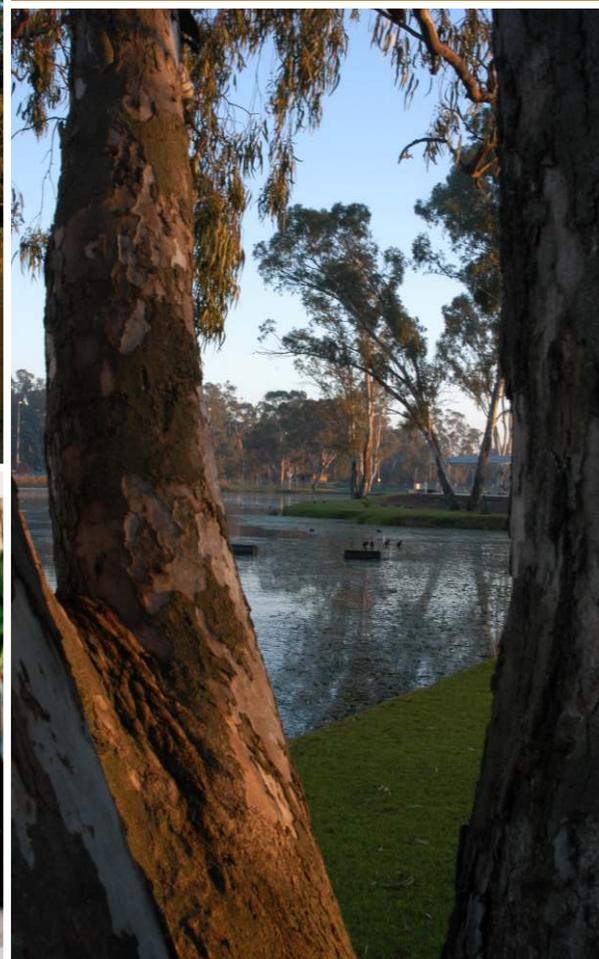
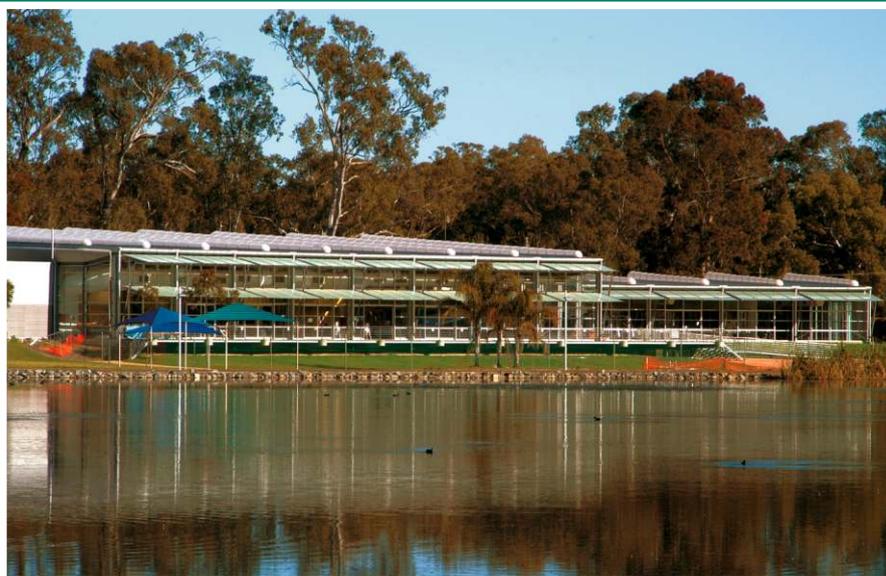




GREATER
SHEPPARTON

Greater Shepparton - Greater Future

Focusing on the future



Greater Shepparton 2030 Strategy Plan

Adopted by Council at Ordinary Council Meeting on 3 October 2006



foreword



GREATER
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Foreword by Mayor

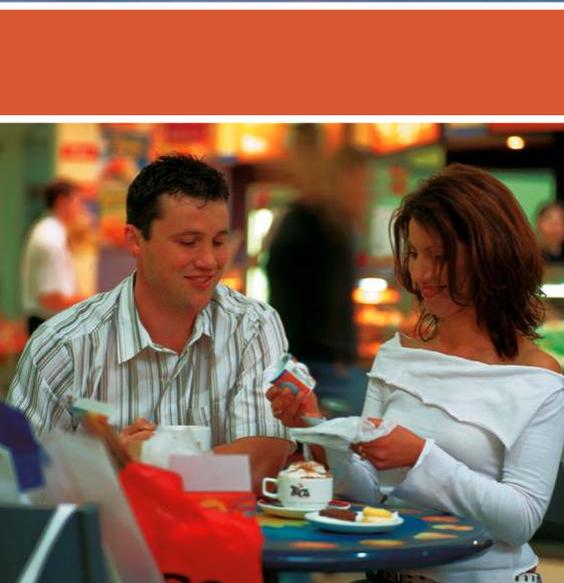
As Mayor of Greater Shepparton, it gives me great pleasure to introduce to you the Greater Shepparton 2030 Strategy Plan. This is an important document that captures the essence of the Council's vision for the future of our community.

