

- Aquatics Strategy
- Arts, Culture and Events Strategy
- Economic Development Strategy
- Environment Strategy
- Learning and Library Strategy
- Infrastructure Asset Management Plans (Roads, Bridges, Parks and Open Space, Buildings, Footpaths)
- Municipal Public Health and Wellbeing Plan
- Municipal Emergency Management Plan
- Open Space Standards
- [Mitchell](#) Open Space Strategy
- [Place-based community plans](#)
- Play Space Strategy
- [Township and](#) Precinct Structure Plans
- Road Management Plan
- Social Justice Framework
- Sustainable Resource Management Strategy

~~Township Structure Plans~~

- Volunteer Framework
- Waste Management Strategy

RELATED SERVICES

Council provides the following (funded by budget programs) to deliver this strategic objective:

- [Children's Services \(including kindergarten\)](#)
- [Community Development](#)
- [Customer and Library Services](#)
- [Leisure Services](#)
- [Local Laws](#)
- [Operations](#)
- [Parks and gardens](#)
- [Maternal and Child Health and Immunisations](#)
- [Environmental Health](#)

- [Recreation and Open Space](#)
- [School Crossing Supervisors](#)
- [Youth Services](#)

## Supporting Local Jobs, [Businesses](#) and Quality Investment

Mitchell Shire is strategically located to take advantage of Victoria's growing economy. It has a sound and sustainable local business base and great economic potential and opportunities for further growth and prosperity.

Mitchell Shire supports a total of 9483 jobs and has an estimated Gross Regional Product (GRP) of \$1.4 billion and total economic output of \$2.83 billion. With the inclusion of Beveridge and Wallan within Melbourne's urban growth boundary and anticipated growth across the rest of the Shire, our population will continue to grow strongly. This growth underscores the importance of and opportunity for creating jobs and attracting quality investment.

Council will work collaboratively with business, government and other organisations to create better conditions for job creation and business growth now and into the future. Our aim is to balance housing and job growth, diversify our local economy, advocate to government and create the conditions where economic growth can occur.

### STRATEGIC OBJECTIVE

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

### KEY STRATEGIES

5.1: Facilitate a high level of civic pride in the presentation of public and private land in our towns and communities.

5.2: Foster economic growth through supporting new and existing businesses, industry, public sector investment, and events.

5.3: Provide support for existing businesses to connect and access opportunities to improve and grow their businesses.

5.4: Encourage local networks which support economic growth.

5.5: Support the development and enhancement of local tourist attractions.

5.6: Promote our region and towns as a destination for tourists and visitors.

### [MEASURES OF SUCCESS](#)

#### [Increases in:](#)

- [Satisfaction with Council's performance on Tourism Development \(CSS\)](#)
- [Satisfaction with Council's performance on Business and Community Development \(CSS\)](#)

### RELATED STRATEGIES

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

- Economic Development Strategy
- Goulburn River Valley Tourism Development Plan

- Township Structure Plans

#### RELATED SERVICES

Council provides the following (funded by budget programs) to deliver this strategic objective:

- Economic Development
- Tourism

### Sound Financial and Organisational Management

Our financial and organisational management focus supports the organisation to provide high quality frontline services and information to the community, to recruit and retain staff and to ensure that the organisation's structures, activities and operations are conducted with probity, transparency and accountability.

It is important that the organisation embraces digital technology and demonstrates leadership by continuously improving the way we deliver our services, provide information to the community and ensure sound and sustainable financial and organisational management.

#### STRATEGIC OBJECTIVE

To be leaders in financial and organisational management.

#### KEY STRATEGIES

6.1: Ensure Councillors and Council staff work together to deliver the best for the community.

6.2: Deliver high quality projects that benefit our community.

6.3: Ensure a customer-first approach for responsive service delivery and communication.

6.4: Develop and adopt policies and procedures that reflect responsible, transparent and accountable management of Council finances.

6.5: Ensure appropriate and prioritised budgeting which meets the needs of our present and future communities.

6.6: Support and retain high quality Council staff.

