



2050

Mitchell
Community

YOUR

VISION



“We are a healthy, vibrant and connected community that values nature, diversity and innovation.”

Welcome to your Vision

We are excited that this vision is the first of many steps we will take together as we grow and change.

Mitchell will become a place that people of all ages love to call home, where we celebrate our natural beauty and businesses prosper.

As the future unfolds in Mitchell you will experience communities that are healthy, vibrant and well connected alongside of where nature, diversity and innovation all flourish.

Community owners

Council will ensure that in everything it does it upholds the values and themes in this document and keeps your vision front of mind.

The community are the owners of the vision, we will work alongside you to bring the many dreams and aspirations to life.

We all have a role to help achieve the Vision. For Council it's being the engine room that plans and, in some cases, delivers a range of services and infrastructure. For other organisations and levels of Government it's about investments and forming partnerships to ensure we collectively work together to achieve the Vision.

The role of the community is the most important and we need to hear your voice regularly to ensure we are on track, understanding and undertaking work that benefits and supports all members of the community as they move through the life stages.

Seymour locals cooking. Photo from My Mitchell Photo Competition 2020.
Kilmore town Hall.
Community Bank® Adventure Playground, Hadfield Park, Wallan.
Page 2: Community Vision community consultation sessions.

Vision Purpose and Role

Mitchell 2050 was developed by the community for the community as we journey towards 2050.

It provides a long-term community vision for the municipality, along with six key themes to help collectively achieve the vision.

It has been developed based on the evidence of current and future community needs and an in-depth community consultation and engagement process.

Under the *Local Government Act 2020*, the primary objective of Council is to work towards improving the overall quality of life of people in the local community.

In addition, Councils are required to deliver the services that support and achieve positive, healthy, connected and sustainable communities in addition to identifying the communities need.

Vision Statement



“We are a healthy, vibrant and connected community that values nature, diversity and innovation”





Acknowledgement of Country

Mitchell Shire Council acknowledges the Taungurung and Wurundjeri Woi Wurrung people as the Traditional Owners of the lands and waterways in the area now known as Mitchell Shire.

We pay our respect to their rich cultures and to Elders, past, present and emerging, as well as other Aboriginal and Torres Strait Islander people who live, work and play in the area.

Traditional Owners

The Taungurung and Wurundjeri Woi Wurrung people are the Traditional Owners of the lands and waterways in the area now known Mitchell. There is also a large Aboriginal community which comprises of members from nations and clans across Australia.

We recognise the composition of Aboriginal communities in Mitchell is multifaceted. The delivery of self-determination must encompass more than speaking with one group and requires consulting with different groups. True self-determination within municipal boundaries ensures all cohorts in the community are represented with equitable voice, and that decisions which effect Aboriginal and Torres Strait Islander communities in Mitchell are explored and undertaken in partnership with local Aboriginal communities.

On average a higher proportion of Aboriginal and Torres Strait Islander families and communities call Mitchell home than other parts of Melbourne and Victoria.

(Mitchell: 1.6%; Greater Melbourne: 0.5% and Victoria: 0.8%, Profile id)



Appreciation to the Community

Council would like to acknowledge all community members, community groups and other stakeholders who were involved in the consultation to develop Mitchell Community Vision 2050. Whether directly or indirectly people from across all life stages, nationalities, faiths and genders reached out and shared their dreams and aspirations for the future. Whether you contributed or not to the Vision it will be a document for everyone.

Human Rights Responsibility

Local government has a key role to play in creating a socially just, inclusive and sustainable community. Mitchell Shire affirms Council's human rights obligations under the Victorian Charter of *Human Rights and Responsibilities Act 2006* and actions Council's mission "Working with our communities to build a great quality of life".



Broadford Outdoor pool fun.
Mitchell Shire Youth Council 2021.
Australia Day 2021 Citizen of the Year - John Simpson.

Our community

In 2021 over 48,900 people call Mitchell home. Over the next two decades, we are expected to reach 170,830 residents. By 2050 we will be home to even a larger number of people.

Each week, our population increases by 65 people, which includes 36 babies who will call Mitchell home. This equates to 38 new homes being built every week which will increase the need for local schools, sports facilities and other community infrastructure.

While in 2021, our community is currently made up of adults aged between 25 to 64 (51.84%) in coming years we will see significant increases in the number of younger people coming into the world, in addition we will also find an increase in our aging population.

