



Strathbogie Shire Council Plan

2013 – 2017

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Strathbogie Shire Council Plan 2013 - 2017

Contents

No:	Description:	Page Number:
1.	Mayor's Message	2
2.	CEO's Overview	3
3.	Our Location / Our Council	4
4.	Our Profile	5
5.	Our Councillors	6
6.	Our People	7
7.	What is a Council Plan / The Role of the Council Plan	8
8.	Performance Reporting / Council Plan Review / Council Plan links with all Municipal Plans and Council Plan links with State Government Policies	9
9.	Our Vision / Our Mission / Our Guiding Principles	10
10.	Goal 1 – Community Wellbeing	12
11.	Goal 2 – Environment	14
12.	Goal 3 – Financial	16
13.	Goal 4 – Governance	18
14.	Goal 5 – Industry, Business and Investment	20
15.	Goal 6 – Infrastructure	22
16.	Goal 7 – Tourism and Hospitality	25
17.	Strategic Indicators 2013 / 2014	27

Mayor's Message:

As your Mayor it has been a rewarding journey to bring you our four year plan that delivers a strong emphasis on economic growth, looks to improve community wellbeing and protects our built and natural environment. You have elected a group of councillors who are dedicated to the greater good and have worked hard to deliver common sense solutions. We have strong, respectful debate around the room and I am proud to be part of this councillor team.

We all know our shire is large with a small rate base; we recognise our communities are paying at capacity and like all household budgets we must operate within our means. Most of us love the space and peace that comes with small populations but in reality we need to grow if we are to make our towns sustainable into the future. It is how we do it that is important to maintain the rural lifestyle we value and encourage investment.

With the support of our CEO and directors we have looked internally to reduce costs and increase efficiencies. It is impossible to satisfy all the wishes of the community but we are definitely heading in the right direction. We must be the best we can be for the people and communities we serve!

As your elected representatives we need to identify, support, and work side-by-side with those in the organisation, investors and community who understand that if we are to attain vibrant communities and a growing local economy, within the current legislated limitations and financial constraints, we must be willing to make decisions that look beyond the usual. We need to test our comfort levels and make decisions without fear or favour, review our assumptions, innovate and think outside the square, work with and build new partnerships and value local knowledge.

To that end your councillors are out there networking, taking seats on state wide boards and advocating to all levels of government on issues of importance to the community. We promote the virtues of our beautiful environment to potential investors and acknowledge the value of our neighbouring regional cities that provide higher education, broad base hospital services and heavy commercial needs close by. The Shire is known as, "The Horse Capital of Victoria" for our thriving equine industry and Nagambie as, "The birth place of Black Caviar". We deeply value our farming enterprises, environmentally sustainable, intensive agricultural industries and huge tourism potential.

We provide an ideal lifestyle setting for new residents with beautiful locations and welcoming communities, serviced by great schools, local hospitals, fine food and wine. Lake Nagambie offers a range of water activities, is a thriving tourist destination with strong residential growth and small business opportunities. The Strathbogie Ranges offers stunning views across the valleys and Euroa offers the warmth of historic buildings and the open parklands of the Seven Creeks. Our smaller townships of Violet Town, Avenel, Longwood, Strathbogie, Ruffy, plus many others, each offering different experiences and hidden treasures that are affordable and inviting. We are very lucky!

Strathbogie Shire is a good news story with a bright future. We are proud to offer you the resilient and positive vision for the future set out in our council plan. I invite you to read on and look for ways we can work together on projects.

Deb Swan - Mayor

CEO's Overview

Local Government like all businesses face continuing challenging times. Regardless of this we are a resilient and innovative small rural Council. We continue to implement organisational reviews to ensure we can deliver efficient, effective and relevant services whilst saving money to ensure our future sustainability without compromising on quality service delivery. We have continued to expand the services we offer to our community and businesses while striving to ensure the community's capacity to pay is taken into account when drafting budgets.

As a Council, that is progressive and innovative, we have already implemented the following changes but will not rest on our laurels as we strive for excellence in the way we do business:

- We continue to review the structure of the organisation and made changes to ensure improved efficiencies and cost savings.
- Implemented the "Customer First" Program to bring about a culture change that provides efficient, effective and responsive services.
- Streamlined our economic development / tourism opportunities through a coordinated approach to achieve a single point of entry for any enquiries.
- Developed partnership opportunities and explored shared services programs with our neighbouring Councils.
- Providing a One Stop Shop approach to Planning and Development through Pre Application meetings, coordinating relevant authorities to meet with applicants and providing advice and support where required.

We have continued to strive towards improving our communication channels and levels of customer service offered to our local communities, including the Mobile Customer Service, developed a coordinated approach to bring together marketing (economic development), tourism and events. These initiatives strengthen the further expansion of our services and offer continued support for our Economic Growth.

