

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

16 August 2016

Agenda Item 8.15 Greater Shepparton 2030 Strategy 2006 Review

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Attachment 1 – Achievements

Settlement and Housing

The Planning Department has undertaken a considerable amount of strategic work and implemented this via planning scheme amendments to support the future vision of Greater Shepparton. This includes:

- *Greater Shepparton Housing Strategy, May 2011*
- *Greater Shepparton Industrial Land Use Review, 2011*
- *Campaspe, Greater Shepparton and Moira Regional Rural Land Use Strategy, 2008*
- *Shepparton CBD Strategy, 2008*
- *Greater Shepparton Freight and Land Use Study 2013*
- *Greater Shepparton Commercial Activity Centres Strategy, 2015*

The implementation of these strategies has led to increased growth and housing opportunities, employment and business opportunities in terms of additional industrial and commercially zoned land and certainty for business and developers as to Council's aspirations for land use.

Community

A number of 2030 Strategy actions have been completed relating to the Community Directorate including:

- *Universal Access and Inclusion Plan 2013-2017*
- *South Shepparton Community Infrastructure Needs Assessment 2011*
- *Open Space and Recreation Strategy (underway)*

The completion of these actions allows Council to better utilise existing community facilities, as well as determine where new facilities and services are required and leverage off new development in growth areas to provide these opportunities.

Environment

The Sustainable Development Directorate has completed a range of actions listed in the 2030 Strategy including:

- *Environment and Sustainability Strategy 2014*
- *Roadside Management Strategy 2007 (Currently under review)*
- *Energy Reduction Plan endorsed by Council 2016 - sets target of 20% energy reduction for council operations by 2020.*
- *Greater Shepparton Heritage Study Stage IIB, 2013 completed and implemented into the Planning Scheme, and Stage IIC is well underway*
- *The establishment of the Heritage Awards (held biennially)*
- *Shepparton/ Mooroopna Flood Mapping and Intelligence Project (underway)*

The completion of these actions has ensured the protection of places of significant heritage value within the municipality and supported projects which promote our heritage. Council was able to secure state government funding assistance to prepare the *Shepparton/ Mooroopna Flood Mapping and Intelligence Project* which, when completed, will enable Council and the CMA to apply the most sophisticated flooding controls to relevant areas throughout the municipality, in accordance with Council's obligations under the *Victorian Floodplain Management Strategy*.

Economic Development

The Economic Development and Planning Departments have completed a number of projects referred to in the 2030 Strategy, including:

- Implementation of the *Shepparton CBD Strategy 2008* and adopted *Commercial Activity Centres Strategy 2015* (implementation currently underway)
- Ongoing support and liaison to traders association through Greater Shepparton Business Centre, Chamber of Commerce, Shepparton Show Me Committee and Renew Program
- Considering options for the activation of the Mall and redevelopment of streets surrounding (Vaughan Street, Maude Street Interchange) already underway
- *Industrial Land Review* completed 2011 and implemented via a planning scheme amendment
- Tourism signage placed at entrances to Shepparton
- Residential and Industrial Land Supply Assessments 2016 completed
- Advocating for the GV Link and the Shepparton Bypass

Council's work with the chamber of commerce and members of the business community in Shepparton continues to provide opportunities for festival and events to bring people into Shepparton and support businesses to provide a vibrant CBD. Council was also able to secure \$20 million in funding commitments from the state and federal government towards the development of the Shepparton Arts Museum.

Infrastructure

Council's Infrastructure Directorate has worked with the Sustainable Development Directorate to achieve a number of actions outlined in the 2030 Strategy, including:

- Lobbied State Government for upgrade to Tocumwal line, Food Bowl Rail Alliance.
- Upgrades to Shepparton Alternative Route
- *Greater Shepparton Freight and Land Use Strategy 2013*.
- Greater Shepparton Feasibility Study into the relocation of Shepparton Aerodrome (undertaken 2015)
- *Greater Shepparton Bicycle Strategy Implementation Plan 2015*
- Leading the implementation of the *Infrastructure Design Manual* on behalf of 40 councils around Victoria
- Consideration of infrastructure requirements, standards and costs in growth areas
- Provision of Maude Street/ Vaughan Street bus interchange

Completion of Infrastructure actions has allowed Council to secure state and federal government funding for a range of projects, including the Railway Precinct Masterplan, improvements to Doyles Road as part of Shepparton Alternate Route Project, revitalisation of Vaughan Street and upgrades to the Maude Street Bus Interchange.

Undertaking the actions of the 2030 Strategy allows Council to advocate for inclusion in nationally significant projects such as the inland freight rail line and high speed passenger rail services, while Council continues to advocate for funding to undertake the Goulburn Valley Highway Bypass.

Completion of the IDM ensures Council can implement consistent, high standard design responses in new developments throughout the municipality.

ATTACHMENT 2 – Work Not Yet Undertaken

While a significant amount of strategic work has been undertaken to respond to the actions, objectives and strategies of the 2030 Strategy, some further work is required to satisfy the Strategy completely.

Settlement and Housing

- Urban Design Guidelines to be applied consistently throughout the municipality
- Support for sustainable design and development in planning and building applications and assessments

Community

- Community infrastructure needs assessment
- Community services map
- Community Hubs Project

Environment

- Protection of significant waterways/ wetlands
- Implementation of environmental sustainability guidelines
- Finalisation of the joint funded GBCMA is undertaking the *Shepparton/Mooroopna Flood Mapping and Flood Intelligence Project*
- Implementation of flood mapping project (likely inform a planning scheme amendment to further refine flooding controls throughout Greater Shepparton)
- Preparation of a cultural heritage landscape assessment

Economic Development

- Adopt *Economic Development Strategy* in August 2016

Infrastructure

- Review car parking plan
- Undertake a large scale public transport policy.
- Council is currently preparing a Movement and Place Strategy, which will in part address these issues, and identify gaps where further work is required.

Topic: SETTLEMENT & HOUSING - Commitment to growth within a consolidated and sustainable development framework

Theme: Growth

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Comments/ Responsible Mngr	Priority	Progress/Status March 2016
1. To provide for sufficient suitable additional land for urban growth	1.1 Identify and manage land supply for residential, industrial and commercial developments.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries Apply the GS 2030 Residential Framework Plan Apply the GS 2030 Business Framework Plan Apply the GS 2030 Industrial Framework Plan Apply the GS 2030 Town Framework Plans 	Reformed Zones, Housing Strategy including Framework Plans.		Completed Completed Completed Completed Completed
		<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the residential zones to existing and proposed residential areas Apply the industrial zones to established and proposed industrial areas Apply the business zones to established and proposed business areas Apply the Farming Zone to proposed long term urban growth areas Apply the Development Plan Overlay to the growth areas to ensure co-ordinated development Apply the Rural Living Zone to areas with servicing or env. constraints <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare Development Plans for new growth areas prior to rezoning and permit application for subdivision/development Review the supply of undeveloped residentially zoned land every 5 years to ensure that there is at least 10 - 15 years supply within the urban growth boundary Prepare a Residential Land Supply and Housing Strategy Prepare an Industrial Land Review Prepare a Retail/Commercial Floorspace Review 	<p>Recommendations from the Housing Strategy, Regional and Rural Land Use Strategy, Industrial Review and Shepparton CBD Strategy have been implemented into the Scheme. Commercial Activity Centres Strategy has been adopted by Council (Feb 2016). Development Plan Overlays and Section 173 Agreements applied to land in growth areas. Env constrained land is</p> <p>SE and NE Corridor PSPs in preparation and will replace DPOs. Mooroopna West ODP undertaken</p> <p>Housing Strategy reviewed in 2011, implemented in 2012 (C93) (Planning & Devt)</p> <p>Habitat Planning prepared in June 2011 implemented via C162 and C170 CBD (Planning & Devt)</p>	M-H M-H H M-H H	Completed Completed Completed Completed Different process chosen to realise this goal Completed Completed Completed Completed
2. To release land efficiently in terms of location, supply of services and infrastructure	<p>2.1 Ensure land is released through sequential rezoning, commensurate with the availability of utility services, access to convenience services and public transport, and the choice, supply and availability of other developable land</p> <p>2.2 Ensure the rezoning and/or development of land is linked to the approval of a legal agreement for the funding of necessary physical infrastructure and community services as identified in Development Plans</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plans Require the preparation of a legal agreement for development contributions prior to the exhibition of a rezoning or approval of a development plan rezoning or approval of a development plan. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to the identified growth areas Apply the Development Contributions Plan Overlay to identified growth areas 	<p>Framework plans included in MSS where appropriate S173 Agreements required and included in DPOs where relevant (C184/ C185)</p> <p>(Planning & Devt)</p> <p>(Planning & Devt)</p>		Completed Completed Completed (practice in place) Completed (practice in place)

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Topic: SETTLEMENT & HOUSING - Commitment to growth within a consolidated and sustainable development framework

Theme: Growth

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Comments/ Responsible Mngr	Priority	Progress/Status March 2016	
3. To contain urban growth to identified growth areas in order to protect higher quality and intact agricultural areas and achieve a more compact built up area.	3.1 Provide a Settlement Boundary beyond which additional urban growth and rezoning should not be supported except in the context of comprehensive review of this strategy.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Urban Growth Boundaries Apply the GS 2030 Town Framework Plans 	Adopted into Planning Scheme (Amendment C68) Reviewed and further refined in the Housing Strategy May 2011		Completed	
	3.2 Discourage the establishment of non farming related activities in rural zoned land	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to the identified growth areas 	(Planning & Devt)		Completed (practice in place)	
	3.3 Investigate the future of the Shepparton Aerodrome.	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Residential Land Supply and Housing Strategy. Prepare a Rural Land Strategy. Undertake a feasibility study into the potential relocation of the Aerodrome 	Housing Strategy 2011 Implemented (C121) Preliminary assessment undertaken	H H M-H	Completed Completed Completed	
4 To provide convenient access to a range of activity centres and employment opportunities that can serve the expanded municipality.	4.1 Identify, promote and manage a range of activity centres that are conveniently located and easily accessible to all residents	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plans Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Growth Boundaries Apply the GS 2030 Business Framework Plan Provide for the establishment of tertiary education and the "University City" role in/near to the CBD. 	(Planning & Devt)		Completed	
	4.2 Protect and develop the role of the Shepparton CBD as the primary activity centre for retail, entertainment, education and community facilities.	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Business 1 Zone to the CBD of Shepparton. Apply the appropriate zone/overlays to the Tertiary Education Precinct 	(Planning & Devt) (Planning & Devt) (Planning & Devt) CACs Strategy/ CBD Strategy/ Commercial and ACZ applied where relevant AMC81 being prepared	H	Completed Completed (C92) Completed Completed (C92)	
	4.3 Promote the expansion of the neighbourhood retail centre in the north growth corridor at the site of Fairleys Supermarket, and promote the establishment of a new neighbourhood retail centre in the south corridor at the former drive-in site.	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Retail/Commercial Floorspace Review 	(Planning & Devt)		Completed (Plansphere CBD Strategy)	
	4.4 Reinforce the role of established lower order and convenience centres within the municipality.					

