



Contents

Acknowledgement of Country and Diversity,
access and inclusion 4
About the Council Plan6
Message from the Mayor and CEO8
Our community and Council
Community profile 1
Business, tourism, and investment1
External forces and legacy issues 1
Our Councillors and wards2
Council organisation 2
Our Vision, Purpose, and Values2
Our four-year Council Plan
ntegrated Strategic Planning Framework 2
Developing the Council Plan3
Our structured approach3
Our Shire dashboard 3
Objective 1: Healthy, inclusive and connected
neighbourhoods3
Objective 2: Liveable and thriving
environments 4
Objective 3: A Council that listens and adapts
to the needs of our evolving communities 4
Community involvement and feedback 4
Glossary of common terms5



About the Council Plan

Our Council Plan supports the achievement of the 2030 Community Vision through strategic objectives and measurable actions over the next four years.

The Council Plan sits within our planning framework (page 28) and shows how we support its implementation through a resourcing strategy, service plans and operational plans.

We have also created a 10-year financial plan and a four-year budget that outlines our spending and revenue priorities to support the Council Plan.

As we embark on the journey towards delivering the 2030 Community Vision, we have determined the key strategic goals we need to focus on over the next four years in our Council Plan.

The Council Plan will be implemented through annual commitments set out in the Annual Report which will also include our performance.

In accordance with the Local Government Act 2020, this Council Plan will be integrated into the medium and long-term delivery of services to the community.





A message from the Mayor and CEO





We are honoured to bring you Moorabool Shire's Council Plan for the 2021-2025 period – a Plan that provides the strategic focus for Council for the immediate future. Council continues to focus on delivering on the promise of our 2030 Community Vision: Embracing our natural environment and lifestyle options to create an inspiring place for everyone to live, work and play.

The Council Plan details how we are going to go about delivering the Community Vision for our growing community.

Our resourcing and actions are based around three big, strategic priorities:

- Healthy, inclusive and connected neighbourhoods;
- Liveable and thriving environments;
- A Council that listens and adapts to the needs of our evolving communities.

While all Councils face fundamental service requirements for their communities, Moorabool Shire has a fairly unique set of challenges.

For instance, by 2030 there will be about 14,000 more residents living in the Shire. Such growth creates unprecedented challenges for infrastructure and service delivery. This growth means we need to carefully plan developments while maintaining the Shire's unique rural charm.

Forces on a global scale around environmental sustainability are now a hugely important local concern. As a Council we need to help create more sustainable lifestyles for our current and future communities.

Rapid advances in technology manifest numerous innovation opportunities – such as digital communications, how we deliver our services, planning and construction techniques, and advances in agriculture. However, limited resources can often mean that innovation occurs as much in our thinking as it does in adopting the latest technology.

While the last few years have been difficult at times, a hugely exciting period for the Shire awaits. We look forward to receiving your feedback on Year 3 of our 2021 – 2025 Council Plan.

Mayor Cr Rod Ward

CEO Derek Madden



Community profile

Moorabool Shire is an increasingly popular choice for those seeking rural tranquillity with a mix of an urban lifestyle.

The current population of 39,437 is forecast to double in the next 20 years.

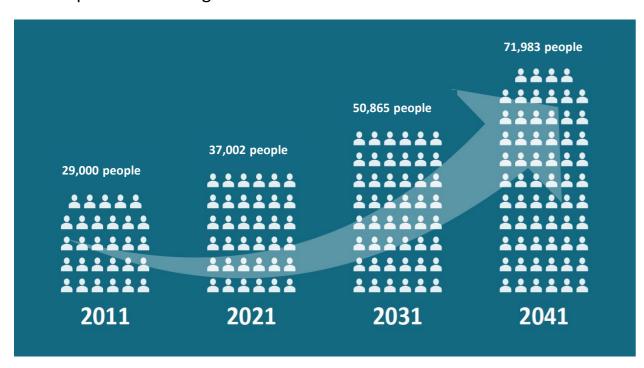
The municipality contains 64 settlements of varying sizes. These range from small towns, hamlets and farming settlements to the larger districts of Bacchus Marsh and Ballan.

Location

Moorabool Shire is positioned along the major road and rail transport corridors between Melbourne and Adelaide. Its eastern boundary is located just 40km west of Melbourne's CBD and extends westwards to the City of Ballarat municipal boundary.

The shire straddles Victoria's Western Highway and has excellent transport access to Melbourne, Ballarat and Geelong.

Bacchus Marsh is equidistant to Melbourne and Avalon airports and close to the sea ports of Geelong and Melbourne.



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



The challenge

Part of Peri-Urban Councils Victoria, Moorabool Shire faces a significant financial challenge in funding this population growth from its current rates base.

For instance, Moorabool Shire is responsible for maintaining and building a road network that stretches the equivalent distance from Melbourne to Newcastle. However, it has less than one third of the rates revenue that regional city councils can access to fund its road construction and maintenance requirements. The financial challenge will be exacerbated in peri-urban shires like Moorabool, as the burden of service provision will fall disproportionally on them in the future.

