



GREATER SHEPPARTON 2030

BACKGROUND and ANALYSIS REPORT: INTRODUCTION

Adopted by Council at Ordinary Council Meeting on 3 October 2006

1 Introduction

1.1 Greater Shepparton 2030 – Process and Outcomes

The City of Greater Shepparton and the Department of Sustainability and Environment have prepared *Greater Shepparton 2030*, a blueprint for building sustainable economic activity and maximising the quality of life in the municipality over the next 30 years.

This plan will update the previous City of Greater Shepparton Strategy Plan 1996 which formed the basis for the current Municipal Strategic Statement (MSS). The MSS is the local strategy component of the Greater Shepparton Planning Scheme.

A key element of the preparation of this plan was the integrated planning approach, and the process and extent of community engagement involving all stakeholders. This engagement was achieved from a number of initiatives to obtain a depth of understanding of issues from both technical and personal perspectives. The feedback from the community consultation assisted in the development of visions for the municipality.

The methods of community engagement included an open invitation for community representatives to attend a number of advisory groups. These workshops covered the specialist topics of:

- Environment
- Heritage and culture
- Community services
- Infrastructure
- Transport
- Business and tourism
- Agriculture
- Recreation and open space
- Youth

In addition, specific workshops were held to discuss the townships of:

- Congupna
- Dookie
- Katandra West
- Merrigum
- Mooroopna
- Murchison
- Shepparton
- Tallygaroopna
- Tatura
- Toolamba
- Undera

Specialist input was also received from single purpose workshops with Councillors, Council officers and Regional Development agencies.

A number of individual interviews were held with representatives of key statutory agencies. In addition to community engagement, the preparation of the strategy involved detailed research and investigation of the main issues.

Current and emerging issues are considered, ranging from global issues such as world economics, global warming, energy sources and population migration. Domestic issues are considered, including changes to the horticultural and dairy industries, potential for new rural enterprises, water distribution, the highway bypass, changes to road and rail freight patterns, and community development and settlement patterns.

This report also provides a profile of the city and the forecast population projections.

The key land use and development principles that together form the basis of a functioning city are:

- People (Demographic Profile)
- Settlement and Housing
- Community Life
- Environment
- Economic development
- Infrastructure

This grouping generally reflects the land use and development principles embodied in State and local documents including the Victorian Planning Provisions (VPPs), the Greater Shepparton City Council Plan and Melbourne 2030.

Attachment 1 contains a complete list of topics, a key direction for each topic, and a list of themes within each topic, that together comprise the policy coverage of *Greater Shepparton 2030*.

There is a background and analysis report for each of the above topics. This grouping is for ease of description of related sub-topics and for implementation by various public and private agencies. It is recognised that, in practice, these principles are intrinsically interrelated in a holistic view of the municipality.

Greater Shepparton 2030 contains objectives, strategies, and implementation suggestions for each of these topics. These were derived from a set of overarching sustainability principles, which have also driven Greater Shepparton's Council Plan.

In addition, some of the topics will contain framework plans. A framework plan will spatially map the preferred form of future use and development.

In line with the sustainability outcomes sought for the long term, the plan will contain triple bottom line assessments of opportunities and challenges for land use planning, social planning and economic analysis. This analysis will identify priority projects which will be included in *Greater Shepparton 2030: In Summary*, a summary document for the Greater Shepparton City Council.

The outputs of this Strategy will consist of a number of corporate and strategic planning documents for the municipality, including the Municipal Strategic Statement. The implementation of the Actions listed in the Strategy Plan will be undertaken in the