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Topic: SETTLEMENT & HOUSING - Commitment to growth within a consolidated and sustainable development framework

Theme: Housing

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1. To provide for a broader range of dwelling densities and types of housing to meet current and future community needs and differing lifestyles	1.1. Encourage the consolidation of existing residential areas in the municipality. 1.2. Ensure the density and types of new residential developments are consistent with the role and function of each centre. 1.3. Promote medium density residential development in appropriate locations. 1.4. Provide for limited rural residential opportunities in appropriate locations.	Using Policy and the exercise of discretion • Apply the GS 2030 Framework Plan. • Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. • Apply the GS 2030 Town Framework Plans Applying Zones and Overlays • Apply the Residential 1 Zone to established residential areas and land in growth areas. Undertaking further strategic work • Prepare a Residential Land Supply and Housing Strategy to identify future housing needs, supply and demand, having regard to population growth and profile, the need for support accommodation, household formation, dwelling densities and size, and preferred locations • As part of the Residential Land Supply and Housing Strategy investigate the application of the Residential 2 Zone over large redevelopment sites within and around Shepparton. • Prepare a Residential Land Supply and Housing Strategy to identify the demand and potentially suitable areas for rural residential.	Framework plans are embedded in planning scheme to guide future development Reformed Residential Zones and Housing Strategy (RGZ applied over strategic sites)		Completed Completed Completed Completed H Completed H Completed H Completed
		Using Policy and the exercise of discretion • Apply the GS 2030 Framework Plan. • Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. Undertaking further strategic work • Prepare a Residential Land Supply and Housing Strategy to identify future housing needs, supply and demand, having regard to population growth and profile, the need for support accommodation, household formation, dwelling densities and size, and preferred locations • As part of the Residential Land Supply and Housing Strategy investigate the application of the Residential 2 Zone over large redevelopment sites within and around Shepparton.	Framework plans are embedded in planning scheme Housing Strategy adopted 2009 (Planning & Devt) (Planning & Devt)		Completed Completed H Completed H Completed
		Other actions • Prepare a Community Services Mapping Report to identify gaps in the provision of housing for various groups within the community, such as the young, elderly and disadvantaged.	Strategy could be refined, particularly regarding implementation	M	Completed (Part of Housing Strategy)
		2.4. Seek to encourage the inclusion of medium density, apartment style and shop-top housing as part of the re-development of Shepparton CBD	Included as part of the Housing Strategy and		Partially completed

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Topic: SETTLEMENT & HOUSING - Commitment to growth within a consolidated and sustainable development framework

Theme: Housing

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	commercial sites so as to provide housing opportunities near activity centres, educational campuses and areas of employment, and with access to public transport		Shepparton CBD Strategy. Further investigation is probably required as to its success.		
3. To provide a restricted amount of land for rural residential purposes, without impacting on the long-term growth potential of urban centres and productive agricultural land.	3.1. Protect productive agricultural land from encroachment of urban growth 3.2. Provide for rural residential opportunities where environmental constraints prevent smaller lots, and on land that is not considered to be high quality agricultural land, in accordance with Ministerial Direction No 6 3.3. Protect the amenity of rural residential land by discouraging uses with the potential to create a nuisance. 3.4. Maintain non-urban breaks between the Shepparton and Mooroopna and the towns.	Using Policy and the exercise of discretion • Apply the local policy – Housing in Rural Areas. • Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries. • Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. • Apply the GS 2030 Town Framework Plans. Applying Zones and Overlays • Apply the Rural Living Zone to rural residential developments Undertaking further strategic work • Prepare a Residential Land Supply and Housing Strategy to identify areas suitable for rural residential.	(Rural Strategy)		Completed
					Completed
					Completed
					Completed
					Completed (practice in place)
			Housing/Rural		
			(Planning & Devt)	H	Completed (DLA) Rural Strategy (PB)

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Topic: SETTLEMENT & HOUSING - Commitment to growth within a consolidated and sustainable development framework

Theme: Sustainable Design

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016		
1. To develop and enhance a distinctive character for Greater Shepparton	1.1 Promote design excellence and architectural style in the appeal and function of different development 1.2 Promote landscaping themes throughout the municipality to create a unified identity yet retaining individual town character 1.3 Support the use of urban design frameworks to identify where and how built form can be used to enhance the impact and perception of the municipality 1.4 Enhance the gateways, boulevards and focal points in the municipality with urban design and landscape master plans. 1.5 Maintain a distinctive urban-rural interface, and a green belt between Shepparton and Mooroopna. 1.6 Promote the heritage features of the municipality as contributors to its character. 1.7 Control the location, size and scale of advertising signage, especially in key precincts of the CBD and town centres.	Using Policy and the exercise of discretion • Update the local policy on rural roads environs to emphasise urban design outcomes for rural areas, gateways and rural road environs. • Apply the local policies on advertising signs, building lines, heritage and the Goulburn Valley Highway environs. Applying zones and overlays • Apply the Heritage Overlay to identified sites. • Apply the Development Plan Overlay to seek quality urban design outcomes for subdivisions. • Apply the Design and Development Overlay to main roads and key precincts to improve urban design, landscaping and to control advertising. Undertaking further strategic work • Prepare a Residential Land Supply and Housing Strategy incorporating an urban character analysis. • Implement the provisions of the Heritage Study in order to retain and protect the existing heritage and cultural assets of the city. • Review the urban design framework and structure plan for the CBD. • Complete and implement the urban design frameworks for the towns. Other actions • Require landscape master plans for the public domain the Street Tree Strategy and Urban Character Study. • Commission public art in prominent or important public and civil spaces. • Prepare an Urban Furniture Design Manual for replacement and installation of street furniture in line with the urban design framework for each town.	DDOs applied to 'gateway' locations, heritage recognised in C110. No intention to undertake further work on these elements at this stage. Amendment C143 completed Council undertaking two PSPs with MPA to utilise best practice planning for residential developments MSS updated and DDOs (Planning & Devt) Heritage Stage IIC-part 1 and 2 (Planning & Devt) Unlikely to be undertaken in this form No information available for this project Infrastructure Design Manual with Minister for Approval, guidelines already followed in development	H H M M-H H M L	Partially completed Partially completed Partially completed Completed (practice in place) Completed (practice in place) completed (UDF included in MSS) Completed Completed Completed Partially completed Not started Not started Completed (to be implemented C112)		
		2. To achieve a high standard of sustainability in the design and development of new buildings and subdivision	1.1 Promote energy efficient and sustainable designs for subdivision, new development and redevelopment of existing buildings and spaces.	Using Policy and the exercise of discretion • Update the local policy on rural roads environs to include energy efficiency and sustainability. Other actions • Apply the ResCode 5 star ratings to new developments for energy efficient urban design. • Prepare a Sustainable Design and Development Kit with guidelines, suppliers, and links to further information. • Hold annual awards for design excellence in building and subdivision design sustainability	Action requires clarification/ cannot be implemented as is Generally included in planning/ building assessments ESD to be included in upcoming amendment Cultural Heritage Awards	H H L L	Not started Partially completed Not started Not started

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Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Health and Social Services

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To provide an equitable and efficient distribution of community facilities and services.	1.1 Promote clustering of facilities to enable multi use and sharing of community facilities, such as the Community Hubs. 1.2 Locate facilities and service centres where they can be accessed by public transport and/or walking/cycle paths. 1.3 Encourage flexible design to meet user group needs over the lifecycle and changing demographic structures. 1.4 Link the provision of facilities with the release of new subdivisions, through the approval of Development Plans and a Development Contributions Plan.	Using Policy and the exercise of discretion • Apply the GS 2030 Framework Plans. • Develop an integrated planning policy. Applying Zones and Overlays • Apply the Development Plan Overlay to new growth areas. • Apply the Development Contributions Plan Overlay to new growth areas. Other actions • Prepare a community services map to identify the distribution and adequacy of facilities within existing and new communities located within townships, including sport and recreation facilities and child care. • Continue the implementation and facilitation of the Community Hubs project.	Action is unclear. Growth Areas planning includes consideration of community facilities South East & North East PSPs (Planning & Devt) South Shepparton Community Infrastructure Needs Assessment Update (2011) North Shepparton Community Hub, Riverside		Completed Partially completed
				M	Not Started
				H	Partially completed (some hubs completed)
2 To encourage and implement activities that will spirit.	2.1 Encourage new development and redevelopments of existing areas to include community gathering spaces, such as village greens, local public open spaces and sporting facilities. 2.2 Ensure that special interest groups are included in community activities and the provision of services. 2.3 Optimise accessibility to services and facilities for people with a disability, the elderly, youth, diverse ethnic/cultural groups	Using Policy and the exercise of discretion • Apply the provisions of the Public Health Plan • Apply the provisions of the Disability Action Plan Other actions • Demonstrate a commitment to participate in programs to improve the health and well being of the community, through initiatives identified in the Public Health Plan and Disability Action Plan. • Continue to strengthen relationships with the Aboriginal community • Pursue a genuine "Joined Up Government" approach to the provision and delivery of essential personal and family support services.	Municipal Health and Wellbeing Action Plan 2015-2016? Universal Access and Inclusion Plan 2013-2017/ Universal design principles No further information provided/ available Arts, Community Serv. Services, Rep on Health	H	Partially completed
				H	Partially completed (plan completed - not fully implemented)
				H	Ongoing
				H	Ongoing
	M	Ongoing - delivery of the Home and Community Care Program			