To 2031, the peri-urban region is forecast to grow by an average of 45.3%. By way of comparison, other better funded regional councils, with larger revenue streams, will experience growth of 26.7%. The shire's unprecedented and sustained growth presents significant infrastructure challenges for both existing gap funding and new infrastructure to cater to the growing population's needs and expectations.

Total number Total Our diverse and growing community **MELBOURNE** of businesses population 45 minutes 10,600 39,467 **Total GRP** Council Total jobs \$1,478.339 million **Townships** Number of services: 200+ Speak language 10,233 64 Number of staff: 331 Largest industries other than English for revenue 7.8% Construction Main industries Total land area Households Health care/social assistance for jobs 15,469 2,111 km² Education and training Construction Born overseas Education 14.2% **Identify** as Health 74% is made up of waterways and state forest LGBTIQ+ Tourism 463,000+ 4% visitors/year 80% daytrippers 9000 Average age 39

2023 Edition

Business, tourism, and investment



The diversity of Moorabool's economy, from agriculture through to professional services, underpins our economic resilience. Whilst sustaining our unique regional/rural lifestyle, we leverage our enviable ease of access to Melbourne, Ballarat and Geelong.

Economic development holds a pivotal role in connecting local people to jobs, identifying infrastructure priorities to leverage future investment (such as in Parwan), branding the experiences for visitors in accessing Shire attractions and collaborating with local industry and regional stakeholders to build capacity and unlock growth.

Moorabool's prospective industries include agriculture – primary production, agribusiness – processing and value adding, health services, tourism, education, retail, and professional and business services. Many supporting industry sectors are anticipated to thrive due to the increased customer base driven by population growth.

The liveability of the shire is key to attracting higher value workers and businesses. Aspects such as housing, skills, transport, access to community infrastructure, culture, health, the natural environment and social capital all influence the economic sustainability of Moorabool. Liveability and visitability are two sides of the same coin – as such tourism and awareness of the Shire's brand are key to our vision for growth.

By leading economic development in the shire, Council is positioned as a champion of growth. As well as facilitating and advocating for investment, Council provides support, networking and training for business, along with digital and traditional marketing campaigns to promote the value of spending locally, and the Shire's visitor experiences.

The creation of a new Economic Development Strategy, and a separate Visitor Economy Strategy, will deliver a pathway to further success and growth for Moorabool's economy. Further supported by Council's Economic Development Taskforce, and expert industry advice via the Local Business Advisory Committee, Moorabool Shire's growth trajectory will stem from a strong foundation of insight and momentum.

External forces and legacy issues

Council must address the common issues such as strategic planning, the environment and the economic issues that face all Councils. But there are also other challenges to consider that are more unique to the shire.

Forces and issues



State intervention

Handling state decision-making and funding decisions that impact the direction of projects.



Growing the economy post COVID

Find jobs for residents in the shire. Ensure infrastructure delivery keeps pace with growth.



Environment and sustainability

Deal with the impact of severe weather events, start the shift to a circular economy and maintain our peri-urban identity while preparing for growth.



Population growth and changing communities

Population planned to double in 15 years with communities getting more diverse and with larger household sizes



Community expectations

A growing population that expects high levels of service and considered developments.