English is currently the most common language spoken with 84.8% of the community using this regularly. Following from this is Italian (0.5%) Mandarin (0.4%) and Punjabi (0.3%)

(Census 2016)

Our Places

Mitchell Shire forms part of the Goulburn Valley and is located in the heart of Victoria, it is famous for its scenic beauty while being characterised by rolling hills, volcanic cones, lush forests, majestic rivers and waterways, rural plains and the jewel in the crown, the stunning Goulburn River.

Your backyard is made up of a range of country, farm and village style townships, established areas and newly emerging suburbs along with larger regional town centres.

In developing the Vision, we heard that what is most important is not only the protection and restoration of the natural beauty and places but the importance in having land that supports a range of recreational and lifestyle opportunities for individuals, families and friends.



Wynnies, age 7.

Community Participation



1521 responses to the survey with
822 responses from in person activities

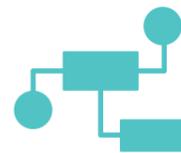


total days of community consultation took place

The website Mitchell2050 attracted **1725** views



More than **11,000** pieces of unique information was collected through the survey



From the **11,000** pieces of information **92** topics were created out of this, which informed the creation of



114 engagement events and activities



206 participants attended specific workshops



88% of participants live in the Shire

Consultation reached over **2862 km²**



23.7% responses came from **Wallan**, and **18.7%** **Kilmore** and **Seymour**



50% of all respondents have lived in Mitchell for more than **10 years**

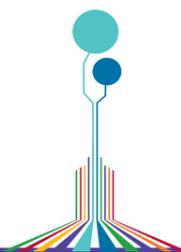


The most popular question answered was *'When you imagine Mitchell Shire in 2050, what do you wish for'* with **1270** responses



3243 comments

The strongest topic that emerged from the consultation was **'Connected, Healthy and People'** which received the largest number of single comments related to Social Connection which related to friendliness, being part of the community and town and knowing your neighbours.





Say G'day Trail, Wandong.



Young people dreaming...



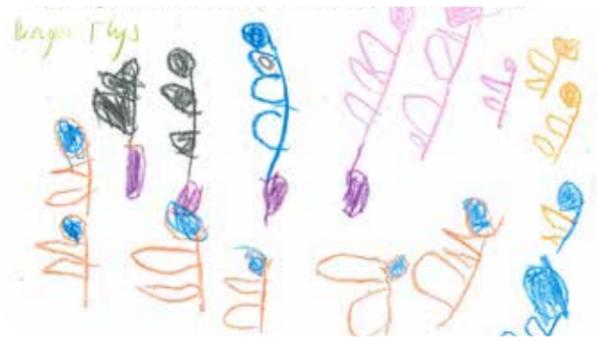
Lucus, age 6.



Hamish, age 6.



Hudson, age 7.



Josie, age 4



Erin, age 4.



Every, age 3.

How the Vision was developed

We know it can be challenging to envisage the long-term future, particularly 30 years. The Community Vision was developed with this in mind and was further strengthened by asking for your direction on what Council can do to support bringing to life the Vision for your future and that of your family, neighbours and friends.

Front of mind in developing the Vision was a promise to ensure that:

- > You felt a sense of connection and ownership in the process
- > Your needs and aspirations were authentically captured
- > You felt there was a two-way contribution and a shared understanding
- > You were heard and the process was open and transparent

What did we ask you?

It is important for Council to understand your love of the present but also your dreams for the future. We asked a series of questions which helped us develop the Community Vision.

- > When you imagine Mitchell Shire in 2050, what do you wish for?
- > What do you love most about your community and why?
- > What do you, your family or community need or find is missing in Mitchell Shire?
- > What is needed to improve how we connect across Mitchell?
- > What is needed to improve the health and wellbeing of our community?
- > What is most important to you as we grow and change?
- > What is needed to support the creation of jobs in Mitchell?

What is needed to **improve** the health and wellbeing of the community?



Oska, age 6.

What do you **love** about **where you live** or your community?



Cooper, age 7.



Who we consulted

The community actively participated during the consultation period. A survey was undertaken receiving 1,521 responses. The youngest participant was 2 years old and the oldest participant was 90 years old with the majority of responses coming from those aged between 25 and 64. In total, those who provided gender information 60% of participants were female, 36% were male and 3.7% identified themselves as non-binary.

The survey found that 88% of the community who responded lived in Mitchell while the remaining 12% was made up of people who visited, worked, studied or owned property.

