



SARIKEI DISTRICT COUNCILSARAWAK

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ACKNOWLEDGEMENT

Our great appreciation and thanks to: -

The Chairman, councillors, management team, officers, and staff of Sarikei District

Council and all those who contributed ideas, efforts, and time in the formulation and

preparation of

Sarikei District Council Strategic Plan 2022 – 2026

MESSAGE FROM THE CHAIRMAN



First and foremost, I would like to thank the Secretary and the management team of Sarikei District Council for successfully update and reframe the strategic direction of the council through this strategic plan. The development of the Sarikei District Council Strategic Plan 2022 – 2026 is timely to translate the Ministry's vision and the strategic perspective of the Sarawak Government as stipulated in the PCDS 2030 into practical implementation roadmap for inclusive growth and sustainable development of Sarikei.

In ensuring that the plan is effective. adaptable, and tied to the council's vision of making sustainable living through sustainable development, all divisions in the council must work in synergy and forge strong alliance with our stakeholders through broader partnership and greater strategic engagement. As a dynamic planning tool, the plan must be responsive to the evolving environments and disruptive change that impact our core functions through regular revisit and update. To all councillors, management team and staff of Sarikei District Council, keep up the momentum and continue to strive for better results in the future. Working as one united team, together we will deliver what we had planned for the people of Sarikei.

Thank you for all those who had contributed ideas and effort in translating the aspiration of the people in Sarikei into this strategic plan – our pathway in providing better life for all in Sarikei District.

"BERSATU, BERUSAHA, BERBAKTI"

"AN HONOUR TO SERVE"

Wong Zee Yeng Chairman Sarikei District Council

FOREWORD BY THE SECRETARY



The Sarikei District Council Strategic Plan 2022 – 2026 has incorporated the strategic alignment of the council to the Sarawak Post Covid-19 Development Strategy, the strategic direction of the Ministry of Public Health, Housing and Local Government and the elements of the Sustainable Development Goals (SDGs). Thus allow the council to position itself more effectively within the Sarawak Aspiration 2030.

The strategic focus of the plan has shifted from previous strategic focus areas and will focus on four strategic themes – operational excellence, council services, community development and enforcement as strategic areas to drive the council towards its vision. This edition of strategic plan also integrates the concept of Balanced Scorecard at the strategy formulation stage and planning. The council's Scorecard will continue to be used as strategic performance management system in monitoring and evaluating the implementation of initiatives outlined in the strategic action plan 2022 – 2026.

Momentous tasks ahead are not without challenges. We need to work in synergy, eliminating working in silo and breaking organisational barriers and work as one team sharing common mission and vision. To all staff of Sarikei District Council, I acknowledged we have strived

hard in assisting and improving the wellbeing of the diverse communities in Sarikei in the past. With the support the Chairman, Deputy Chairman and all the councillors, may the same level of commitment and dedication be invigorated through the clear roadmap provided by the Plan.

The formulation of the plan involved extensive engagement and deliberation. I would like to record my appreciation to the Chairman and Deputy Chairman for advice and support throughout the strategic development process. Thank you to all officers and staff of Sarikei District Council and those who have contributed ideas, thoughts and efforts in making Sarikei District Council Strategic Plan 2022 – 2026 a reality.

BERSATU BERUSAHA BERBAKTI

'An Honour To Serve'

Sait Enggang
Secretary
Sarikei District Council



Background of Sarikei District Council

Sarikei District Council was established on 1st January 1955 under the Local Authority Ordinance, 1948. The jurisdiction of Sarikei District Council covers total area of 985.5 square kilometre that comprises of Sarikei town, Selalang, Ulu Sarikei, Sg. Rusa, Peniniau, Minah-Bulat, Meruton-Paoh, Merundu-Baii and Pasi Selidap. Until 2014 the estimated population of these area was estimated at 69,400 with higher population concentration in Sarikei town.

Source of Authority

The authority of present day Sarikei District Council is vested under Local Authorities Ordinance, 1996, Council By-Laws and relevant laws related to Local Authorities Ordinance 1996. Relevant Ordinances. Laws and Acts that became the source of authority for Sarikei District Council are as follow: -

- 1. The Local Authorities Ordinance, 1996
- 2. Building Ordinance, 1994
- 3. The building (Exemption) Order, 1996
- 4. (Storage of Petroleum) By-laws, 1962
- 5. (Hawking) (Amendment) By-laws, 1994
- 6. (Licensing of Miscellaneous Occupations) (Amendment) By-laws, 1994

- 7. The Protection of Public Health (Barbers' and Hairdressers' Shop) Regulations, 2003
- 8. The Protection of Public Health (Licensing of Hotels and Lodging Houses) Regulations, 2003
- 9. The Public Health Ordinance (Laundries) By-laws, 1962
- 10. The Entertainment By-Law. 2001
- 11. Local Authority Rating Regulation 1997
- 12. The Entertainment Ordinance, 2000
- 13. Market By-Law (Amendment) 1993
- 14. The local Authorities (Reflexology and Health Establishment) Bv-Laws. 2009
- 15. The local Authorities (Compounding of Offences) By-laws, 1999
- 16. Cleanliness By-laws, 1999
- 17. The Protection of Public Health Ordinance 1999
- 18. Sarawak Land Code (Cap. 81)
- 19. Local Authorities Ordinance, 1996 (Cap. 20)
- 20. The Local Authorities Financial Regulation 1997
- 21. Treasury Instructions.
- 22. The Protection of Public Health (Licensing of Hotels and Lodging Houses) Regulations, 2003
- 23. The Public Health Ordinance (Laundries) By-laws, 1962
- 24. The Entertainment By-Law, 2001
- 25. The Entertainment Ordinance, 2000

- 26. Market By-Law (Amendment) 1993
- 27. The local Authorities (Reflexology and Health Establishment) By-Laws, 2009
- 28. The local Authorities (Compounding of Offences) By-laws, 1999
- 29. Peraturan-peraturan Makanan 1985
- 30. Food (Advertisement) Act, 2001
- 31. Akta Permusnahan Serangga Pembawa Penyakit (Pindaan) 2004
- 32. The Local Authorities Service Regulation 2000
- 33. Peraturan-peraturan Perpustakaan, 1999
- 34. Arahan Keselamatan
- 35. The Public Service Commission Rules, 1996
- 36. Akta Pengangkutan Jalan, 1983
- 37. Akta Pemberi Pinjaman Wang, 1951. (Akta 400).

Governance Structure and Core Functions

Sarikei District Council is one of the 26 Local Councils in Sarawak, established under the Local Authority Ordinance 1996. All Local Authorities exercise their respective powers provided under the said Ordinance and is empowered to enact By-Laws called Local Council By-Laws which are to be complied by all residents under the jurisdiction of the Local Authority.

Sarikei District Council consist of: - (i) Chairman, (ii) Deputy Chairman and (ii) Councillors. Councillors were appointed by the Yang di-Pertua Negeri amongst Malaysian citizens who are ordinarily resident in Sarawak and who in the opinion of the Yang di-Pertua Negeri have wide experience in local government affairs or who have achieved distinction in any profession, commerce or industry, or are otherwise capable of representing the interests of their communities in the local authority area. Several committees were set up, consisting of a Chairman and several Councillors for the purpose of examining and reporting upon any matter orperforming any act which is more conveniently performed by means of a Committee. The primary role of the Council was to set policy directions and make decisions within the provisions of Local Authorities Ordinance, 1996 through Full Council meetings and Standing Committee meetings. The Secretary is the Chief Administrative Officer of the council, appointed under Section 37, Local Authorities Ordinance 1996 and is responsible for the managementand operation of the council. In performing his administrative duties, the Secretary was assisted by Heads of Division under the organisation of the council.

Core Functions

The Council Secretary is the Chief Administrative Officer of the Council and is responsible for the general administration of the affairs of the council, and for the implementation of all decisions of the Council and of the Minister. In leading the management and the operation of the Council, the Secretary was assisted by management team consist of Assistant Secretary and Heads of Division. Sarikei District Council is divided into 7 divisions: -

- 1. Management Service Division
- 2. Treasury Division
- 3. Rating and Valuation Division
- 4. Public Health Division
- 5. Civil Engineering Division
- 6. Community Development Division
- 7. Enforcement Division

Several units were created under each division to enhance service delivery and for efficient and effective execution of action plans, programs, projects and initiatives of the organisation. The organization structure provides clear deployment and execution of core functions and main activities as provided by the Local Authority Ordinance 1996.

Management Service Division

Core Functions

- General administration and support services
- Human resource management and human resourcedevelopment
- Secretariat for Main Council Meeting
- Meeting Management
- · Records and filing management.
- Quality management system
- Strategic Management Balanced Scorecard
- Complaints Management System
- Integrity OACP
- · Occupational Safety and Health

Treasury Division

Core Functions

- Financial Management
- · Accounting Payments and account receivable.
- Budgetary and fund management
- Investment
- Emolument and loans
- Asset management
- Store management

Rating and Valuation Division

Core Functions

- Revaluate all rateable holdings.
- Prepare assessment bills.
- Prepare monthly and annually assessment collection report.
- Management of assessment arrears claims.
- Provides estimates of revenue for annual budget
- Manage rates payment from government agencies.
- Processing applications for exemption and reduction of assessment.

