

## 21.04 VISION AND STRATEGIC FRAMEWORK

### 21.04-1 Strathbogrie Shire Corporate Plan

Council's stated objective is to secure the future of the Shire by developing the Shire's agricultural, commercial, tourist and land resources without compromising the natural features or village and rural lifestyle. Council has set itself the task of expanding its rate base by capitalising on the Shire's strategic location and promoting and developing these strengths.

The Corporate Plan adopted by the Shire Council is for the period 1998-2001. The Plan provides a framework and targets for improving the social, physical, environmental and economic well being of the community. The Municipal Strategic Statement draws upon the principles and objectives of the Corporate Plan. In respect to planning and land management the Corporate Plan is focussed on the management of the Shire's significant landscape and other natural resources and highlights the need to provide a quality lifestyle while diversifying business and agricultural opportunities. The Planning Scheme is identified as a key instrument in assisting the fulfilment of this vision. The Scheme includes a set of planning objectives to manage land use and development in towns, rural areas and the environment.

An objective for the Development Services Department, which includes the planning, building, economic development, tourism and environmental health functions of Council, is not only to provide opportunities for new land uses and economic development but to ensure that existing land based enterprises uses remain viable. Opportunities are seen as including agriculture and tourism development, the encouragement and retention of existing businesses, and the protection and enhancement of the Shire's lifestyle, cultural, heritage and natural resources. The strategies to achieve this objective are outlined in the Corporate Plan and include the following:

- Identifying new rural, equine, wine and recreation opportunities.
- Promoting the Shire's assets and major events.
- Establishing a business advisory group to assist in identifying business opportunities.
- Providing industrial land in Euroa, Nagambie and Violet Town.
- Facilitating the establishment of an equine centre.
- Implementing the Nagambie Lakes Management Plan and having an input into the Nagambie Lakes Authority.

### 21.04-2 Key Land Use Themes

The key land use themes that have been identified which will need to be addressed in future land use planning and development of the Shire are:

- Managing future residential development in the Shire's towns and rural areas and facilitating sound urban development.
- Managing rural land while accommodating well planned, located and serviced dwellings in the rural area which are associated with an agricultural activity.
- Protecting the Shire's environmental assets and the qualities of the natural and cultural resource base.
- Facilitating further business, industry, tourism and agricultural investment.
- Managing and capitalising on the Shire's infrastructure assets.

**21.04-3 Vision**

The Strathbogrie Council's vision is to improve the range and value of economic development in the Shire while protecting and enhancing the Shire's natural assets.

Council believes this overall vision can be achieved by:

- Fostering growth and ensuring prosperity within the main towns and townships in the Shire and planning strategically for rural living development in association with appropriate infrastructure and environmental considerations.
- Increasing the diversity and productivity of agriculture on a sustainable basis.
- Improving employment opportunities by encouraging industry and business development in towns and rural areas.
- Assisting the tourism industry to obtain maximum advantage from the Shire's locational, natural and cultural attributes.