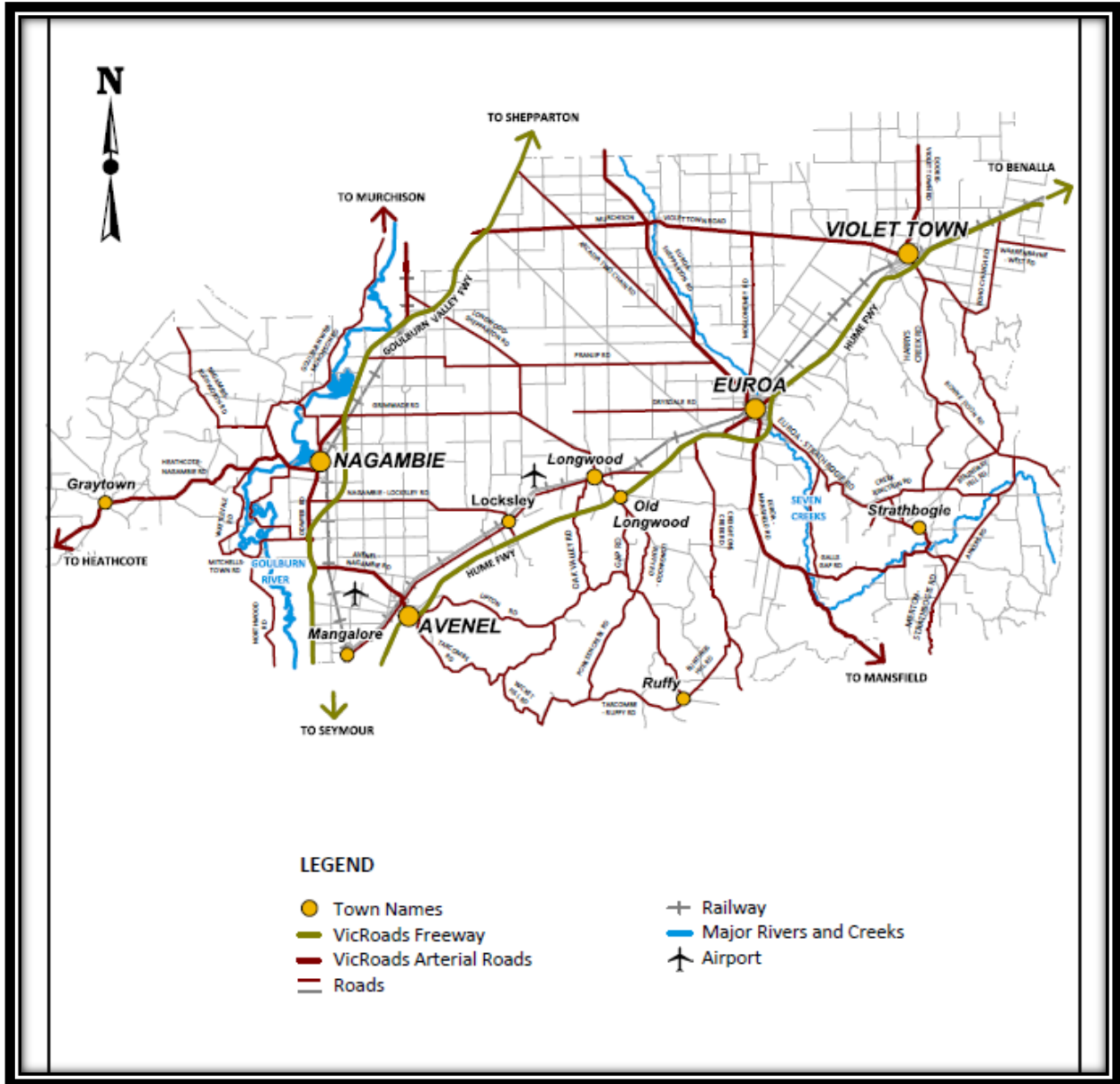
Our staff continue to be deeply committed to delivering essential services to our local communities, and should be commended on their efforts and willingness to embrace our ever changing and evolving environment.

I am proud, in partnership with the Mayor and Councillors, to endorse our 2013 - 2017 Council Plan and look forward to reporting on the achievements that will follow.

Steve Crawcour – Chief Executive Officer

OUR LOCATION

The Shire's administration is based in Euroa, approximately two hours from the Melbourne CBD. Both the Hume Freeway and the Goulburn Valley Highway traverse the Shire, providing excellent accessibility and communication facilities. Main towns in Shire also include Nagambie, Avenel, Violet Town, Longwood, Ruffy and Strathbogie.



OUR COUNCIL

The Strathbogie Shire Council is represented by seven Councillors, who are elected representing five wards. The Strathbogie Shire Council was formed on 18 November 1994 with the amalgamation of the former Shires of Goulburn, Euroa and Violet Town, and part of Seymour.