Considerations for the Plan

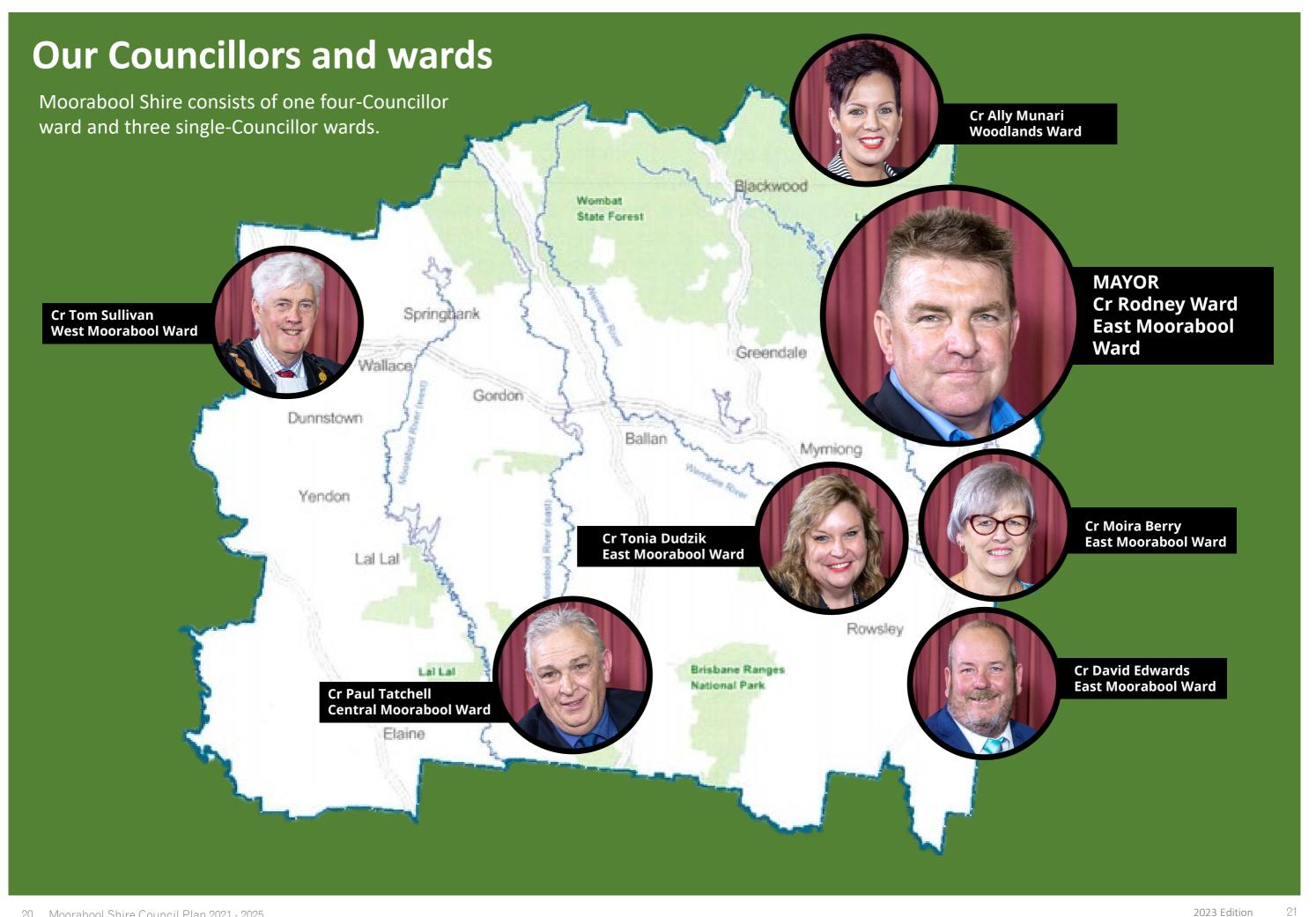
Advocate for funding and support for solutions that are outside of our control.

Introduce and leverage industries that fit our region – use the skill sets coming to the shire.

Prioritise our road network, adopt a sustainable growth strategy and work in partnership with our businesses and communities on responsible waste management

Educate residents and businesses on responsible waste management.

Invest in future services and infrastructure while maintaining our financial sustainability.



2023 Edition 20 Moorabool Shire Council Plan 2021 - 2025

Council organisation

Moorabool Shire Council is led by a leadership team of key staff - the Chief Executive Officer, three General Managers and three Executive Managers.

The organisation also employs third-tier managers who make up the Senior Management Team. This team manages the day-to-day operational activities of the organisation to deliver the core corporate goals as stipulated in the Council Plan.



Please refer to the website for any updates to staffing and structure

Team structure

CEO

Democratic Support and Corporate Governance

Community Strengthening



Community
Assets
and
Infrastructure



Customer Care and Advocacy



Community
Planning and
Development



Community Activation

Asset Management

People and Culture

Growth and Development

Community Development

Engineering Services

Customer Experience and Innovation

Special Projects

Child, Youth and Family

Environment and Waste

Brand and Advocacy

Statutory
Planning
and
Regulatory
Services

Major Projects

Finance

Information, Communications and Technology

Operations

Our vision, purpose and values

Vision

Embracing our natural environment and lifestyle options to create an inspiring place for everyone to live, work and play.

> Our Vision captures a dedication to achieve the shared aspirations of the community.

Purpose

Council exists to co-design local solutions that enable our communities to prosper now and into the future.

We do this by:

- Providing good governance and leadership;
- Minimising environmental impact;
- Stimulating economic development;
- Improving social outcomes.

Our Purpose describes how we approach each day to achieve our goals towards this Vision.

Values

Integrity Creativity Accountability Respect Excellence

Our Values help us build strong relationships internally, with the community and partners.





