



Murrindindi Shire Council  
**Murrindindi 2030 Vision**





## Murrindindi 2030: Our Vision

In 2030 we are sustainable, vibrant and resilient.

We focus on growing our business opportunities.

Our communities are safe and connected,  
enjoying a healthy and productive lifestyle  
within our wonderful natural environment.





# The Community

## Our vision for 2030

The communities of Murrindindi Shire retain the rural character and charm that has defined them for generations. These communities embrace new arrivals who expand our diverse culture. We have access to quality services, choose to become actively involved in community and civic affairs, and have a shire wide sense of 'One Murrindindi'.

## What we value now and what we want to improve by 2030

### We value:

- relaxed rural lifestyle
- beautiful natural environment
- range of leisure and recreational opportunities
- safe, resilient and socially connected communities
- strong culture of volunteering

### What we want to improve:

- the diversity of our communities
- access to good community, health and education services
- our arts culture
- connection between our communities

### To achieve this we will:

1. engage and involve people to plan, grow and promote their communities
2. promote and support pathways into locally based health services and make the best use of technology to access specialist services to meet the needs of communities
3. support and encourage a strong volunteer base to grow and sustain a diverse range of community groups to support local sporting, recreation and art activities and events
4. support informal community connections by creating and maintaining opportunities for people to gather
5. foster a 'one Murrindindi' identity through the support of community group networks and whole of Shire events







## The Place

### Our Vision for 2030

Murrindindi Shire is a place of outstanding natural beauty with a community that treasures and protects its rural environment, mountain ranges, pristine rivers and waterways and National Parks. The population of Murrindindi Shire has grown within the constraints of planning controls which protect rural areas. Murrindindi Shire has retained, protected and enhanced its unique main streets and village environments. The community has access to a range of services that supports the choice to live in the Shire.

### What we value now and what we want to improve by 2030

#### We value:

- retaining the natural beauty and scenic aspects of the Shire
- a community which welcomes all to the Shire
- community involvement and participation
- vibrant natural and built attractions which encourage tourism.
- environmentally-friendly practices

#### We want to improve:

- population growth which enhances sustainability of services and facilities
- the sense of place for all residents
- quality of life through the provision of better services, transportation, communications and infrastructure
- commitment to retaining and enhancing our natural environment
- ability to collaborate in adopting environmentally-responsible practices to accommodate a changing climate
- enhanced support to agriculture, outdoor education and tourism activities

#### To achieve this we will:

1. in partnership with relevant agencies and community groups engage with and educate the community and business about environmentally sustainable practices
2. engage the support of land management agencies and governments to recognise the significance and potential of the Shire's natural attractions and protect, develop and manage them
3. develop planning controls, development guidelines and prioritise resources that ensure development is sensitive to the natural environment and protects landscape character, the liveability of our townships and rural lifestyles
4. advocate to key agencies for improved infrastructure and access to services which support rural communities
5. encourage the community to participate in strengthening the sense of place which makes the Shire attractive to visitors and potential new residents



# The Opportunity

## Our Vision for 2030

The business communities across Murrindindi Shire have capitalised on it's rural economic strength, proximity to Melbourne and natural assets to create opportunities for personal and business success. Our environment has been protected, the population in our townships is growing and an appealing package of lifestyle, visitor attractions, education and the potential for business growth exists. This mix is appealing to a local and international audience.

## What we value now and what we want to improve by 2030

### We value:

- educational opportunities for all ages
- proximity to Melbourne
- quality agricultural land, water supply and diversity in farming practices
- vast range of leisure and recreational opportunities and events
- proximity to markets and the lifestyle balance that can be achieved
- heritage and environmental assets

### We want to improve:

- marketing, protection and enhancement of our natural and heritage assets
- promotion of the liveability of our townships and settlements
- access to early years and post secondary educational opportunities
- access to the most efficient and effective connectivity (eg, broadband and mobile phone coverage)
- dining, accommodation and visitor attraction options
- the perception and reality of Council – available, accessible, proactive and responsive

### To achieve this we will:

1. support a strong and diverse agricultural sector that is adaptive to climate change and resilient to natural disasters
2. advocate for access to a diverse range of educational and industry training opportunities that meets the demands and expectations of the community and industry
3. provide tourism marketing and promotional activities that leads to increased visitation
4. foster the growth of a large number and range of sustainable employing businesses
5. actively pursue opportunities to increase connectivity and promote early adoption of technology to enable growth and business development







## Implementation Statement

### Achieving the Murrindindi 2030 Vision

The Murrindindi 2030 Vision has been created with community engagement and involvement. The success of this Vision is contingent on the continuation of that engagement and involvement and will be achieved through shared responsibility between Council and the community.

This will be based on mutually respectful partnerships, active community participation and ongoing communication. Murrindindi Shire Council's role will be to lead, partner and advocate to strengthen our community and to be stewards of our natural, cultural and built environment.

The Murrindindi 2030 Vision will be used as a resource to guide the development of the four year Council Plan, the Municipal Strategic Statement, annual budgets and other strategies.

Council will ensure its directions and future actions broadly reflect the themes of the Vision and will reflect these in the implementation of the Council Plan. It will also develop tools and methodology to support communities to identify and develop their own priorities and actions in line with the Vision. We will empower the community to take responsibility and initiate action and foster community ownership of both the issue and the outcome.

Council invites all community organisations to establish their own actions to ensure that we all play our part in achieving this Vision. We will position the Shire to be at the forefront of innovative services. To do this we will work collaboratively with service providers. We encourage all agencies and organisations to recognise the Vision and to use it to assist them in their planning for the delivery of services within Murrindindi. Individuals and community organisations are encouraged to use the Vision to be better informed on the priorities of their Council and community.

The Vision will not be a static document. It will be regularly reviewed and to keep us on track, we will identify milestones to understand how well we are achieving the Vision. Initiatives and outcomes from the Council Plan will be reported regularly to the community.

By working together we can foster a strong sense that Murrindindi is a vibrant place for visitors, residents and business.