Today, Council operates within a structure of seven community-elected Councillors, with one Councillor elected annually by the Council to serve as the Mayor. The management team, comprising the Chief Executive Officer and Directors, is responsible to Council for the day to day management of Council's many operations. Councillor and management

resources are jointly focused on long term planning initiatives, several of which are now strengthening the viable rural image of this Council. Listening to, and acting upon the needs of the entire community - and not just responding to parochial issues - is one of Strathbogie Shire Council's continuing missions. For example, Council's road management system works on a priority basis that does not necessarily spread money evenly across the Shire, but rather allocates it to the areas of greatest need.

OUR PROFILE

Strathbogie Shire is a rural municipality located approximately two hours from the Melbourne CBD. We have diverse and picturesque communities served by townships such as Euroa, Nagambie, Violet Town, Avenel, Longwood, Ruffy and Strathbogie with a population of approximately 10,000.

Strathbogie Shire has a rural economic base of wool, grain, sheep and cattle production, extensive vineyards, world class wineries and a wide range of intensive cool climate horticultural enterprises. The region is also known as Victoria's Thoroughbred Homeland due to its ever expanding horse industry. Thoroughbred breeding studs are the cornerstone of this important industry, with prestigious Melbourne Cup winners bred and trained in the shire. It is also the birthplace of Black Caviar the world champion horse.

Tourism is an important part of this Shire's business and we are centrally located only 90 minutes from Melbourne via two major freeways and rail lines that is ideal for that day trip or extended stay. With Mangalore Airport located in the Shire it can cater for a variety of aircraft. We also have a guaranteed water supply via the Goulburn River and can offer a variety of eco-tourism activities.

As with most municipalities across Australia, maintaining and improving infrastructure is a major ongoing challenge for Council. Another current challenge is the manner in which we communicate and inform our community. This is something Council will work on to strengthen and enhance.

This Shire currently manages the following assets:

Class	Sub Class	Approximate Quantity	Estimated Replacement Value
Roads	• Pavements	2056 Km	\$113,000,000
	• Kerb & Channel	73 Km	\$4,000,000
Footpaths	• Footpaths	40 Km	\$1,400,000
Bridges & Carparks	• Bridges	506 No	\$33,000,000
Drainage	• Pipes	40 Km	\$9,000,000
	• Pits	914 No	\$1,300,000
Developed Reserves & Playgrounds	• Reserves	800 Hectares	\$41,750,000
	• Playgrounds	197 No	\$3,940,000
Buildings	• Major	10 No	\$39,000,000
	• Other	240 No	
Land (includes undeveloped reserves)		1500 Hectares	
Total			\$246,390,000

OUR COUNCILLORS



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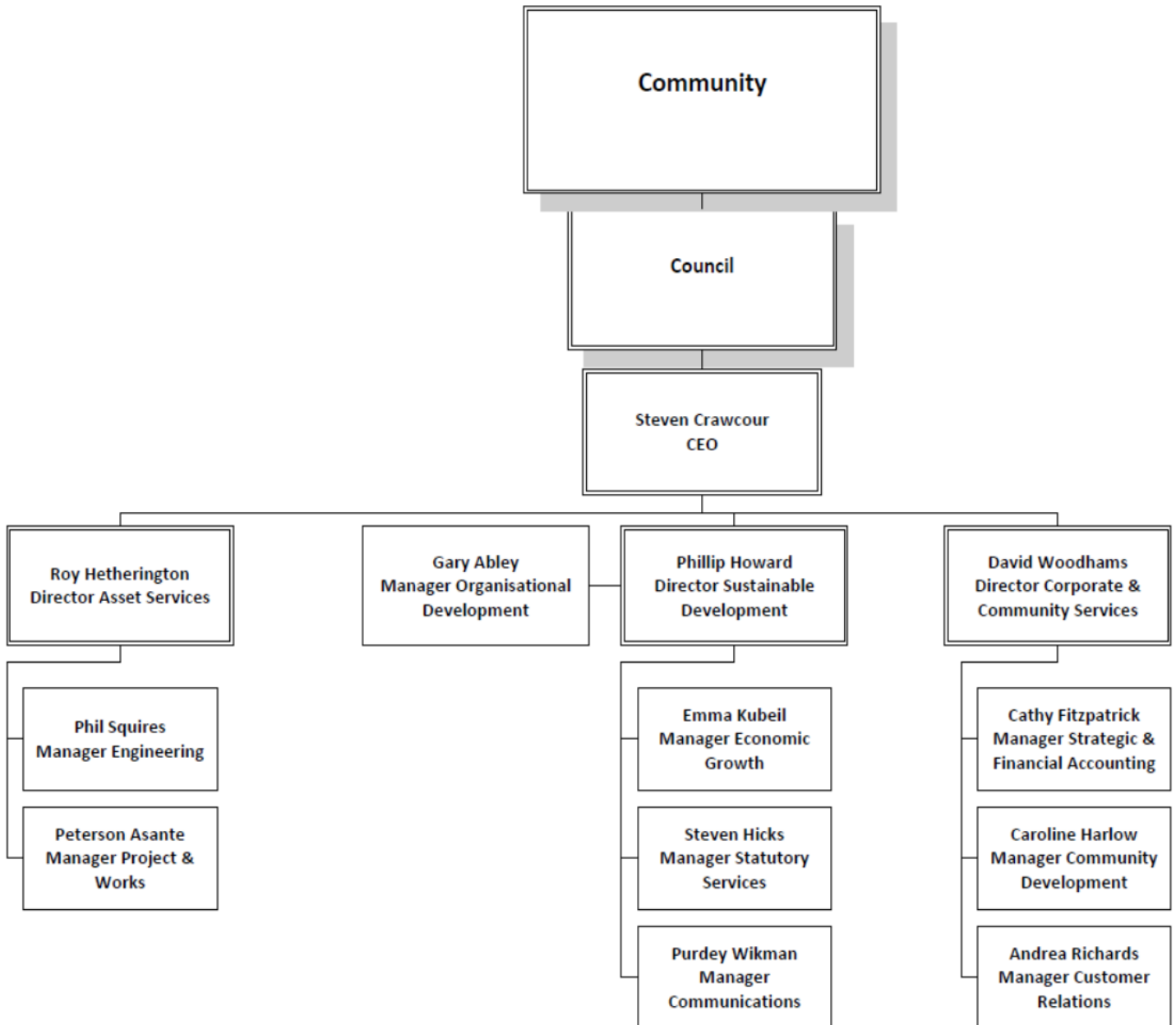


