

YOUR SAY

This Council Plan is based on community input gathered from a range of interest groups, community members and individuals.

Your ideas

We asked for your ideas about the most important ways Council can improve the appearance of public areas and also what were the most important things for Council to focus on to make Mitchell a better place.

- > What do you like most about our community?
- > What would make our community a better place?
- > What is the most important thing you think could be done to improve the appearance of our community?
- > What should Council focus on over the next four years?

During March and April 2017 we held Councillor Listening Posts and Councillors took to the streets, attended events, sought input at markets and dropped in to many places including kindergartens, playgrounds and trains. We also sought input online and through our advisory committees, Youth Council and other networks.

We received more than 1200 responses which were used to inform the development of the Draft Council Plan.

In preparing the plan, Council also considered the views raised in the annual Community Satisfaction Survey. We have also reviewed the input you have provided for recently reviewed strategies and considered commitments in existing plans and strategies.

The draft plan

Your ideas helped shape the key strategic objectives and actions in this plan.

The Draft Council Plan was released in April 2017 for input in accordance with Section 223 of the Local Government Act.

In addition to the requirements for public consultation set under the legislation, Council held three meetings in Seymour, Kilmore and Wallan in May 2017.

A total of 16 community members attended and five formal written submissions were received.

These were considered and some alterations were made before the plan was adopted in June 2017.

Reporting on our progress

The plan is reviewed annually and any major changes will be presented back to the community for input.

We will provide regular updates on our progress through our mid-year update, annual action plans and annual report.

OUR COUNCIL PLAN



OUR INTEGRATED PLANNING AND REPORTING FRAMEWORK

What is a Council Plan?

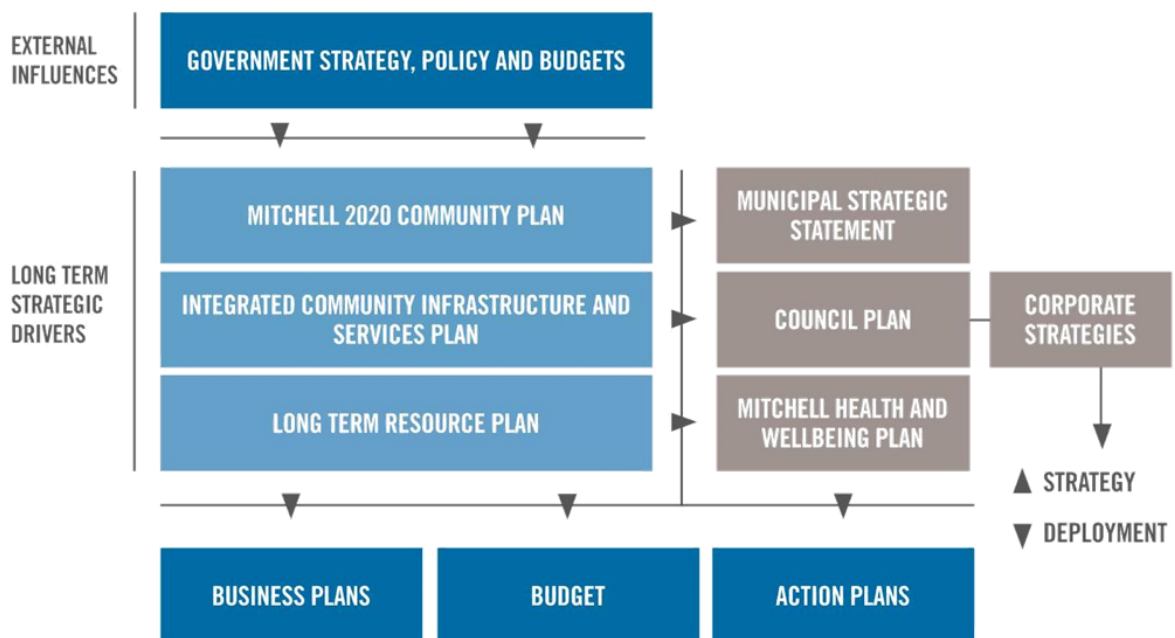
Each newly elected Council is required by legislation to develop a new Council Plan. The Council Plan is a four-year medium term outlook (compared to the longer term aspirations of the Mitchell 2020 Community Plan). The Council Plan is supported by an annual action plan and an annual budget as well as the four-year Strategic Resource Plan.