The Strategy Plan sets out objectives and strategies for the continued growth and development of Greater Shepparton to carry the municipality forward for the next 20 to 30 years. As a Council we have spent considerable time considering the issues and challenges that are and will impact on this community.

The Greater Shepparton Strategy Plan is a living document and will be subject of review over the coming years. It is however, a reflection of how we see the vision for 2030 today.

The Strategy Plan will be used as a framework to achieve our vision and goals for the future, with the sustainability principles underpinning what we want for Greater Shepparton. Greater Shepparton is currently enjoying significant growth and development in the industrial, commercial and residential sections. It is very important that the future planning caters for this growth in a sustainable and environmentally sensitive manner.

The Strategy Plan has been prepared in partnership with the Department of Sustainability and Environment, and to go forward as a community, we must ensure that our vision for the future is shared by all stakeholders. To achieve our vision, the Council has engaged a wide range of individuals and groups to gain a deeper understanding of where we would like to go as a community. Community input and feedback throughout the range of Council's consultative processes has been the most important component of the development of the Strategy Plan, and to all who contributed in some way, I give you my sincere thanks on behalf of the Council. Together, we will continue to work to make Greater Shepparton an even better place to live and work.



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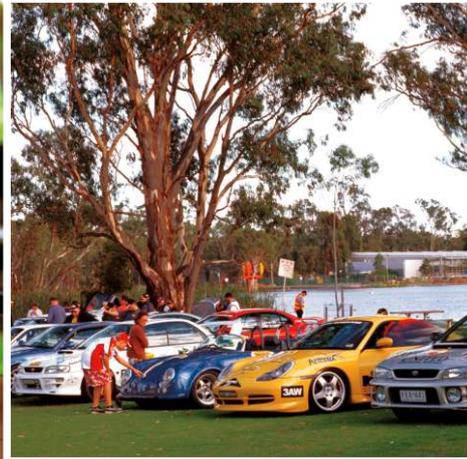
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purpose



1

What will Greater Shepparton be like in the year 2030? This booklet paints a picture of the place that the Greater Shepparton City Council intends to create 25 to 30 years from now. It is an exciting and challenging picture and will be achieved through the Council, the community and all levels of government sharing this vision and working together; believing it to offer enormous benefits to all who live and work in the municipality, visit and invest in it.



What will Greater Shepparton be like in the year 2030?



vision and direction

The Council's vision for Greater Shepparton, 25 to 30 years from now, is one of significant achievements, positively affecting most aspects of living and investing in the municipality.

It will not be change for change sake, but improvements that are sustainable and actions that protect and conserve these aspects of the municipality which are valued.

The topics outlined below and the strategies and objections for change and growth are directly linked to the Municipal Strategic Statement of the Greater Shepparton Planning Scheme. One of the most powerful tools for facilitating the desired directions as identified within this Summary Document will be through the implementation of the Municipal Strategic Statement and other plans such as the Municipal Health Plan.

▶▶▶ settlement and housing

▶▶▶ community life

▶▶▶ environment

▶▶▶ economic development

▶▶▶ infrastructure



▶▶▶ settlement and housing

By 2030 Greater Shepparton will be home to approximately 81,000 people, who will be housed in 36,500 dwellings. Growth will be higher than the Victorian average, and will be across all ages. For Shepparton and Mooroopna and the many towns of Greater Shepparton, this will mean consolidating growth and housing opportunities within clear boundaries and development occurring in accordance with adopted development plans. In this booklet we include framework plans so that you can see what is intended for various neighbourhoods and where new business and investment will be encouraged.

▶▶▶ community life

The quality of lifestyle and living in Shepparton is also a major theme in our planning. Our direction in this regard is focused upon enhancing the health of community both through services and facilities. Whole of life, local education and opportunities for participation are seen as important, and the establishment of a university precinct in Shepparton and the community hubs are landmark project initiatives in this respect.

Community safety and acknowledgement of the diverse needs arising from age, cultural or ethnic difference, are also on our agenda.

▶▶▶ environment

For the environment it means renewed interest and attention to the conservation and enhancement of our significant natural environments and natural resources such as water, fostering the biodiversity of our region and protecting and conserving our cultural heritage. It also means turning around our ways of the past and working towards achieving “zero waste” and greater recovery and re-use of materials.