Engineering Division

Core Functions

- Implementation of development projects.
- Maintenance of infrastructure and facilities, such as roads, sewers / drains, bridges, streetlights, parks, andbuildings.
- Manage and process tender documents and contracts.
- Processing the application for approval of building plans and issuance of certificates of fitness building (occupation permit).
- Project monitoring and supervision.
- Prepare performance reports of development projects.

Enforcement Division

Core Function

Enforcement of Local Authority Ordinance 1996. By- Laws, relevant Acts and Regulations.

Public Health Division

Core Function

- Management of environment and public health through effective solid waste collection system, drainage and grass maintenance and streets cleaning.
- Control of infectious diseases such as dengue, fever. epidemic and pandemic
- Control the quality and safety of food.
- Maintenance of markets and public toilets.
- Processing applications for various commercial licenses.
- Enforcement of Local Authority Ordinance 1996. applicable Acts and Regulations related to public health.

Community Development Division

Core Function

Facilitate social, economic, and environmental programmes and projects initiated by the community.

- Assist community in managing and handling change.
- Empower and sustain community development.
- Encourage volunteerism amongst youth.
- Promote Community Based Tourism such as homestays, culture, adventure, and nature tourism.

- Prepare weekly enforcement report.
- Issue notice and take legal action against offenders whorefuse to comply with regulations and statutory provisions.

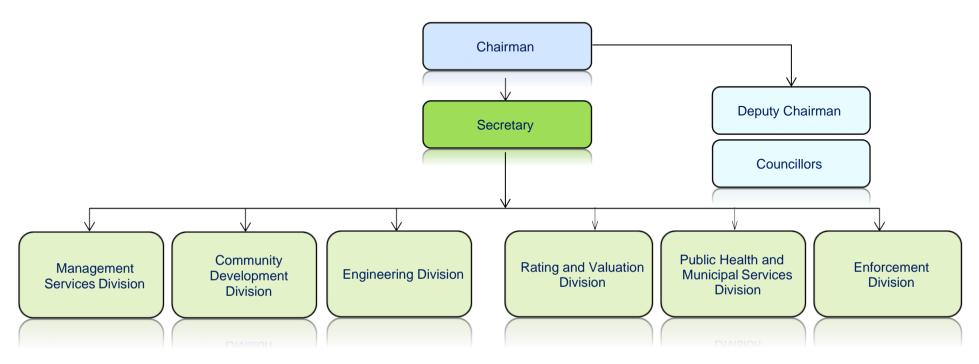
Public Library Section

- Manage public libraries and village libraries/resourcecentres
- Supplement library collections books and variousother reading materials.
- Process membership application
- Updating records and inventories of library books.
- Books classification and cataloguing.
- Internet access.

Organisation Chart



Function Chart



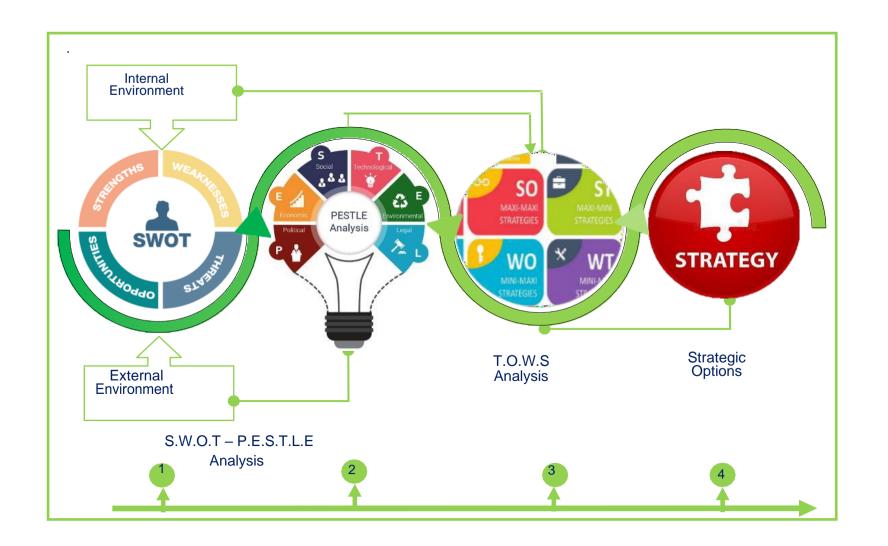


Organisational Analysis Framework

Organisational assessment allows SDC to appraise the work environment, personnel, operation of core functions andother associated activities, in response to changing internal and external factors that have significant impact on the execution of the strategic plan. The assessment framework below was used to assess the organization's current wellbeing and capacity in deciding the course of action and improve the long term-sustainability of SDC.

- Develop full awareness and understanding on the operating environments within (strengths and weaknesses) and outside (opportunities and threats) SDC
- Evaluate the external environment based on 6 factors:
 - o Political government leadership and policies
 - o Economic economic focus and trends
 - Social social development and issues
 - o Technological technological advancement
 - o Legal laws and regulations
 - Environment the operating dimension.

- 3. Identify strategies to leverage on enablers and resolve existing challenges: -
 - Strategies that use strengths to maximize opportunities
 - Strategies that use strengths to minimize threats.
 - Strategies that minimize weaknesses by taking advantage of opportunities.
 - Strategies that minimize weaknesses and avoid threats.
- 4. Incorporate strategies / element of the strategies to: -
 - Customer's/Stakeholder's Value Proposition
 - Strategic objectives areas for continuous improvement.
 - Strategic initiatives programs and projects
 - Strategic action plan



S.W.O.T Analysis

	Enablers	Challenges	
	Strengths	Weaknesses	
Internal Environment	 Strong leadership from Chairman and councillors. Implementation of best practices and quality initiatives Clear strategic direction Satisfactory work environment. Healthy working environment 	 Inadequate staff Limited financial resources Not receptive to change Tendency to work in silo. 	
	Opportunities	Threats	
External Environment	 Close rapport and networking with other councils and MPHLG. Co-creation and resource sharing between local authorities. Digitization and digitalization under egovernment initiatives. Support from grassroot leaders 	 Inadequate socio-economic infrastructure Rural – town/urban migration Social issues and problems 	

P.E.S.T.L.E Analysis

PESTLE	OPPORTUNITIES	CHALLENGES
Political	 Stable State Government Clear policy directions of state government. – PostCovid-19 Development Strategy Strong leadership at state level. Good inter-agencies collaboration 	 Unstable Federal Government Frequent changes in policy directions at federal level.
Economic	 Government priority on socio- economicdevelopment in rural areas. Increase in government expenditure on public infrastructures and facilities. Increase road connectivity to interior and upriver. Increasing economic activities – business andentrepreneurship. 	 Increase cost of materials Decreased in revenue. Inadequate fund for development from federal government. Inadequate infrastructure and facilities to support commercial, trade, business, and entrepreneurship development.
Social	 Increase access to social infrastructures and facilities. Harmonious relationships between communities. Expanding commercial and residential areas. 	 Social issues and problems – vandalism and low maintenance culture. Sparsely populated. Civic responsibility

PESTLE	OPPORTUNITIES	CHALLENGES
		Community reliance on government assistance and initiatives.
Technology	 Increase access to mobile telecommunication and internet access. Improved IT literacy in the community. Sarawak Digital Transformation Plan – more connectivity in rural areas. 	 Slow internet connection and limited coverage Abuse of internet and IT. Cybercrime
Legal	 Availability of relevant laws and statutory regulations. Legal advisory from MPHLG and state government. 	 Inadequate enforcement personnel Out-of-date ordinances and By-Laws
Environment	 Sustainable development Vast area with scattered settlements. Potential for eco-tourism and community-based tourism development. 	Lack of awareness on environmental sustainability.

T.O.W.S Analysis

Strategies that use strengths to maximize opportunities.

- 1. Enhance strategic networking with key stakeholders in planning implementation of socio-economic development programmes and projects.
- 2. Leverage of inter-agencies resources to facilitate and support council's programmes and activities.
- 3. Leverage on available talent pool and expertise among local councils.
- 4. Continuous improvement in service delivery based on best practices and innovative ideas in SCS, especially related to core business of local authorities.
- 5. Leverage on digital technology in business processes innovation and service delivery.
- 6. Collaborate with MP and ADUN in attracting more government development programmes and projects into Sarikei District. Leverage on authority of the Chairman to gain support from community leaders.

Strategies that use strengths to minimize threats.

- 1. Leverage on councilors in getting pollical supports for more socio- economic infrastructure and facilities to be built in the district.
- 2. Enhance social advocacy and community engagement to create awareness and support from people in the community. Strategies that minimize weaknesses by taking advantage of opportunities.