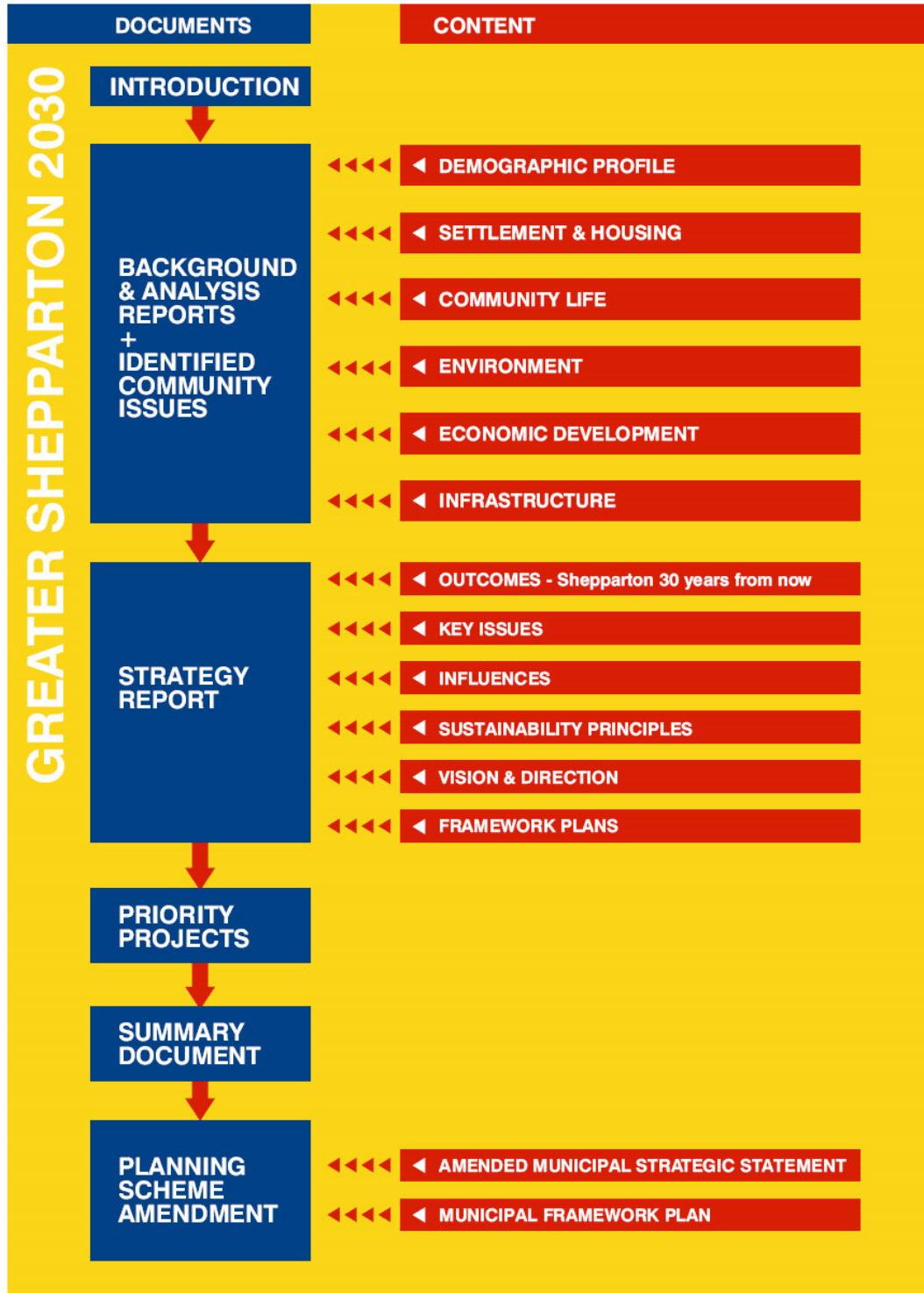
context of the constraints of the Strategic Resources Plan as contained in the Council Plan 2004-2008.

The total package of documents comprising the *Greater Shepparton 2030* is shown in Figure 1.

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GREATER SHEPPARTON 2030

THE COMPONENTS OF GREATER SHEPPARTON 2030



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Figure 1: The Components of Greater Shepparton 2030

1.2 Structure of the Background & Analysis Reports

Due to the breadth of topics covered in this project, the reports vary in content, but generally contain the following sections:

An introduction to the strategy plan, an outline of subtopics addressed and a list of sustainability principles.

An overview of the topic, with the major issues identified in the 1996 Strategy Plan and comments about where the future focus should be in this current strategy plan. This section concludes with a **key direction** for the topic, derived from the background analysis and the comments from the consultation process

A summary of comments from the community consultation process, firstly the comments regarding the major current issues and secondly, ideas and visions for the potential achievements in 20 years time. These comments are displayed graphically to show linkages and common themes.

