

Planning and Environment Act 1987

MURRINDINDI PLANNING SCHEME

AMENDMENT C62

INSTRUCTION SHEET

The planning authority for this amendment is the Murrindindi Shire Council.

The Murrindindi Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In Local Planning Policy Framework – replace Clause 21.06 with a new Clause 21.06 in the form of the attached document.

End of document

Planning and Environment Act 1987

MURRINDINDI PLANNING SCHEME

AMENDMENT C62

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by the Murrindindi Shire Council, which is the planning authority for this amendment.

Land affected by the Amendment

The Amendment applies to the whole of the Murrindindi Shire municipal area.

What the amendment does

The Amendment proposes to implement the findings of the *Murrindindi Shire Gaming Policy Review*, 10 Consulting Group Pty Ltd, October 2015 into the Murrindindi Planning Scheme.

The Amendment proposes to replace Clause 21.06, Transport and Infrastructure, in the Local Planning Policy Framework to amend Clause 21.06-4, Community Development, to include new strategic directions and policy guidelines for gaming and list the *Murrindindi Shire Gaming Policy Review*, 10 Consulting Group Pty Ltd, October 2015 as a reference document to the Murrindindi Planning Scheme.

Strategic assessment of the Amendment

Why is the Amendment required?

The amendment is required to provide additional strategic and policy guidance for gaming into the Murrindindi Planning Scheme through implementing the findings of the *Murrindindi Shire Gaming Policy Review*, 10 Consulting Group Pty Ltd, October 2015.

How does the Amendment implement the objectives of planning in Victoria?

The amendment implements the objectives of planning in Victoria as outlined in Section 4 of the *Planning and Environment Act 1987* through:

- Providing for the fair, orderly, economic and sustainable use and development of land.
- Securing a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria.
- Balancing the present and future interests of all Victorians.
- Ensuring sound, strategic planning and co-ordinated action at State, regional and municipal levels.
- Enabling land use and development planning and policy to be easily integrated with environmental, social, economic, conservation and resource management policies at State, regional and municipal levels.
- Ensure that the effects on the environment are considered and provide for explicit consideration of social and economic effects when decisions are made about the use and development of land.

- Facilitating development that achieves the objectives of planning in Victoria and planning objectives set up in planning schemes.

How does the Amendment address any environmental, social and economic effects?

The amendment has fully considered environmental effects. The amendment will have no significant effect on the environment and the environment will have no significant effect on the use or development envisaged in the amendment.

The amendment is expected to have positive social benefits for landowners and Murrindindi Shire generally. Positive social effects and benefits will accrue from the amendment through the implementation of additional strategic and policy guidance for gaming to minimise potential harm from gaming venues and electronic gaming machines and protect vulnerable communities from gaming. This additional strategic and policy guidance for gaming includes an identification of both more appropriate and discouraged areas, sites and venues and the inclusion of application requirements and decision guidelines to guide future gaming proposals.

Positive social effects will also accrue to Murrindindi Shire through the proposed additional gaming guidance under this amendment further implementing the directions of the *Municipal Public Health and Wellbeing Plan, Murrindindi Shire, 2013-2017*, a reference document to the Murrindindi Planning Scheme.

The amendment has fully considered economic effects. The amendment will have no significant effect on the economy and the economy will have no significant effect on the use or development envisaged in the amendment.

Does the Amendment address relevant bushfire risk?

The amendment is not relevant to and does not affect bushfire risk.

Does the Amendment comply with the requirements of any Minister's Direction applicable to the amendment?

The amendment complies with all Minister's Directions under Section 12 of the Planning and Environment Act 1987. Specifically, the amendment has considered and complies with the following Ministerial Directions:

- Ministerial Direction 11, *Strategic Assessment of Amendments*: The amendment has been strategically assessed and justified in accordance with this direction.
- Ministerial Direction No. 15, *The Planning Scheme Amendment Process*: All process requirements to be met under the direction have been considered and met in the preparation of the amendment.
- Ministerial Direction on the Form and Content of Planning Schemes under section 7(5) of the Act.

How does the Amendment support or implement the State Planning Policy Framework and any adopted State policy?

The amendment generally complies with and implements the objectives and strategic directions of the State Planning Policy Framework of the Murrindindi Planning Scheme.

How does the Amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

The amendment generally complies with and implements the objectives and strategic directions of the Local Planning Policy Framework of the Murrindindi Planning Scheme. Clause 21.06-4, Community Development, in Clause 21.06, Transport and Infrastructure is being revised under this amendment to include issues, an objective, strategic directions and policy guidelines for gaming to directly implement the findings of the *Murrindindi Shire Gaming Policy Review*, 10 Consulting Group Pty Ltd, October 2015 into the Murrindindi Planning Scheme.

New planning directions for gaming proposed under this amendment will complement and strategically justify existing planning controls for gaming under Clause 52.28 of the Murrindindi Planning Scheme, specifically:

- The following purposes of the clause:

To ensure that gaming machines are situated in appropriate locations and premises.

To ensure the social and economic impacts of the location of gaming machines are considered.

To prohibit gaming machines in specified shopping complexes and strip shopping centres.

- The existing prohibition of gaming machines in all strip shopping centres in Murrindindi Shire under Schedule 52.28-4 to Clause 52.28.

Does the Amendment make proper use of the Victoria Planning Provisions?

The amendment makes proper use of the Victorian Planning Provisions, in this case Clause 21 (the Municipal Strategic Statement) in the Local Planning Policy Framework (LPPF) has been used to outline new land use planning strategic directions and policy guidance for gaming. The LPPF is the appropriate section of the planning scheme to outline these local land use strategy and policy directions.

How does the Amendment address the views of any relevant agency?