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OUR PEOPLE



WHAT IS A COUNCIL PLAN

Each council is required to prepare and adopt a Council Plan by 30 June in the year following a general election. In some cases the Minister for Local Government may extend the period within which a council may adopt its Council Plan.

Source: Section 125 LG Act 1989

- (2) A Council Plan must include—
- (a) the strategic objectives of the Council;
 - (b) strategies for achieving the objectives for at least the next 4 years;
 - (c) strategic indicators for monitoring the achievement of the objectives;
 - (d) a Strategic Resource Plan containing the matters specified in section 126;
 - (e) any other matters which are prescribed by the regulations.

Before adopting its Council Plan, a council must give public notice of its intention to adopt the plan and invite public submissions. Members of the public may make written submissions within 28 days of the notice and, if they so desire, request to be heard in support of their submission.

A council may review and update its Council Plan at any time, following the same process as for the original plan. At least once every year a council must consider whether the Council Plan requires any adjustment in respect to the remaining period of the plan. If a Council Plan is to be adjusted, the adjustments must also be subject to the public consultation process.

THE ROLE OF THE COUNCIL PLAN

A Council Plan should be a strategic document reflecting where the Council (and community) wants to be over the term of a Council and beyond and how it will achieve those outcomes.

The Council Plan is a 'Peak' Plan for Council that clearly identifies what the Council is planning to achieve in the next 4 years as part of longer term journey.

Council sets goals (themes) which outline the Council's key directions over the life of the plan. For each goal Council will set objectives which describe the future whilst the Strategies describe how it will be achieved. Finally actions will be listed under each strategy combined with Key Performance Indicators (KPI's) so they are measurable.

PERFORMANCE REPORTING

Reporting on Council Plan performance is formally done on a yearly basis through Council's Annual Report. The Annual Report presents the results achieved for that particular year with clear references back to the major Council Plan objectives and strategies. A copy of Council's Annual Report is available by contacting Council's Customer Services Officers.

On a quarterly basis, Council considers, at its Ordinary Council meeting, a report from its senior management on progress towards completion of Council Plan strategies as contained in the Council Plan for that year. Council is also provided monthly at its Ordinary Council meetings a Financial Report which gives a full financial analysis of its budget.

COUNCIL PLAN REVIEW

In the event that Council identifies a significant change in direction, or that changes to key strategies are needed, it may review the Council Plan at any time during the life of the plan. A community consultation process will be undertaken whenever the Council Plan is reviewed.

COUNCIL PLAN LINKS WITH ALL MUNICIPAL PLANS

As Council's overarching plan, the requirements of the Council Plan are reflected in all Council plans and documents. Examples of these linkages can be seen in Council's:

- Municipal Public Health and Wellbeing Plan
- Inclusive Communities Plan
- Governance and Protocols Code
- Departmental Business / Service Plans
- Asset Management Plan
- Road Management Plan
- Municipal Early Years Plan, and
- Economic Development Master Plan (Draft).