How we consulted

A place-based approach to engagement was undertaken to deliver the consultation program. This approach recognised across the 2,862 kilometres, each township and community is unique. Therefore, going to where the people are, was important to encourage both awareness and participation.



Lily, age 9.

Mitchell Shire Youth workshop.
Pyalong Neighbourhood House and community getting together.

Theme introduction

How they were developed

We asked you to dream big, and you did. Six major themes arose from the answers you provided, from these responses there was over 11,000 unique pieces of information. The six themes were developed and categorised in ways to ensure it resonated with what the community said. We applied a framework around the built, social, economic and natural environments to group what you told us.

Through the survey you shared with us a range of positive and inspiring comments that clearly outlined what you valued in your community and what was important to be retained. Equally your dreams and ideas for the future told us about what might be missing and what you may love to see.

The most important aspect to remember is these themes belong to you, they have been developed through Council listening to your dreams and ambitions for the future. Over time these themes may be refined or updated in conversation and direction by the community.

Each theme has an aspiration attached to it. The aspiration describing the outcomes you are wanting to see Council focus on.

Six Themes



Theme 1 - Vibrant communities



Theme 2 - Working, learning and tourism



Theme 3 - Travelling and getting around



Theme 4 - Shaping neighbourhoods



Theme 5 - Nature and parks



Theme 6 - Climate action





Theme 1 Vibrant communities



By 2050 our community wishes to be better connected, whether through accessible health and community services, recreational facilities, community buildings, activities for young people or through providing more formal and informal social settings and public places for people to gather.

We want to be fit and healthy and have access to safe and nutritious food. It is hoped that any gaps in health and community services have been addressed and the resilience of the local community has been strengthened.

Participation in sport and other recreational interests is prominent and we will have access to high quality community infrastructure. There will be many opportunities to volunteer, and our young people will have a range of activities available that they can participate in allowing them to meet new people and make new friends. During the day and night our main streets will be vibrant and full of life with people of all ages coming together to connect, play and socialise.

People from all life stages, faiths, gender and backgrounds will feel safe, secure and part of the community. Everyone will have the freedom and choice to be who they want to be and be proud.



Aquatic centres to rival those of metro suburbs.

Female, age 42, Kilmore

I also envisage a state of the art hospital, with an ED that will have a doctor on throughout the night, not just nurses, a far more expanded service from the hospital to support other tests etc for the community rather than having to go to another hospital.

Female, age 42, Kilmore

Social connection and cohesion, accessible health and welfare services, recreational facilities, community buildings, community safety, local food and produce, activities for all life stages, cultural and linguistic diversity, healthy lifestyles, arts and culture, cost of living, accessible internet/phone, indigenous culture, work life balance, family violence, gender equity, faith groups.

A first class gym, there are hardly any classes available at the moment the ones that are running are at really bad times. I would love to see a great spin studio and a women's only gym.

Female, age 27, Heathcote Junction

That there is no judgement within our community and that people do feel connected and not isolated from all ages and backgrounds.

Female, age 49, Wallan





Theme 2 Working, learning and tourism



Mitchell's local economy will be vibrant, shops, business and education will grow and become more accessible and attractive offering a significant increase in local employment and education.

Whether you live in or visit Mitchell it will become a destination where people are proud to work, learn and play. Residents will be proud to show off local natural features that draw from Mitchell's unique and tranquil settings. The Goulburn River, rolling hillsides and townships will offer people far and wide with opportunities to experience and explore Mitchell.

In 2050 Mitchell will be showcasing and promoting local initiatives that support a diverse local business community to cater for a wider range of businesses. An appropriate amount of land will be made available and zoned to ensure future business hubs, parks and centres have the opportunity to grow and further develop increasing opportunities for a range of skilled professionals to gain local employment.

As Mitchell grows so too will the opportunity to access local lifestyle precincts which will evolve ensuring there is ample space for people of all ages to enjoy social interaction, recreational, formal functions and events.



A coordinated series of festivals/
events that attract visitors
throughout the year.

Male, age 80, Whiteheads Creek

A lot more opportunities for young people to work.

Female, age 47, Kilmore

That the Shire promotes Seymour and utilises our
Goulburn River and gets more people to visit our town.

Female, age 47, Kilmore

Local job opportunities, educational opportunities, entertainment, shopping centres/main strip shops, food and dining, tourism, commercial/industrial land use, racecourses.