▶▶▶ economic development

Significantly, since 2000 Greater Shepparton has achieved 19 quarters of consecutive growth. Continued investment, diversification and excellence in our business and industrial base, and a greater range of job opportunities for residents of the municipality are among our goals. We will focus particularly upon strengthening the region's agricultural sector and processing strengths, especially through our commitment to the establishment of the Goulburn Valley Freight Logistics Centre.

▶▶▶ infrastructure

Our infrastructure and how it is developed to support our growth is critical, recognised through our commitment to key infrastructure projects such as the Goulburn Valley Freight Logistics Centre. We have major plans in this regard to enhance the safety and functioning of the municipality throughout its rural and urban areas, particularly in areas of transport, accessible public open spaces, recreation and community services. These items are pursued in the following pages.

who we are today



3

Greater Shepparton is located in the heart of the Goulburn Valley and combines the best of urban and rural lifestyles.



▶▶ settlement and housing

With a population of approximately 60,000 and servicing a much wider catchment, Greater Shepparton is a thriving, attractive and expanding community. The population is expected to reach approximately 81,000 by 2030, representing one of the fastest growth rates in Victoria. Growth will be across all ages, although the largest net increases will be in the older ranges, particularly 60 years plus.

This population will live in approximately 36,500 dwellings, representing 12,500 new dwellings from the present, and taking up 900 1,200 hectares of land.

The municipality offers wonderful choice of living environments and lifestyles ranging from that of Shepparton/Mooroopna, being a major regional centre, to rural towns.

Everything is in easy reach. The busy commercial centre of Shepparton includes the Maude Street Mall with a tower accessible from the Mall offering spectacular views over the city and surrounding countryside. Mooroopna is home to the SPC Ardmona factory sales outlet, a major tourist attraction. The Goulburn River runs between these centres, through a state forest which offers a network of shared pathways and the “green lungs” of the city. KidsTown Adventure Playground is located between Shepparton and Mooroopna, offering activities for all ages and all abilities, and is widely regarded as the best community playground in Australia. Victoria Park Lake is the centre of recreation in Shepparton, offering picnic areas, walking tracks, a skate park and swimming at the Aquamoves health and fitness centre.

Greater Shepparton is approximately only two hours from Melbourne accessed via a high quality, mostly multi-laned freeway or the regional rail/bus network.



►► community life

Greater Shepparton has all of the shopping, entertainment and leisure activities you'd expect in a large city, but set in a relaxed, friendly environment.

Its people have come from many parts of the world to make Greater Shepparton their home, and this is expressed in the range of vibrant festivals, cosmopolitan dining experiences and cultural events.

Greater Shepparton City Council is committed to the implementation of the Community Building Project. This important project will see the establishment of community hubs to assist communities develop new networks, partnerships, structures and frameworks to support ongoing improvement to overall community wellbeing.

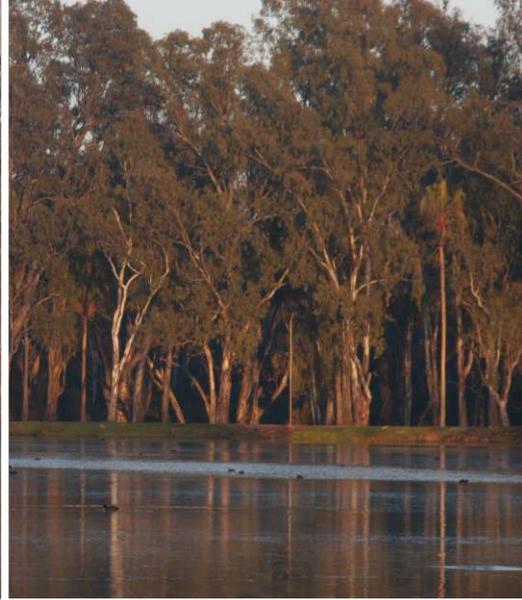
Latrobe University, and more recently Melbourne University and the Australian Catholic University have committed to the provision of tertiary education opportunities within Greater Shepparton. In addition there are outstanding primary and secondary schools, and a thriving TAFE campus. Latrobe and Melbourne University students enjoy all the benefits of a modern urban lifestyle free from the hassles of a big city. They, and the wider community, have the advantage of cinemas, cafes, restaurants, night clubs, arts precinct, golf courses and other sporting facilities.

Continued emphasis will be placed on the provision of and access to community services such as libraries, maternal and child health centres and senior citizens centres.

The community generally enjoy keeping fit and active to enhance their enjoyment and well being in life. Shepparton's state-of-the-art aquatic centre is a healthy and fun way to spend a day with several pools, waterslide, spas, sauna and more. The shared path network winds its way from the north of Shepparton, at Jordan's Bend, south along the Goulburn River to the centre of the City, and branches east to Mooroopna and south to Kialla Lakes. Located through areas of natural beauty, including forest and river environs, the pathways provide an attractive place to run, walk or cycle.