- 3. Digitization of data and digitalization of work processes to enhance service delivery.
- 4. Increase use of digital technology in implementing tasks and activities
- 5. Proactively solicit for funding from relevant government agencies and through corporate social responsibility initiatives.
- 6. Enhance staff training and development and benchmark with best practice in local authorities.

Strategies that minimize weaknesses and avoid threats.

- 1. Empowered community through community capacity building and development.
- 2. Optimize organizational resources and enhance collaboration with other organizations in the district.

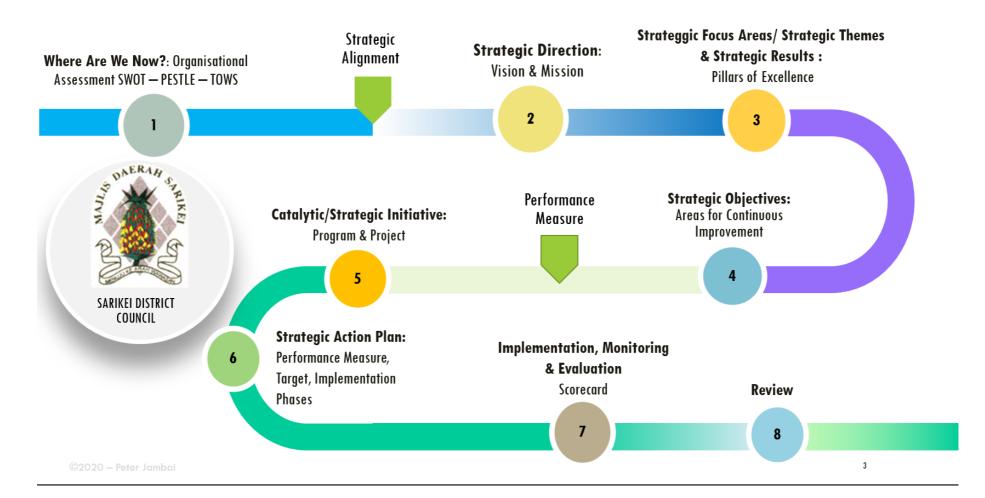
STAKEHOLDERS

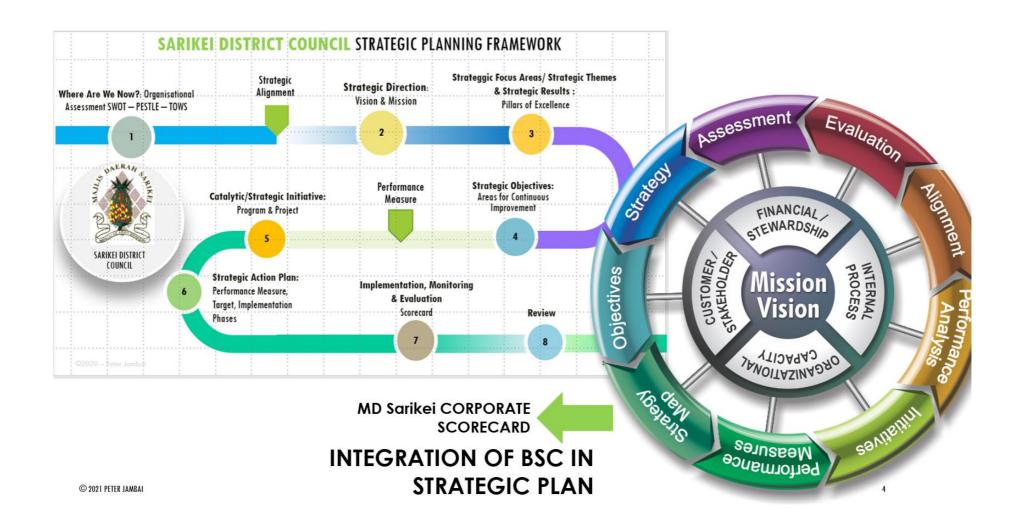
Segment	Stakeholders' Value Proposition
Sarawak Government	 Greater social inclusion and equitable opportunities to all. Play important roles in improving the wellbeing of the people in Sarikei District. Align the socio-economic development of Sarikei District to the Post Covid-19 Development Strategy. Promote SDGs 2030 Agenda under the scope of PBT core functions. Rakyat-centric service delivery.
Minister of Public Health, Housing and Local Government	 Outstanding organization in providing municipal services and community development within the council's jurisdiction. Successful implementation of government policies, programs, and projects. Impactful outcomes that meet the programs/projects' objective and benefit target groups.
Sarawak State Secretary	 High performance organization with excellent achievement. Good governance in leadership and management. Effectively align organizations towards the vision of Sarawak Civil Service and Sarawak Aspirations 2030 Continuous improvement in work systems, processes, and procedures.

Segment	Stakeholders' Value Proposition
Members of Parliament and Members of State Legislative Assembly	 Play active roles in socio-economic development of Sarikei District through robust programs and projects management. Effectively facilitate government – private partnership (private driven, government enabled) in realizing the vision Sarikei as socio-economically developed District by 2030. Successfully implement development programs and projects under the purview of government's MP and ADUNs.
Government Agencies	 Greater inter-agencies collaboration and partnership. Reliable information and data. Clear policy guideline, procedures, and terms of reference. Effective communication and engagement.
Non- Governmental Organization	 Well-informed and updated on government policies and programs/projects implemented by the SDC. Greater participation and engagement in policy inputs and implementation.
Internal Stakeholder – Staff of SDC	 Greater participation and involvement in decision making and problem-solving process. Clear direction and effective leadership.

STRATEGIC DIRECTION 2022 - 2026

SARIKEI DISTRICT COUNCIL STRATEGIC PLANNING FRAMEWORK



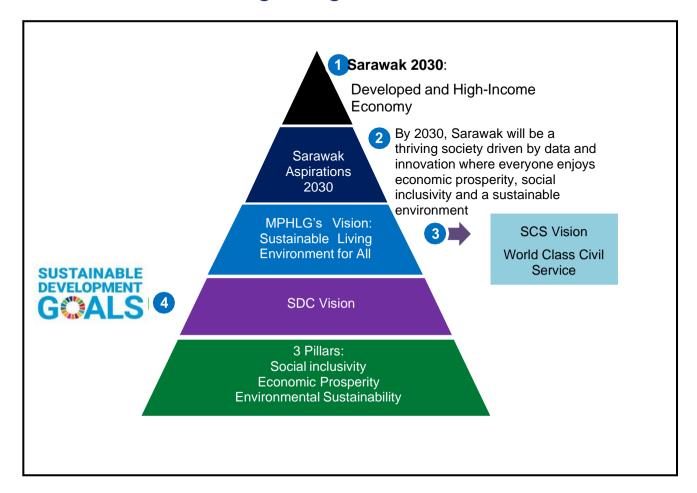


STRATEGIC ALIGNMENT

SDC will continue to play crucial roles in the socio-economic development through providing quality council services, facilitating businesses and enhance sustainable living environment in Sarikei District in many years to come. The period between the years 2022 – 2026 is crucial as it coincides with 12th MalaysiaPlan, beginning of 13th Malaysia Plan and the journey towards transforming Sarikei as socio-economically developed District by 2030.

The strategic direction of SDC in the next 5 years not only must be aligned to thevision of MPHLG, but also to the Sarawak Aspiration 2030 and the vision of Sarawak Civil Service. SDC also acknowledged the importance of building and sustaining future generations by subscribing to Sustainable Development Goals (Global Goals 2030) in its strategic priorities and initiatives.

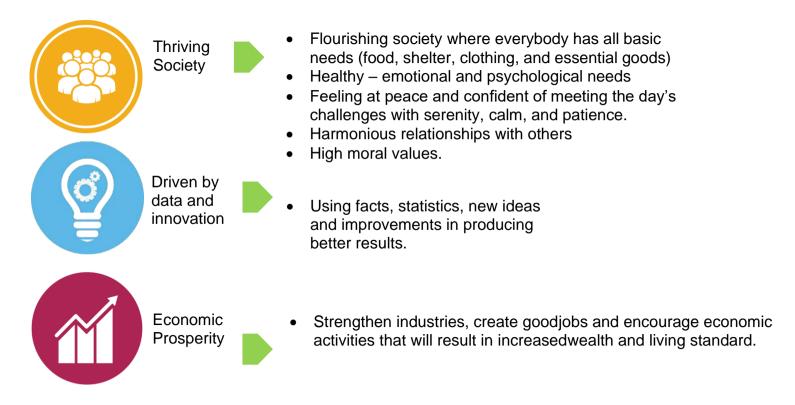
SDC Strategic Alignment Framework



Sarawak Aspirations 2030

The Sarawak Economic Action Council:

By 2030, Sarawak will be a **thriving society** driven by **data and innovation** where **everyone enjoys economic prosperity**, **social inclusivity**, and a **sustainable environment**.







 Improving the opportunity and ability of people to participate actively in the society. Nobody is left behind.



