Beliefs

Beliefs that are part of an organisation’s culture may include beliefs about the best ways to achieve certain goals such as increasing productivity and job motivation.

**Inspired to lead**
Guided and inspired by our community, we boldly lead on their behalf to achieve the vision of creating a “Greater Shepparton”.

**Protect and enhance liveability**
We continuously strive to position Greater Shepparton as a key regional city that boasts a vibrant and diverse culture, and an accessible, safe, connected and healthy community with a sense of belonging and pride.

**Good to Great**
We provide professional services for our community and have a best practice approach to everything we do. We have a passion to do our very best and proactively follow through on the goals created by our community.

**Innovation unlocks opportunity**
We are passionately progressive, consistently exploring innovative approaches and fresh thinking to improve what we do in creating a prosperous future for our community.

**Actively celebrate our community**
We play a vital role in creating a strong sense of community by actively sharing our community’s successes, achievements and the uniqueness of Greater Shepparton.
Values

Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation. These values may be guiding principles of behaviour for all members in the organisation.

Respect first, always
We are attentive, listen to others and consider all points of view in our decision making.

Take ownership
We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

Courageously lead
We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton community.

Working together
We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

Continually innovate
We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

Start the celebration
As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton community.