More learning opportunities within Seymour, to facilitate students not having to leave the town and keep employment within Seymour. Given the train station being in town this is a great place to study and make Seymour a destination to study at. reverse the current arrangement where you need to com mute into the city.

Male, age 37, Seymour

Somewhere for all ages to go, not much for families to do together or people to gather to do activities. Would like someone to do a movie day.

Male, age 35, Wallan





Theme 3 Travelling and getting around



In 2050, travel to, from and within Mitchell will be accessible, safe, environmentally sustainable and well designed. A range of options will exist on how you go about your day to day with numerous modes of transport being available to connect the community with family, friends and work.

Community will have a number of transport options, including cycling and walking through a series of well connected, safely designed, user friendly paths. All age groups will find that getting around Mitchell has never been easier whether commuting to school, work, to visit friends or family or just to head to the shops.

Motorists will find that roads will offer seamless connections, congestion will be reduced through innovation which provides more effective infrastructure and the latest in new and emerging public transport and road initiatives .

Innovative solutions are continually considered to efficiently manage parking options and public transport frequency to respond to demand, changing transport trends and community needs.



Infrastructure and roads which can cope with the influx of visitors and residents.

Female, age 38, Seymour

Mitchell also lacks good transport; our trains are slow and poorly serviced, and the Hume is reaching capacity. Investment is needed now.

Male, age 29, Broadford

Roads, footpaths, cycling paths, concerns about travel time/traffic, proximity to Melbourne, regional trains, bus service, Kilmore Bypass project, availability of parking.

Better accessible walking spaces so we can rely on cars less, more green spaces for families to play and people to enjoy nature, encouraging walking and physical activity.

Female, age 27, Wallan

I run a lot and would love to see a bike/walk path from Wallan to Craigieburn via the back road. There is already a dirt track but it's filthy and feels unsafe.

Female, age 34, Beveridge





Theme 4 Shaping Neighbourhoods



In 2050, we will see local heritage preserved to compliment the unique character of Mitchell and its townships . A balance has been struck between allowing appropriate and well designed development for future generations whilst protecting existing amenity and enhancing, the liveability of the towns.

It is recognised that not all decision making for Mitchells growth and change can be controlled but it is expected that Mitchell will continue to advocate to the State and Federal Government and other stakeholders for positive planning outcomes to ensure appropriate and well designed development occurs.

In 2050, you will still see townships that have retained a local historical character, value and beauty yet have grown to have a modern twist offering all the infrastructure and services you would expect within a modern township.

Connectivity between towns will be seamless each town and suburb's will still be identified and valued by its natural form, built landscapes and town character. There will be a range of different dwelling types offering choice.



That we are able to keep the country feel with still having a few of the conveniences of city life like reliable public transport and Job opportunities.

Female, age 37, Broadford

I wish for a country town with a modern twist.

Female, age 23, Kilmore

Action to support creative affordable housing options in and around towns such as co-operative housing and co-housing.

Male, age 67

Small town character, country look and feel, lifestyles , housing, general infrastructure, population growth, streetscapes.

A place that has found a unique balance between semi rural and suburbia. A place that gives the benefits of fresh air and space balanced with current and future needed infrastructure that leaves no child, adult or animal behind.

Female, age 50, Beveridge

Still semi rural but with better township hubs/ amenities to better serve the growing population.

Female, age 29, Puckapunyal





Theme 5 Nature and Parks



Hudson Park Playspace, Kilmore.

In 2050, Mitchell is home to a vibrant and thriving natural environment, where nature and parks are part of resident's everyday life. Our parks and reserves will be inviting and well utilised and foster a connected and healthy community for all ages and abilities.

Our parks and playgrounds serve as fun and exciting focal points for young people to come together, socialise, play and exercise.

Our natural reserves, including regional parks, bushland areas, waterways and grasslands are home to rich ecological systems supporting our important native flora and fauna which are spotted regularly by residents, adding greatly to the charm and lifestyle enjoyed by all.

Mitchell Shire will be known for the protection, enhancement, and connection of landscapes by increasing the extent and quality of native vegetation and for innovative and sustainable land management and agricultural production.

The community enjoy state of the art sporting facilities and public amenities that have been built for a wide range of user groups. When walking through our shire residents keep cool in hot summer months under the shade and canopies of mature trees while enjoying the diversity of landscapes and green spaces that permeates throughout our townships.

Playing in Mitchell's parks and open spaces and connecting with our abundant natural assets is a source of pride for residents in 2050.



