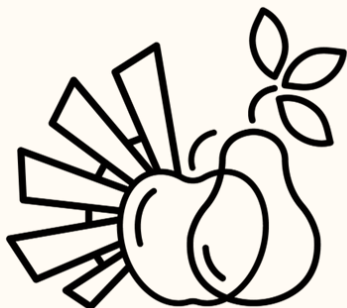




Shepparton East Community Action Plan 2025



SHEPPARTON EAST
COMMUNITY PLANNING GROUP



"The peace and quiet"

"Rural community feel that is close to Shepparton"

"The family atmosphere"

"Country living feel"

What we love about Shepparton East!

"The friendly community"

"Good school, kinder and sporting clubs"

"Knowing our neighbours"

"The picturesque orchards"

About Shepparton East

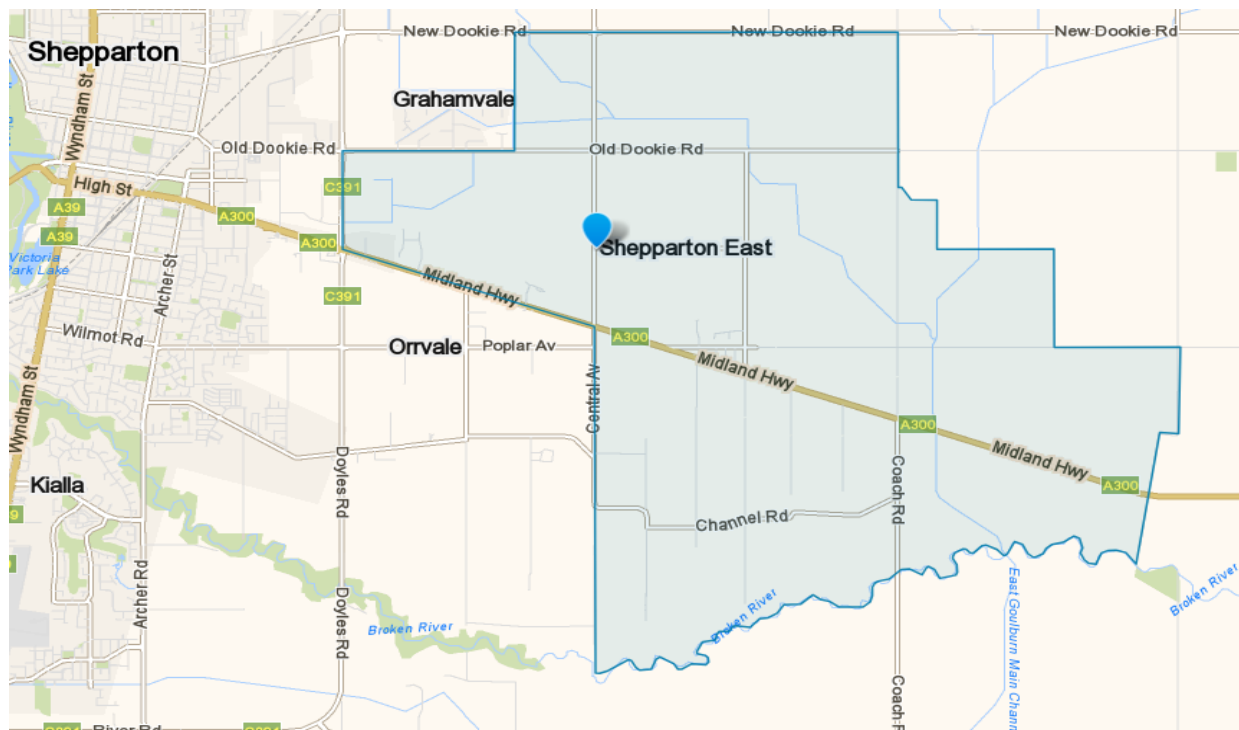
Shepparton East, located within the Greater Shepparton Local Government Area, recorded a population of 1,192 people at the time of the 2021 Census, a 4.75% increase on 2016 data. Well known as one of the region's horticultural hubs, Shepparton East is surrounded by picturesque orchards that deliver fresh fruit across Australia. Shepparton East is also home to a thriving primary school, an active recreation reserve and the famous chocolate apples. The community is proud of its strong sense of collaboration and its commitment to social, economic, and environmental growth.

Shepparton East Community Plan

The Shepparton East Community Planning Group was first established in 2015 and remained active until 2020. The group was proudly reactivated in 2024 to continue advocating for the needs and aspirations of the local community.

As reported in the 2021 Census, the median age of Shepparton East is 42 (Four years above the State average). While the number of residents aged 24 and under decreased slightly between 2016 and 2021 (a reduction of 2.3%), recent years have seen an increase in young families moving into the area. With this demographic shift in mind, our key community priorities focus on improving road safety, enhancing child safety, strengthening social connection through community events, and maximizing the use of Council and local resources to support a thriving, inclusive community. These priorities are reflection throughout our Action Plan.