No preliminary consultation of agencies has occurred in the development of the *Murrindindi Shire Gaming Policy Review*, 10 Consulting Group Pty Ltd, October 2015 or this amendment. The review was prepared with a view to meeting requirements of the *Gambling Regulation Act 2003*.

All relevant land use agencies will be directly notified of this amendment and will have an opportunity to make a formal submission to it. This notification will include to the Victorian Commission for Gambling and Liquor Reform, the relevant agency dealing with gambling issues in Victoria.

Does the Amendment address relevant requirements of the Transport Integration Act 2010?

Is the amendment likely to have a significant impact on the transport system, as defined by section 3 of the Transport Integration Act 2010?

The amendment is not considered to have a significant impact on the transport system. The amendment does not propose new settlements or developments that would affect the transport system.

Are there any applicable statements of policy principles prepared under section 22 of the Transport Integration Act 2010?

There are no statements of policy principles applicable under section 22 of the *Transport Integration Act 2010*.

Resource and administrative costs

- **What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?**

The amendment will not have any detrimental effect on resource and administrative costs. The amendment will provide a greater level of strategic and policy guidance for gaming that will create resource and administrative efficiencies. Future applications for planning permit for gaming proposals will be considered on their merits, be subject to prescribed fees and would not adversely impact on the resource and administrative costs of Council.

Where you may inspect this Amendment

The Amendment is available for public inspection, free of charge, during office hours at the following places:

Murrindindi Shire Council
Perkins Street
Alexandra 3714

Murrindindi Shire Council
Civic Centre
Semi Circle
Yea 3717

Murrindindi Shire Council
19 Whittlesea-Kinglake Road
Kinglake 3763

Murrindindi Shire Council
Website: msc@murrindindi.vic.gov.au

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at www.delwp.vic.gov.au/public-inspection.

Submissions

Any person who may be affected by the Amendment may make a submission to the planning authority. Submissions about the Amendment must be received by **[insert submissions due date]**.

A submission must be sent to:

Murrindindi Shire Council
PO Box 138
ALEXANDRA VIC, 3714

or

planning@murrindindi.vic.gov.au

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: **[insert directions hearing date]**
- panel hearing: **[insert panel hearing date]**

21.06-4 Community Development:

18/02/2016
C6254

Context:

The planning and integration of social, economic and built environments will actively promote healthy lifestyle choices part of everyday life in Murrindindi Shire. Community development planning must strive to enhance the liveability, wellbeing, amenity and quality of life within the municipality.

Community infrastructure and services and a strong public health program are required for all age demographics. As the population of Murrindindi Shire is spread thinly over a large, diverse area, the development and delivery of community facilities and services has challenges for access and connectivity.

A cluster of education providers in the municipality offer outdoor and environmental education, leadership programs, corporate training and adventure based activities. This established outdoor education industry in the area is recognised nationally and has further potential for growth.

Issues:

- Facilitation of sustainable economic growth to enhance general community well-being.
- The education industry, particularly outdoor education, is an important and expanding employment and service sector in the municipality.
- Limited public transport, creating issues for accessibility, connectivity and access.
- The need for a range of housing options to cater for disadvantaged and low income persons.
- Consideration of capital renewal and provision of community assets, including their ongoing maintenance and renewal.
- Provision of a safe and secure environment for families and the community.
- The effective delivery of community and health services to all demographic groups, complicated by the dispersed settlement pattern of the municipality.
- Aging population and loss of young people to the area.
- Increasing participation in community living and activities.
- The need to rebuild and revitalise settlements and communities affected by the 2009 bushfires.
- Gaming is part of Murrindindi Shire's recreation and entertainment offer, but for a significant few it causes serious personal, financial and social effects.
- Murrindindi Shire's current density of electronic machines and choice of gaming venues is low in the regional context. The strategic context and demographic characteristics of the Shire reveal that it is sensitive to unacceptable social costs arising from increases in gaming.

Objective 1: Community services and public health:

- Facilitate the provision of community services and public health program for the whole of the community.

Strategies:

- Enhance the liveability, amenity and quality of life in the municipality.
- Support each township as the focus of a residential, commercial, community and service hub for its surrounding area.

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- Support the ongoing development of community infrastructure and services to cater for the current and potential future needs of all age demographics.
- Foster a strong sense of community health, wellbeing, liveability, sense of place and participation.
- Facilitate access to community, health and education services that sustain the health and wellbeing of residents in every stage of their lives.
- Facilitate improved accessibility for the general population and those with special needs.
- Enhance local access to post-secondary education and training opportunities, including industry based and on-the-job training for municipal residents.
- Encourage the further development of the education industry in the municipality, particularly the outdoor and environmental education sector.
- Provide housing choice in established townships for a wide range of user groups, including affordable housing, public housing and elderly persons housing.
- Encourage a public health program and focus to improve community amenity, based on an approach of prevention, promotion and protection.
- Support a connected community through the provision of public transport, road networks between towns and other settlement areas and upgraded telecommunications and broadband networks.
- Support and encourage local 'place-based' initiatives that will provide community benefit to individual towns and communities.
- Facilitate social, economic and built environments that encourage healthy lifestyle choices as part of everyday life in the municipality.
- Facilitate the rebuilding and revitalisation of towns and communities affected by natural disasters, including the 2009 bushfires.

Objective 2: Gaming:

- Provide a safe living, working and recreation environment where unacceptable social, economic and cultural harm from gaming is minimised.