6.7: Ensure a strong ethical culture that is intolerant of any form of corruption.

6.8: Use technology to support and enhance communications and service delivery.

#### MEASURES OF SUCCESS

Increases in:

##### LGPRF

- Satisfaction with Council's performance on community decisions (decisions made in the interests of the community)

##### Customer Satisfaction Survey

- Satisfaction with Council's performance on Overall Performance
- Satisfaction with Council's performance on Overall Council Direction

- [Satisfaction with Council's performance on Customer Service](#)

#### RELATED STRATEGIES

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

- Asset Management Strategy
- Asset Management Policy
- Budget
- Councillor Code of Conduct
- Delegations and Authorisations Policy
- Fraud Management Policy
- Gift Policy
- Information Communication Technology Strategy
- Meeting Procedure Local Law No. 1
- One Mitchell Positive Culture Project Plan
- Procurement Policy
- Protected Disclosure Policy
- Risk Management Policy
- Strategic Resource Plan
- Tendering Policy

#### RELATED SERVICES

[Council provides the following \(funded by budget programs\) to deliver this strategic objective:](#)

- [Councillor Support](#)
- [CEO and Mayoral Support](#)
- [Finance](#)
- [Assets](#)
- [Governance and Corporate Accountability](#)
- [Information Services](#)
- [Information Systems](#)
- [People and Culture](#)
- [Risk and OHS](#)

## Caring for our Environment

Council plays an important role in environmental management through our controls over strategic land use planning, environmental health and in our role as a public land manager. We recognise that the environment underpins prosperity and we recognise the importance of working in partnership with environmental and land management organisations and responsible landholders.

There is a need to ensure that the rural landscape, natural assets and biodiversity are adequately protected, while planning for managed growth in our Shire.

There are significant challenges in planning for sustainable waste and resource recovery services, ensuring the rural landscape is protected.

Council seeks to increase the level of community participation and education in the management of the natural environment and empower residents to prepare for the impacts of climate change. It is committed to integrating innovative and sustainable practices into our operations to reduce energy and water usage and costs.

With an environment that is increasingly subject to climatic extremes, Council will work with communities and agencies to reduce the impacts of climate change, prepare for, and respond to, natural disasters and emergency events ~~such as fire and flood~~. Council has a legislated role in emergency management. We work closely with emergency services and community organisations to assist our community during the response and recovery phases to an emergency event.

### STRATEGIC OBJECTIVE

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

### KEY STRATEGIES

7.1: Protect and enhance Mitchell Shire's rural landscape and natural assets.

7.2: Empower the community through partnerships and education.

7.3: Be prepared and proactive in responding to the effects of climate change on the community.

7.4: Investigate and initiate innovative practices in key aspects of environmental management.

7.5: Provide opportunities for the community to experience nature in their everyday lives.

7.6: Improve compliance with fire hazard removal, weed management and appropriate waste disposal.

### MEASURES OF SUCCESS

#### Increases in:

#### LGPRF

- Kerbside collection waste diverted from landfill

#### Customer Satisfaction Survey

- Satisfaction with Council's performance on environmental sustainability
- Satisfaction with Council's performance on waste management
- Satisfaction with Council's performance on emergency management

- [Satisfaction with Council's performance on slashing and weed control](#)

#### RELATED STRATEGIES

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

- Economic Development Strategy
- Environment Strategy
- Heatwave Plan
- Goulburn Valley Waste and Resource Recovery Implementation Plan
- Municipal Emergency Management Plan
- Municipal Fire Management Plan
- Neighbourhood Safer Places Plan
- Open Space Strategy
- [Rural Roadside Environmental Management Plan](#)
- [Sustainable Resource Management Strategy](#)
- [Waste Management Strategy](#)

#### RELATED SERVICES

[Council provides the following \(funded by budget programs\) to deliver this strategic objective:](#)

- [Environmental Programs](#)
- [Fire Prevention](#)
- [Emergency Management](#)
- [Waste Management](#)

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CUSTOMER AND LIBRARY SERVICE CENTRES

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