

Your Voice. One Vision

# Our Community Vision for 2030



# Acknowledgement of country.

Council acknowledges its indigenous history and pays its respects to its elders both past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander People who are a part of Moorabool Shire.

Our land was traditionally occupied by, and connected to, a number of Aboriginal communities for tens of thousands of years.

This land is home to the Wadawurrung Tribe in the south and west, the Dja Dja Wurrung Tribe in the northern ranges and the Wurundjeri Woiwurrung Tribe in the east.

We appreciate our responsibility to care for the land and maintain it for future generations to enjoy.



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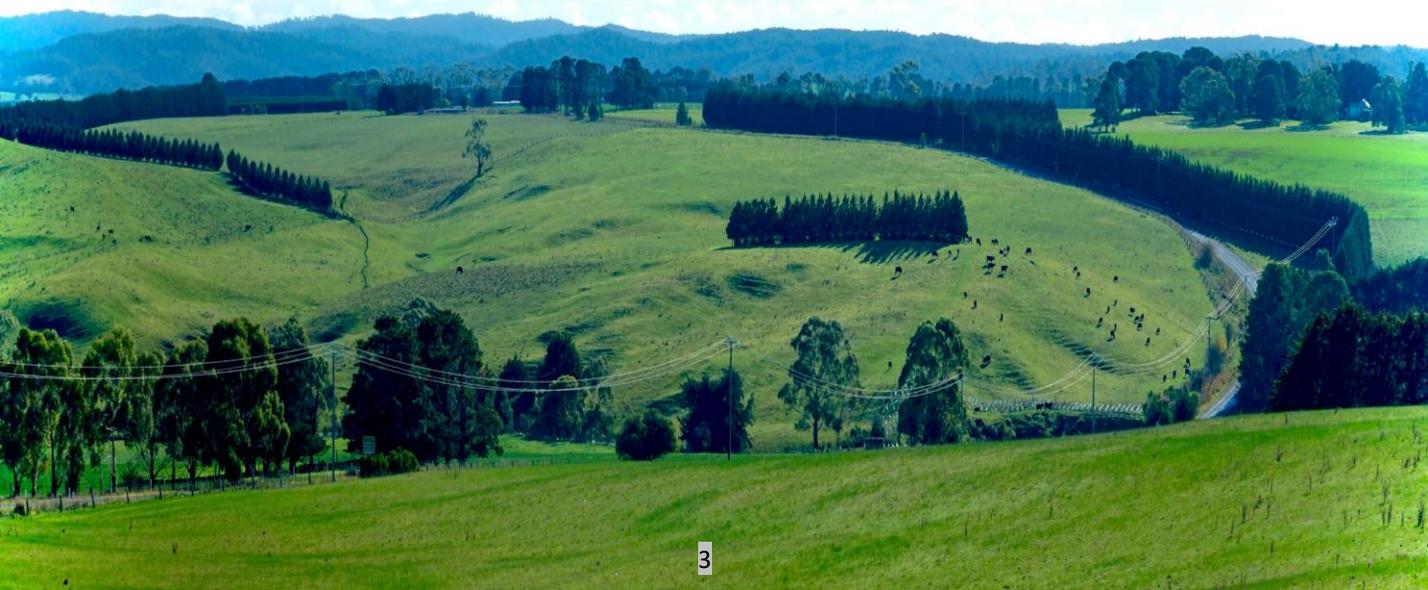
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# A word from the Mayor.

## Your Voice. One Vision.

Our picturesque rolling hills, the vibrancy of our small towns, that rare blend of a rural lifestyle and urban convenience. It's what makes Moorabool Shire so special.

It is a place that is growing and changing. And the next 10 years will be a time for exciting new developments as well as preserving the Shire's rural charm and embracing our natural environment.

Over the last six months you have told us what you love about the Shire and what you want to see happen over the next ten years. This long-term Community Vision for 2030 has been developed by the community for the community.

Your insights will guide how we achieve that vision and used to formulate a Community Vision Statement that inspires, is realistic, and accessible.

So, whether you live, work or visit here, I want to thank you personally, and on behalf of Council, for helping us make the Shire so special and for helping us create the future together.



