



PRESS RELEASE – February 3, 2012

**County of Perth and Member Municipalities Launch
Innovative Approach to Develop Corporate Strategic Plan**

County of Perth, ON - The County of Perth and its member municipalities is taking an innovative approach to creating a local Corporate Strategic Plan. Utilizing a collaborative approach that will result in five distinct corporate strategic plans that respect and reflect the unique qualities and services of each municipality and the County, this collective undertaking will result in a much stronger, cohesive, and complementary corporate strategic plan that will serve each municipality and the County well.

This five year Corporate Strategic Plan will inform decision making and provide direction in terms of future priorities while enhancing our community and county long-term prosperity. In developing this strategy the County has retained the services of Millier Dickinson Blais Inc., a strategic planning and economic development specialist consultancy with extensive experience working with local communities across Canada. Millier Dickinson Blais will be working to engage residents and the business community to build a vision for the County.

Input from local residents and community businesses and local stakeholders is a cornerstone to ensuring that the vision, goals and actions in the Corporate Strategic Plan reflect the needs, values and aspirations of all community members. There are a number of ways to participate in this process including an on-line community survey which will be available from February 17th to March 9th. A direct link to the survey will be available on the County's website (<http://www.perthcounty.ca/>) or in paper copy at the County office.

More importantly, there will be a **Community Information Session on Monday, February 13th, 2012 from 1:30-3:30 pm** at the County Office (1 Huron Street, Stratford, ON). **If you would like to attend this session or learn more about the process please call or email barthur@perthcounty.ca.**

Developing a Corporate Strategic Plan is key to preparing the County of Perth for a sustainable future.

Ian Forrest, Warden for the County, commented, "It is exciting to have all of our member municipalities working collaboratively on this initiative. It will support a great synergy between the corporate strategic plans and allow for greater utilization of our resources."

-30-

For more information, please contact:

Bill Arthur, CAO
Perth County
519-271-0531 ext. 110
barthur@perthcounty.ca