Strategies:

- Minimise harm from gaming and the incidence of problem gambling.
- Discourage the location of gaming machines in and proximate to disadvantaged and vulnerable communities.
- Minimise opportunities for convenience and impulse gaming.
- Protect the amenity of surrounding uses from venues containing gaming machines.
- Minimise the potential harm from new gaming venues or increases in electronic gaming machine densities by using the following principles for gaming:
 - Gaming machines should be accessible but not convenient.
 - Protect problem gamblers and vulnerable communities from opportunities for impulse gambling.
 - The provision of gaming machines should be capped, densities controlled and the number of new venues minimised.
 - A choice and diversity of other entertainment facilities and attractions should be available.
 - Venues should be designed and operated to minimise harm and amenity impacts.

Policy guidelines:

Application of gaming policy:

- This policy applies to all applications to install or use electronic gaming machines or use land for gaming.

Appropriate areas:

To the extent that gaming machines are proposed to be installed, gaming machines should be located in the following areas:

- In townships where tourism is strongly evident and supported in policy and where large numbers of persons pass through the region and are inclined to stop.
- Where the population is growing or expected to grow. In these areas, gaming machines should not be established ahead of the provision of non-gambling entertainment, recreation facilities and social infrastructure.
- In townships where commercial and business development is encouraged and a choice of recreation and entertainment facilities is offered.
- Where they will make a positive contribution to the redistribution of gaming machines away from relatively disadvantaged areas, as defined by the latest ABS SEIFA index of relative socio-economic disadvantage.
- Where there is a choice of non-gaming entertainment and recreation facilities operating in the vicinity at the times that the proposed gaming venue will operate including hotels, clubs, cinemas, restaurants, bars and indoor recreation facilities.
- Where the community has a choice of non-gaming entertainment and recreation activities and established social infrastructure, some of which operate during the times that proposed gaming machines will operate in the local area.

Discouraged areas:

Gaming machines should not be located in areas:

- That abut, or are adjacent, opposite or in such close proximity to prohibited strip shopping centres under the Schedule to Clause 52.28-4 that a proposed venue would reasonably be considered particularly convenient to users of the strip shopping centre.
- In townships and small centres where convenience services are provided and where no or limited alternative attractions are offered.
- Where any ABS statistical area within 400 metres walking distance of the proposed venue is in the 20% most disadvantaged statistical areas in Murrindindi Shire, as set out in the latest SEIFA Index of relative socio-economic disadvantage.
- Within 400 metres walking distance of a concentration of social (public and community) housing.
- Within line of sight of a social support agency or gamblers help centre.

Appropriate sites:

To the extent that gaming machines are proposed to be installed, gaming machines should be located on sites:

- That minimise the likelihood of impulse gaming by people passing the venue in the course of their usual business or every day activities.
- At the periphery of activity centres and removed from land zoned for a commercial purpose or at a sports or recreation club or course.
- Where the location could reasonably be perceived as a destination in its own right. This would be achieved by separation from strip shopping centres, shopping complexes,

railway stations and community facilities involving a high concentration of people undertaking daily activities.

Discouraged sites:

Gaming machines should not be located on sites:

- That abut, or are adjacent, opposite or in such close proximity to prohibited strip shopping centres under the Schedule to Clause 52.28-4 that a proposed venue would reasonably be considered particularly convenient to users of the strip shopping centre.
- In townships and small centres where local convenience services are provided and where no or limited alternative attractions are offered.
- That are convenient to concentrations of shops, major community facilities or key public transport nodes where large numbers of pedestrians are likely to pass in the course of their daily activities.
- That abut, are adjacent to, are opposite or are in the direct line of sight of a strip shopping centre.

Appropriate venues:

To the extent that gaming machines are proposed to be installed, Gaming machines should be located in venues:

- That have a range of entertainment and leisure options and offer social and recreational opportunities other than gaming as the primary purpose of the venue.
- That are designed to comply with best practice and the full ambit of the VCGLR Venue Manual or any regulatory successor.
- Where the premises and associated uses are compatible with the predominant surrounding land uses.
- That already have gaming machines (in preference to the establishment of a new gaming venue).
- Where the design and operating hours will not detrimentally affect the amenity of the surrounding area.
- That limit play by condition of approval to times when alternative entertainment and recreation is also operating and available.

Discouraged venues:

Gaming machines should not be located in venues:

- That operates 24 hours a day.
- With a gaming floor area of more than 25% of the total floor area accessible by the public.
- That are located within prohibited areas identified in Clause 52.28 or in a discouraged area as defined by this policy.

Application Requirements:

All gaming proposals should include the following information, to the satisfaction of the responsible authority:

- How the application is consistent with the broader State and Local Planning Policy Framework, including policies on recreation and entertainment, economic development, tourism and town development.