 Acting in a way that ensures future generations have the natural resources available to live an equal, if not better, way of life as current generations

Ministry of Public Health, Housing and Local Government Sarawak

Vision: -

Sustainable Living Environment for All



Everyone has access to good living environment; built, natural, social and functional, and those affecting the quality and circumstances of live, that allow people to lead their daily lives and fulfil their basic needs such as living, the use of services, working, recreation, restand privacy without compromising on the needs of future generations.



In 2015, world leaders (including Malaysia) agreed to **17 Global Goals** (officially known as the **Sustainable Development Goals or SDGs**). These goals call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go together with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.



TRANSLATE PCDS INTO SARIKEI DISTRICT COUNCIL STRATEGY

Economic Sectors

- Council services
- · Business and entrepreneurial facilities
- Tourism Community-based tourism

Key Enablers

- Public library Knowledge Centre
- Digital hub
- Community basic infrastructure

SDC - SUSTAINABLE DEVELOPMENT GOALS



No Poverty: -

including the poorest and most vulnerable, should enjoy a basic standard of living and social protection benefits.



Zero Hunger:

Achieve food security and improved nutrition and promote sustainable agriculture



Good Health and Well-Being: Securing

wide health services coverage for all people.



Quality Education:

Inclusive and equitable education and promote lifelong learning opportunities



Clean Water and

Sanitation. Quality and sustainability of water; either drinking water or water resources, basic sanitation and hygiene

practices



Decent Work and Economic Growth: Inclusive and sustainable economic growth, full and productive

employment and decent work for all



Industry, Innovation and Infrastructure:
Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



Reduced Inequalities: Inequality in the terms of income growth and inclusivity in social, economy, opportunity or other status.



Sustainable Cities and Communities: Inclusive, safe, resilient, and sustainable cities and human settlements.



Climate Action:
Combat climate
change and its
impacts to build
resilience in
responding to climate
related hazards and
natural disasters.



Life On Land:
Promote sustainable
use of terrestrial
ecosystems so that
biodiversity will thrive
and benefit future
generations



Peace, Justice and Strong Institutions: Promote peaceful and inclusive societies for sustainable development, accountable and inclusive institutions.

3 Pillars of Sustainable Development

Social Inclusivity Economic Prosperity Environmental Sustainability





Shared Values

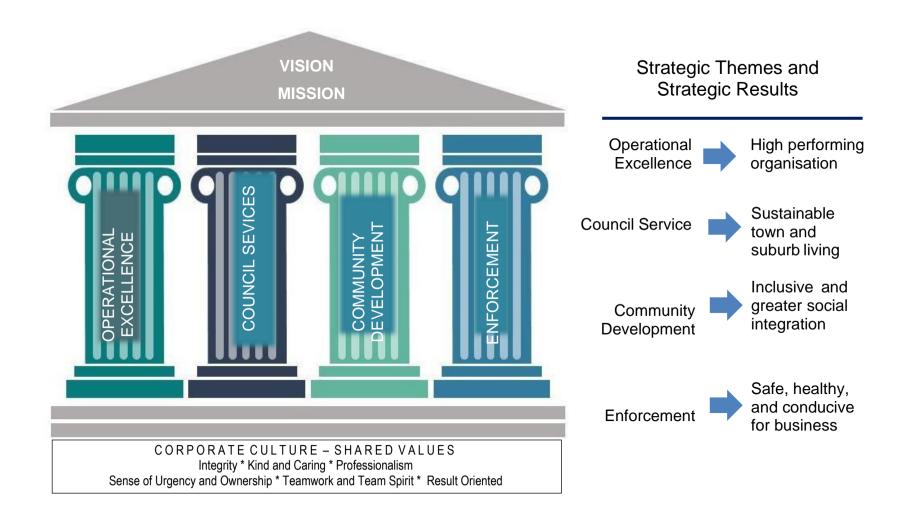
The shared values are cornerstone of corporate culture and to be internalized and practiced by officers and staff in SDC. The 6 shared values laid down solid foundation to support pillars of excellence in delivering strategic results to the organization.

Adopted from SCS Shared Values, the corporate culture will: -

- 1. Promote efficient and effective service delivery.
- 2. Enhance corporate culture in driving socio-economic development.
- 3. Enhance quality of life in the society.
- 4. Inspire SDC staff to strive for excellence.

Integrity	Live our lives with integrity. Execute our power with great responsibility, walk our talk, although no one sees, say no to corruption, an honest officer we must be
Kind and caring	We must respect our customers' feelings, civil servants are compassionate beings, and we are courteous and polite in our dealings
Professionalism	Practice professionalism in and out of office. Serve the people with sense of fairness and justice, uphold all rules and regulations for excellent service, and never compromise our values and ethics
Sense Of Urgency and Ownership	
Teamwork And Team Spirit	BERSATU, BERUSAHA, and BERBAKTI
	We will achieve the plans of SCS10-20, Esprit de corps, we are one big family.
Result- Oriented	Zero defaults in our projects implemented, Plan and execute, we will prove our effectiveness, and be customer focused, serving the Rakyat as first.

Strategic Themes – Pillars of Excellence



Strategic Themes

Strategic themes are the main, high-level strategies that form the transformation model for the SDC. By delivering excellence (strategic results) under respective strategic themes (pillars of excellence), the organization is moving towards achieving its vision. Strategic themes represent deliberate strategic directional decisions made by the leadership and management team of the council.

Strategic Objectives

Strategic objectives are the building blocks of strategic themes that give clear guidance to the council in achieving excellence or strategic results under respective strategic themes. The strategic objectives are key continuous improvement activities that are necessary to be successful in executing the mission and accomplished the vision.

Strategic Initiatives

Strategic Initiatives are projects (new or existing) that are designed to help the organization achieve the Strategic Objectives and have significant organization-wide impact. Successful implementation of these programs and projects will trigger continuous improvements action under the strategic objectives.

Performance Indicators and Target

To measure how far improvement and achievement made to the strategic objectives.



Operational excellence will be achieved when every staff in SDC along the work processes achieved uninterrupted, delay or break downs in service delivery. This requires every staff to proactively responsible for their tasks and management team shift their focus from managing from day-to-day activities to focus on continuous innovation and working on activities that generate the growth.

Operational excellence can be achieved through continuous improvement on existing processes to reduce waste, quality improvement, increase productivity and leverage on human resource potential. It is an endless process in ensuring that every process is always at its height of efficiency. The application of best practices in SCS will help SDC to achieve continuous improvement in driving operational excellence. This should be supported by staff competency development, prudent

financial management, the use of digital technologyfrom back to end of the service delivery and the practice of quality service culture throughout the organization.

Strategic Results

Process innovation and execution excellence will ultimately deliver excellent service to customers of SDC. In other word, SDC will deliver customers' values (as in customers' value proposition) and meet the needs and expectation of every segment of customers that it serves. The rakyat of Sarikei will benefit from programs and projects implemented by SDC and maintained its relevance as key catalyst in developing and transforming Sarikei District. In the context of SCS, operational excellence will drive the organization towards its vision alongside the SCS vision.

Strategic Objective and Initiative

Strategic Objectives	Strategic Initiatives
Enhance customers & stakeholders 'satisfaction	 Conduct customers/stakeholders survey. Analyze feedbacks – survey forms, talikhidmat, mainstream media, social media, complaints and suggestions. Prepare Customers – Stakeholders Report.
Enhance budget utilization	Prudent financial management
Enhance Financial Regulatory Compliance	 Monitor compliance according to: - LAFR Treasury Instruction Inspection of accounting records. eCSA Audit
Increase revenue	Collection of assessment
Enhance Service Delivery	 Improve delivery systems, processes and procedures MS ISO 9001:2015 Compliance Rating EKSA Compliance No of online services Client Charter Rating Complaints management

Strategic Objectives	Strategic Initiatives
Enhance training and development	 Conduct TNA Develop Staff Training Plan Develop Job Competency Profiling Conduct generic and job specific training Provide training for staff.
Internalised shared values	 Enculturation of shared values Family day Morning prayer Sharing session Sports and club activities

Strategic Objective Enhance Customers' Satisfaction

Objective Description:

Improve the level of customer's satisfaction on products and services offered by the Council through taking actions based on feedbacks received.

Purpose

- 1. Total compliance to Client Charter.
- 2. Reduced complaints.
- 3. Increase on-line service delivery.

Key Focus Area

- 1. Internal customer
- 2. External customer

Intended Results

1. Higher level of customer satisfaction

Performance Measure

1. Customer Satisfaction Rating

Initiatives:

- 1. Analyze and evaluate customers and stakeholders' feedbacks.
- 2. Customer survey

Strategic Objective Enhance Budget Utilization

Objective Description:

Optimize utilization of annual budget through accountable and prudent spending based on financial instructions and procedures

Purpose

- 1. Efficient and effective use of annual budget.
- 2. Zero wastage

Key Focus Area

- 1. Expenditure
- 2. Procurement

Intended Results

1. Effective budget utilization

Performance Measure

1. % of budget utilization

Initiatives:

- 1. Monitoring of operating expenditure
- 2. Monitoring of capital/development expenditure
- 3. Effective expenditure management

Strategic Objective

Enhance Financial Regulatory Compliance

Objective Description:

Monitor compliance according to LAFR, Treasury Instruction, Inspection of Accuracy Records and eCSA Audit.