The Shepparton Art Gallery is one of regional Victoria's finest. It showcases paintings, sketches and an internationally recognised ceramics collection. It is complemented by many small galleries, art and craft shops and pottery studios.

Naturally many of the festivals held throughout the year in Greater Shepparton revolve largely around food. They include International Dairy Week, Mooroopna Fruit Salad Day, the Arts Festival, the Goulburn Valley Vintage Festival and the Agricultural Show. The Goulburn and Broken River systems around town furnish good fishing opportunities.



▶▶ environment

Greater Shepparton has a significant environmental setting, with Shepparton and Mooroopna being positioned at the confluence of the Goulburn and Broken Rivers.

Biodiversity issues are most evident in the myriad of river systems, floodplains and wetlands that influence the majority of land, both rural and urban, in the municipality. Partnerships between the Council and government organisations focus on achieving “zero waste”, stormwater management, floodplain management, revegetation, roadside

conservation and salinity works. Council is taking a lead stance in developing Greater Shepparton as a City for Climate Protection, using renewable resources wherever possible and minimising the impact on the environment by means such as reducing the level of greenhouse gas emissions.

Another major focus for the environment is for the encouragement of more efficient irrigation management for sustainable agricultural development and protection of ecosystems.



▶▶▶ economic development

Shepparton is the major centre of the Goulburn Valley and the headquarters of the Goulburn Valley irrigation system. The economic base of Greater Shepparton is one of the strongest in Victoria, with the municipality achieving 19 consecutive quarters of positive economic growth. As property values in some regional and metropolitan areas plateau, figures for Greater Shepparton continue to rise with the latest supplementary valuations indicating a \$25.7 million increase in developments.

Greater Shepparton is a region that makes a significant contribution to Victoria's agricultural productivity. It is situated within the rich dairying, fruit growing and agricultural region of the Goulburn Valley, with the area responsible for producing around 25 percent of the state's rural output. Major food companies in the area include SPC Ardmona, Tatura Milk Industries, Unifoods-Rosella, Snowbrand and Campbells Soups.

With the strong and rigorous rural economy based on irrigated and dry land agriculture, there is a corresponding, and increasing, strength in value adding manufacturing and processing of agricultural produce with a supporting service industrial base.

Greater Shepparton has one of the largest trucking and transport industries in Australia, supporting the agricultural industries with freight movements between all capital cities and ports.

Building activity remains strong in the Greater Shepparton, particularly in the commercial and industrial sectors. Of the total number of planning permit applications submitted to the Council in 2003-2004, 15% were for industry and warehousing, significantly higher than the State average of 5.6%. A further 5.8% were for retail uses, again higher than the 3.8% average for Victoria.

Greater Shepparton offers expansive urban areas, endowed with approximately 180,000m² of retail floorspace offering regional services and facilities and vibrant business areas. Shepparton and Mooroopna are major commercial and retail centres, with major chains and banks complemented by over 400 thriving local businesses specialising in accommodation, cafes, restaurants, speciality shops, and property and finance services. Significant redevelopment opportunities are available in the Shepparton CBD to build upon and enhance this thriving commercial centre.



▶▶▶ infrastructure

Shepparton is located at the junction of the Midland and Goulburn Valley Highways. Recent roadway improvements such as the Murchison by-pass and the proposed Nagambie and Shepparton by-pass, along with the Arcadia realignment, will enhance travel times and improve the efficiency of the highways.

Residents enjoy a high level of accessibility to Melbourne via the rail and bus networks, and the Shepparton Aerodrome provides valuable service in freight and passenger movements to and from Greater Shepparton.

The state of the art freight logistics centre to service Greater Shepparton and the wider region will be located south of Mooroopna, along the new alignment of the Goulburn Valley Highway as it by-passes Shepparton and Mooroopna. Rail infrastructure will also be provided to the site, enabling enhanced freight movements in and out of the region, with direct access to ports, markets and major distribution centres.

what is sustainability?



4

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

Sustainable development has the following attributes and principles.

— inter - generational equity

The ability for both present and future generations to manage and protect the natural resources to meet their needs.

— intra - generational equity

The sharing of resources and opportunities amongst present generations.

— precautionary

Taking the cautionary approach if an environmental impact may result.

— conservation of biodiversity

Allowing other species to survive and thrive.

— internalisation of environmental costs

Identifying the true costs of products or services.

Sustainability is at the core of the main policies and plans that drive the Greater Shepparton City Council towards the future.

Sustainability is about the equal consideration of economic, social and environmental development perspectives and relevance.