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- A venue management plan identifying mitigating strategies to manage patron behaviour and minimise problem gambling through the design and management of the venue, including the applicant's responsible gaming practices.
- Detailed plans of the design and layout of the premises including the location of all existing and proposed gaming machines, signage, external lighting and evidence of compliance with any relevant gaming regulations for premises layout, design and operation of the gaming venue.
- Social and economic impact assessment prepared by suitably qualified and experienced persons that provides a robust assessment of the social and economic impacts (positive and negative) of the proposed EGMs. The social and economic impact assessment should address but not necessarily be limited to the following:
 - Details on the proposed number of gaming machines and associated forecast gaming expenditure (player losses).
 - Details about the existing and proposed distribution and density of gaming machines in the municipality and local area, any proposed reallocation of gaming machines in the municipality, and the proposal's expected impact on patronage.
 - If the applicant contends that gaming expenditure is likely to be transferred from other venues, the applicant is to provide:
 - Particulars as to how the level of transfer has been calculated (including, but not limited to comparison per machine expenditure at the venue prior to and then after the additional machines, current usage levels of machines at the venue, and projected usage of machines at the venue after the additional machines); and
 - The amount of transfer expenditure anticipated.
 - Details of the nature and extent of community benefits expected from the proposal and how the benefits are to be secured and distributed to the broader local community.
 - A detailed social profile of the population within the catchment area of the venue, including:
 - The relative socio-economic disadvantage of the local neighbourhood and suburb and broader 5km catchment of the venue;
 - The latest ABS SEIFA index of relative socio-economic disadvantage; and
 - The projected growth, housing affordability and housing stress, income levels, unemployment rates, educational retention and attainment levels, and the percentage of social security recipients.
 - Details of existing and proposed gambling and non-gambling entertainment and recreation facilities at the venue and within a 5km radius of the venue including existing and proposed electronic gaming machine density and location of other gambling venues.
 - Details of the venue's distance to shopping complexes, strip shopping centres, major areas of community congregation, proximity to areas of normal daily activity such as public transport, shops, community facilities, schools, early childhood centres, health services and proximity to welfare and counselling services.
 - Details of currently available social support services including:
 - Specific problem gambling services, financial counselling services, and material and financial aid services;
 - The location of these services in relation to both the revenue and patron catchment area; and
 - The level of current demand for these services.

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- Pedestrian counts for venues which are within close proximity to places where large numbers of pedestrians are likely to pass in the course of their daily activities. Pedestrian counts should be taken on different days and at a variety times.
- A detailed overall assessment, which shows and summarises the economic and social impacts of the proposal and their effect on community wellbeing and health.

Decision guidelines:

Before deciding on an application the responsible authority will consider, as appropriate:

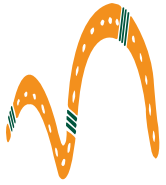
- Whether the proposal will positively respond to harm minimisation.
- Whether the proposal will be proximate to areas of socio-economic disadvantage.
- Whether the proposal will facilitate convenience and impulse gambling.
- Whether there is to be a net community benefit derived from the application, aside from any community contribution scheme.
- Whether users of the gaming venue will have a genuine choice of gaming and non-gaming entertainment in the local area and in the venue itself.

Implementation:

- Implement the *Municipal Public Health and Wellbeing Plan, Murrindindi Shire, 2013-2017* to provide community services and public health program.

Reference documents:

- *Eildon Urban Design Framework*, Urban Enterprise Pty Ltd, August 2003.
- *Infrastructure Design Manual*, Infrastructure Design Manual Group (as amended).
- *Kinglake Ranges, Flowerdale and Toolangi Plan and Design Framework*, February 2014.
- *Marysville and Triangle Urban Design Framework Report*, Roberts Day, 2009.
- *Municipal Public Health and Wellbeing Plan, Murrindindi Shire, 2013-2017*, as amended.
- *Murrindindi Shire Gaming Policy Review, 10 Consulting Group Pty Ltd, October 2015.*
- *Yea Urban Design Framework*, Urban Enterprise Pty Ltd, August 2003.
- *Yea Structure Plan*, PLANIT Urban Design and Planning, 2014.



Murrindindi
Shire Council

DRAFT MUNICIPAL PUBLIC HEALTH & WELLBEING PLAN 2017-2021





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INTRODUCTION

We are excited to present to our community the Municipal Public Health and Wellbeing Plan 2017-2021 (Health and Wellbeing Plan). This plan has been developed in collaboration between Council, our health and wellbeing partners and the community. It provides a strategic direction to support the health and wellbeing of our community.

The Health and Wellbeing Plan incorporates several key strategic planning areas that contribute to building strong, healthy and connected communities including:

- Recreation and Open Space
- Positive ageing
- Access and Inclusion
- Early Years
- Youth
- Environmental sustainability, and
- Economic Development.

To elevate our commitment to health and wellbeing we have aligned the Health and Wellbeing Plan to the Council Plan strategies and actions. This integration drives a focus on health and wellbeing across our organisation and strengthens the mandate for health and wellbeing action.

CELEBRATING WHERE WE LIVE

During the development of the Council Plan and Health and Wellbeing Plan, the community told us what they value most about living in Murrindindi Shire including:

- belonging to a caring, strong, safe and connected community where people look out for each other
- living a rural country lifestyle, with a small town pace and feel, yet within easy reach of Melbourne
- the scenic beauty and health of the natural environment
- the diverse range of community groups and services that support community life
- having a variety of outdoor recreational opportunities available
- being able to attend local events, community gatherings and attractions

We have strong communities where people care, feel safe, volunteer, and help each other out – that's why Murrindindi Shire is a great place to live.

OUR CHALLENGES

Our population of 13,732 is spread thinly across our many townships and rural localities with no single major town. Our southern and western boundaries are only an hour from Melbourne yet many of our regionally based services are located in regional centres further away than the City.

Public transport is a challenge for Murrindindi residents with restricted transport means. Therefore we tend to rely on private vehicles and the help of community networks to get us where we need to go.

Murrindindi Shire is projected to have a slower population growth than other municipalities at a similar distance from Melbourne. This provides an opportunity to carefully plan our growth to ensure we retain the Shire's rural character and scenic beauty that our community highly values.

We have an ageing population with a higher percentage of people over 65 years and this will continue to increase in the future, presenting both challenges and opportunities.

During the community conversation process we heard that the following areas are priorities for Murrindindi's diverse communities:

- nurturing the natural environment and rural character
 - improving local employment, education, business prospects and tourism
 - supporting people to access health services at all life stages
 - increasing access to waste services and public transport
 - maintaining and planning for community infrastructure (roads, buildings, parks, recreation facilities, paths)
 - engaging with and connecting communities
 - supporting activities and opportunities for young people
-



WHAT THE DATA TELLS US ABOUT MURRINDINDI SHIRE

POPULATION 13,732



- 7** People walking to work
- 78** People driving to work
- 13** People working from home

IF MURRINDINDI SHIRE WAS MADE UP OF 100 WORKERS, THERE WOULD BE...