**Cr Tom Sullivan**  
**Mayor**





“

**Your insights helped us design a vision broad enough to capture the wonderful possibilities of what the Shire can become in the next decade.**

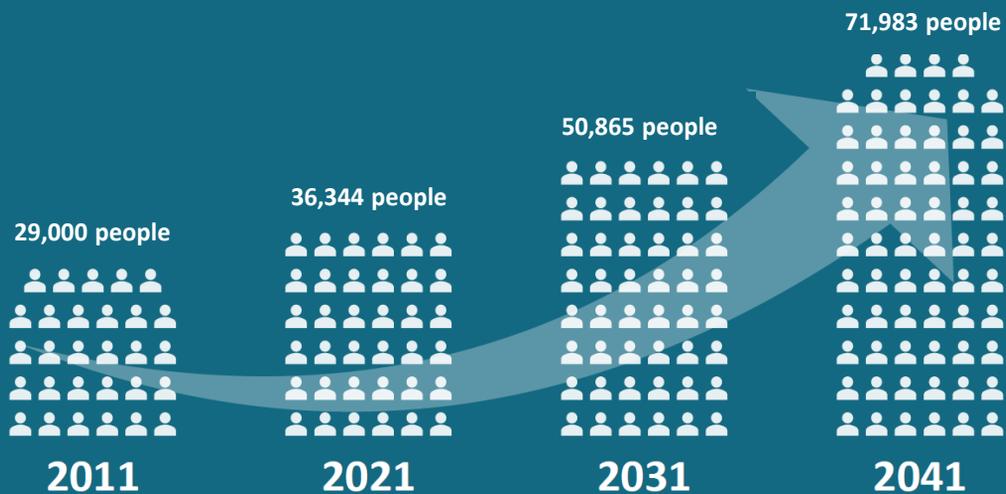
**Mayor Cr Tom Sullivan**

# Community profile.

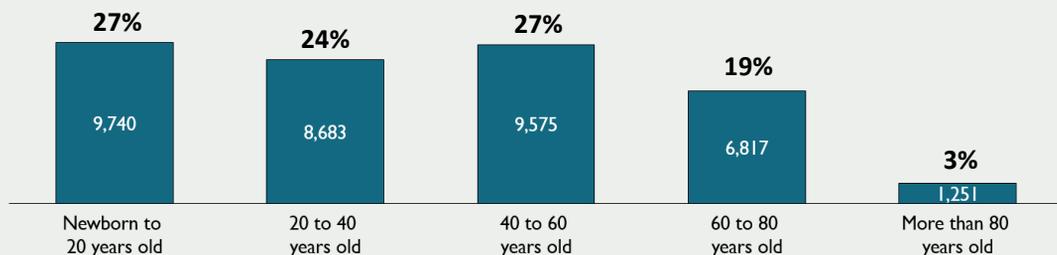
As one of the fastest-growing peri-urban municipalities beyond Melbourne's metropolitan fringe, Moorabool Shire is embarking on an exciting yet important chapter.

Nestled between Melbourne, Geelong and Ballarat, the Shire offers residents, businesses and tourists an attractive mix of urban convenience and rural tranquillity.

Our population is growing and is forecast to double in the next 20 years.



Our population profile is older than most municipalities, but more and more young families are moving here.



MELBOURNE

45 minutes

The largest industries in terms of revenue are construction, real estate, and agriculture

Most people working in the Shire are in the construction, education, and health industries

More and more families with young children are moving from inner Melbourne suburbs

There are about 8,100 residents living with a permanent or temporary disability

74% of the Shire is made up of waterways and state forest







# Constructing our Vision

# Findings: what do we want to be famous for?



## **A liveable and vibrant community**

- Welcoming - a place people feel safe and sound
- The destination to go for a rural lifestyle option
- Maintaining landscapes and neighbourhood character



## **A trusted and capable Council**

- Sensible and responsible
- A roadmap that is easy to follow
- Improved transparency and efficiency



## **Our unique places**

- Parkland and open spaces are regularly visited destinations
- Grow our rural living space to beautify our townships
- Town beautification and infrastructure



## **Opportunities for economic growth**

- Young people stay in the Shire and build local businesses
- A facilitator of change that breeds growth and success
- Functioning rural environment, where farmers are not rated out

# Findings: forces impacting our community.

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What are the main **barriers** to achieving our ideal Shire?



**State vs local vs community interests**



**Not enough funding**



**Lack of innovation and planning**

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What will have the **biggest impact** on our lives in 10 years?



**Population growth**



**Urban sprawl**



**Climate change**

# Our children's vision.

As part of our deliberative engagement program, we sought the insights of our school children to ensure that we captured the imagination and insights to provide for our future generation.