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Lifelong learning

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To make Greater Shepparton a regional centre of education facilities for a variety of education requirements, including ongoing facilitation and support of the University City concept	1.1 Encourage the establishment of educational facilities to retain and attract young people to the municipality. 1.2 Support the expansion of educational facilities for future populations. 1.3 Provide for student accommodation in the redevelopment areas within the Shepparton CBD, including shop top housing. 1.4 Promote Greater Shepparton, including Dookie, as a unique university city with links to businesses in the agricultural production sector and allied services. 1.5 Encourage plans for new university and educational campuses to display contemporary and innovative architecture styles. 1.6 Encourage the location of business to integrate with existing and planned campus facilities.	Applying Zones and Overlays • Apply appropriate zone/overlays to the site of the University Precinct Undertaking further strategic work • Prepare a master plan for the University City concept to be integrated with educational facilities in the Shepparton CBD • Prepare a Residential Land Supply and Housing Strategy including the a report on student housing and affordable housing issues report on student housing Other actions • Prepare a Community Services Map to link age cohorts and distribution of schools at all levels. • Work with key groups to facilitate and promote ancillary facilities to support the University City Strategy. • Prepare a marketing plan for the University City concept to inform the broader community about the integrated concept rather than a separate singular campus. • Pursue the establishment of a joint university/community/TAFE library facility.	CBD Strategy completed, including STEP Precinct in the ACZ		Completed
			Design guidelines in the ACZ		Completed
			Included in the Shepparton CBD Strategy and C92, ACZ	H	
			Housing Strategy completed, limited information on student housing	H	Partially completed
			Further information not available	M	Not started
				H	Not started
				H	Ongoing
			Included in STEP concept plan	M	Ongoing
2 To promote learning through arts and culture programs.	2.1 Encourage new cultural development which provide a diverse visual and performing arts program for the community. 2.2 Promote Westbank and Eastbank as the centres of arts in Greater Shepparton.	Other actions • Continuing to promote and refine the Encouraging Arts in the Community Policy.	Expanded funding for smaller groups - Shepp Arts now has separate funds (Riverlinks)	M	Ongoing

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Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Recreation and open space

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To ensure that facilities, services and policies are accessible and inclusive, and appropriate to the sporting and recreation needs of the community.	1.1 Promote provision and accessibility to public open spaces in new growth areas and in redevelopment of existing areas. 1.2 Encourage parks and facilities to cater for a range of recreational and sporting activities. 1.3 Ensure the maintenance, design and location of playgrounds in the municipality make them safer and more responsive to the needs of the community. 1.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance and limit the 'privatisation' of public open space. 1.5 Establish a hierarchy of parks in the municipality designed to cater for the leisure and sporting needs of residents. 1.6 Apply benchmarks to identify the number and location of parks to be provided within each category of open space in the hierarchy. 1.7 Encourage recreational	Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the schedule to Clause 52.01 on the Greater Shepparton Planning Scheme. 	Open space hasn't changed since new format planning scheme		
		Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Public Park and Recreation Zone to open space and recreation areas. Apply the Special Use Zone to private recreation and tourism facilities including golf courses, the Paceway and the Racecourse. Apply the Public Conservation and Resource Zone to areas of environmental significance in public ownership, and in particular along waterways and wetlands. Apply the Development Plan Overlay to future growth areas. Apply the Development Contributions Plan Overlay to future growth areas. 	C92 included ACZ in the scheme (no strategic justification)/ Public Open Space Strategy currently underway		on hold pending open space strategy
		Undertaking further strategic work <ul style="list-style-type: none"> Review the Open Space and Recreation Strategy and investigate the potential for increased contributions for open space in nominated areas and to identify future land for linkages in the open space network. 	Special Use Zone has been applied where appropriate		completed
		Other actions <ul style="list-style-type: none"> Prepare masterplans to guide the development of key open space and sporting areas in the municipality Prepare a network of resource users and their locational requirements for potential joint use and development of facilities. 	Undertaken on a case by case basis when Council assesses subdivision applications (Planning & Devt) (Planning & Devt)		completed
			Partially completed (practice in place)		Work currently being undertaken
			Completed		Completed
			Completed		Completed
			M	Sport and Strategic Planning Branch undertaking 2016/17 & 2017/18	Work to begin shortly
			M	Sport and Strategic Planning Branch undertaking 2016/17 & 2017/18	Work to begin shortly
			M-H	McLennan Street Masterplan, Tatura Sports, Events and Community Precinct, Shepparton Sports Precinct, Kialla Park Recreation Reserve Master Plan Open Space Strategy	Partially completed (practice in place)
	L	(Leisure Services)	Not started		

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Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Recreation and open space

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	opportunities on land managed by other agencies. 1.8 Promote a healthy lifestyle and the use of recreation and sporting facilities. 1.9 Encourage the upgrade the signage at open space and sports facilities to provide information about the location of parks and the range of facilities provided.	<ul style="list-style-type: none"> Prepare development contributions plans to include sports facilities, public open spaces and community facilities 	Mooroopna West/ SE Corridor Practice established to undertake this work where required	M-H	Completed
2 To protect and enhance the network of public open space that contributes to the amenity of the municipality and advances the image of the community.	2.1 Encourage the provisions of linear links between existing and proposed open space areas and between urban areas. 2.2 Ensure the provisions of quality areas of open space when new housing subdivisions are planned. 2.3 Improve the image and appearance of public parks and spaces. 2.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance and limit the 'privatisation' of public open space. 2.5 Protect open space areas from pest plants and animals. 2.6 Integrate open space planning / landscape treatments with environmental improvements of the stormwater drainage system. 2.7 Enhance the image of sporting	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policy Stormwater Management. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare masterplans of major parks and open space areas, recreation reserves and sports facilities, including the potential expansion of Aquamoves to enable its all year round use. <p>Other actions</p> <ul style="list-style-type: none"> Apply the provisions of the Shepparton Stormwater Management Plan 2003 Examine options for developing existing linear tracts of land, including floodway and river frontage, to provide additional opportunities for walking, cycling, and children's play Prepare a works program for acquisition and construction of public open spaces and facilities. Negotiate with developers for additional open space to retain environmental features 	Aquamoves upgrade completed Shepparton Sports Precinct Stage 2 underway Provisions in IDM (Sustainability & Env) UZF land in new subd vested to Council for Open Space Undertaken as part of growth corridor planning	M-H H M M H	Completed Completed Ongoing Completed Completed

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Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Recreation and open space

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	facilities and recreational reserves				

Topic: COMMUNITY LIFE - Enhance social connectedness, physical and mental health and well being, education and participatory opportunities to improve liveability and provide a greater range of community services

Theme: Safe and accessible environments

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016	
1. To address community safety in the planning and management of the urban environment.	1.1 Encourage the creation of safe streets, public parks and spaces, and integration with Victoria Police' community safety programs.	Using Policy and the exercise of discretion • Apply community safety criteria in the development of development guidelines for sustainable communities.	DPOs applied to land in accordance with housing strategy and PSPs being prepared for additional growth areas in North Open Space Strategy yet to be finalised	H	Partially completed - Crime Prevention Through Environmental Designs (CPTED) considered as part of the design for capital projects	
	1.2 Ensure recreation areas and sporting facilities are designed with safety considerations.	Applying Zones and Overlays • Apply the Development Plan Overlay to future growth areas to ensure adequate linkages between shops, schools and residential areas, and provisions of passive surveillance opportunities.			H	Completed
	1.3 The Recreation and Open Space Strategy to provide future links between shops, schools and residential areas to create interactions and casual surveillance.	Undertaking further strategic work • Review the Recreation and Open Space Strategy.			M	
	1.4 Encourage development on only one side of the road where land is adjacent to public open space (and where appropriate), to provide for passive surveillance.					
	1.5 Ensure proposed public car parks are designed to maximise safety of the users.					
2. To provide accessibility in public spaces and new developments.	2.1 Ensure reasonable access to community services with a program of transport integration to service these facilities.	Using Policy and the exercise of discretion • For all new development proposals require compliance with disability guidelines.	(Building Services)	H	Ongoing	
	2.2 Encourage public facilities to be located on or near to a public transport route or bicycle/walking path.	Undertaking further strategic work • Prepare a Disability access study to ensure facilities and open space areas are physically accessible for all users.	Universal Access Plan prepared/ further work to include principles (where relevant) into the planning scheme	H	Partially completed	
	2.3 Promote and educate the general community on accessibility issues and publish a Mobility Map.					

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Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: The natural environment

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1. To maintain and enhance biodiversity of native flora and fauna communities	1.1. Protect and enhance significant remnant native vegetation on both public and private land. 1.2. Ensure appropriate identification of native vegetation on land to be developed or subdivided. 1.3. Protect and enhance the biodiversity assets of the municipality, with the preparation of detailed Local Biodiversity Action Plans 1.4. Promote sensitive design responses and recognition be given to the identification of native vegetation.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Use the guidelines contained in the Roadside Management Plan Utilise the Roadside Conservation Values Assessment Map Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Wildfire Management Overlay after consultation with the CFA Apply the Environmental Rural Zone to identified areas of environmental significance. Apply the Public Use Zone, PPRZ and PCRZ to public land and open space areas containing significant flora and fauna habitats Apply the SLO to areas with significant landscapes. <p>Apply the VFO over areas, including roadsides and lineal reserves containing significant vegetation.</p> <ul style="list-style-type: none"> Apply the ESO over waterways, wetlands and other areas of identified significance. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Rural Land Strategy Prepare an Environmental Strategy, incorporating Local Bio-diversity Action Plans. <p>Other actions</p> <ul style="list-style-type: none"> Continue to work in partnership with the GBCMA Work with authorities to prepare guidelines for the use and development adjacent to public reserves to ensure that public reserves are not affected by the off site effects of adjacent rural operations Engage with the Goulburn-Broken Catchment Management Authority and develop stronger linkages between the Regional Catchment Strategy and the Greater Shepparton Planning Scheme. Work with the authorities to develop a works program with priorities for re-vegetation of degraded areas. Work with the authorities to prepare a promotions kit about the value of conservation. Investigate rate rebates for covenants for vegetation protection Review and publicise progress on 1 million tree plan 	GSCC Roadside Management Strategy (2007) - included in Planning Scheme	H	Ongoing
			H	Ongoing	
			H	Partially completed (Practice in place to refer when necessary)	
			H	Completed (State Gov BMO updates)	
			H	Ongoing	
			H	Ongoing	
			H	Ongoing	
			H	Partially completed	
			H	Not started	
			H	Completed	
			H	Completed	
			H	Ongoing	
			MH	Partially completed	
			H	Completed (ongoing practice in place)	
			H	Some work undertaken	
M	Not started				
M	Completed				
M	Partially completed				