- | | |
|---|---|
| 16 People working in Agriculture, Forestry and Fishing | 10 People working in Retail Trade |
| 11 People working in Education and Training | 10 People working in Accommodation and Food Services |
| 10 People working in Health Care and Social Assistance | 7 People working in Public Administration and Safety |
| 10 People working in Construction | 6 People working in Manufacturing |

Data for this page has been sourced from the Australian Bureau of Statistics 2011 Census and will be updated once available to reflect 2016 Census data. The population has already been updated to 2016 data.

IF MURRINDINDI SHIRE WAS MADE UP OF 100 HOUSEHOLDS, THERE WOULD BE...



- 30** People living alone
- 8** Single parent households
- 26** Couples living with children
- 35** Couples living without children



- 43** People who own their house outright
- 36** People who own their home with a mortgage
- *2** People renting through social or public housing
- *14** People renting privately

- 21** People aged under 20
- 55** People aged between 20 and 64 years
- 24** People over 65 years



- *5** People unemployed
- 28** People with an income of less than \$400 per week
- 29** People who volunteer



51 Men **49** Women

IF MURRINDINDI SHIRE WAS MADE UP OF 100 PEOPLE, THERE WOULD BE...

- 21** People born overseas
- 5** People who speak a language other than English at home
- 6** People who have a disability



- 56** People who are not eating enough fruit and vegetables
- 38** People who are overweight
- 22** People who are obese
- 24** People over 18 who smoke
- 14** People with food insecurity
- 16** People with high or very high psychological distress
- 76** People who feel safe on the street alone
- 51** People who do not meet physical activity guidelines



Data sourced from the Australian Bureau of Statistics 2016 Census and the Federal Department of Education. This items marked with an * still need to be updated upon the full release of Census 2016 data. You may note that figures don't always add up to 100 as we have only shown the main categories.

MUNICIPAL PUBLIC HEALTH AND WELLBEING PLAN FRAMEWORK

The main components of the Health and Wellbeing Plan are:

- strategic objectives which describe the overall goals we aim to achieve
- strategies and actions for achieving the objectives
- strategic indicators to measure our success in meeting our objectives

The Health and Wellbeing Plan strategic objectives, strategies and actions are aligned with the Council Plan 2017-2021.

The strategic direction developed by the Victorian Health and Wellbeing Plan 2015-2019 has been considered and has helped to guide the overall direction of the Health and Wellbeing Plan.





The strategic objectives which form the basis for our Health and Wellbeing Plan strategies and actions are **Our People**, **Our Place** and **Our Prosperity**.

Our People

Together we will celebrate and encourage diverse, caring and connected communities.

Our Place

We will maintain and enhance places to be attractive and liveable, in balance with our natural environment.

Our Prosperity

In partnership with the community we will promote an environment in which business and community can thrive.

HOW WE DEVELOPED OUR PLAN

The Health and Wellbeing Plan has been shaped by a number of consultations which took place during 2017:

- 'Have Your Say' Community Survey and Workshops
 - Workshops with Partner Agencies
 - Sport and Recreation Conversations
-

HAVE YOUR SAY COMMUNITY SURVEY AND WORKSHOPS

In February 2017 Council undertook our largest ever community engagement project to ensure that the Council Plan 2017-2021 and associated plans including the Health and Wellbeing Plan reflected the values, needs and aspirations of the community.

We received over 1,600 responses to our survey and 120 people attended community workshops to tell us about the things that matter in making Murrindindi Shire a special place to live, work, visit and play.

WORKSHOPS WITH PARTNER AGENCIES

In July 2017 Council held a number of workshops with key partners to develop the Health and Wellbeing Plan. Collaboration between Council, partner agencies and the community is critical in developing and implementing the Health and Wellbeing Plan.

The workshops provided an opportunity to identify health and wellbeing priorities and opportunities to assist with the development of the plan.

Fourteen agencies were represented at these workshops and a number of health and wellbeing priorities were identified in the workshops including:

- Community capacity building
 - Reducing harm caused by alcohol and other drugs
 - Supporting vulnerable Children and families
 - Food access and security
 - Promoting healthy living and healthy eating
 - Improved access to services including mental health services and advocating for short term crisis housing
 - Improved promotion, development and access to lifelong learning opportunities
 - Working together to develop innovative approaches
-



SPORT AND RECREATION CONVERSATIONS

In July 2017 Council organised four sport and recreation conversations around the Shire held in Alexandra, Kinglake, Marysville and Yea to bring groups together to discuss key contributors to a successful club.

A total of 57 clubs and associations participated in the conversations from across the Shire.

The following key issues were raised:

- Capacity building for clubs and groups including strategic planning, governance, grants, sponsorship, succession planning, volunteer engagement and promotion.
- Collaboration opportunities including mentoring between clubs and membership partnerships.
- Female participation including the need for female friendly programs and facilities.
- Challenges in keeping young people involved in sport.
- Events and celebrations with an active and healthy focus including 'come and try' open days and volunteer acknowledgments/awards.
- The need for cycle friendly safe roads.
- Improved marketing and communication with a focus on online and social media including promotion of unstructured activities and natural assets, i.e. tracks and trails.
- Long term planning to ensure assets meet need and capacity.
- Maintenance planning and agreements including fair and equitable facility hire costs.