Integrated Planning Framework

The Council Plan forms a fundamental part of Mitchell's Integrated planning framework. The Council Plan is the connection point between the external influences of government policy and population growth, Mitchell Shire's 2020 Community Plan and Council's long term planning processes. The Council Plan drives the development of the annual budget and is actioned through department business plans. The diagram below emphasises the links between these key elements.

Reporting

We are committed to transparently reporting on our progress towards achieving the strategies and actions in this Council Plan. Our performance against the Council Plan is regularly and openly reported to our community in the Annual Report and the Mid-Year Update Report. We also provide a report on sustainability capacity, financial performance and service indicators in the Local Government Performance Reporting Framework.



OUR STRATEGIC OBJECTIVES

Council has identified seven strategic objectives to describe what we are working towards and how we want Mitchell Shire to be in the future. These objectives are shown below.

14 ADVOCACY

> To relentlessly advocate for funding to benefit our community.



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COMMUNITY PARTICIPATION

> To actively explore all opportunities for community involvement and participation in Council decisions.



22

RESPONSIBLE PLANNING

> To demand best practice outcomes when planning for future growth.



30

STRONG COMMUNITIES

> To build and nurture strong and vibrant communities where people are proud to live.



38

SUPPORTING LOCAL JOBS AND QUALITY INVESTMENT

> To identify, encourage and actively promote investment, business and tourism.



44

FINANCIAL AND ORGANISATIONAL MANAGEMENT

> To be leaders in financial and organisational management.



52

CARING FOR OUR ENVIRONMENT

> To be responsible custodians, by managing and enhancing our environment and minimising the impacts of waste, natural disasters and climate change.



ADVOCACY



*To relentlessly advocate
for funding to benefit
our community.*



ADVOCACY



By 2031 it is estimated that an extra 40,000 residents will call Mitchell Shire home which will almost double our population over the next 15 years to more than 80,000.

A critical role of Council is to advocate to State and Federal Governments, industry and business to ensure we can provide high quality services, programs and infrastructure which meets the complex needs of our existing and emerging communities.

Council will focus on strategically advocating for key local priorities to help plan and deliver the services and infrastructure that underpin liveable and socially sustainable communities. We will focus on advocacy for our existing towns and rural areas as well as advocacy to support rapid growth and development of new towns in the south of the Shire.

Working in partnership with State and Federal governments to plan and deliver projects will ensure Mitchell Shire is a place where people want to live and work, now and into the future.

STRATEGIC OBJECTIVE

To relentlessly advocate for funding to benefit our community.

KEY STRATEGIES

1.1: Establish an Advocacy Strategy that includes key priorities, and clear roles and responsibilities.

1.2: Establish and maintain local and regional partnerships to secure funding and policy commitments.

1.3: Support and collaborate with local groups and organisations to access potential funding and identify joint advocacy priorities.

ADVOCACY



RELATED STRATEGIES

The following strategies and plans support the achievement of this strategic objective.

- > Advocacy Framework*
- > Environment Strategy
- > Infrastructure Contributions Plans
- > Life Stages Plan*
- > Municipal Health and Wellbeing Plan*
- > Municipal Strategic Statement
- > Open Space Strategy
- > Play Space Strategy
- > Precinct Structure Plans
- > Sports Field Feasibility Study
- > Sustainable Resource Management Strategy
- > Township Structure Plans

*under development

Key Strategies

1.1: Establish an Advocacy Strategy that includes key priorities, and clear roles and responsibilities.