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Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: The natural environment

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing
	Progress/Status March 2016

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
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2. To protect and manage the natural resources of water, air and land.	2.1. Promote energy efficient and sustainable built forms and development proposals. 2.2. Continue to ensure new developments are connected to reticulated services or have provision for adequate on-site disposal with no advised impacts on nearby watercourses. 2.3. Protect productive agricultural land from soil pollution.	Using Policy and the exercise of discretion <ul style="list-style-type: none"> Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. 	(Planning and Devt)	H	Ongoing
		Applying Zones and Overlays <ul style="list-style-type: none"> Apply the Environmental Rural Zone to identified areas of environmental significance. Apply the Public Use Zone, PPRZ and PCRZ to public land and open space areas containing significant flora and fauna habitats Apply the ESO over waterways, wetlands and other areas of identified significance 	Rural Land Use Strategy prepared and implemented (Planning and Devt)	H	Completed
		Undertaking further strategic work <ul style="list-style-type: none"> Prepare a Rural Land Strategy to include an assessment of land quality and the preferred sustainable uses and productive capacity of land 	(Planning and Devt)	H	On hold
		Other actions <ul style="list-style-type: none"> Continue to work in partnership with the GBCMA Continue to implement programs such as the Storm Water Management Plan, Water Sensitive Urban Design, Water Initiative, Cities for Climate Protection, Waste Water Management Plan and the RMS. 	Waste Water Management Plan to be reviewed this year, actions to be set for 16/17 year and beyond, to date no action as no budget approval received for several previous budgets	H	Completed
				H	Partially completed (working with GBCMA)
				H	On hold
				H	On hold

Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Floodplain management

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016	
1. To recognise the constraints of the floodplain on the use and development of land and minimise the future economic impacts of flooding.	1.1 Minimise the impacts of flooding to people and property by controlling development in flood prone areas and encouraging development and subdivision on land not subject to flooding.	Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the Shepparton Mooroopna Floodplain Management Plan Finalise and implement the Floodplain Management Plans of Tatura and Merrigum <ul style="list-style-type: none"> Use the provisions under Clause 65 of the planning scheme to refer application to referral authorities. 	Implemented via C77	H	Completed	
				H	Completed	
				H	Completed (practice in place)	
		1.2 Protect wetlands of significance.	Applying Zones and Overlays <ul style="list-style-type: none"> Apply the PCRZ to publicly owned land in the catchment and to significant waterways. Apply the ESO to Ramsar wetlands. 	Further investigation required to determine the most appropriate planning tools	H	
			H		Not started	
		1.3 Ensure that planning decisions and approval of development plans have regard to the goals and priorities of the Catchment Management RCS.	<ul style="list-style-type: none"> Apply the UFZ to active floodplain areas with high hazards and strictly control use. Apply the FO to land that has significant risk of flooding in active floodplain areas with high hazards. Apply the LSIO to both urban and rural land subject to 1 in 100 year flooding Apply the SBO to land in urban areas that are subject to flows from drainage systems. Apply the VPO to areas of significant riparian vegetation 	Council practice is to implement recommendations from GVW and GBCMA flood studies and strategies Further investigation required	H	Completed
			H		Completed	
			H		Completed	
		1.4 Ensure that all new developments maintain the free passage and temporary storage of floodwater, minimises flood damage, is compatible with flood hazard and local drainage conditions, and minimises soil erosion, sedimentation and silting and has a neutral impact up and down stream.	<ul style="list-style-type: none"> Prepare an Environmental Strategy, incorporating local Bio-diversity Action Plans. Undertake floodplain management studies for the smaller rural towns (where necessary). Prepare a Rural Land Strategy 	Duplication of RCS? (Sustainability & Env)	H	Completed
		1.5 Promote increased community awareness of floodplain management with the advance community flood warning system.	<ul style="list-style-type: none"> Implement the CMA Floodplain Management Strategy for surface water management. Continue to provide a Whole Farm Plan (WFP) program with associated incentives. Pursue an integrated approach to floodplain management between GSSC, 	Tat/Merrigum completed (Sustainability & Env) (Planning and Dev)	M	Partially Completed
				Not Council's role (Sustainability & Env)	H	Completed
		1.6 Prevent removal of native vegetation and grasses to		WFP to be consistent with GVW Guidelines	H	Completed
			Goulburn-Broken Catchment Management Authority and Department of	Updated as required through MCC		

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Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Floodplain management

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	minimise loss of riparian vegetation as a result of development on the floodplain	Primary industry to maximise the regional benefits to agricultural productivity, reduce road maintenance, and ensure optimum resource management • GSCC and the Goulburn-Broken Catchment Management Authority to produce joint information about flooding facts. Include emergency recommendations of the floodplain plan.		H	Practice in place
	1.7 Encourage landholders to carry out works that are compatible with existing and proposed drainage schemes, preferably as part of the Whole Farm Plan certification process.		Shepparton-Mooroopna Flood Study being prepared for land use and emergency planning. 1.5 emergency warning provided by SES	H	Partially Completed

2. To provide a supply of high quality water for urban and agricultural use.	2.1 Ensure all new developments have adequate reticulated services or effluent disposal systems to protect watercourses and water quality, and to maintain and enhance water quality for both urban and rural use.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Require all developments near waterways to be connected to reticulated sewer or septic systems complying with the Code of Practice for Septic Tanks. This should be strengthened through the implementation of the Waste Water Management Plan. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Support the integrated effluent disposal strategy with EPA and CMA. <p>Other actions</p> <ul style="list-style-type: none"> Commence a regular septic tank assessment program, to ensure compliance with the Code of Practice for septic tanks 	Waste Water Management Plan Adopted 2008	H	Completed
			(Sustainability & Env)	H	Not started
	2.2 Support and promote approved innovative methods of effluent disposal eg composting.	<ul style="list-style-type: none"> Publish standards for Council's use of water for community purposes. Encourage the appropriate authority to prepare a Community Response Plan, to reduce and manage incidences of toxic blooms in watercourses in the event of blue-green algal outbreak. 	Recently received funding for part time officer to commence compliance program, review of DWMP and Septic tank data (Sustainability & Env)	H	Not started
	2.3 Promote regular water-wise messages to the community and encourage community wide use of drought resistant plantings.		Sustainable Water Use Plan Feb 2007	L-M	Partially completed (practice in place in SWUP)
3. To minimise the degree of salinity through an integrated regional surface	3.1 Prevent the detrimental impacts of saline water drainage by encouraging best practice water use.	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the SMO to recharge areas. 	Requires follow up with DELWP - mapping needs updating	H	On hold pending further work

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Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Floodplain management

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
water management program.	3.2 Assist in the rehabilitation of areas affected by salinity, as identified in the Rural Land Strategy. 3.3 Encourage the development of surface water management systems with run-off into natural systems or into reuse storage for irrigation at a later date 3.4 Promote community awareness of groundwater control, salinity management and water usage	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a salinity management strategy as part of the Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> Continue to support programs initiated by DPI, DSE, CMA and the like in regard to management of salinity. Advocate for a land degradation map identifying actions to rehabilitate land degraded through erosion and salinity. Encourage best practice with reference to the Rural Land Strategy, which will identify relative land quality, preferred sustainable uses, the productive capacity of land, and the risk of salinity if vegetation is removed. Support a co-ordinated education campaign in conjunction with the Goulburn-Broken Catchment Management Authority and Department of Primary Industry. 	<p>Outside of Scope of Rural Land Use Strategy</p> <p>Amendment C128 not proceeded with.</p> <p>Rural Land Use Strategy provided some guidance to sustainable uses and productive capability. Further work required.</p> <p>Council's role requires clarification.</p>	H	Not started
				H	Completed (practice in place)
				H	Partially completed (not proceeded with)
				H	Partially completed
				H	Not started

Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Best practice land management

LEGEND	
	Not started
	Underway
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1. To identify natural landscape features to be protected and protected and	1.1 Provide for the identification of the municipality's assets of environmental significance.	Undertaking further strategic work <ul style="list-style-type: none"> Prepare a Rural Land Strategy incorporating a land capability study Prepare environmental development guidelines to encourage sustainable land use and development that is sensitive to the natural landform and microenvironment. 	(Planning and Devt)	H	Completed
	1.2 Promote the protection of significant areas of the natural landscape.			ESD guidelines to reflect Environmental Strategy	M
2. To manage irrigated and non irrigated land for longterm sustainable production purposes	2.1 Encourage the adoption of ecologically sustainable development principles and technologies in the future development of both urban and rural areas.	Applying Zones and Overlays <ul style="list-style-type: none"> Use the Schedule to Farming Zone to allow the preparation of WFP Apply the Environmental Rural Zone to sensitive rural areas. Undertaking further strategic work <ul style="list-style-type: none"> Prepare a Rural Land Strategy. 	State planning requires WFP to satisfaction of Alternative planning tool may be investigated	H	Completed
				H	Partially completed
	2.2 Encourage sustainable farming practices.	Other actions <ul style="list-style-type: none"> Support the certification of Whole Farm Plans to minimise off site impacts and increase the rate of water re-use Publish a Sustainability Indicator Checklist for planning applications, and include in the assessment criteria. Promote the design guidelines/text sheets for: <ul style="list-style-type: none"> passive solar design smart lot design star rating water conservation resources Support the undertaking of a study on the assessment of different irrigated industries in the region and the long-term impacts on land base. 	(Planning and Devt)	H	Completed
				H	Partially completed (practice in place)
				H	Partially completed/ project approached in a different manner
3. To prepare an integrated strategy to address all aspects of the environment and to cooperate in the development of regional environmental plans.	3.1 Foster regional cooperation and resource sharing regarding best practice land management.	Undertaking further strategic work <ul style="list-style-type: none"> Work with the authorities in the preparation of an umbrella Environment Strategy for the municipality to address: <ul style="list-style-type: none"> Air quality Water quality and waterways Native vegetation Energy efficiency natural resources Waste management Rural land and urban environments Community awareness and education Water conservation. 	Environmental sustainability Strategy Adopted 2014 - next step to implement via the	M	Completed
				M	Completed
	3.2 Investigate the value of applying a performance based rate as an "Environmental Rate" at the local or state level or a rate rebate to encourage sustainable environmental practices	Other actions <ul style="list-style-type: none"> Investigate the expansion of rural rebate scheme as incentive for positive land management practice. 	(Planning and Devt) (Sustainability & Env)	H	
			(Sustainability & Env)	M-H	Not started

Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Best practice land management

LEGEND	
	Not started
	Underway
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
4. To reduce greenhouse gas emissions by local actions, in the interests of current and future generations	4.1 Endorse an urban design approach that includes an assessment of climate and energy costs. 4.2 Support non-renewable energy use by fuel switching and the use of green energy. 4.3 Support the goal of reducing Community greenhouse gas emissions from 1999 levels by 20% by 2010. 4.4 Assist carbon reduction by encouraging development plans to include increased indigenous plantings on private and public land and reduced reliance on motorised transport.	Using Policy and the exercise of discretion • Use the Roadside Management Plan. • Apply the Bicycle Strategy		H	Ongoing
		Undertaking further strategic work • Update the Economic Development strategy for use as a tool for targeting the clean green food industry.	Eco Dev Strategy underway	H	Partially completed
		Other actions • Prepare a plan for Greenhouse Gas Reduction. • Publish an information sheet for developers to promote the use of energy efficient water and devices in new developments. • Initiate and co-ordinate a program of community education include initiatives such as: - Energy efficient lighting rebates - Solar Energy Initiatives - Revolving Energy Fund	5yr Energy Reduction Plan (for June 2016 OCM) Climate Change	M	Partially completed
		• Continue to participate in Cities for Climate Protection and Water Conservation programs.	State Gov energy efficient program managed through fed and state	M	Not started
			ICLEI Program disbanded 2009	M	Not started
				H	Completed

Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Cultural heritage - pre settlement

LEGEND	
	Not started
	Partially completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To conserve and protect identified sites of cultural heritage significance	1.1 Promote the protection of places of heritage significance as these contribute to the character of the municipality. 1.2 Ensure measures are taken to identify places of Aboriginal significance prior to approving a development plan or exhibiting a rezoning. 1.3 Promote community awareness of cultural heritage assets.	Applying Zones and Overlays • Apply the Heritage Overlay to identified sites and areas of cultural significance • Apply the Development Plan Overlay to require that development plans must be accompanied by an archaeological report from a suitably qualified expert Undertaking further strategic work • Initiate a cultural heritage landscape assessment to identify the significance of important landscapes. Other actions • GSCC to continue appointment of heritage advisor.	Generally covered by CHS mapping/ planning to investigate best CHMP Plans are required in areas of cultural heritage sensitivity Advice can be sought via RAPs, formal application of CHMP now required, current heritage advisor does not advise on	H	Partially completed
				H	Completed
				L	Not started
				H	Completed
2 To involve local indigenous communities in the collection, identification and promotion of places and items of cultural heritage significance	2.1 Promote and provide for recognition of the Aboriginal community and their occupation of the land.	Other actions • GSCC to use a cultural coordination officer where appropriate • Work with the local historical societies, local Aboriginal groups and the owners of potentially significant buildings and areas in conducting investigations into historical & cultural heritage.	Ongoing engagement through RiverConnect, Heritage Advisory Committee and new	H	
				CHMPs required in areas of cultural heritage	H

Topic: ENVIRONMENT - Conservation and enhancement of significant natural environments and cultural heritage

Theme: Cultural heritage - post settlement

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1. To identify, protect and enhance sites and areas of recognised historic significance	1.1 Promote the protection of heritage buildings and sites so that heritage significance is not diminished or irreversibly damaged through proposed use or development. 1.2 Encourage the retention, adaptation and appropriate renovation of significant historic buildings and works, gardens and other areas as a viable alternative to demolition. 1.3 Ensure that any alteration or addition to identified heritage buildings and areas, or redevelopment on adjacent land, is in keeping with identified streetscape or neighbourhood character and appearance (as appropriate). 1.4 Protect the heritage status of the Goulburn River through liaison with the Goulburn-Broken Catchment Management Authority and Department of Primary Industries.	Using Policy and the exercise of discretion • Consider the Heritage Study when assessing proposals for redevelopment of identified heritage sites or infill development in areas of identified heritage significance.	Heritage Study Stage 1 implemented via C143 Stage 2 underway	H	Partially Completed
		Applying Zones and Overlays • Apply the Heritage Overlay to identified sites and areas of cultural significance	Implemented via C143	H	Completed
		Undertaking further strategic work • Prepare heritage design guidelines for the assessment of development applications of significant buildings and sites.	Heritage advisor provides development guidance	M	Not started
		Other actions • GSCC to continue the appointment of a Heritage advisor to assist in development proposals for heritage places • Continue further investigation of places identified in Heritage Study	Heritage advisor funding discontinued - solely funded by Council	H M-H	Ongoing Partially completed - s2 study
		• Work within the framework of Commonwealth and State legislation to ensure those heritage items identified as significant can be conserved and managed appropriately with a Heritage Management Plan. • Increase community awareness of heritage assets by promoting the heritage aspects of tourism, including: - Informational signage - A heritage drive / walk - The acknowledgement of the historical contributions of various cultures in a multicultural festival	German War Cemetery included in C143 (Planning&Dev)	M	Completed
			2 Hr Walk from Visitor Centre Shepparton Festival? (Eco Dev)	M-H	Partially completed
2. To recognize efforts at restoration and re use of sites of identified heritage significance.	2.2 Encourage sensitive restoration of heritage sites to retain their significance.	Other actions • Prepare a Heritage reward program, including access to a Heritage advisor and reduced application fees. • Create an incentive / reward program for owners who protect and enhance items / buildings of identified heritage significance. • Investigate the funding avenues available through the Australian Heritage Commission, Heritage Council Victoria and the National Trust for conservation and enhancement of significant historic and cultural buildings and areas. • In conjunction with local historical societies, develop a detailed action plan for the promotion of the heritage attributes of Greater Shepparton through the avenues of tourism, retail and entertainment.		L-M	Partially completed
			HAC - Heritage Awards every two years. Council provides free heritage advisory service to landowners. Rate rebate is being assessed.	L-M	Completed (precedent set)
			Cultural heritage awards program to promote places and good conservation practice while ongoing improvements undertaken with grants. Council has Draft Heritage Strategy.	L-M	Partially completed
				L-M	Not started

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Agriculture and rural land

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To protect the productive agricultural land base and the valuable regional resource of irrigated land.	1.1 Support the growth and expansion of primary industries in irrigated and dry land farming in appropriate areas. 1.2 Support an efficient water supply and distribution system throughout the rural areas in accordance with the Regional Catchment Strategy. 1.3 Discourage subdivision, including subdivision for house excisions, and fragmentation of productive agricultural land to retain viable farm. 1.4 Discourage housing on old and inappropriate lots and where amenity may be negatively impacted by farming and related activities, or where housing may inhibit rural activities. 1.5 Prevent the inappropriate use and development of rural land for the establishment of industrial activities	Using Policy and the exercise of discretion • Apply the policies for housing and subdivision in rural areas. • Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Urban Growth Boundaries. • Apply the GS 2030 Residential Framework Plan, Shepparton, Mooroopna & Kialla. • Apply the GS 2030 Township Framework Plans • Refer to the Regional Catchment Strategy.	(Planning&Dev)	H	Completed
		Applying Zones and Overlays • Apply the Farming Zone • Apply the Environmental Rural Zone to rural land with identified environment significance. • Investigate the application of the Rural Activity Zone.	(Planning&Dev)	H	Completed
		Undertaking further strategic work • Prepare a Rural Land Strategy.	(Planning&Dev)	H	Completed
		Other planning tools may be more appropriate	H	Partially completed	
			H	Partially completed	
			H	Completed	
2 To support developing and emerging agribusinesses and their increasing requirement for high technical infrastructure.	2.1 Support food related industries and value adding opportunities 2.2 Encourage new value adding industries to locate in existing serviced industrial areas.	Using Policy and the exercise of discretion • Apply the GS 2030 Industrial Framework Plan. • Prepare a local policy on commercial and industrial developments in rural areas.	(Planning&Dev)	H	Completed
		Undertaking further strategic work • Develop an Economic Development Strategy that incorporates trends in the agribusiness sector	(Planning&Dev)	H	Complete (Amendment C69)
		Other actions • Develop an information kit for new agri- businesses, with information and link to referral agencies and approval processes • Explore the potential for a tourism / sales component of the food production and processing sector, and providing guidelines to ensure that these uses do not conflict with agricultural operations or the rural landscape amenity.	Agribusiness Ind network Eco Dev, Tourism and Events Strategy Draft to be adopted August 2016	H	Not started (strategy in draft form)
		No guidelines prepared (EcoDev) Submission to Animal Industries Advisory Committee Eco Dev Tourism and Events Strategy	M	Partially completed (see comments)	
			L-M		