We asked for drawings or written responses to influence our Community Vision, Health and Wellbeing Plan, Open Space Strategy and Arts and Culture Strategy.



## Health and wellbeing.

- ♥ Less pollution.
- ♥ Healthier food choices.
- ♥ More arts – events, workshops, festivals.



# Parks and open spaces.

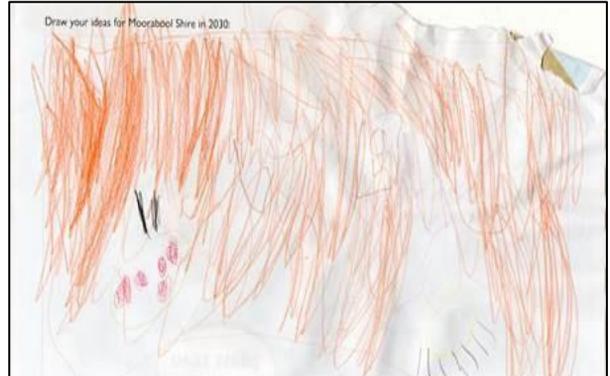


More parks... for some kids they are too far away.

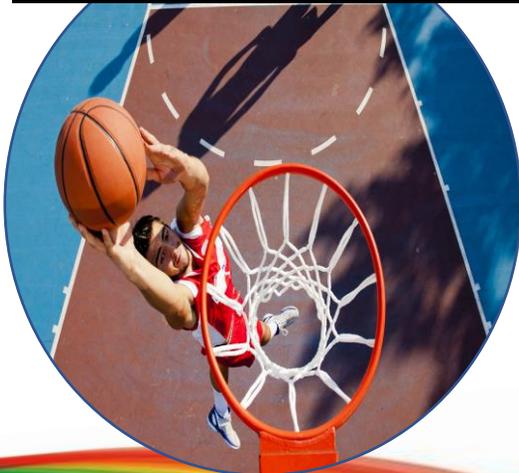


## And some cool ideas for play equipment

*Flying foxes, spider pyramids, sliding poles, whizzy spinner, a splash park...*



**We would like to see a special centre with basketball courts set up.**



## What would you like to see more of?

A fitness centre.

Electric cars.

Bike trails.

Recycling education

... and more recycling bins!



**Some historical art displays to educate people about the local history.**

# Identifying the themes.

As we collated your feedback, five distinct themes emerged:



**Connected communities**



**Well planned neighbourhoods**



**Maintaining our rural charm**



**Embracing sustainability**



**Strong local economy**

# Maintaining our rural charm.



Maintaining the Shire’s unique peri-urban charm was the pre-eminent theme during the engagement activities. We must balance growth while retaining our strong country identity.

## Areas to consider

- Maintain the natural assets and diverse local ecosystems of the Shire
- Encourage high green rating developments that compliment a rural environment
- Preserve the distinct rural and heritage character of our small towns through building covenants
- Conserve local flora and fauna and protect wildlife in developed green spaces
- Advocate for increased funding to better maintain State Forests and National Park assets

## What this means for the community

“

Private gardens with medium (native drought tolerant) trees need to be encouraged.

“

I live here for the environmental amenity and life quality.

“

Environmentally friendly - with development that has respect for the natural environment.

# Connected communities.



Build community participation and foster connection through investment in infrastructure and activities. Ensure people feel safe, supported, and inspired.

## Areas to consider

- Better public and active transport links that link neighbourhoods to our many green open spaces
- More places that encourage transient social interactions
- Encourage more citizen participation in events
- Promote and encourage interaction with local neighbourhoods
- Support new residents to feel a sense of belonging and to participate in the community

## What this means for the community



A community hub where groups can interact with each other.... an indoor aquatic centre.



Services need to become 24/7 and be central and easy to get to.



Lots of free outdoor facilities, maintained walking tracks, playgrounds and kids play water parks.

# Well planned neighbourhoods.



Develop well-planned neighbourhoods that accommodate a growing population, and provide shared spaces and accessible facilities for everyone.

## Areas to consider

- Plan for future growth while being sympathetic to our heritage and environment
- Provide adequate provision for safe and vibrant community spaces
- Ensure careful residential development that enhances our peri-urban identity
- Strategic planning that balances commerce, industry, residential, and green spaces
- Open and transparent communication of all urban and rural developments with the community

## What this means for the community



It is important not to over-populate areas as it puts too much pressure on infrastructure and services.



Accessible and safe neighbourhoods for all.



Create open spaces and parks first, prior to housing development.

