learning, and programs that help people of all ages live healthy, fulfilling lives

- Deliver a range of recreational activities and events that encourage a healthy, active community
- Encourage increased participation in Council's community programs, and outreach and engagement activities



Foster a welcoming and inclusive community where people of all backgrounds, abilities, identities and ages feel a sense of belonging and are supported to participate fully in civic and community life

- Develop and implement a *Community Inclusion Plan*
- Establish an Innovate Reconciliation Action Plan to further Council's commitment to meaningful reconciliation
- Deliver, support and strengthen community participation in community inclusion events, programs and initiatives
- Increase the number of inclusive, disability-accessible recreational facilities across Alice Springs
- Provide youth, family and school-holiday programs in partnership with local service providers
- Support initiatives that ensure Alice Springs is an engaging and positive place for seniors
- Advocate for a senior's lifestyle village





Top: Elected Members cooking up a BBQ for the community
Middle: Students checking out the 2025/26 Summer School Holiday Program
Bottom: Elected Members on a site visit



A Safe, Supported and Strong Community

Alice Springs is a town where people feel safe in their homes and public spaces, supported during times of vulnerability or crisis, and confident that safety is approached through prevention, partnership and community wellbeing.

Key strategies



Improve everyday safety and fulfill positive duty obligations by reducing risks, supporting vulnerable community members, and promoting safer behaviours across public and private spaces.

- Advocate for increased accommodation supporting vulnerable members of community, particularly, domestic, family and sexual violence victims and survivors and young people experiencing homelessness
- Support implementation of the *A Better, Safer Future for Central Australia* plan



Improve road and footpath safety

- Improve safety outcomes for all road users including cyclists and pedestrians
- Improve road safety near parks within the Alice Springs municipality
- Advocate for improved traffic flow, safety, and flood mitigation through Heavitree Gap



Reduce preventable harm by improving safety around water

- Improve community water safety and awareness skills across the Alice Springs community



Promote the safety and wellbeing of animals and the community by supporting responsible pet ownership, effective animal management and safe shared use of public spaces.

- Provide a modern, well-resourced animal shelter for the Alice Springs municipality
- Enhance animal welfare and community safety through education and effective compliance



Ensure public spaces are safe, welcoming and well-used through practical design, lighting, activation and collaboration.

- Deliver capital works in the Gap Corridor to increase safety for all users
- Strengthen public safety outcomes by reviewing Council's facilities and infrastructure projects against Crime Prevention Through Environmental Design strategies
- Enhance public safety through partnerships and engagement with key stakeholders
- Enhance safety and amenity through the improvement of public lighting on Council land and facilities



Strengthen Council and community preparedness for emergencies and natural disasters to reduce risk, minimise impacts and support recovery.

- Support the resilience of Alice Springs to disasters
- Advocate for investment in priority flood mitigation initiatives
- Advocate for resources for effective control of fuel loads to better manage and prevent bushfires



Improve access to food and essential supports for people experiencing vulnerability.

- Investigate and support food security initiatives



Mitigate food insecurity risks arising from road and other freight corridor closures

- Advocate for more effective supply chains to Central Australia to support food security



Improve safety, inclusion and wellbeing for community members who may experience heightened vulnerability, ensuring they feel respected, supported and safe in public and community spaces.

- Support people experiencing homelessness in Alice Springs in alignment with the *Joint Statement of Commitment to Collaborative Protocols Supporting People Experiencing Homelessness in Alice Springs*
- Foster a culturally diverse workforce that reflects and serves the Alice Springs community



Contribute to long-term reductions in harm by addressing the underlying causes of violence and unsafe behaviour.

- Engage in initiatives that raise awareness and support prevention of gender-based violence



ASTC Team Members cooking a BBQ Breakfast for the 2025 Walk Against Gender-Based Violence, part of 16 Days of Activism against Gender-Based Violence



A Healthy and Resilient *Natural Environment*

Alice Springs Town Council cares for its natural environment and builds resilience to climate change by protecting local ecosystems, reducing environmental impacts, and leading by example in sustainability and renewable energy.

Key strategies



Protect and strengthen local ecosystems and biodiversity through responsible environmental management and partnerships.

- Engage with Traditional Owner and Native Title Holders to improve ecosystem management
- Advocate and work with the Northern Territory Government on key issues and opportunities that support the protection and enhancement of Alice Springs' natural environment and biodiversity



Provide reliable, efficient and sustainable rubbish and recycling services that meet community expectations and support responsible waste management.

- Explore financially sustainable funding models and pilot options for expanding recycling in Alice Springs, including kerbside and food and garden organics
- Strengthen the long-term viability of Council's regional waste services by prioritising capital investment in facility infrastructure and essential plant equipment
- Develop a Regional Waste Management Facility civil design



Improve the sustainability of waste, water and resource management systems to reduce environmental impact and support a circular economy.