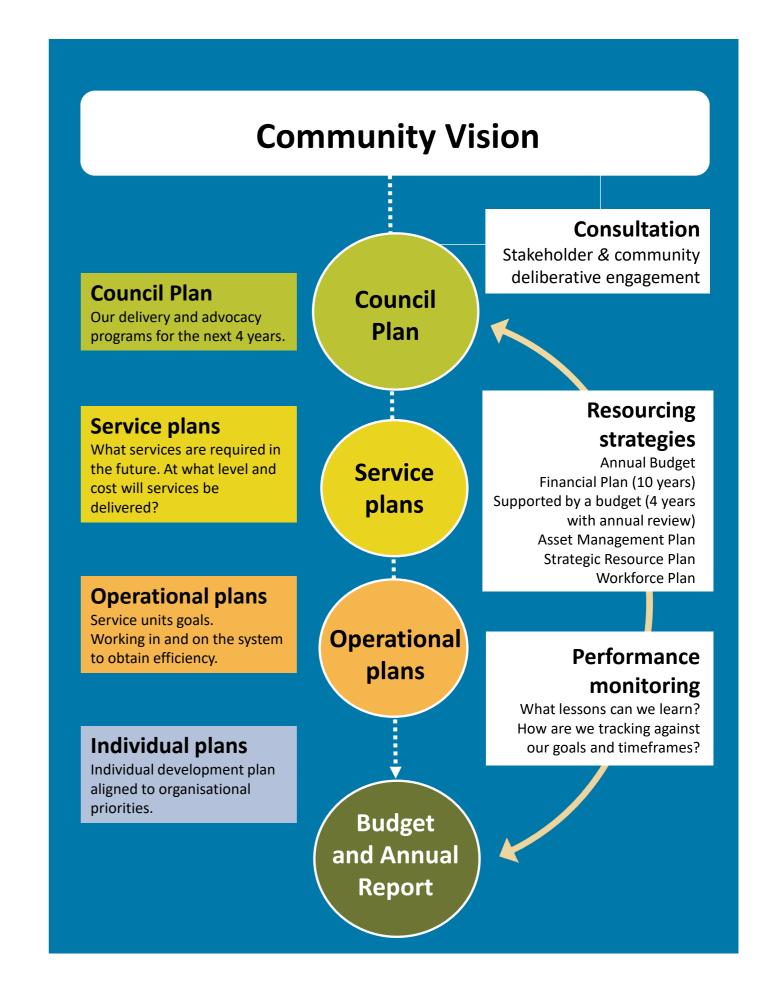
Our integrated strategic planning framework

Our planning framework illustrates how we link the operational functions of our services to resource and finance the ongoing delivery of the Council Plan.

The Local Government Act 2020 requires councils to take an integrated approach to strategic planning and reporting. This new approach recognises that planning must be holistic and driven by the community.

It ensures we share a clear vision to guide collaborative working, partnerships and advocacy opportunities. It helps Council build accountability and demonstrate value back to the community on an annual basis.





Developing the Council Plan

The Council Plan galvanises the shared aspiration of the Community Vision to create the strategic goals and actions for the next four years.

Through our Municipal Strategic Statement, we capture where we want to be in the next four years as we work towards the longer-term Community Vision for 2030.

Our Council Plan will focus on three strategic goals that are aligned with the five key themes identified in the 2030 Community Vision.

These were decided upon after deliberative engagement with the community and subsequent Councillor endorsement.



We want to make sure that we are continually meeting the objectives in the Plan and measuring community satisfaction. To do this we have established a number of different criteria to measure our performance and look for areas of improvement.

Our Community Vision Statement

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



4 years

Our Municipal Strategic Statement

In 2025 we will be recognised for advocating and supporting a strong, inclusive community that co-exists with the natural environment.

Our organisation will deliver services that best serve a growing community and support a self-sustaining local economy.

The three strategic objectives of our Council Plan



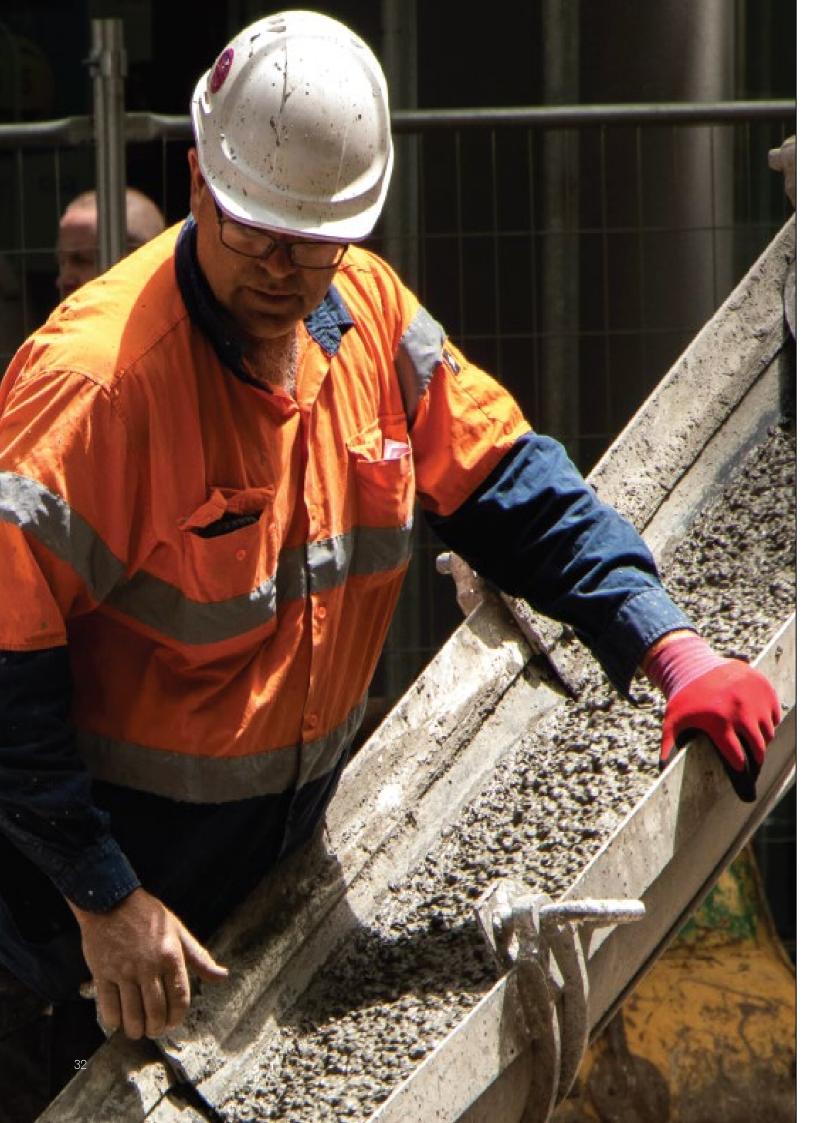
1. Healthy, inclusive and connected neighbourhoods