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Agriculture and rural land

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
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3 To develop and promote the municipality as a regional centre for food and primary industry research and development.	3.1 Provide for new opportunities for emerging farming practices.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Prepare a local policy on commercial and industrial developments in rural areas <p>Applying zones and overlays</p> <ul style="list-style-type: none"> Apply the Farming Zone to rural areas, and following rural land strategy investigation application of Rural Activity Zone <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy and consider a marketing strategy for agribusiness. Prepare Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> GSCC to publish local economic indicators. Develop a promotions program that includes local economic indicators, for existing landowners and potential industry entrants, to create an awareness of the industrial markets and the economic climate. 	<p>CBD Strategy, CACS Strategy (Planning&Dev)</p> <p>(Planning&Dev)</p> <p>Economic Development, Tourism and Events Strategy is in draft form, hoping to adopt by August 2016.</p> <p>Monthly e-newsletter marketing program and website has commenced development. Set to be launched during 2016.</p>	H	Complete (Amendment C89)
	3.2 Protect the existing agricultural areas			H	Completed
	3.3 Encourage value adding and new enterprises for agricultural production.			H	Partially completed (draft form)
				H	Completed
				L-M	Partially completed (practice in place)
4 To ensure the sustainable development of business in strategic locations and to minimise conflicts at the urban fringe/agricultural land interface.	4.1 Protect productive agricultural land from inappropriate agricultural practices.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Prepare a local policy on commercial and industrial developments in rural areas <p>Applying zones and overlays</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan, Shepparton, Mooroopna & Kialla Settlement Boundaries. Apply the GS 2030 Township Framework Plans Apply the Farming Zone to rural areas, and following Rural land Strategy investigation application of Rural Activity Zone <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Prepare a Rural Land Strategy <p>Other actions</p> <ul style="list-style-type: none"> Provide a list of initiatives for the development of WFP. 	<p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>(Planning&Dev)</p>	H	Complete (Amendment C89)
	4.2 Encourage the preparation and certification of Whole Farm Plans to show sites for ancillary agricultural buildings and works, such as sheds and freight areas.			H	Completed
	4.3 Protect rural industries from encroaching non-agricultural uses.			H	Completed
				H	Completed
	4.4 Encourage sustainable farming methods for increased production.			L-M	Partially Completed (Council defers to referral authority GBCMA guidelines)
	4.5 Reduce the impacts of farm practices, including spray drift, on adjoining land particularly when the adjoining land contains a sensitive land use.				
	4.6 Cluster preferred uses in the rural zone with similar access requirements and off site				

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Agriculture and rural land

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	impacts.				

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Retail/commercial centres

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To provide increased opportunities for local job creation.	1.1 Facilitate opportunities for economic development to retain and build the employment base. 1.2 Support the small business sector and businesses operating from a flexible range of locations, including home offices.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Business Framework Plan. Apply the GS 2030 Township Framework Plans <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Business 1 Zone to the primary retailing centres Use the schedule to the Business 1 Zone to identify floor space limits for the expansion of retail/commercial centres Investigate the application of the Business 2 and Business 5 Zones to the office and business areas around the central CBD of Shepparton <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy. <p>Other actions</p> <ul style="list-style-type: none"> The Economic Development Unit to continue to offer support and liaison to traders associations and the home business based sector 	Commercial zones replaced BZ in 2014. Council has undertaken Shepparton CBD Strategy (C92) and more recently, CACS - to be implemented Economic Development, Tourism and Events Strategy is in draft form, hoping to adopt by August 2016. Ongoing through Greater Shepparton Business Centre, Chamber of Commerce, Shepparton Show Me and Renew Program.	H	Completed
				H	Completed
				H	Completed
				H	Completed
				H	Partially completed (CACS to be implemented)
				H	Partially completed (draft form)
				M	Partially completed (practice in place)
				H	Partially completed
				H	Partially completed
				H	Partially completed (draft form)
2 To develop the Shepparton CBD as a regional centre for commerce and entertainment.	2.1 Provide for the continued growth of the Shepparton CBD as a multi-purpose retail, business, commercial, community, entertainment and tourism centre. 2.2 Encourage the integration of retail and tourist services, especially in respect to ease of access, security arrangements and opening hours.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Use the hierarchy of activity centres in the MSS to guide the location and expansion of retail development. Apply the GS 2030 Shepparton CBD Framework Plan to guide development into identified precincts. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy to review the tourism strategy 	Undertaken for C92, to be further revised and updated via the CACS Economic Development, Tourism and Events Strategy is in draft form, hoping to adopt by August 2016.	H	Partially completed
				H	Partially completed
				H	Partially completed (draft form)

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Retail/commercial centres

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
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3 To revitalise the CBD of Shepparton and improve the urban design and architectural standards of retail/commercial areas.	3.1 Encourage the renewal of the mall and the main commercial heart of the Shepparton CBD.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Shepparton CBD Framework Plan. Apply the Advertising Signs and Streetscape, Landscape and Urban Design local policies <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Design and Development Overlay to main roads and key precincts to improve urban design, landscaping and to control advertising <p>Other actions</p> <ul style="list-style-type: none"> Apply for state government funding under the Pride of Place urban design program. Implement the urban design framework for the CBD of Shepparton Pursue innovative and interesting urban design and architecture in the CBD by applying the urban design framework for Shepparton <ul style="list-style-type: none"> Prepare an overall plan for the renewal of the mall, and support for a management body with representatives from owners, traders, Council and the community. Coordinate an application for state funding for urban design and renewal of the Shepparton city centre. 	<p>(Planning&Dev)</p> <p>Applied where strategic support exists</p> <p>Applied where justification warrants/ controls included in ACZ</p> <p>Applied under relevant current programs</p> <p>CBD Strategy completed</p> <p>(Planning&Dev)</p> <p>Underway (1 April 2016) Spiire looking at initial activation options for the Mall</p> <p>CBD Strategy resulted in funding and plans for Vaughan central, Maude Street and the bus interchange.</p>	H	Completed
	3.2 Facilitate the creation of a dynamic entertainment centre that is attractive to a mix of patrons			H	Partially Completed
	3.3 Ensure personal safety is addressed in the urban design of the public areas and linkages, to attract a range of users including families, youth, elderly, people with a disability, tourists and staff			H	Completed
	3.4 Encourage examples of landmark architecture for the Shepparton CBD			H	Completed
	3.5 Oppose adult entertainment venues in the central mixed-use activities area of the Shepparton CBD.			M	Partially Completed
	3.6 Encourage the redevelopment of peripheral areas of the Shepparton CBD (including expansion to Sobroan Street)				Partially completed (preliminary process underway)
	3.7 Encourage cafes, restaurants and the like in a dining and entertainment precinct in Fryers Street			H	Partially completed

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Retail/commercial centres

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
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4 To have a hierarchy of viable commercial/retail centres by retaining local and visitor spending within the municipality.	<p>4.1 Support a hierarchy of retail centres that promotes the primacy of the Shepparton CBD as a multi-function centre, complemented by a range of local centres for convenience shopping and activities.</p> <p>4.2 Carefully consider any proposed expansion of the Shepparton Marketplace if such expansion would adversely impact on the relative role of this centre and the CBD</p> <p>4.3 Provide for planned local centres in growth areas, and facilitate the expansion of the neighbourhood centre in the north at the Fairly's supermarket site, and establish a new neighbourhood centre at the former drive -in site to service the southern growth corridor</p> <p>4.4 Encourage a suitable mix of businesses within each centre to ensure viability.</p> <p>4.5 Provide neighbourhood commercial/retail centres that are accessible to the local community, especially by public transport and bicycle, and that also have adequate car parking provisions</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Framework Plan. Use the retail hierarchy in the MSS to guide the location and expansion of retail development. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Use the schedule to the Business 1 Zone to identify floor space limits for the expansion of the Shepparton Marketplace shopping centres Use the schedule to the Business 1 Zone to identify floor space limits for existing and future neighbourhood centres <p>Other actions</p> <ul style="list-style-type: none"> Undertake a Retail/Commercial Floorspace Strategy to investigate the potential additional floor space with an economic impact assessment on the expansion of the centres relative to population projections Any application for new or expanded neighbourhood shopping centres must demonstrate net community benefit in an economic impact assessment, and including justification for additional floorspace. 	<p>Shepparton CBD (C92), updated within CACS</p> <p>Floorspace caps in current C1Z, amendment to implement CACS will increase floorspace but retain caps</p> <p>CACS to be implemented, floorspace limits may apply</p> <p>CACS</p> <p>(Planning&Dev)</p> <p>Set out in CACS, will be basis for any amendment/ planning assessment</p>	H	Completed
				H	Partially completed
				H	Partially Completed
				H	Partially Completed
					Completed
				H	Completed
5 To agglomerate peripheral sales and highway services nodes in accessible and appropriately serviced locations.	5.1 Encourage and promote the location of peripheral sales, bulky goods and restricted retail as shown on the Framework Plan.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Business Framework Plan. Apply the Advertising Signs and Streetscape, Landscape and Urban Design local policies. Use the retail hierarchy in the MSS to guide the location and expansion of retail development. <p>Other actions</p>	<p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>(Planning&Dev)</p>	H	Completed
				H	
				H	Partially Completed

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Retail/commercial centres

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing
Priority	Progress/Status March 2016
H	Completed (CACB)

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
		<ul style="list-style-type: none"> Undertake a Retail/Commercial Floorspace Strategy to investigate the possible areas for additional peripheral sales and bulky goods outlets 	(Planning&Dev)	H	Completed (CACB)

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Industry

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To sustain a growing and diverse industrial base.	1.1 Provide for and support the expansion of the industrial base of Greater Shepparton in appropriate locations. 1.2 Encourage major industries to locate in Greater Shepparton. 1.3 Provide for the improvement of employee skills in industry sectors.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan Apply the GS 2030 Township Framework Plans <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the industrial zones to existing and identified future industrial areas <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy, incorporating an Industrial Land and supply analysis. <p>Other actions</p> <ul style="list-style-type: none"> The Economic Development Unit to continue to provide business assistance to existing and potential local industries The Economic Development Unit to coordinate an industrial land monitor service. Promote the "clean food and wellness" image through initiatives in the Economic Development Strategy. Provide tertiary training relevant to local employers, under programs from the University City Strategy. The Economic Development Unit to work with other stakeholders in addressing skills shortage, including participation in training and skilled migration programs. 	<p>(Planning&Dev) (Planning&Dev)</p> <p>Implemented via C162</p> <p>Industrial land review completed. Spatial economics recently engaged to undertake industrial land supply assessment.</p> <p>(EcoDev)</p> <p>(EcoDev)</p> <p>This is being coordinated through the Great Things are Happening Here campaign, due to be launched during 2016. Annual Brochure Keys to Success course information has been developed. Education sector quarterly meetings an action plan</p> <p>Education Sector quarterly meetings and action plan occurring, and participating in Back to Work Victorian Government initiative.</p>	H	Completed
				H	Completed
				H	Completed
				H	Completed
				H	Partially completed (established precedence)
				M	Not started
				H	Partially completed (project underway)
				M	Partially completed (project underway)
				H	Partially completed (project underway)
				H	Partially completed (project underway)
2 To locate industrial developments effectively, by utilising existing and planned infrastructure, and consolidating the existing main industrial areas.	2.1 Support new industries in established industrial zones, with access to infrastructure and constructed roads. 2.2 Support complementary new industries at the Goulburn Valley Freight Logistics Centre, when developed. 2.3 Protect the supply of future industrial land from encroachment of non industrial uses.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan. Apply the GS 2030 Township Framework Plans. Apply the GS 2030 Urban Growth Boundary Plan for Shepparton/Mooroopna/Kailla. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Development Plan Overlay to large areas of vacant industrial land to ensure co-ordinated development and timely provisions of infrastructure 	<p>(Planning&Dev) (Planning&Dev) (Planning&Dev)</p> <p>Alternate planning tool may be used</p>	H	Completed
				H	Completed
				H	Completed
				H	Completed
				H	Not started