OUR HEALTH AND WELLBEING PARTNERS

We have worked with our partner agencies in the development of the Health and Wellbeing Plan and will work collectively to implement its actions. We would like to thank our health and wellbeing partners for their time and expertise. We look forward to working together to support and encourage active and healthy communities in Murrindindi Shire.

These agencies include:

- Alexandra District Health
 - Yea and District Memorial Hospital
 - Nexus Primary Health
 - Lower Hume Primary Care Partnership
 - Dame Pattie Menzies Centre Inc.
 - Family Care
 - Berry Street
 - Rural Housing Network
 - CEACA
 - Yea Community House
 - Flowerdale Community House
 - Kinglake Ranges Neighbourhood House
 - Toolangi Castella Community House
 - Ellimatta Youth
 - Kellock Lodge
 - Darlingford Nursing Home
 - Pre-schools, Primary and Secondary Schools
 - Taungurung Clans Aboriginal Corporation
 - Valley Sport
 - Victoria Police
-



OUR OBJECTIVES, STRATEGIES AND ACTIONS

OUR PROMISE

Our Promise comprises of a set of guiding values that will direct the work of partner agencies as we work collectively to support the health and wellbeing of the communities and residents in Murrindindi Shire.

As partners to the Health and Wellbeing plan we commit to:

1. Collaborate: Work together and coordinate our efforts to improve health and wellbeing with the community.
 2. Innovate: Develop and trial new ideas and create innovative solutions to health and wellbeing priorities.
 3. Communicate: Ensure our communities are aware of and involved in creating and supporting programs that meet their needs.
 4. Participate: Commit to delivering and monitoring the actions in the Health and Wellbeing Plan 2017-2021.
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OUR PEOPLE

STRATEGIC OBJECTIVE 1:

TOGETHER WE WILL CELEBRATE AND ENCOURAGE DIVERSE, CARING AND CONNECTED COMMUNITIES.

People value the sense of belonging to a caring and well connected community in Murrindindi Shire. We will build on this strength by encouraging collaboration and involvement, whether among our valued volunteer-based community groups, through supporting cultural, artistic or celebratory events, or ensuring that opportunities and services are available that support inclusion, participation and access for all.

Strategy 1.1 Encourage activities and events that celebrate our vibrant, diverse and creative people and communities.

ACTION	KEY FOCUS AREAS INCLUDE
1.1.1 Promote more community celebrations	<ul style="list-style-type: none"> • Support and deliver events that celebrate our diverse communities. • Review, support and promote the Community Grants Program as a means to encourage more events.
1.1.2 Lead and support creative and cultural activities	<ul style="list-style-type: none"> • Support artists and groups to connect and showcase our artistic and creative people. • Actively link young people to performing arts. • Promote and enhance opportunities for community involvement in arts and cultural activities.
1.1.3 Strengthen our relationship with local Aboriginal communities	<ul style="list-style-type: none"> • Recognise and include Aboriginal culture as part of community events and initiatives. • Celebrate Aboriginal stories and history. • Strengthen our relationship with Taungurung Clans Aboriginal Corporation through joint initiatives.

Strategy 1.2 Work with community and groups to connect, collaborate and plan for our future.

ACTION	KEY FOCUS AREAS INCLUDE
1.2.1 Help local communities plan for their future	<ul style="list-style-type: none"> • Design a Community Planning Framework in partnership with the community. • Support communities to plan for the 10 year anniversary of 2009 bushfires.
1.2.2 Strengthen community, sport and recreation groups	<ul style="list-style-type: none"> • Collaborate with government, sporting assemblies and peak bodies to improve sporting and recreation opportunities and facilities. • Improve coordination and collaboration of Council support to all community groups.
1.2.3 Promote and encourage volunteering	<ul style="list-style-type: none"> • Investigate collaborative approaches to volunteer recruitment, engagement and training. • Coordinate volunteer celebration and acknowledgment events. • Introduce new volunteer opportunities to support delivery of Council's Community Services. • Support and promote volunteer activities that help to protect and sustain the natural environment.

*Note the term 'Aboriginal' refers to both Aboriginal and Torres Strait Islander people and communities

Strategy 1.3 Work with our partner agencies to ensure people of all ages can access the health and community services they need.

ACTION	KEY FOCUS AREAS INCLUDE
<p>1.3.1 Encourage provision of services that meet community needs</p>	<ul style="list-style-type: none"> • Explore and deliver innovative ways to let people know where to access the services and information they need. • Advocate for flexible and equitable delivery of services, including specialist medical services, mental health, family violence and other support services. • Continue to improve the planning and coordination of services and explore new ways to deliver. • Ensure services are inclusive, welcoming and accessible to all people.
<p>1.3.2 Strengthen local aged and disability services</p>	<ul style="list-style-type: none"> • Work together to implement Aged and Disability Service reforms. • Identify opportunities to strengthen and sustain local and accessible service delivery.
<p>1.3.3 Promote programs that encourage active lifestyle and access to healthy food</p>	<ul style="list-style-type: none"> • Work together to improve access to affordable healthy food. • Promote active and healthy life choices through health and wellbeing programs. • Support and deliver events and programs focusing on active living and healthy eating. • Minimise harm to the community caused by alcohol, smoking and other drugs.
<p>1.3.4 Support healthy and happy children and families</p>	<ul style="list-style-type: none"> • Support the delivery of high quality, flexible child care and children’s services across Murrindindi. • Deliver services and initiatives that strengthen and support families. • Work with key partners to prevent family violence.

Strategy 1.4 Create a positive environment that supports our young people to grow, participate and be happy.