Purpose

- 1. Prudent financial stewardship
- 2. Strong financial acumen.
- 3. Full financial regulatory compliance.

Key Focus Area (Specific area that need improvement)

- 1. Expenditure
- 2. Procurement

Intended Results

100 %

Performance Measure

- 1. % Compliance to eLA2 system
- 2. JAN Efficiency Certification
- 3. eCSA Score

Initiatives:

Monitor compliance according to: -

- 1. LAFR
- 2. Treasury Instruction
- 3. Inspection of accounting records.
- 4. eCSA Audit

Strategic Objective Enhance I

Enhance Revenue Collection

Objective Description:

To increase revenue from the non-assessment taxes allowable under Local Authorities Ordinance and related laws

Purpose

- 1. To ensure that revenue have been collected consistently.
- 2. Monitoring the collection from the relevance department
- 3. Increase revenue for the Council.

Key Focus Areas

All sources of revenue beside assessment rates – taxes, rents, license fees and compound fees

Intended Results

1. All fees, tax, duties, levy, and other form of dues shall be collected effectively.

Performance Measure

1. Percentage of non-assessment revenue collected.

Initiatives:

 Collection of taxes, rents, license fees and compoundfees – under PH, CE, ENF, TRY, CD Strategic Objective Increase Revenue

Objective Description:

Increase the revenue collection from assessment tax

Purpose

- 1. To increase the revenue collection from levy and assessment tax
- 2. To ensure the current year assessment and the arrears has been collected.

Key Focus Area

- 1. Current year assessment tax
- 2. Arrears

Intended Results

1. Efficient and high collection rate

Performance Measure

1. Percentage revenue collected.

Initiatives:

1. Collection of Assessment tax, rates, and levy

Strategic Objective Enhance Tr

Enhance Training and Development

Objective Description:

Provide training opportunities to staff in order to improve competency in performing the job.

Purpose

- 1. To improve staff skills, knowledge, and ability on the job
- 2. To improve job performance

Key Focus Area

- 1. Generic training
- 2. Job-related training and technical skills training.

Intended Results

- 1. Better job performance
- 2. Improved competency level

Performance Measure

- 1. Staff achieve their minimum training hour.
- 2. Staff attended the job-related training.

Initiatives:

- 1. Conduct TNA
- 2. Develop Staff Training Plan
- 3. Develop Job Competency Profiling
- 4. Conduct generic and job specific training.
- 5. Provide training for staff.

Strategic Objective Enhance Service Delivery

Objective Description

Improve delivery systems, process and procedure.

Purpose

1. To efficiency and quality of services delivered to customer.

Key Focus Area

- 1. Work procedures and processes
- 2. Client Charter
- 3. Quality management and best practices in SCS

Intended Results

1. Efficient and quality service delivery

Performance Measure

- 1. Scorecard Rating
- 2. MS ISO 9001:2015 compliance Rating

Initiatives:

Improve delivery systems, processes and procedures.

- 1. MS ISO 9001:2015 Compliance Rating
- 2. % of Jobs have myPortfolio/Fail Meja
- 3. EKSA Compliance
- 4. No of online services
- 5. Client Charter Rating

Strategic Objective Internalize Shared Values

Objective Description

To promote the enculturation of SCS Shared Values as an Organisational culture and key elements in building high performance working values in MJDC

Purpose

1. To create close rapport and good collaboration among management and staff

Key Focus Area

1. SCS 6 shared values

Intended Results

1. Officers and staff of MJDC able to internalize and practice the 6 shared values and translate it effectively into job performance.

Performance Measure

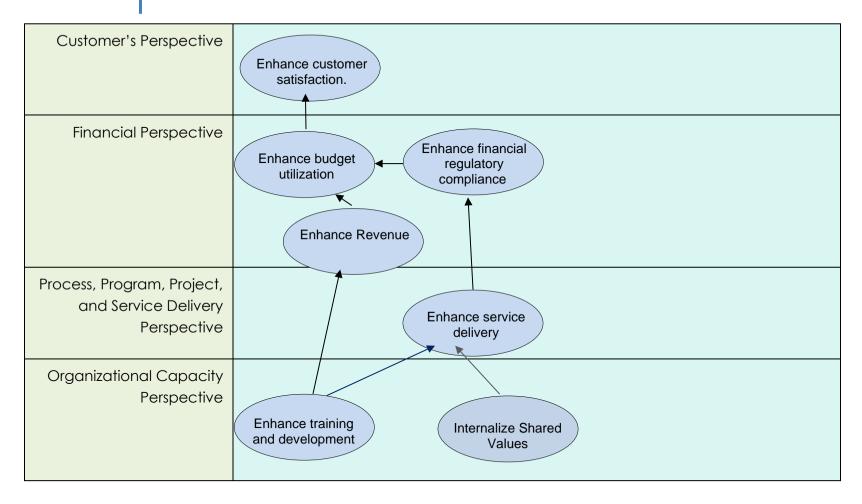
2. Internal culture Rating (Standard Questionnaire from JPS)

Initiatives:

- 1. Mentor-mentee programmes
- 2. Family day and Hari Sukan/ Hari Bersama Pelanggan
- 3. Team Building Programmes
- 4. Appreciation to excellent staff

STRATEGY

Causal Effect Between Strategic Objectives





Local Authorities Ordinance 1996 provides the scope of municipal services provided by SDC. Providing excellent council services is the expectation of every taxpayer and rakyat within the jurisdiction of SDC. In doing so SDC needs to be responsive to the emerging needs and expectations of the community.

Public Health

Promotes and protects the health of people and the communities where they live, learn, work and play. Monitor the health status of a community to identify potential problems, investigate health problems and hazards in the community, inform, educate, and empower people about health issues, particularly the underserved and those at risk and enforce laws and regulations that protect health and ensure safety.

Environmental Health – initiate programs and activities to reduce chemical and other environmental exposures in air, water, soil and food to protect residents and provide communities with healthier environments.

Infrastructure and facilities

Provide adequate infrastructure and facilities to meet the demand for quality services from expanding population and increasing socio-economic activities.

Strategic Results:

- 1. Sustainable living
- 2. Thriving business and trade

Strategic Objective and Initiative

Strategic Objectives	Strategic Initiatives
Improve public health	 Healthy and clean environment Effective supervision Evaluation of Contractors Service Quality Provide Adequate Rubbish Bins Effective vector and disease control: 'Include epidemic and pandemic control Stray dogs, LILATI Covid-19 Clean and functional public toilets Effective supervision Minimum 4-star toilet Clean and hygienic food premises Inspect and assess cleanliness of food outlets and drain. Upgrade standards minimum target at least Grade B and above

Strategic Objectives	Strategic Initiatives
Adequate infrastructure and facilities	O Safe Roads Update data on roads Annual maintenance Build and maintain roads and drains. Improve effected drainage system leading to the monsoon drain Safe public space and facilities Streetlights Public space Recreational and playground Market and Hawker's Centre Green market/ hawkers' centre Building Control — Monitoring and enforcement of building plan ordinance Infrastructure projects Waterfront/ Esplanade Road furniture Roads Public facilities

Strategic Objective	Improve Public Health
Objective Description	Promotion of health awareness and protecting the health of communities through engagement in monitoring and supervision
	Purpose
	To carry out public health related activities under Council
	Key Focus Area
	Food Quality and safety control
	vector control
	3. Environmental and building
	4. Market and licensing
	5. Refuse waste management
	Intended Results
	Clean, healthy, and safe living environment
	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	Performance Measure
	1. Scheduled supervision on solidwaste management done.
	2. Contractors met standards of service
	3. Fogging within 2 days upon notification from Health Department

Strategic Objective Improve Public Health 4. Scheduled supervision done (ISO Standard) 5. Food premises for Grade B and Above Initiatives: 1. Healthy and cleanenvironment: -**Municipal Service** 1. Effective supervision 2. Evaluation of Contractors Service Quality 3. Provide Adequate RubbishBins 2. Effective Vector Control: 'Include epidemic and pandemic control 1. Stray dogs, LILATI, Dengue 2. Covid-19 3. Clean and functional publictoilets 1. Effective supervision 2. 4-5-star toilet 4. Clean and hygienic foodpremises 1. Inspect and assess cleanliness of food outletsand drain. 2. Upgrade standards minimum target at leastGrade B and above

Strategic Objective Improve Public Infrastructure and Facilities

Objective Description

Improve the quality of public infrastructure and facilities through quality project management and adequate maintenance

Purpose

To ensure adequate access to basic infrastructure and facilities to improve socioeconomic wellbeing of the rakvat living within the jurisdiction of MJDC.