# A strong local economy.



Promote Moorabool Shire as a flourishing business location, offering residents local job opportunities and businesses a robust technology infrastructure.

## Areas to consider

- Encourage Council and community-led economic development strategies including more business networking
- Use the skills that are moving to the Shire and provide local job opportunities
- Promote tourism through food, arts and culture
- Enable sustainable farming and food production
- Internships offered to young people by local businesses

## What this means for the community



Focus on industries that are sustainable and beneficial to the area. Use the skillsets that are coming to the Shire.



How do we leverage technology to create job opportunities?



Embrace and foster creativity. Stop being risk averse and conservative.

# Embracing sustainability.



We must preserve our natural environment and champion sustainable practices through transparent and proactive activities that inspire action.

## Areas to consider

- Educate residents and the community about global forces such as conservation, climate change and the circular economy
- Introduce new recycling and waste management initiatives
- Explore working with local eco-entrepreneurs and sustainability champions in the community
- Display leadership through reducing Council's own energy consumption
- Advocate for clear policy direction for state and federal governments

## What this means for the community



Better maintenance of natural bush lands, rivers, reserves. Promote planting days.



Book times with the Park Rangers over the school holidays and learn about the environment.



There needs to be facilities for recycling of food and green waste and centralised composting.





## **Our 2030 Community Vision Statement.**

**“ We embrace our  
natural environment  
and lifestyle options  
to create an inspiring  
place for everyone to  
live, work, and play.**

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**Your Voice. One Vision.**





# Our deliberative engagement program

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Your Voice. One Vision

# Engagement activities.

Surveys, virtual workshops and phone interviews to hear what you have to say.

We gathered your opinions, expectations and hopes to define a collective Community Vision for Moorabool Shire. This Vision comprises key themes that were common throughout the engagement activities of the project that will guide how we deliver this Vision.

## Engaging the community

We ran a deliberative engagement program between December 2020 and March 2021.

More than 450 people across all demographic profiles took part in the engagement activities. We recruited a Community Reference Group (CRG) that reflected the diversity of our municipality to provide further insights in interactive workshops.

From initial social media posts, posters and flyers across the Shire to drive awareness to deliberative engagement activities with famers, schools and those with online accessibility issues, we ensured we captured a truly representative voice.



**Community Vision  
online survey**

**Online survey of  
a statistically  
representative sample of  
community members.**

**Participants were asked  
specific questions relating  
to infrastructure and the  
natural environment,  
services, local council, the  
character of the places in  
Moorabool Shire, and issues  
of significance in the future.**



**Community  
workshop 1**



**Phone interviews  
for hard to reach**



**Community  
workshop 2**



**Staff  
consultation**

**We conducted workshops and phone interviews  
to explore what the ideal Moorabool Shire should  
look like in 2030.**

# Gathering your insights.

Some of the questions from the survey and workshops.



What is it like to live in the ideal Moorabool of 2030?

What do you love about your local community?

Rank the important elements for:

- Infrastructure and natural environment
- Services
- Local Council
- Character of the places

What will have the biggest impact?

What do you hope will be different in 2030?

What do you hope will be the same?

What do you want Moorabool Shire to be famous for?

# From engagement to endorsement.

A comprehensive schedule of deliberative engagement activities was laid out in September 2020 to ensure we captured the diversity of our municipality's expectations.

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## December – January

- ✔ Community Vision survey sent online and a replied paid post for older people and those with online accessibility issues
- ✔ Community Reference Group online workshop 1
- ✔ Visual feedback from children and young people via drawing competition
- ✔ Staff consultation sessions
- ✔ Management Vision workshop
- ✔ Community Reference Group online workshop 2