ACTION	KEY FOCUS AREAS INCLUDE
<p>1.4.1 Encourage young people to participate and lead</p>	<ul style="list-style-type: none"> • Collaborate with young people to design and deliver local initiatives and programs. • Build youth resilience through leadership development groups.
<p>1.4.2 Improve access to the support young people need</p>	<ul style="list-style-type: none"> • Plan local community initiatives to address existing and emerging issues, e.g. Alcohol and other drugs/ mental health forums, youth engagement and participation programs. • Advocate for the delivery of flexible youth services.



Strategy 1.5 Promote opportunities for people of all ages to connect with and be involved in their community.

ACTION

KEY FOCUS AREAS INCLUDE

1.5.1 Inspire people to be engaged and active

- Deliver Library programs and events, which engage, inform, inspire and help connect communities.
- Recognise the valuable role Community and Neighbourhood Houses play in fostering social inclusion and community participation and work collaboratively with them to support their delivery of health and wellbeing, social, recreational, educational, training and volunteering opportunities.

1.5.2 Remove barriers that restrict people’s participation in the community

- Deliver initiatives that will make our communities more age friendly.
- Identify and address disability access issues in conjunction with the Access and Inclusion Committee.
- Promote the inclusion of all people regardless of age, disability, gender identity, sexuality, cultural and/or religious background.



OUR PLACE

STRATEGIC OBJECTIVE 2:

WE WILL MAINTAIN AND ENHANCE PLACES TO BE ATTRACTIVE AND LIVEABLE, IN BALANCE WITH OUR NATURAL ENVIRONMENT.

The unique character, history, scenic beauty and ambience of our places and spaces and the health of our natural environment are highly valued by our communities. We will ensure our built environments are well planned to enable sensible growth that does not compromise the natural environment, nor the liveability, accessibility and character of our towns and localities.

Strategy 2.1 Support recreation opportunities for our residents and visitors that encourage participation and community connections.

ACTION	KEY FOCUS AREAS INCLUDE
<p>2.1.1 Plan for an appropriate mix of sport and recreation assets to meet community needs</p>	<ul style="list-style-type: none"> Review recreation and open space assets to identify community requirements. Facilitate localised community conversations to support maintenance, service planning and collaboration.
<p>2.1.2 Explore innovative approaches to promote tracks, trails, sport and recreational opportunities</p>	<ul style="list-style-type: none"> Support the marketing and promotion of local sport and recreation opportunities. Explore partnerships with key stakeholders to promote use of our natural assets.

Strategy 2.2 Improve links and make Murrindindi Shire easier to navigate and its services and destinations easier to find.

ACTION	KEY FOCUS AREAS INCLUDE
<p>2.2.1 Improve pathway links for pedestrians, cyclists, horse riders and business.</p>	<ul style="list-style-type: none"> Deliver new and improved pathways Prioritise opportunities for new or improved links. Explore and address road and pedestrian safety issues. Improve signage to indicate key cycling routes.
<p>2.2.2 Identify and upgrade road links for key attractions and business</p>	<ul style="list-style-type: none"> Review and prioritise road links. Seek funding to support road upgrades. Advocate for improved east-west access.
<p>2.2.3 Improve information and directional signage</p>	<ul style="list-style-type: none"> Seek funding to continue implementation of the Great Victorian Rail Trail signage plan. Promote online information and explore new ways to inform the community. Prioritise opportunities to improve signage and advocate where action is required by VicRoads.

Strategy 2.3 Through good land use planning enhance the liveability, prosperity and the rural character of our Shire.

ACTION	KEY FOCUS AREAS INCLUDE
2.3.1 Maintain a proactive Strategic Planning program	<ul style="list-style-type: none"> • Work with community to improve our streetscapes. • Continually assess the Murrindindi Planning Scheme to ensure the needs of the community are met while minimising the impact on the natural environment.
2.3.2 Implement priority actions from existing strategic plans	<ul style="list-style-type: none"> • Review existing strategic land-use plans to support the liveability of our communities.

Strategy 2.4 Strengthen the environmental sustainability of our communities, protect our natural environment and reduce resource consumption.

ACTION	KEY FOCUS AREAS INCLUDE
2.4.1 Reduce Council's impact on the environment	<ul style="list-style-type: none"> • Establish a greenhouse gas emission target and implement actions to reduce emissions. • Promote the use of recycled products. • Minimise disturbance of the natural environment when undertaking land management operational activities such as road maintenance and weed control.
2.4.2 Support our communities to live, and our businesses to operate more sustainably	<ul style="list-style-type: none"> • Support community action on reducing waste. • Provide opportunities to educate business and the community. • Support community initiatives that care for our environment.
2.4.3 Introduce new waste management and recycling services and progressively improve existing services	<ul style="list-style-type: none"> • Open a Reuse Shop. • Evaluate opportunities for new services including organics collection and processing and recycling of soft plastics. • Develop a new strategic plan for waste services • Sustainably manage landfill.

Strategy 2.5 Recognise and embrace the history, culture and identity of our towns and communities.

ACTION	KEY FOCUS AREAS INCLUDE
<p>2.5.1 Understand township identities and showcase the individual nature of our towns, villages and localities</p>	<ul style="list-style-type: none"> • Use community planning process to better understand township identities for those townships where community planning is piloted.
<p>2.5.2 Tell the stories of Aboriginal and European history and the stories of today's communities and businesses</p>	<ul style="list-style-type: none"> • Engage relevant Aboriginal and community groups to determine the best way to identify and tell stories. • Tell stories about award winning businesses and key community activities in Council's media and social media program.

Strategy 2.6 Enhance community safety, resilience and liveability through improved planning, community engagement, and a fair and transparent approach to compliance.