2. Liveable and thriving environments



3. A Council that listens and adapts to the needs of our evolving communities



Our structured approach

The following pages break down our strategic approach towards delivering the Council Plan over the next four years.

There are three distinct objectives that describe the future we are seeking to achieve. Each objective is then structured as follows:

- The indicators and specific measures to reflect performance;
- The five key priorities for each objective;
- Distinct actions for how we plan to reach the objective.

We will track our progress through different performance indicators that we publish in our Annual Report.

Performance towards our objectives

1. Our shire dashboard

There are certain measures that fall outside of our control but help us understand how certain objectives are tracking at a local government level.

2. Council indicators

Measure the results (and to some extent impact) of Council's work and are (mostly) within the direct control of the Council.

Data and sources

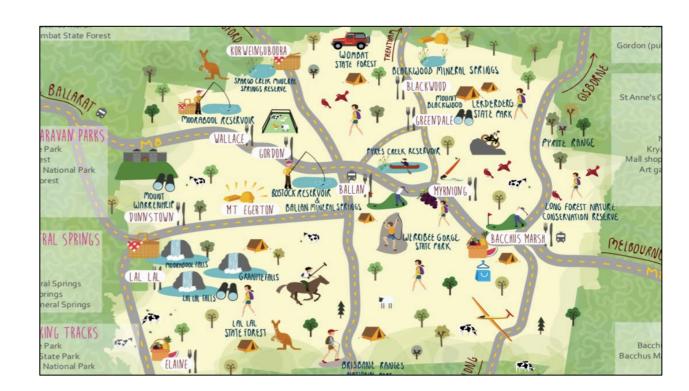
Data to measure performance will be drawn from Council operational data, survey results, Victorian Government data and Australian Bureau of Statistics.

This collection of indicators will be reviewed for statistical reliability and appropriateness on a regular basis. Data collected over a period of time will be utilised to improve Council's performance.

Council will continue to further develop and improve the way performance and results are measured and reported.

Our shire dashboard

There are some measures outside of Council's control that help us understand how our objectives are tracking on a local government level.