- Increase the recycling capacity of the Regional Waste Management Facility
- Implement water efficiencies for Council operations, and advocate to improve long-term water security for Alice Springs
- Advocate for access to recycled water, and invest in infrastructure to allow Council to use it
- Promote and support increased community awareness and uptake of recycling and sustainability initiatives



Reduce emissions and support the transition to renewable energy by leading by example and advocating for sustainable infrastructure across Alice Springs.

- Ensure all new Council infrastructure meets compliance requirements while also driving innovation in energy efficiency, minimising environmental impact, and prioritising the use of sustainable materials.
- Advocate for all infrastructure in Alice Springs to be renewable-friendly
- Position Council as a leader in renewable energy adoption in Central Australia, including pursuing a 50 per cent renewable energy target by 2030





A Thriving and *Sustainable Local Economy*

Alice Springs has a resilient, diverse and sustainable local economy that supports business and employment, attracts people to live and invest locally, and strengthens the town's long-term prosperity.

Key strategies



Provide clear leadership and coordination to support sustainable economic development and long-term economic resilience

- Advocate for the reestablishment of the Central Australian Regional Economic Development Committee or similar
- Work with the Northern Territory Government to strengthen Council's role in planning and development discussions within the municipality
- Advocate for and leverage off strategies and initiatives that support population growth and workforce attraction and retention, including Northern Territory Government workforce development plans
- Advocate for the release of land for industrial and residential development



Support the growth and sustainability of local businesses and industries that underpin employment and economic activity in Alice Springs.

- Work with key commercial stakeholders to grow the economy of Alice Springs, identify business gaps and support advocacy for new opportunities
- Develop and implement an Innovation Strategy and support broader innovation-led initiatives where appropriate



Strengthen the vitality of the town centre and commercial areas by supporting activation, visitation and a strong local trading environment.

- Advocate for funding for future elements of CBD regeneration
- Support initiatives that stimulate Alice Springs' night-time economy
- Advocate for improved public and private transport services for the Alice Springs municipality



Improve how Alice Springs is experienced and perceived by residents, visitors and potential new arrivals.

- Support initiatives that recognise and celebrate Arrernte culture and heritage
- Advocate for completion of the Outback Way and Mereenie Loop
- Advocate for a new railway station and tourism precinct in the Alice Springs CBD
- Lead a coordinated narrative approach that enhances Council's role in shaping positive perceptions of Alice Springs



Support local employment pathways and workforce participation to strengthen economic inclusion and resilience.

- Work with partners to support skills development and workforce participation across the community
- Strengthen strategic partnerships with Aboriginal employment and training organisations to establish integrated pathways that increase Aboriginal and/or Torres Strait Islander representation across Council's workforce



Ensure Council's financial settings support long-term sustainability while remaining fair and proportionate for the community.

- Balance affordability and fairness in Council rates while safeguarding long-term fiscal sustainability





Community-Led Governance and Civic Participation

Alice Springs Town Council works openly, inclusively and collaboratively with the community, enabling people to shape decisions, access services easily, and have confidence in how Council listens, communicates and acts.

Key strategies



Enable the community to meaningfully shape Council priorities, decisions and outcomes through accessible, inclusive and ongoing engagement.

- Use Council's Community Engagement Framework to effectively consult with the community and inform Council's decision making
- Undertake regular community sentiment surveys, with wide reach across the community, to guide planning and track priorities



Improve how Council communicates so the community understands Council's role, decisions and activities and can engage with confidence.

- Increase visibility and accessibility of information about Council programs, services and decisions
- Develop and implement a strategic communications model that clearly articulates Council's decision-making processes, initiatives and outcomes to the community



Ensure Council engagement is inclusive, culturally appropriate and accessible so all community members can participate.

- Facilitate regular consultation with Alice Springs' diverse communities
- Embed cultural competency and inclusive practices across Council



Make it easy for the community to access Council services and receive consistent, respectful and responsive support.

- Develop and implement a Customer Service Improvement Plan
- Provide a clearly defined standard of customer service focused on responsiveness, clarity and consistency



Uphold strong internal governance, financial and workforce management frameworks to foster community trust and organisational sustainability

- Strengthen Council's long-term financial sustainability
- Establish systems to achieve and monitor good governance and risk management, and improve operational efficiency



Top left: Walking Against Gender-Based Violence

Top right: Storytime at the Library

Bottom left: Elected Members help distribute Council's School Holiday Program to families

Bottom right: Team members connecting with the community at Council's Night Markets



Alice Springs Town Council

93 Todd Street, Alice Springs
(08) 8950 0500

astc@astc.nt.gov.au

alicesprings.nt.gov.au

