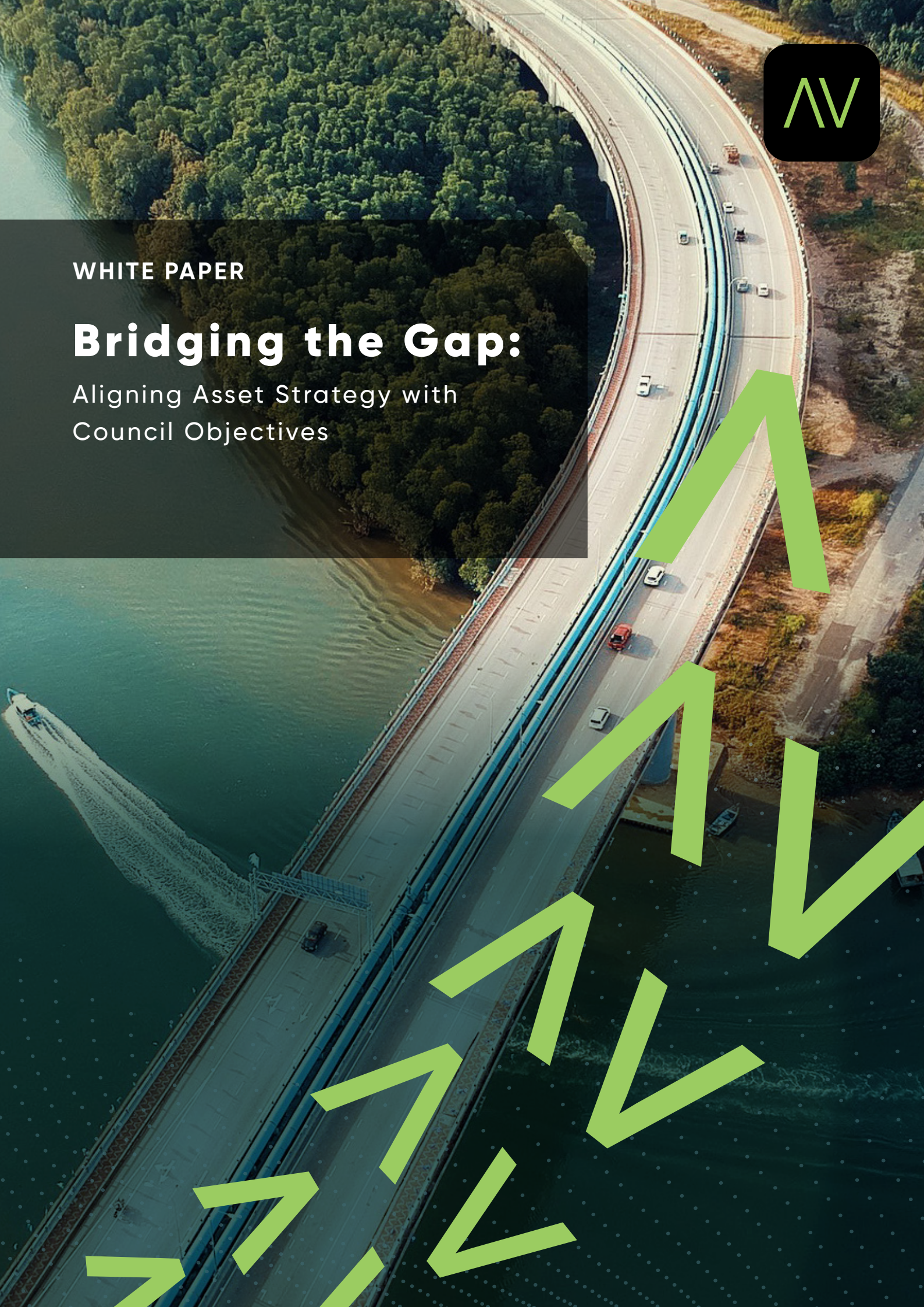




WHITE PAPER

Bridging the Gap:

Aligning Asset Strategy with
Council Objectives



EXECUTIVE SUMMARY

Local governments are custodians of vast infrastructure networks that directly affect community well-being, safety, and sustainability. For councils to manage these assets effectively, their asset management strategies must be closely aligned with broader organisational and community objectives. However, despite increasing awareness of this imperative, strategic misalignment remains widespread.

According to the MAINSTREAM 2025 Benchmark Survey 1, organisations that exhibit strong alignment between asset strategies and corporate goals realise 32% higher returns on assets. Yet only 26% of Australian asset-intensive organisations report having formal mechanisms to connect their corporate strategies to asset management plans.