Key Focus Area

- 1. Projects
- 2. Building plan
- 3. Landscape
- 4. Facilities
- 5. Infrastructure

Intended Results

Adequate, safe and good infrastructure and facilities that meet the growing needs of the population.

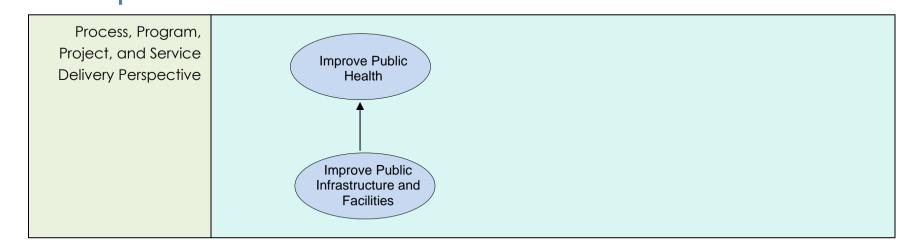
Performance Measure

- 1. MARRIS updated.
- 2. Scheduled maintenance done.
- 3. No of Project Safepublic space and facilities
- 4. Scheduled maintenance on park facilities.
- 5. No of new and upgraded Market & Hawker's Cente.
- 6. Project implemented according to specification.

Strategic Objective Improve Public Infrastructure and Facilities 7. Occupation Permit or Building Plan Approval 8. Contractors without penalty Initiatives: 1. Safe Road a. Update data on roads b. Maintenance and Improvement of Road. c. Efficient Road Safety -Road Furniture and Street Lighting 2. Safe public space and facilities. a. Planting of trees and plants along streets and inpublic space b. Recreational and playground 3. Market and Hawker's Centre Market/ tamu 4. Building Control - Monitoring and enforcement of building plan ordinance Project Monitoring - Infrastructure projects a. Building b. Road furniture c. Roads d. Public facilities 6. Improve Monitoring of Outsourced Services

COUNCIL SERVICES STRATEGY

Causal Effect Between Strategic Objectives





All people should have access to health, wellbeing, wealth, justice and opportunity. Community development allows SDC to support community within its jurisdiction by working with other government agencies, NGOs and private sector to improve the quality of community life.

Through systematic community development programs and projects, community will be empowered to manage its natural resources and human capital to meet current needs while ensuring that adequate resources are available for future generations.

SDC approaches in community development: -

- Community Engagement building relationships with community in developing understanding, getting feedback, opinion and information on issues and projects in the community.
- 2. **Community Capacity Building** helping communities to strengthen and sustain its ability to set and achieve socio-economic development.

Strategic Results

Community development helps to empower communities to become: -

- Confident and knowledgeable community more confident in dealing with changes and issues surrounding them with increases skills, knowledge and ability to adapt, understand and respond to the situation and needs in the community.
- Inclusive enhance equality of opportunity and access to resources that are crucial to sustain good relations between groups and people in the community.
- 3. **Organized** people in the community are more effective by working together around the common issues and concerns in the community.
- 4. **Cooperative** better cooperation and supports within people and groups in the community.
- 5. **Social integration** healthy, peaceful and harmonious existence among different groups of people in the community.

Strategic Objective and Initiative

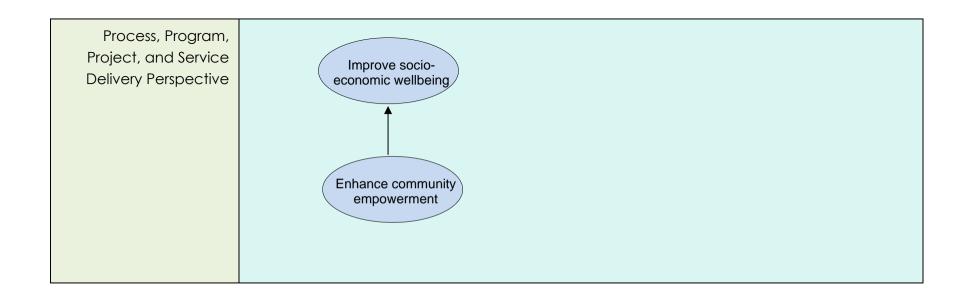
Strategic Objectives	Strategic Initiatives
Enhance Community Empowerment	 Community awareness and education (CAE) Digital technology Sustainable living (SDGs) Community health care. Volunteerism Promote learning and knowledge development. Public libraries programs and events. Community engagement: Collaborate with NGOs and agencies in organizing Fiesta that Involved Communities Community Sport Meet Organize "Town Hall" Session
Improve Socio-Economic Wellbeing	 Socio-economic development programs/projects: Poverty eradication Social issues and problems Business, trade, entrepreneurship Community-based tourism (CBT)project Infrastructure projects for community.

Strategic Objective	Enhance community empowerment
Objective Description	To develop community's ability to decide on what's best for the community, make best use of available resources for its socio-economic benefits, being resilient and becoming independent in long term.
	Purpose
	Building resilient and sustainable community that are able to adopt to changing environment and thrive and prosper.
	Key Focus Area
	 Community support programs and projects
	2. Develop community participation and involvement.
	3. Community engagement
	Intended Results
	 Sustainable community that will continue to prosper socio-economically.
	2. Sustaining living in the community
	Performance Measure
	No of volunteerism program
	2. No. of community/ village participate in CD programs.
	Initiatives:
	1. Community engagement
	Volunteerism projects
	3. SDG programs and projects

Strategic Objective	Improve socio- economic wellbeing
Objective Description	To improve the socio-economic wellbeing of people in the community through providing awareness, capability development and participation in socio-economic activities that could improve the quality of life and their wellbeing in the long term.
	Purpose
	 To uplift the socio-economic wellbeing of the community.
	Key Focus Area
	Community-based projects
	2. SDG projects and programs.
	Intended Results
	 Develop social inclusivity so that no one will be left behind as the state progress socio-economically towards 2030.
	Develop socio-economic potentials in the community to improve their socio- economic prosperity.
	 Sustainable living – community take into consideration on present needs without compromising on the needs of future generations.
	Performance Measure
	No of SDG projects implemented.
	2. No of program conducted for community.
	Initiatives:
	Business, trade, entrepreneurship program
	2. Community-based project e.g. tourism,
	 SDG Projects – incorporate SDG Targets in programs and projects involving community.

COMMUNITY DEVELOPMENT STRATEGY

Causal Effect Between Strategic Objectives





Enforcement

Enforcement of Local Authority Ordinances 1996, applicable laws and regulations to ensure safe, healthy, and sustainable living environment under SDC jurisdiction through: -

- 1. Provision of advice and guidance to individuals, businesses, or groups,
- 2. Proactive interventions including inspection and monitoring,
- 3. Reactive interventions for example to investigate complaints, and
- 4. Take actions such as issue warning, compound, summon and initiate legal action on offender.

Strategic Results

Effective enforcement promotes an orderly, organized, and conducive environment for trade, business and living.

- 1. Effective compliance from publics, communities, business operators and traders.
- 2. Safe, healthy, and conducive environment for business and living.

Strategic Objective and Initiative

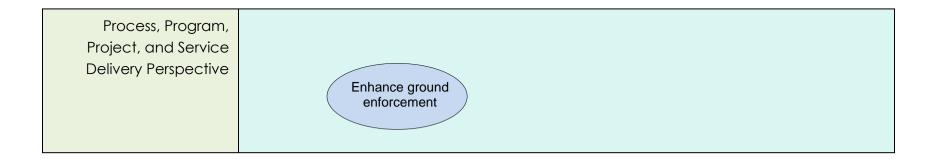
Strategic Objectives	Strategic Initiatives
Enhance Statutory and Regulatory Compliance	 Inspection and monitoring Scheduled inspection. Joint inspection/spot check. Patrol Investigation and prosecution Compound, summons Collecting evidence Litigation/ Prosecution of offender in court. Enforce laws and regulations empowered to the council. Complaints management

Strategic Objective	Enhance ground enforcement
Objective Description	To improve the effectiveness of enforcement of state ordinances and federal acts and other related laws and regulations empowered to the council.
	Purpose
	 To promote law-abiding citizen and community.
	2. To reduce illegal activities and non-compliance.
	Key Focus Area
	 Awareness raising and advocacy.
	2. Ground enforcement
	Intended Results
	1. Clean, healthy, safe and sustainable living environment.
	2. Attractive for business and investment.
	3. High rate of compliance
	Performance Measure
	No of compound issued.
	% of scheduled inspection done
	Initiatives:
	Inspection and monitoring:
	a. Scheduled inspection.
	b. Joint inspection/spot check.
	2. Patrol

Strategic Objective Enhance ground enforcement a. Investigation and prosecution b. Compound, summons 3. Litigation 4. Enforce laws and regulations empowered to the council



Causal Effect Between Strategic Objectives





The successful implementation of SDC Strategic Plan 2022 – 2026 is crucial in ensuring the organization moves alongside the Sarawak Aspirations 2030. Effective execution of strategic initiatives identified under every strategic objective not only deliver strategic results under the four strategic themes but will drive SDC closer inaccomplishing its vision. The high-level strategy provides clear roadmap for the organization to move forward in the right direction. Organizational resources must be mobilized towards achieving results across four perspectives (organizational capacity, internal process, financial and customers and stakeholders' satisfaction).