## February – March

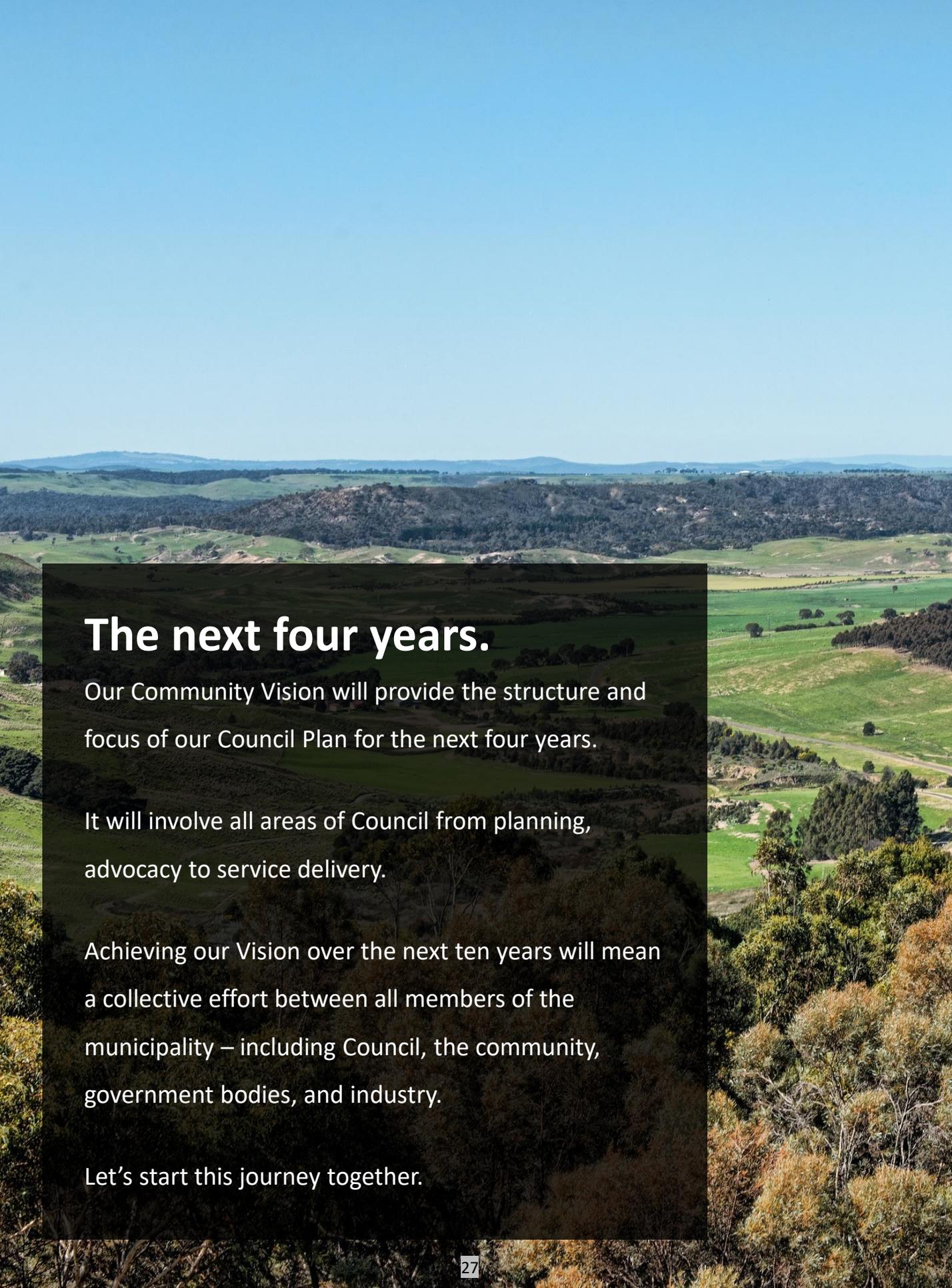
- ✔ Community Vision Survey sent to local farming families
- ✔ Council and Executive Team consultation sessions
- ✔ Teacher-led engagement sessions to collate insights from school children
- ✔ Draft Community Vision presented to Council

## April – June

- ✔ Briefing to Council on the Community Vision and Council Plan
- ✔ Council endorsement of Community Vision, draft Council Plan and Budget
- ✔ Public exhibition of Community Vision and consultation and submission of draft Council Plan and Budget

## 30 June

- Adoption of Community Vision, Council Plan and Budget by Council



## The next four years.

Our Community Vision will provide the structure and focus of our Council Plan for the next four years.

It will involve all areas of Council from planning, advocacy to service delivery.

Achieving our Vision over the next ten years will mean a collective effort between all members of the municipality – including Council, the community, government bodies, and industry.

Let's start this journey together.

# Moorabool Shire Council.

## Offices

### Ballan

15 Stead Street, Ballan  
Victoria 3342

### Darley

Civic Community Hub  
182 Halletts Way, Darley  
Victoria 3340

### Bacchus Marsh

Lerderderg Library – Customer Service  
215 Main Street, Bacchus Marsh  
Victoria 3340

**Interpreter and TTY services available**



## Accessibility

To view this publication in an alternative format or to get in touch, please contact the Moorabool Shire Council office on:

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