



# News Release

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## Town of Olds Launches 2008 – 2010 Strategic Plan

**26.Aug.2008, Olds, Alberta** – Using the input of the more than 200 residents who contributed to the Olds Strategic Sustainability Plan (OSSP) process, the Town of Olds has developed a two-year Strategic Plan which was accepted by Town Council on August 25<sup>th</sup>, 2008.

The Strategic Plan addresses current and emerging trends (globalization, technology advancement, rapid information transfer etc.) that will redefine the way the Town does business as a municipality. Four Strategy Clusters form the basis of the Plan:

- Partners in Strategic Opportunities
- Responsible Growth
- Healthy, Thriving, Flourishing Community
- Innovative Service Delivery

Each Cluster has a number of components – each of which contain Specific Initiatives that address the Cluster's goal, and component mandates and visions for success. The Town's Operational Departments have detailed the Specific Initiatives with tools, tactics and estimated timelines. Sustainability Performance Measures will be attached to each Specific Initiative to ensure accountability for progress.

"This is a unique and powerful period in our community's development," says Her Worship, Mayor Judy Dahl. "Our potential is enormous, as is our collective motivation to realize it. This Strategic Plan is the roadmap that will take us to the vision we've established together."

In keeping with the sustainability principles that guide the Town and the Strategic Plan, the document is available electronically on the web site or on CDs that are available at the Town office. As implementation of the Plan proceeds, residents and community stakeholders can track progress through the website by monitoring Operational Departments' Strategic Initiatives and Sustainability Performance Measures at [www.olds.ca](http://www.olds.ca) (Click on Sustainable Living logo, right hand side home page).

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