This white paper explores the systemic barriers to strategic alignment and introduces a practical, evidence-based framework to bridge the divide between enterprise objectives and asset execution. Drawing on Asset Vision's local government experience and global best practices, it offers actionable guidance for councils aiming to enhance long-term infrastructure performance and deliver more consistent community value.

WHY STRATEGIC ALIGNMENT MATTERS

Infrastructure decisions in local government impact not only service delivery but also economic resilience, environmental sustainability, and public trust. When asset strategies are developed in isolation from organisational goals, councils frequently encounter:

- Duplicated efforts and operational inefficiencies

- Increased capital and maintenance costs due to reactive planning
- Inadequate performance reporting and limited community confidence

Effective alignment ensures that asset strategies do more than support enterprise goals – they drive and enable them. For example:

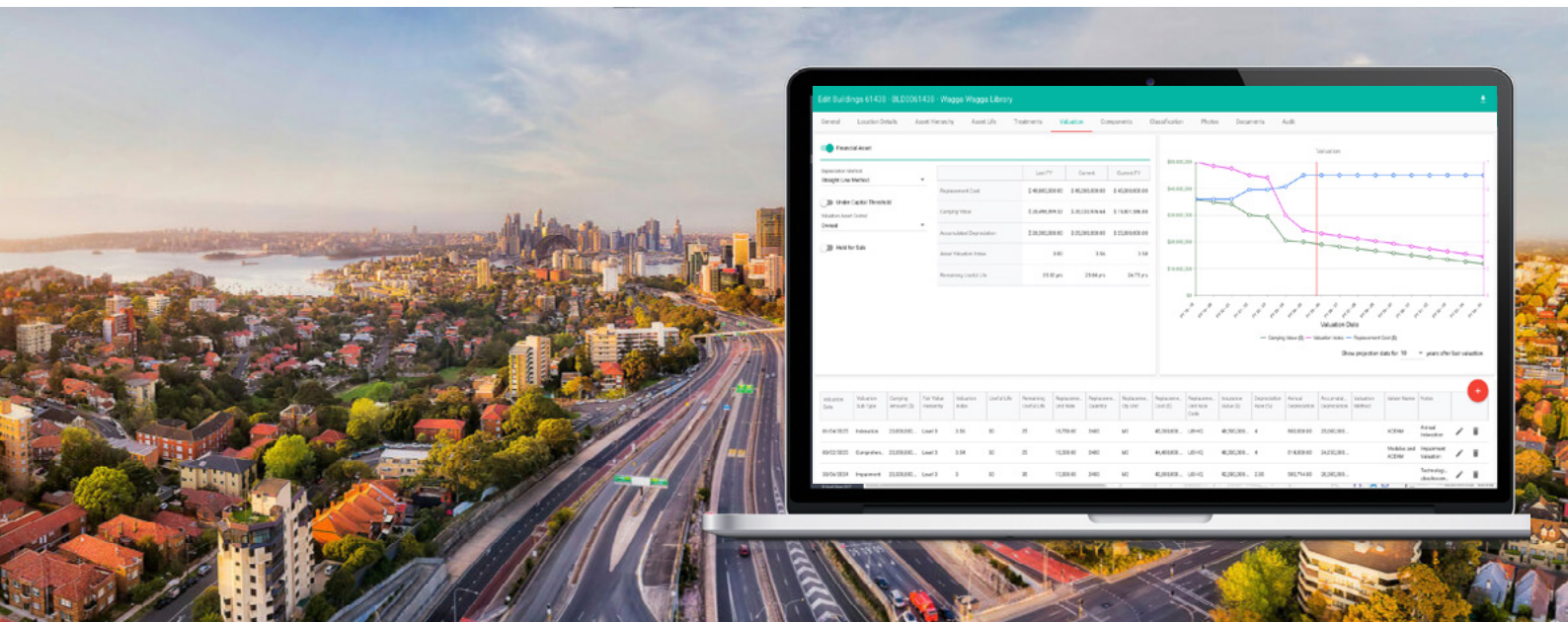
- A council committed to climate resilience must embed flood resistance and heat mitigation into its asset lifecycle plans.
- If the strategic objective is financial sustainability, asset planning should emphasise whole-of-life costing, predictive maintenance, and renewal optimisation.

Without alignment, councils risk diverting resources to assets that deliver minimal strategic return – a misstep that undermines long-term value creation.

ROOT CAUSES OF MISALIGNMENT

Strategic misalignment is rarely due to a single issue. Rather, it results from a combination of organisational, cultural, and technological challenges:

- Siloed Operations: Asset teams, finance departments, and executive leadership often operate on different timelines, using disparate data sources and incompatible metrics.
- Compliance-Driven Planning: Asset Management Plans (AMPs) are sometimes created to satisfy regulatory requirements rather than inform long-term investment decisions.
- Limited Visibility: A lack of real-time data on asset condition and performance prevents evidence-based decision-making.