Open spaces that allow a community spirit through sporting clubs and recreation.

Female, age 27, Beveridge

Parks that embrace the natural beauty of the area, encouraging people to enjoy the native flora and fauna that we are surrounded by and one of the main reasons many people have moved into the area.

Female, age 44, Waterford Park

Parks and reserves, playgrounds, trees, landscapes, forest areas/State parks/ agricultural land/farmland, Goulburn River, public toilets, golf courses.

Better access to walking cycling tracks. Taking advantage of our fabulous natural assets.

Male, age 55, Seymour

More focus on nature and outdoors, more footpaths, walking trails, and green spaces (pocket parks, grass, well maintained garden beds etc.), and shopping strips (particularly in Wallan) look nicer and more cohesive.

Female, age 27, Wallan





Theme 6 Climate Action



Mitchell Shire in 2050 is a community that is connected to healthy urban and regional landscapes, with townships powered by a diverse system of renewable energy technologies and linked through a wide network of walking and cycling trails.

Residents of Mitchell proclaim proudly that their shire is carbon neutral and that the progressive action taken on climate change has led to an ecological footprint that is the envy of neighbouring Council's. Council, community and business alike operate in a way that is conscious of their environmental impact, prioritising sustainability, and seeking to protect our valuable natural resources by utilising renewable energy, minimising potable water use and purchasing sustainably sourced products.

Our communities will have secure access to water and benefit from cooler, greener and clean urban spaces and healthier natural environments.

With the uptake of clean energy and zero emissions vehicles, the clean air that flows through the shire, will rustle the leaves of the many gardens, green spaces and protected natural areas throughout the region as they are enjoyed by all. Plastic waste and litter will be a distant memory in the new circular economy that thrives in our townships.



In 2050 I wish for a carbon neutral Mitchell. A Shire that is a true leader in Climate Action. Mitchell Shire should be taking steps to make it a climate friendly community in 30 years.

Male, age 29, Broadford

The natural environment will have been safeguarded from development and preserved in parks and State Parks. Our wildlife will be valued and protected.