The strategic action plan translates the high-level strategy into actionable results with specific performance measures and targets to be accomplished within the 4 years period. To ensure rapid and effective delivery, a clear roles and

governance structure to manage the strategic plan is essential. Councillors together with officers and staff from every division need to work as one team and not operatingin silo. While the core business of SDC is principally on council services, developing inclusive community is in syncwith the strategic direction of Sarawak Government. The operational management of the organization that includes getting systems, processes continuously improved and thecapacity of the organization rigorously developed plays important roles in positioning SDC as high performing organization.

The implementation of this strategic plan as strategic tool lies with the Secretary and the management team. As Chief Administrative Officer of SDC, it is the responsibility of the Secretary to align all organizational resources towards effectively executes the mission and achieves the vision.

Roles of Management Team

Management team of SDC is responsible for accomplishment of all strategic objectives and the execution of all strategies or high impact initiatives outlined in the strategic plan.

Heads of Division

Heads of Division are responsible for the implementation of all initiatives (programs and projects) and achievement of KPI outlined in the action plan.

Priority

The management team must place top priority on the implementation of all strategies (strategic objectives) and action plan.

Alignment

All divisions in SDC must be aligned to the strategic objectives and the vision of the organisation.

Implementation of Strategic Plan

The implementation mechanism must be put in place to effectively execute the plan and achieve KPI as targeted.

Balanced Scorecard Committee

A special committee oversee and monitor the implementation and evaluate performance were aimed to:

- 1. Monitor and evaluate the KPI
- 2. Review performance annually
- 3. Handle and resolved issues related to the execution and implementation of the plan.

Officer in-Charge of Strategic Plan

Head of Management Services Division is responsible to:-

- a. Present the implementation and performance report to the Secretary.
- b. Update data and records related to the strategic plan.
- c. Monitor overall performance of the strategic plan using SDC Scorecard.
- d. Execute any decision made by the committee related to the plan.
- e. Enhance buy-in and support to the strategic plan among staff and councillors.
- f. Promote the strategic direction of the plan to stakeholders.

Critical Success Factors

Total Commitment

Total commitment of management team and staff of SDC is very important in determining every strategic initiative identified in the plan could be implemented successfully.

Working Together as Team

Everybody is accountable for the accomplishment of the vision. Heads of Division need to align people and resources together towards achieving the common vision. Since there are strategic linkages across strategic objectives, there must be greater desire working as team to enhance customers and stakeholders' satisfaction.

Support from Stakeholders and Communities.

Strategic collaboration with stakeholders and strategic engagement with communities will ensure more success and benefit gained from programs and projects outlined in the strategic action plan. SDC needs to continue working closely with local communities, NGOs and relevant.

strategic partners in leveraging support to its programs and projects.

Excellent Work Culture

Enculturation of shared values is very important in promoting change and transformation in the organization. Integrity and good governance will put the image and reputation of SDC as responsible organization that is committed to in improving the wellbeing of the rakyat and facilitating rapid economic growth within the next ten years.

Evaluation of the Strategic Plan

Changes inside and outside SDC require that the strategic plan be reviewed annually. The review and evaluation of the strategic plan should encompass the following: -

Strategic Objective

Any changes in the pillars of excellence and strategic results require review to the strategic objectives. Strategic objectives should also be evaluated during the mid-term (2023) review of the strategic plan.

Strategic Initiative

Programs and projects intended to deliver continuous improvement in every strategic objective must be remained relevant and workable for implementation. Therefore, programs and projects in the strategic action plan must be reviewed and updated as and when necessary.

Performance Evaluation

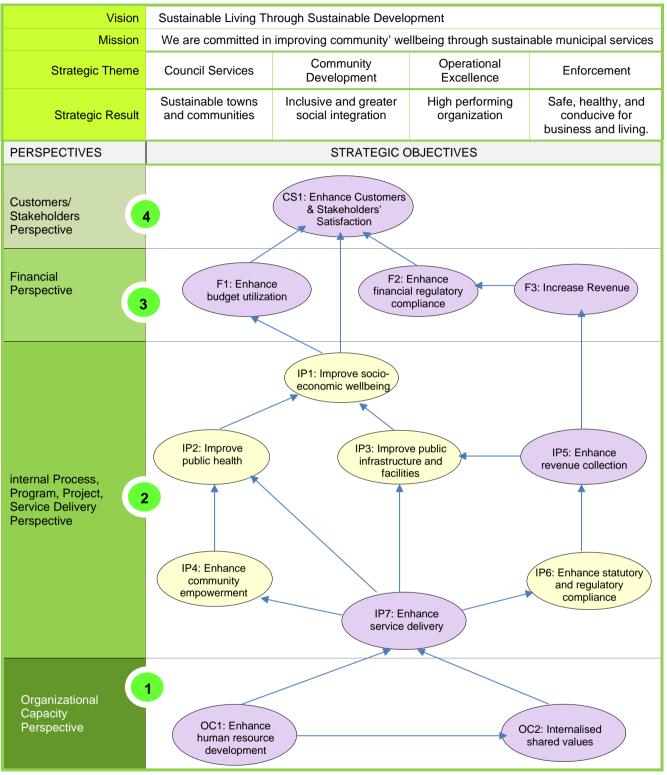
The performance of the Strategic Action Plan 2022 – 2031 shall be evaluated based on actual performance against targets using SDC Scorecard.

Strategic Action Plan 2022 – 2025

Strategic Action Plan 2022 - 2025 laid down strategic initiatives to be implemented to accomplish strategic objective, key owners, strategic partners, budget estimates and annual KPL

- 1. Strategic initiative selected programs or projects identified and finalized by participants in the workshop for implementation.
- 2. Owner -Division/Section in SDC responsible for the successful implementation of strategic objective in the plan.
- 3. Strategic Partner agency or institution that can effectively assist in the implementation.
- 4. KPI and Target the KPIs measure the strategic objectives in achieving annual targets.

SARIKEI DISTRICT COUNCIL STRATEGY MAP 2022 - 2026



Note: Above is the illustration of how strategic linkages between strategic objectives formed strategies through cause-and- effect.



SCS/Local Authorities common objectives

STRATEGIC ACTION PLAN 2022 - 2026

STRATEGIC OBJECTIVE AND	STRATEGIC	PERFORMANCE MEASURE		ANN	UAL TARGE	T/KPI		CTDATECIC INITIATIVE
OWNER	PARTNER	PERFORIVIANCE IVIEASURE	2022	2023	2024	2025	2026	STRATEGIC INITIATIVE
STRATEGIC THEME: OPERATION	AL EXCELLENCE							
Enhance Customers' Satisfaction	All Heads of Division	Customer Satisfaction Rating	90%	90%	95%	95 %	95 %	Analyze and evaluate customers and stakeholders' feedback
Enhance Budget Utilisation	All Heads of Division	Percentage of budget utilization	95%	95%	95%	95%	95%	Effective Expenditure Management
	All Heads of	Compliance to eLA2system	100%	100%	100%	100%	100%	Monitor compliance accordingto: - • LAFR
Enhance Financial Regulatory Compliance	Division Audit Dept.	JAN EfficiencyCertification	100%	100%	100%	100%	100%	Treasury InstructionInspection of accounting
	MPHLG JAN	eCSA Score	95%	95%	95%	95%	95%	records. eCSA Audit
		Current yearassessmentcollected	75%	85%	85%	90%	90%	
Increase Revenue		Assessment arrearscollected	75%	75%	75%	85%	85%	Increase in revenue collection from
more accounted		No. of new holdingsassessed	75%	75%	75%	75%	75%	assessment tax and levy collection.
		Levy collected	85%	100%	100%	100%	100%	
Enhance RevenueCollection (from non-assessment tax.)	Head of PH, ENF, CE and PH	Current dues collected	100%	100%	100%	100%	100%	Collection of taxes, rents, license fees and compoundfees – under PH, CE, ENF,CE, CD, TRY
	All Heads of	Scorecard Rating	9.5	9.5	9.5	9.5	9.5	Improve delivery systems, processes, and procedures: -
Enhance Service Delivery	Division MPHLG	MS ISO 9001:2015 Compliance Rating	100%	100%	100%	100%	100%	Strategic Plan and