COUNCIL PLAN LINKS WITH STATE GOVERNMENT POLICIES

The Council Plan supports the State Government Legislative requirements and relevant high level strategic plans such as:

- Municipal Strategic Statement
- Hume Strategy for Sustainable Communities.

Our Vision:

“A Shire that drives and supports investment for population growth, shared wealth and wellbeing.”

Our Mission:

“To actively consult with community, investors and industry through advocacy and collaboration; delivering quality infrastructure, lifestyle and sustainable economic and community development.”

Our Guiding Principles:

Councillors and staff at Strathbogie Shire Council are committed to the following principles (values) as a guide to all its decisions and actions:

- **Good Governance** – We value innovation, integrity, accountability, strength, and consistency in leadership and decision making with adherence to robust, transparent and equitable policies and processes.
- **Working together** – We value the ability to maximise outcomes by working in partnership and collaboration with an engaged community, government, regional bodies and other stakeholders.
- **Quality Services** – We value the role of research, strategic planning, flexibility and innovation in delivering accessible and effective services and regional solutions that enhance the quality of life.
- **Social Inclusion** – We value widespread participation in civic and community life among people of all abilities and backgrounds.
- **Environment** – We value the shire’s natural and built environment and the importance of local amenity on quality of life.
- **Stability** – We value sound financial and resource planning and management to ensure Council’s long term sustainability and provision of quality services and infrastructure.



Goal 1

A community that has equitable access to a range of quality services which respond to its diverse needs and supports the wellbeing of our communities (**Community Wellbeing**).

Objective: Plan, support and / or deliver a broad range of responsive and accessible services to our diverse community.

1.1 Strategy:

Enhance the wellbeing and participation of our community.

Actions:	2013/14	2014/15	2015/16	2016/17
Continue to support and participate in the Strathbogie Health and Community Services Consortium.	✓	✓	✓	✓
As part of Council's Health and Wellbeing Plan identify ways to promote Shire wide health and wellbeing.	✓	✓		
Investigate the formation of a Youth Council and seek funding.	✓			
Reintroduce a Shire wide Disability Advisory Committee.	✓	✓		
Support Community Action Groups to develop methods of improved communication during emergencies.	✓	✓	✓	✓
Advocate that every child should have a competent learn to swim opportunity.	✓	✓	✓	✓
Collaborate and provide support to the development of Community Action Group Action Plans.	✓	✓	✓	✓
Support the "Prevention of Violence against women and children supporting safer communities" Action Plan.	✓	✓	✓	✓
Review and improve the community engagement plan.	✓	✓		
Investigate opportunities for Shire Wide youth cultural activities.	✓	✓	✓	✓
Design in consultation with VicRoads a suitable drop off / pick up area in Anderson St Euroa (Euroa Primary School).	✓			

Work with Euroa Rotary / Euroa Citizens Band to design and construct a Sound Shell at Euroa Band Hall.	✓			
Advocate for funding for a review of the Aquatic Strategy		✓		
Support the development of a men's shed program across the Shire.	✓	✓	✓	✓

1.2 Strategy:

Increase community services to Nagambie post bypass.

Actions:	2013/14	2014/15	2015/16	2016/17
Advocate for a full time child care facility in Nagambie.	✓	✓	✓	✓
Advocate for funding of Nagambie Lakes Community House.	✓	✓	✓	✓
Advocate for an Ambulance service based in Nagambie.	✓	✓	✓	✓
Advocate for a High School in Nagambie.	✓	✓	✓	✓

1.3 Strategy:

Provide equitable and high standard public transport services / facilities.

Actions:	2013/14	2014/15	2015/16	2016/17
Advocate for improved train station facilities across the Shire.	✓	✓	✓	✓
Advocate for better timetabling and shuttle services between Shepparton to Seymour and Wodonga to Seymour.	✓	✓	✓	✓



Goal 2

To promote and foster sustainable development in our natural and built environment **(Environment)**.

Objective: *To continue to protect and enhance the natural and built environment for current and future generations.*

2.1 Strategy:

Encourage clean, green environmental initiatives.

Actions:	2013/14	2014/15	2015/16	2016/17
Work with GBCMA to review flood mitigation requirements for residential buildings in Euroa and surrounds with the ability to release land for residential use.	✓			
Consult with GMW to improve and boost water storage facilities on the Seven Creeks.	✓			
Work with GBCMA to develop a sand trap on the Castle Creek to reduce the amount of sand build up.		✓		
Work with GBCMA to develop a program to remove sand from the pondage of Seven Creeks and Castle Creek and develop an agreed revegetation program.		✓		
Establish a Shire Wide Sustainable Development Reference Group.	✓			
Continue to develop the Violet Town flood mitigation Scheme.	✓	✓	✓	
Introduce an Organic Household Waste Service.	✓	✓		
Provide a secure water supply to the Euroa Showgrounds.	✓			

Participate in Regional Street Light Retro Fit Program.	✓	✓	✓	
Complete the Euroa Office energy retro-fit.		✓	✓	
Complete the Violet Town Landfill capping project.	✓			

2.2 Strategy:

Develop, maintain and protect our natural and built assets.