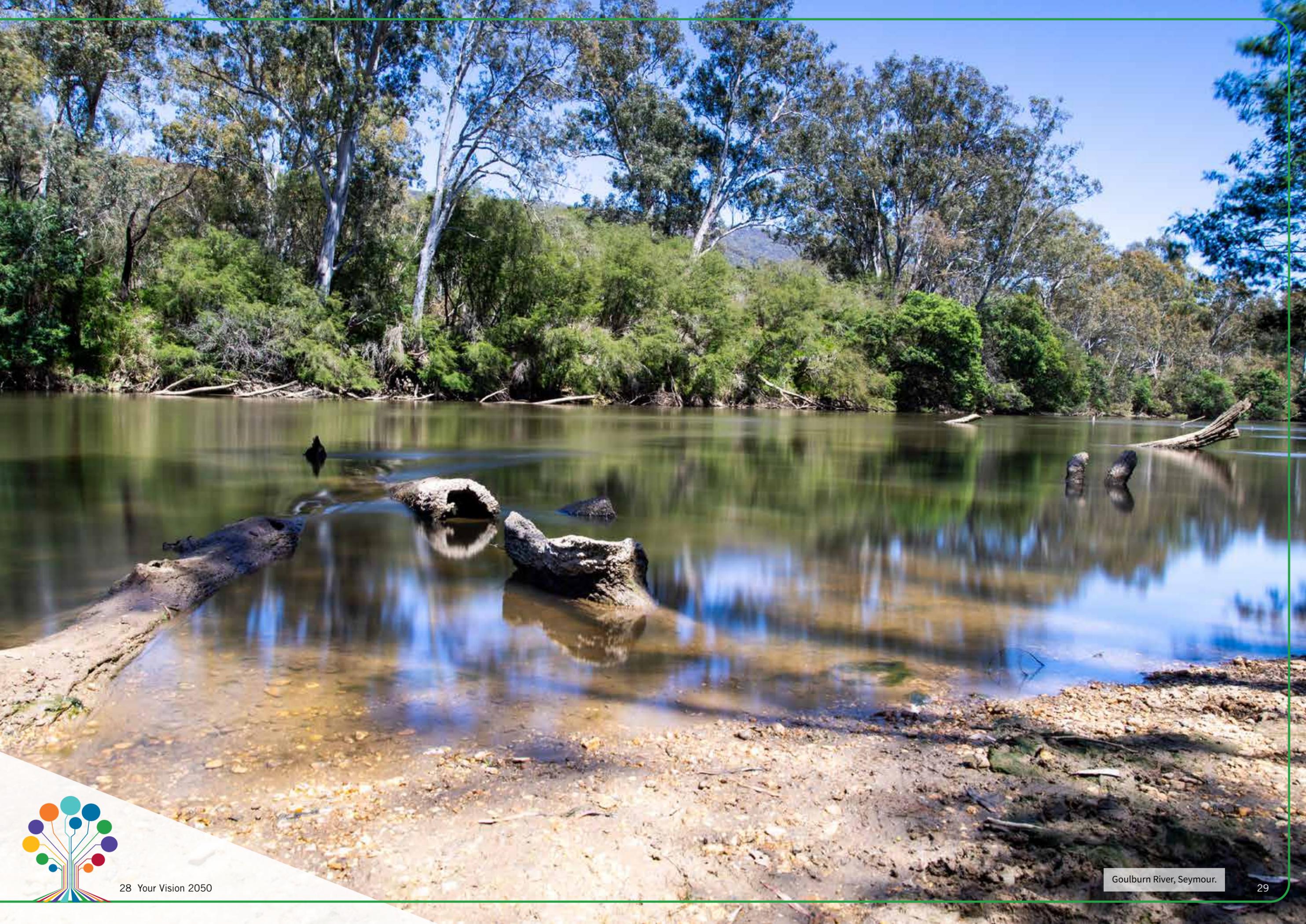
Female, Seymour

Solar, wind farms, electric cars, waste management, protection of natural resources, pollution, climate change, carbon neutrality, access to water, drainage and sewerage, emergency management bushfires/floods/storms.

A local thriving community built around engagement of its citizens, local food production, net zero emissions, electric vehicles public transport, all shire vehicles renewable energy is widespread. We've turned the corner on climate change active in nature. Cooling the Region with widespread tree planting and regenerative farming.

Female, age 70, Seymour





Turning the Vision into a reality

Everyone who lives, works, studies, or visits the municipality has a role to play in helping achieve this vision.

Council will work together with the community, other levels of government, industry and non-for-profit organisations to drive the realisation of this vision, ensuring it is reflected on, actioned and monitored.

The vision will be incorporated into all aspects of Council's planning, decision making, advocacy, and service delivery. As our community grows and changes, the focus areas will need to be reviewed to make sure the vision truly reflects the current attitudes of our community.

Council commits to regularly check in with you to ensure that we give proper regard to the current views, dreams and aspirations of our community. We hope that you will use this document to assist when having conversations with Council in the future.

What's next?

Now we have launched your vision for the future it's time for us to continue all the great work that's being undertaken. Enhancing our services, protecting and repairing our natural environment, building the facilities that will offer so many fun and exciting experiences for you to come together with your family and friends.

In time, through working as one, we together can help shape Mitchell's future. A document however won't do it alone, it will take passion, determination and drive. Together we will shape the future that you want to live, work and play in and inspire one another in continuing to dream big and reach for exciting outcomes.

It will continue to be a busy time in Mitchell as we grow and change but through a combined effort, we will create healthy, vibrant and connected places that you will be proud to call home.

Participation for all

As we start our journey together you may be wondering 'what can I do to help'? The vision opens a range of opportunities for conversation and connection, empowering you to make a difference in our world as we grow and change.

Consider volunteering or talking to people on issues that matter. Build partnerships, networks and relationships with people from all walks of life.

Take this journey together with your family, friends and fellow neighbours. Be kind to one another, proud of your children and your respect of the environment around you.

Remember to always take time out of your day to celebrate the success and enjoy the contributions that the community make around you.

Continuing the conversation

Targets and strategic indicators will be identified through the four-year Council Plan process and reported back to the community regularly through a range of information platforms.

An open invitation is also extended for you to join and celebrate in the achievements as they are delivered to the community each year. Each celebration is not only a

milestone which takes us one step further towards our future but is an opportunity to pause and reflect on what we can achieve by working together alongside of our family, friends and community colleagues.

Regular conversations will also take place through a range of consultation opportunities where we can all engage in authentic and meaningful conversations to ensure the right direction is being taken.



Adele, age 6.





Rock formations, Tooborac.
Photo by Matt Walker, instagram @_matt.walker_.



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