OBJECTIVE



1. Healthy, inclusive and connected neighbourhoods



2. Liveable and thriving environments



3. A Council that listens and adapts to the needs of our evolving communities

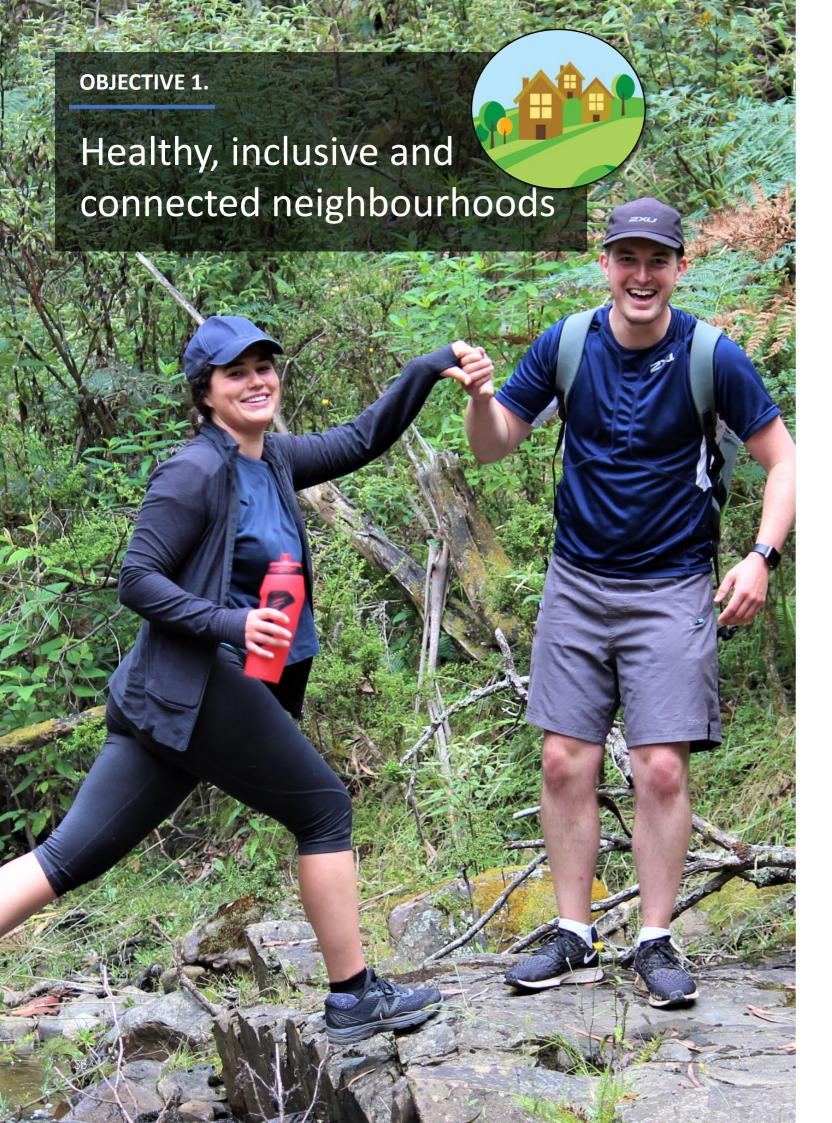
SHIRE LEVEL MEASURE (and data source)

- Socio Economic Indexes for Areas (SEIFA) Index for Moorabool Shire Local Government Performance Reporting Framework – Indicator C6 -Relative Socio-Economic Disadvantage (Audited)
- Registered volunteers (% population)

 Australian Bureau of Statistics Census of Population and Housing
- Percentage of people self-reporting health as excellent or very good
 Victorian Population Health Survey from Department of Health
- Increase in number of local jobs created Economic development at Council
- Increase in number of visitors to Moorabool Shire Economic development at Council
- % of external capital grants funding (per head of population)

 Advocacy at Council

2023 Edition



Our performance indicators and how we will measure them

Council indicators (and data source)

- User experience with Council community services such as libraries,
 MCH, aged care, disability services
 Community satisfaction survey
- Accessibility of Council community services

Council data collected for participation in the following:

- o Access to maternal and child health services and kindergartens
- Access to library services
- Access to youth services
- o Access to aged care services
- Council Plan actions completed for this Objective (1)*
 - Develop the Health and Wellbeing Plan 2021 2025
 - Develop the Arts and Culture Strategy
 - Complete design for the development of the Ballan Library & and Community Hub
 - Commence construction of the West Maddingley Early Years &
 Community Hub (WMEYCH)
 - Seek funding for Indoor Aquatic Centre (Moorabool Aquatic and Recreation Centre (MARC)
 - Final Design of Stage 1 of four court indoor stadium (MARC)

OUR FIVE PRIORITIES AND THE ACTIONS WE WILL TAKE FOR EACH

Healthy, inclusive and connected neighbourhoods

1	Improve the health and wellheing of our community
	Improve the health and wellheins of our commitnity

Actions		Year(s)
•	Review the Recreation and Leisure Strategy	2023 – 24
•	Implement the annual actions of the Health and Wellbeing Plan	2022 – 25
•	Implement the annual actions of the Age Well Live Well Strategy	2022 – 25
•	Implement the annual actions of the Disability, Accessibility and Inclusion Plan	2021 – 25
•	Develop a new Young Communities Strategy (which combines the Municipal Early Years Plan and youth strategy)	2023 - 24
•	Implement the annual actions of the Young Communities Strategy	2024 - 25

Improve access and opportunities for integrated transport

Actions		Year(s)
•	Complete Stage 1 construction of the Aqualink Cycle Corridor project in Bacchus Marsh	2021 – 23
•	Construct Stage 2 of the Aqualink Cycle Corridor project in Bacchus Marsh	2021 – 23
•	Develop an Integrated Transport Plan for growth areas	2021 – 24
•	Implement the annual actions from the Road Safety Strategy	2021 – 25