ACTIONS		MEASURES
1.1.1	Prepare a Mitchell Advocacy Plan to ensure coordinated and proactive advocacy processes, roles and responsibilities.	An Advocacy Plan is developed and reviewed annually. Advocacy priorities are regularly communicated to target audiences, the community and stakeholders.
1.1.2	Ensure Council clearly communicates its advocacy priorities to target audiences, through briefings, forums, submissions to government and other opportunistic methods.	Government funding and policy decisions align with and support advocacy priorities.
1.1.3	Prepare summaries, feasibility studies and business cases to support major advocacy priorities and develop key 'shovel ready' project briefs.	Feasibility studies/ business cases and 'shovel-ready' project briefs support our advocacy priorities.

ADVOCACY



1.2: Establish and maintain local and regional partnerships to secure funding and policy commitments.

ACTIONS		MEASURES
1.2.1	Develop an annual plan of engagement with local, state and federal parliamentarians.	Annual program of engagement is delivered.
	Seek opportunities to involve community representatives and local media in advocacy activities.	
1.2.2	Establish a plan to have regular engagement with the business sector to communicate advocacy priorities.	Community leaders and business representatives are supported to actively advocate for our agreed priorities. Positive media coverage of our advocacy priorities.
1.2.3	Actively participate in networks and projects and ensure information is shared across Council and to Councillors.	An annual program of engagement with the business sector is delivered. Strong participation in networks and communication opportunities.
1.2.4	Actively contribute to and participate in networks including Interface Councils, the northern metropolitan and regional partnerships.	Mitchell Shire Council is actively represented in key networks and our views are reflected in the advocacy work of these forums.

1.3: Support and collaborate with local groups and organisations to access potential funding and identify joint advocacy priorities.

ACTIONS		MEASURES
1.3.1	Provide information, resources and peer-to-peer training to support community advocacy efforts and inform the community about advocacy priorities.	Information, support and resources are communicated and made available to the community.
1.3.2	Work in partnership with community groups to identify and prioritise opportunities for funding support.	Regular engagement with community groups about advocacy priorities.
1.3.3	Offer advocacy skills development as part of our Councillor and Community Development programs.	Number of training sessions held and level of participation.
1.3.4	Provide opportunities for Councillors to engage with community about advocacy issues on a regular basis.	Advocacy topics are regularly raised at Council engagement sessions and ward meetings.
1.3.5	Work with young people to develop youth-specific advocacy plans and activities with a focus on connecting youth more closely with community members of all ages.	A youth advocacy plan is developed and implemented.

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COMMUNITY PARTICIPATION



To actively explore all opportunities for community involvement and participation in Council decisions.



COMMUNITY PARTICIPATION



Council is committed to engaging with the community to ensure that a diverse range of voices are heard including those that are harder to reach. Fostering transparent, inclusive and meaningful engagement is central to the delivery of high quality services and infrastructure.

By working closely with the community and stakeholders, Council aims to make decisions that are more broadly informed and reflective of the diverse range of views in our community. Council will communicate regularly with community about how it balances community views with resourcing and financial constraints and how we consider a range of views before making decisions.

Council will actively engage with our communities to improve collaboration, and work to ensure our communication is simple to understand and consistent with the needs and expectations of our community.

STRATEGIC OBJECTIVE

To actively explore all opportunities for community involvement and participation in Council decisions.

KEY STRATEGIES

2.1: Review and improve our community engagement framework.

2.2: Provide opportunities for inclusive participation across the Shire.

2.3: Simplify ways the community can engage with Council and access information.

RELATED STRATEGIES

The following strategies and plans support the achievement of this strategic objective.

- > Community Engagement Framework*
- > Communications Strategy*
- > Customer Charter*
- > Information Communication and Technology Strategy*
- > Life Stages Plan*
- > Municipal Public Health and Wellbeing Plan*
- > Social Justice Framework*
- > Volunteer Framework

*under development