Shepparton East mirrors the broader cultural diversity of the municipality, with residents born in Australia (77.5%), Indian (4.7%), Italy (2.8%), among others.



Our Action Plan Overview

This Action Plan highlights what we love about Shepparton East, our vision, our challenges, and future priorities that we want to work on as a community. It provides a written record of the projects that we see as important to our locality over the next couple of years and will be used to inform all relevant stakeholders and the wider community of our goals. Our mission is to seek out opportunities to improve our community and support various groups in achieving their objectives.

The list of actions and activities (identified within) will be reviewed by the group every 12 months to ensure that they are kept up-to-date and relevant, with a whole-of-Action Plan review occurring every five years.

Over the years, we have accomplished several initiatives, including hosting movie nights in 2017, 2018 and 2025, hosting a Neighbour's Day Community BBQ, creating a walking track from Shepparton to Shepparton East, getting a community noticeboard installed, and advocating for safety lighting near schools. Assisting in the development of the Shepparton East Men's Shed after our community expressed a need for one. We have also worked diligently and advocated for drain maintenance and maintained communication with VIC Roads to enhance road safety in our area.

Through ongoing community participation and the formation of strong partnerships with Greater Shepparton City Council and other relevant organisations, the actions identified within this document will be continually pursued and advocated for, ensuring the greatest possible chance of achieving positive outcomes for the entire area.

We are excited about the future and the many more initiatives we plan to undertake to further benefit our community.

Together, we can continue to make Shepparton East a better place for all!

SHEPPARTON EAST COMMUNITY ACTION PLAN 2025

Our vision is to seek out opportunities to improve our community and support various groups in achieving their objectives.

Goal	Actions	Partnerships	Key Themes	Priority
<p>Enhance child road and pedestrian safety</p> <ul style="list-style-type: none"> • Lowered speed limit on all roads adjacent to the Kindergarten • Separate entry/exit at Isabel Pearce Kindergarten • More lighting on roads and shared paths 	<ul style="list-style-type: none"> • Engage a consultant to create a child road safety strategy, with the aim to support funding applications • Have concept designs created on a per project basis • Apply for external funding 	<ul style="list-style-type: none"> • Greater Shepparton City Council • VicRoads • Isabel Pearce Kindergarten • Shepparton East Primary School • Department of Education 	Safety	High
<p>Improved Footpaths/ Shared Paths</p> <ul style="list-style-type: none"> • Extension of the shared path along Hosie Road • Develop a shared path along Central Avenue to the Kindergarten/Recreation Reserve 	<ul style="list-style-type: none"> • Advocate for continued improvement for shared paths • Advocate for more energy efficient lighting • Advocate for an extension around the school and the Recreation Reserve • More signage on inner roads • Create town priorities list 	<ul style="list-style-type: none"> • Greater Shepparton City Council • VicRoads 	Advocacy	High
<p>Upgrade to community buildings and assets including drainage and sewerage infrastructure</p>	<ul style="list-style-type: none"> • Advocate for the Central Park Recreation Reserve upgrades and female change rooms • Advocate for improved drainage links with more frequent and extreme rainfall events • Advocate for a flood study • Continue to advocate for connection of kindergarten 	<ul style="list-style-type: none"> • Greater Shepparton City Council • Central Park Recreational Reserve Committee • VicRoads • Goulburn Broken CMA 	Economic Environmental	High

	<p>to town sewage. (Quoted \$70,000)</p> <ul style="list-style-type: none"> • Apply for grants 			
<p>Strengthen community engagement through events such as:</p> <ul style="list-style-type: none"> • Movie nights • Cultural festival, • Community BBQ, • Christmas events 	<ul style="list-style-type: none"> • Form sub-committee to establish a calendar of events • Liaise with potential stallholders, entertainment, food sellers etc. • Seek funding opportunities/apply for grants 	<ul style="list-style-type: none"> • Central Park Recreation Reserve Committee • Greater Shepparton City Council • Businesses Orchardists • Local businesses • Local groups 	Social	High
Public toilet in Shepparton East	<ul style="list-style-type: none"> • Continue to advocate for a local public toilet • Liaise with Council in identifying a suitable location for the toilet 	<ul style="list-style-type: none"> • Greater Shepparton City Council • GV Water 	Advocacy	High
Improved Recreational Spaces	<ul style="list-style-type: none"> • Advocate for a traffic track within the Shepparton East locality • Apply for grants/funding for: <ul style="list-style-type: none"> ○ Drinking water fountain ○ Picnic table out near the windmill • Identify infrastructure that would benefit recreational spaces in the community 	<ul style="list-style-type: none"> • Central Park Recreation Reserve Committee • Sports clubs • Local businesses and groups • GV Water • Greater Shepparton City Council - Park Sports Recreation 	Social	High
<p>Advocate for improved utility infrastructure, such as:</p> <ul style="list-style-type: none"> • power lines • access • truck parking 	<ul style="list-style-type: none"> • Advocate for access and utility services, such as town water and renewable energy • Initiate discussions with GV Water, Envestra and other relevant agencies • Contact the relevant 	<ul style="list-style-type: none"> • GV Water • Envestra • Greater Shepparton City Council • Powercor • Vic Roads 	Advocacy	Medium