Actions:	2013/14	2014/15	2015/16	2016/17
Support Violet Town Action Group in preparation of a master plan for the Violet Town recreation reserve area.	✓			
Support the Euroa Environment Group to develop a Shire Wide Significant Tree Register on public land.	✓	✓	✓	✓
Update Council's Tree Management Plan.	✓	✓	✓	✓
Support the actions in the Shire's Community Safety Fire Action Plan.	✓	✓	✓	✓
Work with the "Bush Crew" where possible as part of the Shire's revegetation programs.	✓	✓	✓	✓
Investigate cost neutral funding options for the employment of a Environment / Planning / Sustainable Development Officer once an industry standard position description is developed and costed.	✓	✓		



Goal 3.

To ensure prudent, transparent and strategic financial planning which results in a sound legacy for the future **(Financial)**.

Objective: Provide best practice management and administrative systems and structures to support the delivery of Council services and programs.

3.1 Strategy:

Rationalise Council Owned Assets.

Actions:	2013/14	2014/15	2015/16	2016/17
Sell the Euroa Youth Club Hall and relocate current use to a suitable location.	✓			
Relocate Nagambie Shire Depot to Industrial Estate.	✓			
Develop for residential use and sell Nagambie Shire Depot.	✓	✓	✓	
Investigate and determine underutilised assets within the Shire.	✓	✓	✓	✓

3.2 Strategy:

Continue to focus on improving operational efficiencies by decreasing costs.

Actions:	2013/14	2014/15	2015/16	2016/17
Continue to drive the Shared Service Project with Shepparton and Moira Council's in an endeavour to reduce operating expenditure and ensure efficiencies of service.	✓	✓	✓	✓
Target major Capital Works Projects to seek government funding to reduce Councils costs.	✓	✓	✓	✓

Explore and take up partnership opportunities of non-core services with other Shires and organisations.	✓	✓	✓	✓
Benchmark Business Units under the Best Value Legislation to ensure efficient, effective and relevant services are provided.	✓	✓	✓	✓
Review Council's Long Term Financial Plan and Rating Strategy.	✓	✓	✓	✓
Reduce Council's infrastructure gap in a financially responsible manner as per Council's Long Term Financial Plan.	✓	✓	✓	✓
Seek grant funding opportunities wherever possible.	✓	✓	✓	✓
Conduct a Cost Benefit Analysis for the following operations: <ul style="list-style-type: none"> ▪ Shire wide operated swimming pools ▪ Euroa Saleyards ▪ Nagambie Lakes Regatta Centre ▪ Boating safety (compliance) operations in Nagambie ▪ Shire wide Youth services ▪ Open Space / Parks Management 	✓			

3.3 Strategy:

Ensure Council has equitable support financially from both Federal and State Governments.

Actions:	2013/14	2014/15	2015/16	2016/17
Advocate for Constitutional recognition of Local Government.	✓			
Advocate to both Federal and State Government to ensure that the current funding formulas provide equitable funds to Local Government.	✓	✓	✓	✓



Goal 4

A Shire that builds trust and recognises community needs through transparent, accountable and democratic decision making (**Governance**).

Objective: To provide all our stakeholders with consistent and timely decision making.

4.1 Strategy:

Engage our community in our decision making processes.

Actions:	2013/14	2014/15	2015/16	2016/17
Develop a program that delivers increased Councillor interaction with the community in their local settings.	✓	✓	✓	✓
Introduce an online system for improved community engagement.	✓	✓		
Review Council's Communication Strategy.	✓	✓		

4.2 Strategy:

Provide a workforce that is accountable and transparent in its operations.

Actions:	2013/14	2014/15	2015/16	2016/17
Support gender equity in our workforce development.	✓	✓	✓	✓
Investigate and implement best methods of access and surveillance in relation to safety and security at all Transfer Stations.		✓		

Address the actions required from the Internal Auditors Reports and report back to Council via the Audit Committee.	✓	✓	✓	✓
Executive Management Team to monitor and review the ongoing performance of all staff operations.	✓	✓	✓	✓



Goal 5

Encourage investment and development into the Shire by having a responsive and proactive business development culture (**Industry, Business and Investment**).

Objective: Pursue opportunities to increase the range of businesses and industries in the Shire to further strengthen our economy.

5.1 Strategy:

Ensure Council has the ability to provide a single point of contact for its customers.