ACTION	KEY FOCUS AREAS INCLUDE
<p>2.6.1 Plan for emergency response and recovery, and promote community resilience</p>	<ul style="list-style-type: none"> • Work with communities and agencies to plan for emergency situations. • Work with emergency response agencies to improve community awareness, preparedness and access to information.
<p>2.6.2 Provide information and support for community action in fire season preparation</p>	<ul style="list-style-type: none"> • Promote Council risk reduction activities such as roadside slashing. • Promote the community's role in managing fuel on their own land. • Encourage businesses to prepare and plan for emergencies through promotion of PlanSmart.
<p>2.6.4 Promote awareness of the community's standards which support an enjoyable and sustainable lifestyle for all</p>	<ul style="list-style-type: none"> • Review the Domestic Animal Management Plan. • Promote responsible domestic animal ownership. • Prepare and implement the Domestic Wastewater Management Plan.

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OUR PROSPERITY

STRATEGIC OBJECTIVE 3:

IN PARTNERSHIP WITH THE COMMUNITY WE WILL PROMOTE AN ENVIRONMENT IN WHICH BUSINESS AND COMMUNITY CAN THRIVE.

We recognise that prosperity within our communities is key to supporting individual aspirations and community growth. We will ensure that opportunities to encourage economic development within our Shire are pursued. We will support business development and new investment, promote tourism, facilitate access to training, and advocate for improved infrastructure and services that meet our business and community needs.

Strategy 3.1 Use a fresh approach to attract new and existing business investment.

ACTION	KEY FOCUS AREAS INCLUDE
3.1.1 Provide a seamless service for businesses and investors	<ul style="list-style-type: none"> • Develop and promote the Development Assessment Team as a means to encourage investment in the Shire. • Explore opportunities for investment grants.
3.1.3 Use social media and established marketing documentation as well as networks and connections to promote our Shire as a great place to invest and do business	<ul style="list-style-type: none"> • Enhance existing promotion activities and explore new ways to promote our Shire as a great place to invest and do business. • Continually improve Visitor Information Services.

Strategy 3.2 Work with our businesses, regional partners and communities to support a diverse visitor experience that promotes our natural assets, and a vibrant range of events.

ACTION	KEY FOCUS AREAS INCLUDE
3.2.1 Partner with regional and local stakeholders to enhance the economic benefit of the tourism sector	<ul style="list-style-type: none"> • Review Council's role in supporting the function and effectiveness of local business and tourism associations and Murrindindi Inc. • Build partnerships with all neighbouring tourism boards to identify opportunities to work together to develop our tourism sector. • Establish a Cycle Tourism Plan that harnesses the benefits of the cycling offer available in the Shire.
3.2.2 Leverage our natural assets to build on the tourism offer	<ul style="list-style-type: none"> • Identify key natural assets and showcase in the Tourism and Events Plan. • Work with Goulburn Murray Water to enhance recreation opportunities of Lake Eildon.
3.2.3 Support tourism, experiences, event development and delivery	<ul style="list-style-type: none"> • Develop a Tourism and Events Plan and investigate resources for delivery. • Attract and deliver events that enhance community connectedness and support increased visitation to the Shire. • Investigate the feasibility of the Giant Trees Trail and action follow up tasks accordingly.

Strategy 3.3 Support and encourage local businesses to work together, thrive and grow, through networking, start-up assistance, mentoring, and access to skills.

ACTION	KEY FOCUS AREAS INCLUDE
<p>3.3.1 Improve business-to-business and business-to-community networking</p>	<ul style="list-style-type: none"> • Provide avenues to showcase high performing businesses. • Ensure there are opportunities for businesses to network and learn together. • Support and encourage gender equity in business networks.
<p>3.3.2 Ensure businesses have access to the information and support they need to improve their visibility</p>	<ul style="list-style-type: none"> • Streamline access to information and programs that assist businesses to grow, prosper and support their workforce. • Create a mentoring program for new businesses. • Deliver the Doing Business Better Project including updating marketing materials and delivery of a professional development program.

Strategy 3.4 Advocate for and support high quality opportunities for education and training to meet community and business needs.

ACTION	KEY FOCUS AREAS INCLUDE
<p>3.4.1 Assist with the development of a local, skilled workforce</p>	<ul style="list-style-type: none"> • Advocate for and promote life-long learning and industry driven training opportunities which support our community, employers, or small businesses. • Encourage initiatives that support and grow key industry sectors (including aged care and child care). • Support initiatives developed by employment and education networks that link young people to work, post secondary education or training opportunities.

Strategy 3.5 Advocate for improved infrastructure and access to public land to realise social and economic opportunities.

ACTION	KEY FOCUS AREAS INCLUDE
<p>3.5.1 Realise social and economic opportunities from our public land and improved infrastructure</p>	<ul style="list-style-type: none"> • Prioritise and deliver infrastructure works that positively affect the local economy and improve the liveability of our community. • Advocate to the State and Federal Government as appropriate.
<p>3.5.2 Continue to support the roll out of technology and telecommunications</p>	<ul style="list-style-type: none"> • Continue to advocate to the State and Federal Government as appropriate to improve access. • Support outcomes through a responsive and coordinated service approach.



IMPLEMENTATION, REVIEW AND EVALUATION

Each year Council and our partner agencies will review the strategies and actions in the Health and Wellbeing Plan to ensure they remain focused on achieving our objectives. An annual implementation plan will be developed to support the delivery of Health and Wellbeing actions. The implementation plan will detail activities, timeframes, responsibilities and measures of success.

Short, medium and long term outcomes reflect the changes we wish to see as a result of working together to support improved health and wellbeing outcomes for our community. Data will be sourced from State, Federal and local sources to help monitor our progress. Some measures of success can be obtained annually while others are only accessible every three or four years. The annual measures of success will be collated and reported in the annual implementation plan.



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