- Technology Gaps: Outdated or fragmented IT systems impede integration between strategic planning and operational execution.

These barriers collectively contribute to a misalignment that weakens the impact of public infrastructure spending and reduces organisational agility.

SYSTEMS AND DATA: ENABLERS OF ALIGNMENT

Modern asset management requires more than digitisation – it requires intelligent integration. Councils must implement systems that:

- Centralise and contextualise asset data
- Enable real-time performance monitoring against strategic KPIs
- Integrate with finance, GIS, and capital planning platforms
- Provide intuitive dashboards accessible to all relevant stakeholders

Asset Vision addresses this need through an API-driven platform that connects inspections, maintenance, capital works, and strategic planning in a single environment. Councils can configure workflows to embed strategic performance indicators into day-to-day operations, ensuring alignment is both measurable and actionable.

CASE STUDY: MOYNE SHIRE COUNCIL, VICTORIA

Moyne Shire Council modernised its asset management practices using Asset Vision to better align with strategic goals of financial accountability and community safety. Transitioning from spreadsheets and legacy tools to a mobile-first, real-time platform enabled:

- Automated maintenance triggers
- Improved visibility into asset condition and lifecycle cost
- Enhanced prioritisation of capital works based on strategic value

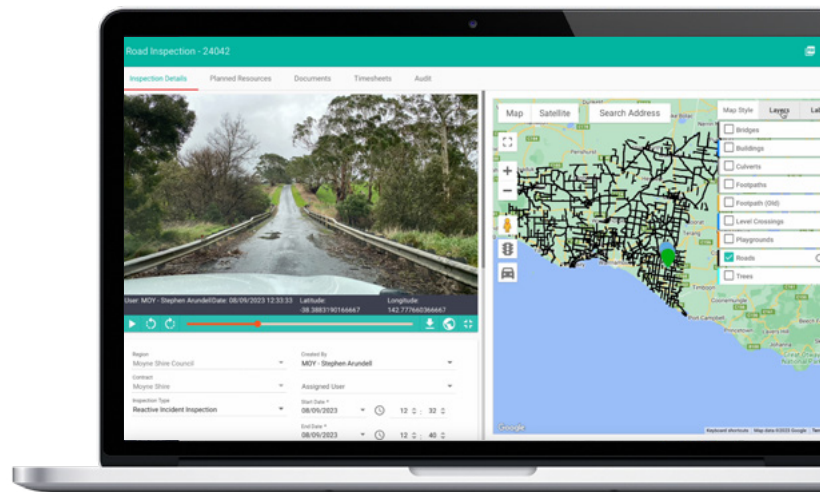
The council reports a reduction in administrative overhead and increased confidence in investment decisions. Moyne Shire has strengthened performance against key strategic indicators and improved access to funding by demonstrating clearer asset value alignment.



A FRAMEWORK FOR STRATEGIC ALIGNMENT

To close the gap between enterprise-level objectives and asset-level execution, councils should adopt a structured approach built on five key pillars:

1. Integrated Planning: Embed corporate priorities directly into AMP development and asset renewal strategies.
2. Shared Dashboards: Ensure all stakeholders have access to common performance metrics linked to strategic outcomes.
3. Real-Time Reporting: Enable timely tracking of capital projects, service delivery risks, and financial performance.
4. Lifecycle Modelling: Link whole-of-life costing to environmental, financial, and service level considerations.



5. Cross-Functional Governance: Establish collaborative planning committees including asset managers, finance teams, and senior leadership.

Successful execution of this framework depends on systems that support open integration, agile reporting, and collaboration – capabilities embedded within the Asset Vision platform.

CONCLUSION: FROM COMPLIANCE TO STRATEGIC VALUE

For asset-intensive councils, infrastructure management must evolve beyond compliance and technical planning. When asset strategies are meaningfully aligned with organisational goals, councils unlock stronger community outcomes, improved fiscal discipline, and greater resilience to future challenges.

By embedding strategic alignment into the fabric of asset planning, execution, and reporting – supported by platforms like Asset Vision – local governments can position infrastructure as a driver of public value, not just a cost to manage.

ABOUT ASSET VISION

Asset Vision is a modern, mobile-first asset and maintenance management platform used by local governments across Australia. Built for the realities of public infrastructure, it enables smarter inspections, faster work orders, and data-driven asset strategies that deliver long-term value.

¹ MAINSTREAM surveyed thousands of maintenance and reliability professionals to learn their asset management challenges.

<https://www.mainstreamcommunity.com/conference/topics>