Actions:	2013/14	2014/15	2015/16	2016/17
Review the Planning approval processes, staffing levels and operations for greater efficiencies.	✓			
Develop online and hard copy methods for self-service enquiry and resolution for Planning Applications.	✓	✓		
Investigate a system to broaden Council's current Business Directory on the website to also include individual skill based details.	✓	✓	✓	✓

5.2 Strategy:
Support Nagambie traders post bypass.

Actions:	2013/14	2014/15	2015/16	2016/17
Develop a marketing / events campaign program.	✓			
Establish a working group for strategic planning on branding, marketing and development of High Street retail area.	✓			

5.3 Strategy:
Support and enhance a “Can Do” Culture.

Actions:	2013/14	2014/15	2015/16	2016/17
Conduct a Grants Forum / Expo on External Grants for all our community.	✓	✓	✓	✓
Investigate the formation of an education alliance group around advocacy, information sharing, strategic partnership and economic development.	✓	✓		
Develop and implement a change program focusing on a “Can Do” culture in business service.	✓	✓	✓	✓
Support development and investment with a commitment to fast efficient services to all customers.	✓			
Support actions in Council's Economic Development Masterplan.	✓	✓	✓	✓



Goal 6

Ensure the Shires infrastructure enhances efficiency for people and freight movement, service delivery and community amenities (**Infrastructure**).

Objective: Provide well maintained, affordable and appropriate infrastructure.

6.1 Strategy:

Provide industry standard facilities.

Actions:	2013/14	2014/15	2015/16	2016/17
Develop a Risk Management Plan for Euroa Saleyards.	✓	✓		
Investigate options for the long term sustainability of the Euroa Saleyards including funding models and major Capital Works Programs.	✓	✓	✓	✓
Investigate Management options for the Euroa Saleyards	✓	✓		

6.2 Strategy:

Support History and Cultural Monuments.

Actions:	2013/14	2014/15	2015/16	2016/17
Continue to support the RSL Avenue of Honour project in main street of Violet Town.	✓			
Continue to support Euroa RSL's VC Winners Bronze Statue project.	✓			

Investigate the development of a long term masterplan for the Euroa RSL and Third Age Club precinct.	✓			
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6.3 Strategy:

Deliver Council's bridge replacement in line with industry best practice.

Actions:	2013/14	2014/15	2015/16	2016/17
Review the management plan for Kirwan's Bridge including funding opportunities.	✓			
Investigate and consult in relation to proving a link bridge from the Friendlies Reserve to Memorial Oval over the Seven Creeks.		✓	✓	
Support community initiative in securing funding to link the Apex Walking Track across the Seven Creeks near the Rockies.	✓			
Investigate options for the replacement of the Blaney Lane bridge to Buckley Park in Nagambie.		✓		

6.4 Strategy:

Provide passive and active recreational facilities and paths / tracks.

Actions:	2013/14	2014/15	2015/16	2016/17
Investigate options to provide a shared pathway connecting the Regatta Centre to the Nagambie Town Centre		✓		
Investigate options to provide a shared pathway connecting Kirwan's Bridge Community to Nagambie Town.		✓		
Investigate the development of a no boating or fishing area at River Street and introduce a no life guard swimming area.	✓	✓		
Support the Nagambie Lakes Recreational and Commercial Stakeholders Waterways Committee in implementing the Actions in the On Land and On Water Strategy.	✓	✓	✓	✓
Secure funding to develop options for an additional sport and recreation precinct in Nagambie.	✓			
Extend landing in front of rowing club around to staged area at Buckley Park and back to walking bridge at boat ramp area.		✓		
Develop a Nagambie Recreation Reserve Masterplan.		✓		
Repair Violet Town tennis club rooms.	✓			
Seek funding for stage two of Avenel Recreation Reserve upgrade.		✓		
Seek funding for the upgrade of the Avenel Memorial Hall.		✓		
Beautify the main street in Violet Town in conjunction with the Violet Town Action Group.			✓	
Design, develop and apply for funding for a new library in Violet Town.	✓			
Continue to support the Euroa Recreational Committee of Management for the redevelopment of Euroa Memorial Oval.	✓			
Work with Shire wide environment groups to develop programs that deliver community benefits.	✓	✓	✓	✓

6.5 Strategy:

Provide best practice asset management.

