



GREATER SHEPPARTON CITY COUNCIL

2025-2029 Revenue and Rating Plan Conversation Report



GREATER
SHEPPARTON

Introduction

A Revenue and Rating Plan is required to be adopted for a period of at least four financial years by 30 June following a general council election.

The purpose of the Revenue and Rating Plan (the Plan) is to determine the most appropriate and affordable revenue and rating approach for Greater Shepparton City Council (Greater Shepparton).

The Plan is an important part of Council's integrated planning framework and works in conjunction with the Council Plan, Financial Plan, Annual Budget, Asset Plan and Workforce Plan.

Consultation

In developing the Plan, Council consulted with Community members via the Community Panel and Shaping Greater Shepp.

The Community Panel was established to support Council in developing key strategic documents. The panel received an introduction to the revenue and rating system, the mechanisms available in determining rates and the principles that should be considered. The panel also received rate modelling of various scenarios to assist their considerations.

Two surveys were conducted via the Shaping Greater Shepp website, one pre Draft Plan and the second for feedback on the Draft Plan.

A series of workshops were conducted with Councillors prior to the Draft Plan being prepared. These workshops covered the rating legislation, current rating structure, alternative rating structures and decision points. Councillors were also provided with, and briefed, on the feedback received from the community via both of these surveys.

Council endorsed the Draft Plan at the April 2025 Council Meeting to be made available for community feedback. This level of engagement is line with Council's Community Engagement Policy.



Pre-Draft Consultation November 2024

Workshop conducted with Community Panel to gather insights into different options available to for the rating structure and which structure would be most equitable for Greater Shepparton



Pre-Draft Consultation February & March 2025

Briefings and workshops conducted with Councillors



Pre-Draft Consultation March 2025

Survey via Shaping Greater Shepp to gather community members feedback to help shape the draft plan



Draft Presented April 2025

The Draft Revenue and Rating Plan was presented to Councillors at April Council Meeting



Post-Draft Consultation 28 April to 16 May 2025

The Draft Plan available via Shaping Greater Shepp for community members to provide feedback



Present Revenue and Rating Plan June 2025

The Revenue and Rating Plan 2025-2029 tabled for adoption at the June 2025 Council Meeting



Promotion

Council used various methods to promote the consultation being conducted via Shaping Greater Shepp webpage, ensuring inclusivity and accessibility to provide the community with maximum opportunities to contribute. The methods included:



Method	Description
Media Release	Issued pre-consultation press release
Council's Website	Provided regular updates on Council's website
Social Media posts	Used paid and boosted posts for wider reach
Radio	Ran radio ads across multiple dates
Internal Awareness	Posted on Intranet for staff awareness
Advertising	Ran Shepparton News ads across multiple dates

What we heard

Who did we hear from via Shaping Greater Shepp?

PRE DRAFT REVENUE AND RATING PLAN



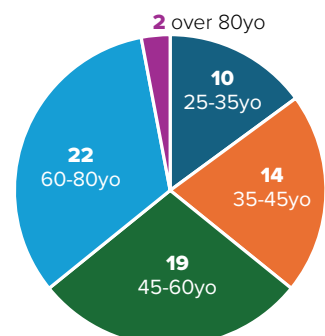
65

of 67 contributors were **ratepayers**



92%

contributors were **general**, 7% farm and 2% commercial/industrial



32.8%

majority of submissions from **60 to 80 year old**

DRAFT REVENUE AND RATING PLAN



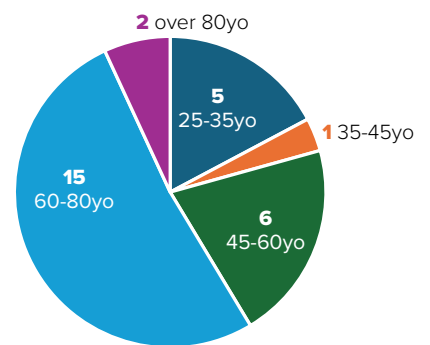
29

contributors were **ratepayers**



83%

contributors were **general** and 17% were farm



52%

majority of submissions from **60 to 80 year old**

What we heard via Shaping Greater Shepp

Current Rating Structure

- Most respondents think it is **fair and equitable for commercial and industrial properties to pay more** relative to their valuation than residential and farm properties
- Most respondents think it is **fair and equitable for farming properties to pay less** relative to their valuation than residential, commercial and industrial properties
- Most respondents **did not support social housing dwellings paying less** than other residential dwellings
- Most respondents did **not support retirement/lifestyle/independent villages paying less** than other residential dwellings
- There was an even split of respondents that did and did not **support recreational social clubs paying less** the residential dwellings
- The community were split in relation to a **Municipal Charge being a part of the rating structure**

Top 6 services receiving support for subsidisation

- Residential Waste at Resource Recovery Centres,
- Parking
- KidsTown
- Animal Shelter
- Aquamoves
- Sports Field

Areas Council should focus on to ensure financial sustainability

1. Reduce operating costs
2. Disposing Council assets
3. Maximise grant revenue
4. Remove subsidies for fees and charges
5. Increase user fees
6. Increase fines and infringements
7. Grow Council borrowings
8. Increase per hour parking rate





What we heard from the Community Panel

- There was general agreement within the group that the current rating structure is fair and equitable
- That applying differential rates without a municipal charge may be more equitable, but less sustainable
- That uniform rating is not equitable or fair for our municipality due to the impact it would have on lower valued residential properties
- There was general agreement that retirement/lifestyle/independent living villages should not pay less rates compared to similar ratepayers
- It was suggested that Council could investigate a differential rate for social housing, however acknowledged that any subsidy provided to this group of ratepayers may be better suited under State or Federal Government.

What can be influenced in the rating structure?

Council rates and charges are governed by the Local Government Act 1989 and Council's Revenue and Rating Plan must align with the requirements of the legislation. In line with the legislation the parts of a rating structure that can be influenced are:

- If a Municipal Charge is part of the rating structure
- If a uniform rate is applied or differential rating
- If differential rating is applied, how many differentials are applicable and what they are

Revenue and Rating Plan 2025-2029

A rating structure is required to consider many factors. These factors include legislative compliance as well as balancing the rating principles of equity, efficiency, simplicity, sustainability and fairness. The Plan should also consider what the community said.

The consultation with community members that did engage, didn't yield an overwhelming sentiment to change the current differentials, whilst the municipal charge discussion was one that divided community members. Nearly an equal number of people stated the municipal charge should remain, should be removed and remained unsure.

Considering the consultation with Councillors, the community panel and survey respondents it has been assessed that the differentials Council currently have in the rating structure are supported. However, as property valuations and the number of ratepayers have changed over time, the differential ratios require adjustment to continue to ensure the rating structure is equitable, sustainable and fair. Therefore, the Revenue and Rating Plan 2025-2029 proposes the following rating structure:

- General rate at a level of 100%
- Farm rate at a level of 80% of the General rate
- Commercial/Industrial at a level of 210% of the General rate
- A Municipal Charge.



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Join the conversation:   

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TTY users: 133 677 then ask for (03) 5832 9700.

Speak & Listen users: (speech-to-speech relay) 1300 555 727 then ask for (03) 5832 9700.

Internet relay users: Connect to the National Relay Service via www.relayservice.com.au and then ask for (03) 5832 9700.

A hearing loop is also available at Council's customer service centre and Council meeting rooms.



Interpreter service available.