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Industry

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	<p>2.4 Allow limited light industry in the township zone subject to amenity, servicing and environmental constraints.</p> <p>2.5 Prevent the inappropriate use and development of rural land for industry, other than rural based industry.</p>	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop an Economic Development Strategy, incorporating an Industrial Land and supply analysis, especially for Tatura 	Undertaken as part of C162 (investigation areas) and 2011 report, strategic review of industrial land in Tatura	H	Completed
3 To improve the urban design and architectural standards of industrial areas.	<p>3.1 Encourage industrial developments that incorporate high quality architectural design elements, create visual interest and incorporate landscaping and/or urban art.</p> <p>3.2 Support the location of buildings in industrial areas that provide convenient and safe access for staff.</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on Streetscape, Landscaping and Urban Design, Advertising Signs, Building Lines and Industrial and Commercial Uses in Rural Areas. 	Implemented via C162	H	Completed
4 To realise an integrated freight logistics centre to link the major freight corridors through the municipality and beyond.	<p>4.1 Encourage and facilitate the development of the freight logistics centre south of Mooroopna.</p> <p>4.2 Support an agglomeration of freight companies, food processing companies and associated service businesses in the freight logistics centre.</p>	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the GS 2030 Industrial Framework Plan. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Industrial 1 Zone and Design and Development Overlay to the site of the Goulburn Valley Freight Logistics Centre <p>Other actions</p> <ul style="list-style-type: none"> Continue to facilitate the establishment of the Goulburn Valley Freight Logistics Centre. 	<p>(Planning&Dev)</p> <p>(Planning&Dev)</p> <p>This is ongoing. Marketing signage on GV Link site and continual conversations with relevant stakeholders/interested parties.</p>	H	Completed
				H	Completed
				H	Partially completed (practice in place)

Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Tourism

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To encourage tourism growth and in particular promote the tourism opportunities of the irrigated rural landscape and the food growing and processing industries.	1.1 Support new tourist based enterprises to achieve an increase in bed stays and visits to the municipality	Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the local policy on commercial and industrial development in rural areas. 	MSS amendment re: non-rural uses in rural areas (C162) Economic Development, Tourism and Events Strategy is in draft form, hoping to adopt by August 2016. Official Visitors Guide is distributed every two years Web: 'Conferences and Events' The major events calendar has just been launched again in March 2016 and distributed to businesses.	H	Completed
	1.2 Promote the natural features of Greater Shepparton.	Undertaking further strategic work		M	Partially completed (draft Strategy prepared)
	1.3 Encourage the integration of tourism with heritage, recreation and activity centres.	<ul style="list-style-type: none"> Update the Tourism Strategy Assist in tourism marketing by circulating an information brochure to residents and businesses to distribute to visitors Create a reputation for hosting major events for both community and industrial purposes, by initiatives included in the Tourism Strategy Review 		L	Partially completed (practice in place)
	1.4 Encourage the integration of tourist and agricultural activities where there are no adverse impacts on the operation of rural industries			H	Partially completed (practice in place)
	1.5 Support public art displays which showcase the area's strengths and reputation, such as the Moo-ving Cows display.				
2 To provide adequate tourist services which suitably meet the needs of visitors to the municipality.	2.1 Encourage tourist developments to adequately cater for the differing needs of tourists.	Using Policy and the exercise of discretion <ul style="list-style-type: none"> Apply the local policies on advertising signs, streetscape, landscaping and urban design and industrial and commercial development in rural areas. 	(Planning and Dev)	H	Partially Completed
	2.2 Provide for tourist developments that are visually interesting and reflect the character of the	Other actions <ul style="list-style-type: none"> Provide effective signage in appropriate locations for tourism purposes. 		H	Completed

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Topic: ECONOMIC DEVELOPMENT - Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry

Theme: Tourism

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	municipality	<ul style="list-style-type: none"> Provide effective highway visitor services in appropriate locations. 	In late 2015 new tourism signage was placed at entrances to Shepparton. These billboards provide event information. Tourism locational signage is the responsibility of VicRoads and Council provides advice to businesses.	H	Completed

Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To promote linkages with other regional cities to cater for traffic movements which include various users: <ul style="list-style-type: none"> Workers to and from Shepparton; Educational trips comprising school attendees; Shoppers travelling to and from Shepparton from other regional towns; Tourists travelling to and from Shepparton; and Freight movements that distribute products, particularly farm products to depots and warehouses for further distribution to markets and regional logistics centres 	1.1 Encourage and promote the early development of the Shepparton Bypass in particular the northern river crossing as a first stage 1.2 Promote integrated road network connections with the Shepparton Bypass to reduce intrusion of traffic to the central Shepparton and Mooroopna areas. 1.3 Support the safety of road linkages with other regional cities	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on Goulburn Valley Highway Environs and Industrial and Commercial Uses in Rural Areas. <p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Road Zone Category 1 to the declared Main road network Apply the Road Zone Category 2 to other locally significant arterial roads Apply the Public Use Zone (number 4) to the railway lines Apply the Public Acquisition Overlay to land to be acquired for the Shepparton bypass. <p>Other actions</p> <ul style="list-style-type: none"> Undertake a study to upgrade arterial roads to cope with future traffic volumes, and to promote linkages with other regional cities, prior to the completion of the Shepparton Bypass, without creating intrusion to the local areas. Investigate the merits of converting other regional rail lines to standard gauge which connect with Shepparton Undertake a continual review of accident history and implement measures to promote safe travel 	Industrial Uses in Rural areas undertaken as C162 C92 C92 (Planning&Dev) (Planning&Dev) Doyles Road upgrades, Verney Road, New Dookie Road junctions ,alternative truck route Lobbied State Gov for upgrade to Tocumwal line, Food Bowl Rail Alliance - inland rail alignment to come through Shepp National Blackspot Program - funding 2014	H	Partially completed
				H	Partially Completed
				H	Partially Completed
				H	Completed
				H	Completed
				M	Partially completed
				M	Partially completed
				M	Partially completed - continual reviews
2 To improve the efficiency and safety of regional based freight handling and traffic	2.1 Promote the development of the freight logistics centre to provide for the efficient handling and distribution of local produce via the main rail and arterial road network. 2.2 Encourage the development of freight networks that reduce the intrusion of freight transport on the local traffic network	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Industrial 1 Zone to the freight logistics centre Apply the Road Zone Category 1 to the declared Main road network. Apply the Road Zone Category 2 to other locally significant arterial roads. <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop a statutory plan for the Shepparton Alternative Route that includes: <ul style="list-style-type: none"> Designated freight routes encouraging the bypass of the local urban areas Measures to direct traffic to the Shepparton Bypass and Midland Highway Designated cross section A plan for access to this road A plan to upgrade this road to provide for future traffic growth, particularly prior to the completion of the Shepparton Bypass; and A plan to address safety concerns along this road Investigate options/potential for applying the Public Acquisitions Overlay to the areas that may be required for road widening 	Wanganui Rd Study Lockwood Rd - C86	H	Completed
				H	Partially Completed
				H	Partially Completed
				H	Partially Completed
				M	Partially Completed

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Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
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3 To maintain air services to and from Shepparton, which meet with the needs of the Greater Shepparton community, whilst identifying a new long-term site for the airport.	3.1 Support the existing services provided by the Shepparton Aerodrome in its current location and provide for the continued operation of this facility while the feasibility of relocating to a new site is identified.	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply the Public Use Zone to the current site of the Shepparton Aerodrome <p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Undertake a feasibility study into the relocation of the Shepparton Aerodrome Undertake a detailed study to establish the need and demand for air services 	Greater Shepparton Aerodrome Relocation Feasibility Study, Draft Feb 2016 from GHD	H	Completed
	3.2 Recognise that residential growth toward the current airfield may be constrained by the current location of the Aerodrome	<p>to and from the City of Greater Shepparton for:</p> <ul style="list-style-type: none"> Passenger transport; Freight transport, and Allied Business / Commercial Opportunities (aviation school, maintenance, freight forwarders, air ambulances etc) 		M-H	Partially Completed - Feasibility study in draft form further action expected
	3.3 Support the preferred uses of residential/commercial at the Aerodrome site, in the event of its relocation.			M-H	Partially completed (draft form)
4 To provide effective and efficient rail services for freight and passengers.	4.1 Promote the use and development of the rail links through the municipality	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Undertake a feasibility analysis of a rail link to the proposed freight/logistics centre. Investigation of a rail bypass around the Shepparton town centre, along a similar route to the Shepparton bypass <p>Other actions</p> <ul style="list-style-type: none"> Lobby for improvements to regional passenger and freight rail systems 	Greater Shepparton Freight and Land Use Strategy 2013 (adopted) further feasibility work likely required	H	Not started
	4.2 Support and encourage the investigation of a fast train link.			M	Not started
	4.3 Promote the upgrading of the rail line to Shepparton to a standard gauge line to allow domestic linkages across Australia.			M	Partially completed