Actions:	2013/14	2014/15	2015/16	2016/17
Advocate for a pedestrian crossing at the railway gates on Birkett Street, Euroa.	✓			
Retrofit the old SES office to OH&S standards and create a more usable office space with amenities.		✓		
Upgrade to digital projection for the Euroa Community Cinema.	✓			
Investigate potential uses for Wesley Hall.	✓			
Clean up town entrances in the Shire.	✓	✓	✓	✓
Investigate and communicate with the community the development of pedestrian crossings in Brock Street, Railway Street and Binney Street area.	✓	✓		
Provide RV directional signage to Shannon's Lane Car Park Euroa.	✓			
Continue to design and seek funding for town drainage / sewerage schemes.	✓	✓	✓	✓
Investigate the expansion of additional street lights in the Shire.	✓	✓		
Advocate to Vicroads and Victrack for the creation of a roundabout resulting in a safer intersection at Queen Street / Bank Streets / Avenel Railway Crossing.	✓	✓	✓	✓
Investigate costs for Plain Road Nagambie to be sealed as an alternative truck route away from the town centre.	✓	✓		
Widen Nagambie - Locksley road to a uniform width and improve signage "to Euroa".	✓	✓	✓	
Investigate improved signage and road condition of Mullers Road Nagambie in line with Council's Road Management Plan.	✓			
Seek Funding for the Nagambie Main Street Redevelopment Post By Pass.	✓	✓		



Goal 7

A desirable and safe destination that supports the development of tourism and hospitality enterprises that drive economic growth across our Shire (**Tourism and Hospitality**).

Objective: *Ensure a coordinated and effective approach to economic and tourism development is maintained at all times.*

7.1 Strategy:

Ensure there is consistent branding and marketing of the Shire.

Actions:	2013/14	2014/15	2015/16	2016/17
Advocate to relevant State Government departments for extra tourism funding.	✓	✓	✓	✓
Provide RV friendly car parking signage.	✓	✓		
Develop a tourist map of all the horse studs in Strathbogie Shire in partnership with North East Thoroughbreds.	✓	✓		
Investigate funding for a marketing company to work with tourism groups across the Shire.	✓			
Conduct a forum with stakeholders to develop the Shire's branding as recommended in the Economic Development Masterplan.		✓		
Ensure the successful implementation of the Tourism Strategies in the Economic Development Masterplan.	✓	✓	✓	✓

7.2 Strategy:

Develop the Shire's tourism story and café culture.

Actions:	2013/14	2014/15	2015/16	2016/17
Investigate the feasibility of providing plaques on each building to advise of the history of that building.		✓		
Introduce a phone app. for website with town information.		✓		

Strategic Indicators 2013/2014

Measures:	Targets by:
<p>1. A community that has equitable access to a range of quality services which respond to its diverse needs and supports the wellbeing of our communities (Community Wellbeing).</p> <ul style="list-style-type: none"> ▪ Design in consultation with VicRoads a suitable drop off / pick up area in Anderson St Euroa (Euroa Primary School). ▪ Work with Euroa Rotary / Euroa Citizens Band to design and construct a Sound Shell at Euroa Band Hall. 	<p>31 December 13</p> <p>28 February 14</p>
<p>2. To promote and foster sustainable development in our natural and built environment. (Environment).</p> <ul style="list-style-type: none"> ▪ Establish a Shire Wide Sustainable Development Reference Group. ▪ Introduce an Organic Household Waste Service. 	<p>30 November 13</p> <p>31 January 14</p>
<p>3. To ensure prudent, transparent and strategic financial planning which results in sound legacy for the future (Financial).</p> <ul style="list-style-type: none"> ▪ Relocate Nagambie Shire Depot to Industrial Estate. ▪ Review Council's Long Term Financial Plan and Rating Strategy. 	<p>31 March 14</p> <p>31 October 13</p>
<p>4. A Shire that builds trust and recognises community needs through transparent, accountable and democratic decision making (Governance).</p> <ul style="list-style-type: none"> ▪ Introduce an online system for improved community engagement. ▪ Review Council's Communication Strategy. 	<p>30 November 13</p> <p>30 September 13</p>
<p>5. Encourage investment and development into the Shire by having a responsive and proactive business development culture. (Industry, Business and Investment).</p> <ul style="list-style-type: none"> ▪ Develop online and hard copy methods for self-service enquiry and resolution for Planning Applications. ▪ Establish a working group for strategic planning on branding and marketing and development of Nagambie High Street retail area. 	<p>31 March 14</p> <p>30 November 13</p>
<p>6. Ensure the Shire's infrastructure enhances efficiency for people and freight movement, service delivery and community amenities (Infrastructure).</p> <ul style="list-style-type: none"> ▪ Design, develop and apply for funding for a new library in Violet Town. ▪ Continue to support the Euroa Recreational Committee of Management for the redevelopment of Euroa Memorial Oval. 	<p>31 May 14</p> <p>31 January 14</p>
<p>7. A desirable and safe destination that supports the development of tourism and hospitality enterprises that drive economic growth across our Shire (Tourism and Hospitality).</p> <ul style="list-style-type: none"> ▪ Develop a tourist map of all the horse studs in Strathbogie Shire in partnership with North East Thoroughbreds. ▪ Provide RV friendly car parking signage. 	<p>30 April 14</p> <p>31 May 14</p>