STRATEGIC OBJECTIVE AND	STRATEGIC	PERFORMANCE MEASURE		ANN	UAL TARGE	T/KPI	STRATEGIC INITIATIVE	
OWNER	PARTNER	PERFORMANCE IVIEASURE	2022	2023	2024	2025	2026	STRATEGIC INITIATIVE
		Percentage of Staff have myPortfolio	80%	95%	100%	100%	100%	Balanced ScorecardMS ISO9001:2015
		No of online services	5	6	7	8	8	MPK and myPortfolioOACP
		Client charter rating	85	90	95	95	95	Client CharterOn-line/Digital Service
Enhance Training and Development	All Heads of	Staff achieved minimum training hours	95%	95%	100%	100%	100%	Competency development forstaffTNA, Training Plan
Бечеюртенс	Division	Staff attended job related training	75%	75%	75%	75%	75%	Competency Matrix
Internalize Shared Values	MPHLG Training providers	Internal Culture Rating	85%	85%	95%	95%	95%	 Family day Club sports and recreational activities recognitions to staff
STRATEGIC THEME: COUNCIL SE	RVICES							
Improve PublicHealth	Health Dept. Community CD Division	Scheduled supervision on solid waste management done.	85%	55%	95%	95%	95%	Healthy and clean environment: - Municipal Service • Effective supervision
p.over ablienculen	Health Dept. Community CD Division	Contractors met standards of service	85%	90%	95%	100%	100%	 Evaluation of ContractorsService Quality Provide Adequate RubbishBins

STRATEGIC OBJECTIVE AND	STRATEGIC	PERFORMANCE MEASURE		ANN	UAL TARGE	T/KPI		CTDATECIC INITIATIVE
OWNER	PARTNER	PERFORMANCE MEASURE	2022	2023	2024	2025	2026	STRATEGIC INITIATIVE
		Fogging within 2 days upon notification from Health Department	90%	90%	90%	90%	90%	Effective Vector Control:'Include epidemic and pandemic control. Stray dogs, LILATI Covid-19
		Scheduled supervision done. (ISO Standard)	95%	95%	95%	95%	95%	 Clean and functional publictoilets Effective supervision 4–5-star toilet
		Food premises for Grade B and Above	70%	80%	90%			 Clean and hygienic food premises Inspect and assess cleanliness of food outletsand drain. Upgrade standards minimum target at least Grade B and above
		MARRIS updated	90%	90%	100%	100%	100%	Safe roads • Update data on roads
Improve Public Infrastructure	MPHLG Contractors Developers	Scheduled maintenance done	100%	100%	100%	100%	100%	 Maintenance and Improvement of Road. Efficient Road Safety –Road Furniture and Street Lighting.
and Facilities	Business community MPHLG	No of Project – Safepublic space and facilities	2	2	2	2	2	Safe public space and facilities Planting of trees and plants along streets and inpublic space
		No of new and upgraded market & hawkers' Centre	3	3	3	3	3	Market and Hawker's CentreMarket/ tamu

STRATEGIC OBJECTIVE AND	STRATEGIC	PERFORMANCE MEASURE		ANN	UAL TARGE	T/KPI		STRATEGIC INITIATIVE
OWNER	PARTNER	PERFORMANCE MEASURE	2022	2023	2024	2025	2026	STRATEGIC INITIATIVE
		Project implemented according to specification	90%	90%	100%	100%	100%	Building Control – Monitoringand enforcement of building plan
		Contractors withoutpenalty	95%	95%	95%	95%	12	ordinance Infrastructure projects Waterfront/ Esplanade Road furniture Roads Public facilities
STRATEGIC THEME: COMMUNI	TY DEVELOPMENT							
	NGOs	No of programconducted	5	8	10	12	1	Community Hub Inklusiviti Digital
Improve socio-economic	Government agencies	No. of physical project	0	0	0	0	6	Digital EntrepreneurshipComposting3R
wellbeing	Community Volunteerism Academician	No. Outreach Program to Schools	2	3	5	6	6	Ceramah Kesihatan (Rabies dan Denggi) Innowaste Campaign
		No. of community engagement programme	2	3	5	6	6	Care For Nature Campaign Program Rakan Ilmu
STRATEGIC THEME: ENFORCEM	IENT		1					
Enhance Statutory and Regulatory Compliance	HD-CDD NGOs	No. of community engagement programme	2	3	4	4	4	 Program Majlis Bersama Komuniti melibatkan penduduk setempat. Program Sesi Penglibatan (Public Engagement)

STRATEGIC OBJECTIVE AND	STRATEGIC	DEDECORMANICE MEACURE		ANN	UAL TARGE	T/KPI		CTDATECIC INITIATIVE
OWNER	PARTNER	PERFORMANCE MEASURE	2022	2023	2024	2025	2026	STRATEGIC INITIATIVE
	Government agencies Community							Bersama Pekedai/Penjaja dan Penduduk Setempat. 3. Program Mesra Penguatkuasa (PMP) 4. Kolaborasi bersama agensi lain (PDRM,ENF,KKM)
		Joint inspection done with other agencies	100%	100%	100%	100%	100%	Inspection and monitoring: - • Scheduled inspection. • Joint inspection/spotcheck.
		Compound fees received	100%	100%	100%	100%	100%	PatrolInvestigation and prosecutionCompound, summons
		Action taken on defaulters	100%	100%	100%	100%	100%	Litigation
		Action taken on complaints within 24 hours	2	3	4	4	4	Enforce laws and regulations empowered to the council.
Enhance Statutory and Regulatory Compliance		No of campaign and awareness program	2	3	4	4	4	Complaints management Campaign and public awareness on citizen compliance to laws and regulations.

SARIKEI DISTRICT COUNCIL – SDGs MATRIX 2022 – 2026

1	No Poverty	2	Zero Hunger	3	Good Health and Wellbeing
4	Quality Education	6	Clean Water and Sanitation	8	Decent Work and Economic Growth
9	Industry, Innovation and Infrastructure	10	Reduced Inequalities	11	Sustainable Cities and Communities
13	Climate Action	15	Life on Land	16	Peace, Justice and Strong Institutions
17	Partnership to achieve the Goal				

SDC Primary Contribution	SDC Secondary Contribution
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STRATEGIC THEMES/ STRATEGIC OBJECTIVES/	SUSTAINABLE DEVELOPMENT GOALS												
STRATEGIC INITIATIVES	1	2	3	4	6	8	9	10	11	13	15	16	17
STRATEGIC THEME: OPERATIONAL EXCELLENCE													
Enhance customers & stakeholders' satisfaction													
Analyse and evaluate customers and stakeholders' feedbacks.													
Enhance Budget Utilization													
Effective Expenditure Management													
Enhance Financial Regulatory Compliance													
Monitor compliance according to LAFR, Treasury Instruction good accounting practices and eCSA audit.													
Increase Revenue				•									

STRATEGIC THEMES/ STRATEGIC OBJECTIVES/			SUS	STAIN	ABLE	DEV	ELOP	MEN	T GO	ALS			
STRATEGIC INITIATIVES	1	2	3	4	6	8	9	10	11	13	15	16	17
Collection of assessment tax, rates and levy													
Enhance Revenue Collection													
 Collection of taxes, rents, licence fees and compound fees – under PH, CE, ENF, CE, CD, TRY 													
Enhance Service Delivery													
 Improve delivery systems, processes and procedures - MS ISO9001:2015, myPortfolio/Fail Meja, EKSA and On-line Service and Client Charter 													
Enhance Training and Development													
Competency development for staff													
Internalize Shared Values													
Enculturation of shared values													
STRATEGIC THEME: COUNCIL SERVICES													
Improve Public Health													
Promote healthy and clean environment													
Effective vector and disease control: 'Include epidemic and pandemic control													
Clean and functional public toilets													
Clean and hygienic food premises													
Improve Public Infrastructure and Facilities													
Safe roads, public space and facilities													

STRATEGIC THEMES/ STRATEGIC OBJECTIVES/			SUS	TAIN	ABLE	DEV	ELOF	MEN	T GO	ALS			
STRATEGIC INITIATIVES	1	2	3	4	6	8	9	10	11	13	15	16	17
2. Market and Hawker's Centre													
3. Building control													
4. Infrastructure projects													
STRATEGIC THEME: COMMUNITY DEVELOPMENT													
Enhance Community Empowerment													
Community Awareness and Education (CAE)													
2. Promote volunteerism													
Promote learning and knowledge development													
4. Community engagement													
Improve Socio-Economic Wellbeing													
Implement socio-economic development programs: - Poverty eradication Social issues and problems Business and entrepreneurship Community-based tourism projects/products Infrastructure projects for community													
2. Infrastructure projects													
STRATEGIC THEME: ENFORCEMENT													
Enhance statutory and regulatory compliance		I			1	ı							
Inspection and monitoring - Scheduled inspection, Joint inspection/spot check, Patrol													

STRATEGIC THEMES/ STRATEGIC OBJECTIVES/ STRATEGIC INITIATIVES		SUSTAINABLE DEVELOPMENT GOALS											
		2	3	4	6	8	9	10	11	13	15	16	17
Investigation and prosecution - Compound, summons, Collecting evidence, Litigation/ Prosecution of offender in court													
Enforce laws and regulations empowered to the council – Complaints management Campaign and public awareness on citizen compliance to laws and regulations													