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Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	<p>4.4 Promote the development of a rail link to the freight logistics centre to combine with road freight movements.</p> <p>4.5 Establish the changing demand for rail freight services to and from Shepparton.</p> <p>4.6 Prevent traffic congestions that may be caused by rail movements across roads</p>	<ul style="list-style-type: none"> GSCC to contribute to regional lobbying for a standardised gauge. 	<p>March 2016 - media prepared video to lobby visiting government representatives - Action group to be established.</p> <p>Inland rail lobby group</p>	M	Partially completed
5 To develop Walking/Bicycle and Public Transport networks that provides transport and accessibility options to segments of the community who have not or prefer not to use a motor car.	<p>5.1 Encourage appropriate developments that are accessible by public transport and bicycle.</p> <p>5.2 Encourage medium density and smaller residential allotments to be located within walking distance to public transport routes</p> <p>5.3 Encourage new subdivision and developments to promote walking and cycling between facilities, such as between homes and schools, open spaces and shops.</p> <p>5.4 Provide road reservation widths to accommodate bicycle lanes on appropriate routes.</p> <p>5.5 Support new facilities such as community hubs, neighbourhood centres, sporting facilities, entertainment and health services to be located on and very near a public transport route and/or bicycle paths.</p> <p>5.6 Ensure that Disability Discrimination Act (DDA) compliance is achieved.</p>	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Continue developing the shared path network through Shepparton and Mooropna. Prepare a Public Transport Strategy which addresses the provision of a comfortable, convenient and efficient public transport facility to best cater for various user groups including: <ul style="list-style-type: none"> - General Public; - People with a disability; - Aged; and - School students. <p>Other actions</p> <ul style="list-style-type: none"> Provide expanding public transport services to new growth areas in Shepparton to encourage additional public usage. Provide one or more public transport hubs within the Municipality to consolidate various public transport groups to allow integration of public transport modes. Provide linkages between smaller towns within the Greater Shepparton to Shepparton and Mooropna. Provide greater circumferential Public Transport services which link key services within the municipality. Provide greater publicity and marketing of public transport services information Develop the use of community bus services to become more demand responsive and variable in route to pick up and drop off upon demand Promote the use of discount taxi fares for elderly citizens. Continually improve the safety of the cycle networks through a review of accident history and implement measures to promote safe travel Clearly distinguish the appropriateness of cycle routes for various user groups 	<p>RiverConnect, Bicycle Strategy update and included in Growth Corridor Planning</p> <p>ITS Strategy (Movement & Place underway.</p> <p>Included in growth corridor planning</p> <p>Meude Street/ Vaughan Street bus interchange</p> <p>Getting There Network' - project from 2011 to 2013</p> <p>2008 Street Rider Night Bus Service</p> <p>Bicycle strategy</p>	<p>H</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>M</p> <p>H</p> <p>M</p>	<p>Partially completed</p> <p>Partially completed (precedent in place) Partially Completed (Additional works being undertaken)</p> <p>Partially completed (infrequent work undertaken)</p> <p>Not started</p> <p>Completed</p>

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Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	5.7 Promote accessibility throughout the municipality by public transport.				

6 To ensure the safety and efficient functioning of the roads for a variety of users.	6.1 Provide a hierarchy of roads to encourage the use of suitable roads and to reduce intrusion of through and freight traffic from entering local urban areas.	<p>Using Policy and the exercise of discretion</p> <ul style="list-style-type: none"> Apply the local policies on Goulburn Valley Highway and Industrial and Commercial Uses in Rural Areas. Use VicRoads as a referral authority where appropriate. 	(Planning&Dev) (Planning&Dev)	H H	Partially completed (some practice in place) Partially completed (practice in place)	
	6.2 Provide for efficient and safe pedestrian and cycle movements within existing and new developments	<p>Applying Zones and Overlays</p> <ul style="list-style-type: none"> Apply Development Plan Overlays for areas of new growth within Greater Shepparton to guide road design and access. 	PSPs applied where relevant- NEGC, SEGC, otherwise DPOs Mooroopna West	H	Partially completed (practice in place)	
	6.3 Encourage the accessibility and safety for pedestrian movements to be made within the Shepparton CBD area.	<ul style="list-style-type: none"> Apply the Development Contributions Plan Overlay to new growth areas to ensure infrastructure is adequately funded in a timely manner. 	S173 or DCPs utilised where possible	H	Partially completed (practice in place)	
	6.4 Ensure areas of new growth within the municipality are appropriately guided in terms of road design and access.	<p>Undertaking further strategic work</p> <ul style="list-style-type: none"> Develop a Transport Strategy for the Shepparton CBD to allow safe and efficient movement for all users, including pedestrians. Undertake a traffic study investigating the options for the development of a north-south arterial road network to comprise Archer and Hawdons Sts, Lockwood and Verney Roads and Andrew Fairly Avenue 	Integrated Transport Strategy - Movement and Place to be undertaken shortly	M	Not started - commitment to begin shortly	
	6.5 Encourage the development of a ring road around the Shepparton-Mooroopna area to reduce traffic	<ul style="list-style-type: none"> Develop a strategy for the upgrading of arterial roads to cope with future traffic volumes prior to the completion of the Shepparton Bypass without 	Shepparton Bypass/ Shepp alternative route upgrades	M	Not started Partially completed	

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Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Traffic and Transport Systems

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
	<p>infrusion linking the Shepparton Alternate Route, the Midland Highway and the Goulburn Valley Highway - Shepparton Bypass.</p> <p>6.6 Encourage the development of a second river crossing incorporated as part of the Shepparton Bypass as early as possible</p> <p>6.7 Ensure the efficient management of roads for traffic, public transport, bicycles, pedestrians, parking, scooters and motorized wheelchairs, and for loading and unloading of goods.</p>	<p>creating infrusion to the local areas and to provide integrated connections with the Shepparton Bypass Route.</p> <ul style="list-style-type: none"> Regularly review the Parking Precinct Plan. 	ITS	<p>M</p> <p>M</p>	<p>Not started</p>

Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Urban and rural services

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
1 To provide sustainable infrastructure to support the growth and development of the municipality.	1.1 Provide appropriate and cost efficient physical and social infrastructure to support the growth of the municipality, by preparing developer contributions plans for the municipality's urban growth areas. 1.2 Protect and maintain wastewater facilities in an environmentally sensitive way, through the application of a Waste Management Strategy. 1.3 Encourage an increased rate of recycling and re-use by establishing a materials recovery facility 1.4 Improve the appearance of waste facilities through urban design controls and the Development manual guidelines 1.5 Facilitate the extension of natural gas to remote townships, through continued liaison with power servicing authorities.	Using Policy and the exercise of discretion • Apply the provisions of the MSS to guide the preparation and assessment of developer contribution plans. • Apply the local policy Stormwater Management Applying Zones and Overlays • Apply the Development Contributions Plan Overlay to areas of future development. • Apply the Development Plan Overlay future growth areas. Undertaking further strategic work • Prepare developer contributions plans for the proposed growth corridors. • Provide for legal agreements to be reached for the provisions of infrastructure funding for new growth areas.	(Planning & Devt) IDM (C112)	H H	Completed Partially Completed
			(Planning & Devt) Housing Strategy and PSPs	H	Completed (practice in place) Completed
			S173 and DCPs prepared	H	Partially Completed
			(Planning & Devt)	H	Partially Completed (this is common practice)
2 To ensure a continued supply of high quality water for urban and rural use.	2.1 Promote the efficient use and reuse of water 2.2 Ensure compliance with the recommendations and requirements of the strategies such as the Stormwater Management Plan, the Floodplain Management Plan, the Regional Catchment Strategy and Council's local water initiatives. 2.3 Encourage best practice in engineering design work for new development in terms of water supply and use. 2.4 Protect the water supply catchment within the municipality	Using Policy and the exercise of discretion • Use Goulburn Valley Water and Goulburn Murray Water as referral authorities where appropriate. Applying Zones and Overlays • Apply the Environmental Significant Overlay to catchment area as necessary. Undertaking further strategic work • Prepare educational and promotion packages on efficient use and re-use of water for developers, land owners and the generally community.	As per Clause 66.04	H	Completed
			ESO undertaken for GVV Treatment Plants. Clarify what other catchment areas	H	Partially completed
				H	Not started

Topic: INFRASTRUCTURE - The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth

Theme: Urban and rural services

LEGEND	
	Not started
	Partially Completed
	On hold pending other work
	Completed
	Ongoing

Objectives	Strategies	Actions	Responsible Manager	Priority	Progress/Status March 2016
3 To maintain an efficient and environmentally sensitive stormwater management system.	3.1 Ensure that planning decisions are made in the context of the goals and priorities of the Shepparton Stormwater Management Plan and the CSIRO Urban Stormwater Best Practice Environmental Management Guidelines. 3.2 Ensure compliance with the recommendations and requirements of the strategies such as the Council's Development Manual, the Stormwater Management Plan, the Floodplain Management Plan and the Regional Catchment Strategy. 3.3 Encourage best practice in engineering design work for new development in terms of stormwater management. 3.4 Encourage appropriate use of Water Sensitive Urban Design. 3.5 Ensure the hydraulic capacity of the urban drainage system deliver the level of service defined in the Stormwater Management Policy	Using Policy and the exercise of discretion • Apply the local policy Stormwater Management Applying Zones and Overlays • Apply the development Plan Overlay to new growth areas to guide preparation of Stormwater Management Plan. Undertaking further strategic work • Develop and implement stormwater management plans in conjunction with relevant agencies. Other actions • Support the working relationship between the Goulburn-Broken Catchment Management Authority, EPA Victoria and the local community to monitor the implementation of the Shepparton Stormwater Management Plan.	IDM	H	Partially Completed (pending C112)
			IDM to be used	H	Partially Completed (alternative means of addressing matter adopted)
			Stormwater Management Plan Review 2009, PSPs and Development plans include SMPs	H	Partially Completed
			S'water Ed Officer Annual funding-GBCMA GPTs, wetlands GSSWMP Review 2009	H	Partially completed (practice in place)
4 To provide telecommunications facilities and services available to all areas of the municipality.	4.1 Proactively support the development of and access to competitive leading-edge telecommunication facilities and services. 4.2 Ensure new developments cater for telecommunications infrastructure.	Other actions • Continue to encourage telecommunications providers to provide infrastructure to deliver broadband technology to service the region.	NBN being installed	H	Partially Completed

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