	2
\	

Facilitate opportunities for the community to gather and celebrate

celebrate	
 Actions Implement the annual actions of the Arts and Culture Strategy Investigate opportunities to increase volunteerism in the shire 	Year(s) 2022 – 25 2022 – 25
Develop a vision and provide opportunities for rul communities	ral
 Actions Develop a Township Improvement Plan for one small town annually Implement a Township Improvement Plan in accordance with the annual budget Complete design and commence construction for Ballan Library and Community Hub Complete construction of Ballan Library and Community Hub 	Year(s) 2021 - 25 2021 - 25 2021 - 25
Provide access to services to improve community	

Provide access to services to improve community connection in the shire

Actions	
 Complete the construction of the West Maddingley E and Community Hub (WMEYCH) 	arly Years 2021 – 24
 Commence construction of the Regional Bowls Facilit 	2021 – 24
 Complete construction of the Regional Bowls Facility 	(external
funding dependent)	2021 – 25
 Construct Stage 2 of the Bacchus Marsh Racecourse F 	Recreation 2021 – 24
Reserve (BMRRR)	
 Review the Community Development Strategy 	2021 – 23
 Deliver the Community Leadership Program 	2021 – 24
 Construct (MARC) Stage 1 - Bacchus Marsh Indoor Sp 	orts 2021 – 24
Stadium	
 Implement the annual actions of the Female Friendly 	Sport and
Recreation Participation and Facilities Strategy	2021 – 24



Our performance indicators and how we will measure them

Council indicators (and data source)

- Community perception of liveable shire

 Community satisfaction survey qualitative measure
- Activation of open spaces
 Community satisfaction survey Appearance of public areas
- Tonnes of CO2 emissions from energy generated at Council facilities
 Kerbside collection waste diverted from landfill
 Local Government Performance Reporting Framework Indicator WC 5 –
 Kerbside collection waste diverted from landfill (Audited)
- Housing diversity (1, 2, or 3 bedroom housing, townhouses etc)
 Australian Bureau of Statistics Census of Population and Housing
- Council Plan actions completed for this Objective (2)*
 - Commence Bacchus Marsh Town Centre Structure Plan
 - Commence Bungaree and Wallace Structure Plans
 - Commence the Rural Land Use Strategy
 - Review Infrastructure Standards for Urban Development
 - Develop the Waste and Resource Recovery Strategy
 - Develop the Integrated Water Management Strategy
 - Advocate for essential servicing infrastructure in the Parwan Employment Precinct

^{*}Some completed actions continue to be delivered as part of the usual Business of Council

Liveable and thriving environments

Develop planning mechanisms to enhance liveability in the shire

Actions		Year(s)
•	Develop a Development Contribution Policy	2021 – 24
•	Consult and complete Car Parking Strategy & Car Parking Policy	2021 – 24
•	Consult and complete Bacchus Marsh Town Centre Structure Plan	2021 – 24
•	Consult and complete Bungaree and Wallace Structure Plans	2021 – 24
•	Consult and complete Rural Land Use Strategy	2021 – 25
•	Review and update the draft Urban Design Guidelines for new development, including sustainable subdivision principles	2021 – 24

Beautify our shire including our parks, gardens, streetscapes, public and open spaces

Actions		Year(s)
•	Implement the planting program as per the Street Tree Strategy	2021 – 25
•	Develop the Gateway Strategy	2021 – 23
•	Implement the annual actions of the Gateway Strategy	2021 – 25
•	Develop the Open Space Strategy	2021 – 24
•	Implement the annual actions of the Open Space Strategy	2024 – 25
•	Develop a set of guiding principles to facilitate placemaking	2021 – 25
•	Develop the Bacchus Marsh Avenue of Honour Management Plan	2021 – 24
•	Implement the annual actions of the Bacchus Marsh Avenue of	2024 – 25
	Honour Management Plan	

3 **Enhance our natural environments**

Strategy

Ac	tions	Year(s)
•	Commence the Sustainable Environment Strategy	2021 – 23
•	Consult and finalise the Sustainable Environment Strategy	2021 – 24
•	Implement the annual actions of the Sustainable Environment Strategy	2021 – 25
•	Implement the annual actions of the Waste and Resource Recovery Strategy	2021 – 25
•	Develop a Sustainable Materials Policy for infrastructure work	2021 – 24
4	Grow local employment and business investment	
Ac	etions	Year(s)
•	Develop Economic Development Strategy and develop the action plan	2021 – 24
•	Implement the annual actions of the Economic Development	2024 – 25