Discussion on sub-topics may include all or a number of these items:

- Key Issues, including major structural changes and key initiatives undertaken.
- Any reports or studies relevant to the study area, published since the 1996 plan.
- A broader strategy framework, indicating where local strategies fit into regional, state, national and international strategy frameworks.
- A list of objectives, derived from the community engagement feedback and vision setting plus the above situational analysis. These objectives have been tested against the sustainability principles.
- For each of the objectives, a list of strategies to achieve the objectives.
- For each of these strategies a list of actions to implement the strategies.
- In addition, the role taken by the Council, the priority of the project and an indicative cost are included as part of the implementation process. Council has the following roles:
 - Provider – Council's role is to provide the service
 - Facilitator – Council's role is to provide the service with other providers
 - Advocate – Council's role is to lobby the provider to provide the service
- Where relevant, a framework plan that spatially maps the preferred form of future use and development. This may be an amended version of an existing framework plan from the 1996 strategy plan, or a new plan.

A SWOT summary of strengths, weaknesses, opportunities and threats for the topic (provided in most reports).

1.3 Structure of the Strategy Plan Report

This document contains the visions and strategies for the long term development of the municipality, and integrates all the interacting topic areas detailed in the Background and Analysis reports.

Specifically the Strategy Plan report contains:

A description of the major influences, both local and regional, and their effects on the development of the municipality over the next few decades.

Major issues identified by the community consultation process.

A statement of the principles guiding sustainable growth (detailed in Section 1.4 below).

A succinct vision statement

A key strategic direction for each of the following:

- Settlement and housing
- Community life
- Economic development
- Environment
- Infrastructure

A list of expected outcomes for the municipality in 2030.

Framework plans for the development of land use sectors and individual towns.

A list of all the objectives and strategies for all topic areas, to be translated into the Municipal Strategic Statement.

1.4 Sustainability principles

There is widespread agreement that solving global problems means the adoption of policies and programmes that lead to sustainable development.

Sustainable development is development that meets the needs of the present generation without compromising the ability of future generation to meet their needs. Sustainability is not just an environmental consideration it has economic, social and environmental development perspectives and relevance.

The recently released statement of metropolitan planning policy – Melbourne 2030, has advanced a suite of principles as fundamental platforms to the attainment of sustainable development.

These principles, which start with sustainable practice, are equally applicable and relevant to the development of Greater Shepparton and are adopted as principles underpinning the strategy plan.

Principle	Outcome
Sustainability:	Sustainable economic, social and environmental development
Innovation:	Commitment to finding new solutions.
Partnership and Inclusiveness:	Collaboration with others and considerations of their needs and aspirations
Leadership:	Leadership and encouragement of / in others

Equity:	Fairer access to benefits of growth and change
Adaptability:	Planning to change and being adaptable when faced with it
Integrated Planning:	Planning and implementation of actions undertaken through an integrated planning process

1.5 Associated Documents

From the 2030 Strategy Plan the following documents will be prepared, which will form the complete package for the Greater Shepparton 2030:

An evaluation of recommended projects listed in the implementation plans in the previous sections, and comprising a priority ranking and indicative costs.

Summary Document which will include the priority projects, and will market opportunities for investing, living and participating in Greater Shepparton.

Municipal Strategic Statement (MSS), including the Local Planning Policy Framework (LPPF), will be derived from the directions, strategies and actions as identified in the 2030 Strategy Plan. The MSS and LPPF will sit within the Greater Shepparton Planning Scheme.

Attachment 1 – Greater Shepparton 2030- topics, directions and themes

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Greater Shepparton 2030 Strategy Framework

Topic: SETTLEMENT	
<p>Direction: Commitment to growth within a consolidated and sustainable development framework</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Growth ▪ Housing ▪ Sustainable Design
Topic: COMMUNITY LIFE	
<p>Direction: Enhance social connectedness, physical and mental health and well being, education and participatory opportunities in order to improve liveability and a greater range of community services</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Health and social services ▪ Education and learning ▪ Recreation and open space ▪ Safe and accessible environments
Topic: ENVIRONMENT	
<p>Direction: Conservation and enhancement of significant natural environments and cultural heritage</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ The natural environment ▪ Floodplain management ▪ Sustainable / Best practice land management ▪ Cultural heritage ▪ Built heritage
Topic: ECONOMIC DEVELOPMENT	
<p>Direction: Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Agriculture and rural land ▪ Commercial activity centres ▪ Industry ▪ Tourism
Topic: INFRASTRUCTURE	
<p>Direction: The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Traffic and transport systems ▪ Urban services

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