	<p>stakeholder businesses</p> <ul style="list-style-type: none"> • Explore cost and funding opportunities 			
Enhance beautification of Shepparton East	<ul style="list-style-type: none"> • Advocate for improved landscaping and maintenance • Liaise with landscaping company to draft concept plans and other beautification ideas • Seek permission from relevant groups and businesses • Apply for funding/grant to implement concepts 	<ul style="list-style-type: none"> • Local groups and businesses • Greater Shepparton City Council 	Environmental Social	Medium
Create a sports development program between the school, kindergarten and local sporting clubs	<ul style="list-style-type: none"> • Investigate feasibility of setting up a program/s • Liaise with Department of Education to understand all requirements • Establishment of a working group 	<ul style="list-style-type: none"> • Isabel Pearce • Kindergarten • Shepparton East Primary School • Sporting Clubs • Department of Education • Valley Sport • Funding bodies 	Social	Medium
Build a strong community prepared for natural disasters and extreme weather events (Extreme heat events / heatwaves, drought, flooding, severe storms).	<ul style="list-style-type: none"> • Support local community members and businesses to prepare for natural disasters and extreme weather events • Provide workshops to local community members on disaster preparedness and emergency response. • Support the community to understand the risks of natural disasters and 	<ul style="list-style-type: none"> • Fruit Growers Victoria/Orchardists • Shepparton East Primary School • Sporting Clubs • Kindergarten • CFA • SES • Greater Shepparton City Council 	Safety Environmental	Medium

	<p>extreme weather events, and opportunities to create community resilience</p> <ul style="list-style-type: none"> Assess community need for an emergency assembly point 			
Investigate and advocate for a bus service and shelter in Shepparton East	<ul style="list-style-type: none"> Discuss possibilities with Shepparton Transit/Dyson Build community support Identify grant/funding for shelter Advocate to PTV for public transport bus review 	<ul style="list-style-type: none"> Shepparton Transit Greater Shepparton City Council Public Transport Victoria 	Advocacy Social	Low
Establishment of additional local groups and continue supporting existing groups	<ul style="list-style-type: none"> Gauge interest in forming a Youth group local youth-oriented groups Gauge interest in forming a Women's Shed Continue to support the Men's Shed 	<ul style="list-style-type: none"> Shepparton East Primary School Men's Shed Victorian Men's Shed Association Central Park Recreational Reserve committee 	Social	Low
Improved promotion of Shepparton East businesses, such as: <ul style="list-style-type: none"> newsletter with business ads Facebook page promotion etc. Town directory 	<ul style="list-style-type: none"> Contact all businesses for current contact details Build newsletter, Facebook page Apply for grant/funding to build potential Town directory 	<ul style="list-style-type: none"> Local businesses Greater Shepparton Business Network 	Economic	Low
Advocate for houses to be built on smaller blocks (Currently there are restrictions on land sizes for building houses, prohibited on farming zoned land less than 40 ha.)	<ul style="list-style-type: none"> Liaise with Council's Planning Department Build public support for rezoning 	<ul style="list-style-type: none"> Victoria Government Greater Shepparton City Council 	Advocacy Economic	Low

Action Plan Framework - What Each Element Represents

- **Goal**
The overarching aims the group is working towards and hope to achieve through their collective efforts
- **Actions**
Specific and practical steps the group will take to progress toward the goal.
- **Partnerships**
Key individuals, organisations, or networks the group will collaborate with to support and strengthen their actions.
- **Key Themes**
Each set of goals represents a key theme categorised under advocacy, economic, environmental, safety and social. These themes help align priorities with strategic directions and community needs.
- **Priority**
A rating that reflects the urgency or importance of each action, ranging from highest to lowest. This helps guide resources allocation and focus.

Community Planning Group Contact Information

The Shepparton East Community Planning group welcomes new members.

If there is an action in the Community Plan that you are passionate about and would like to get involved and help bring it to life, please contact the Greater Shepparton City Council Community Wellbeing team at communityadmin@shepparton.vic.gov.au.