Create a viable offering to attract visitors, tourists and investment

Develop an Investment Attraction prospectus

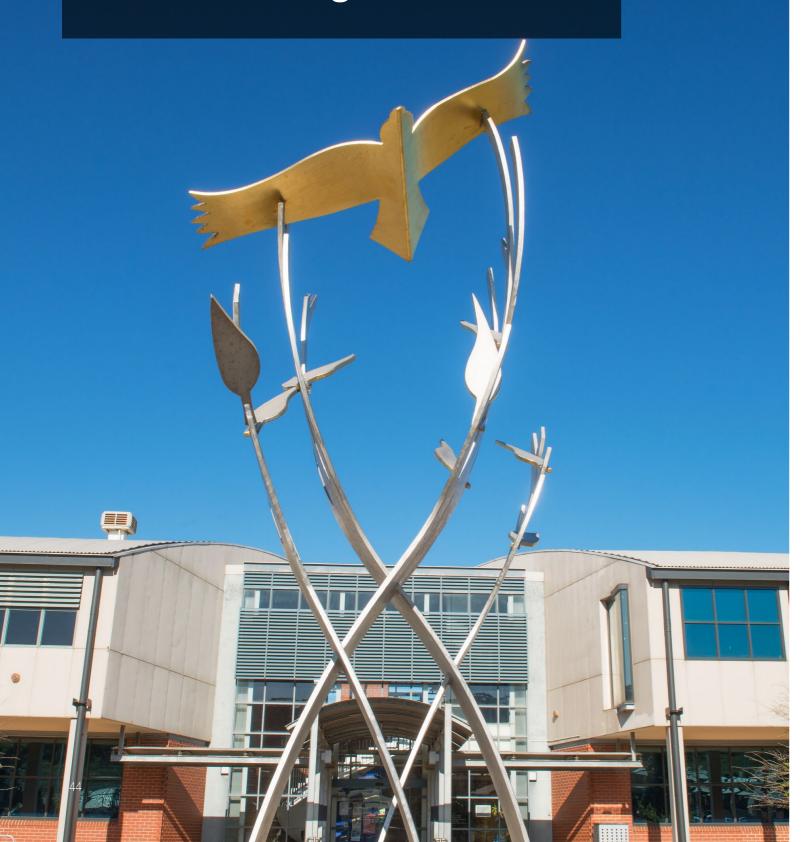
Actions		Year(s)
•	Develop a Visitor Strategy and action plan	2021 – 24
•	Implement annual actions of the Visitor Strategy action plan	2021 – 24

2024 - 25

2021 - 24

OBJECTIVE 3

A Council that listens and adapts to the needs of our evolving communities



Our performance indicators and how we will measure them

Council indicators (and data source)

- Community satisfaction with overall Council performance Community Satisfaction Survey
- Community satisfaction with Council's community consultation and engagement
 - LGPRF Indicator G2 Community satisfaction with community consultation and engagement
- Lobbying on behalf of community Community Satisfaction Survey
- Community satisfaction with Council decisions

 LGPRF Indicator G5 Community satisfaction with council decisions

 (Audited)
- Employee experience / staff turnover LGPRF – Indicator C7 - Percentage of workforce turnover (Audited) Staff survey
- Adjusted underlying surplus (or deficit)
 LGPRF OP1 Audited
- Reduce asset renewal gap: renewal to depreciation

 LGPRF O5 Asset renewal and upgrade expenses compared to depreciation (Audited)
- Council Plan actions completed for this Objective (3) (see page 47)

LGPRF = Local Government Performance Reporting Framework

A Council that listens and adapts to the needs of our evolving communities

1 Listen, analyse and understand community needs

Actions		Year(s)
•	Develop the ICT Strategy	2021 – 23
•	Review the Customer Experience Strategy	2022 – 23
•	Implement annual actions of the ICT Strategy and strive to achieve data custodianship best practices to securely manage community data	2024 – 25

Align services to meet the needs of the community

Actions		Year(s)
•	Implement the annual actions of the Service Planning Framework per the adopted services	2022 – 25
•	Develop Recreation Reserve Master Plan	2021 – 25
•	Develop support mechanisms for Community Asset Committees	2021 – 24
•	Review Community Infrastructure Framework	2021 – 24

Focus resources to deliver on our service promise in a sustainable way

All actions completed



Measure performance, communicate our results and continue to improve our services every day

All actions completed



Be recognised for demonstrating a culture of excellence, creativity and inclusiveness

Actions
 Implement the actions of the Brand Strategy
 Design and implement a planned annual advocacy approach that attracts funding and support for Council's priority projects and celebrate our success

Council Plan actions completed for this Objective (3)*

- Implement the Community Engagement Framework
- Review the Service Planning Framework
- Review the Rate Strategy to inform the Revenue and Rating Plan for 2022-25 in accordance with the new LGA
- Review the Asset Management Strategy
- Review the Asset Plans for Transport, Open Space, Building and Drainage
- Develop Council's 10-year Financial Plan
- Develop a 4-year Workforce Plan that promotes gender equality, diversity and inclusiveness
- Improve Council's external reporting for better transparency and accountability
- Increase accessibility for community participation in online Council meetings
- Develop a Professional Development Framework for Councillors
- Implement the Organisational Development Strategy
- Facilitate Council's obligations under the Gender Equality Act 2020
- Develop a Brand Strategy

^{*}Some completed actions continue to be delivered as part of the usual business of Council

Community involvement and feedback

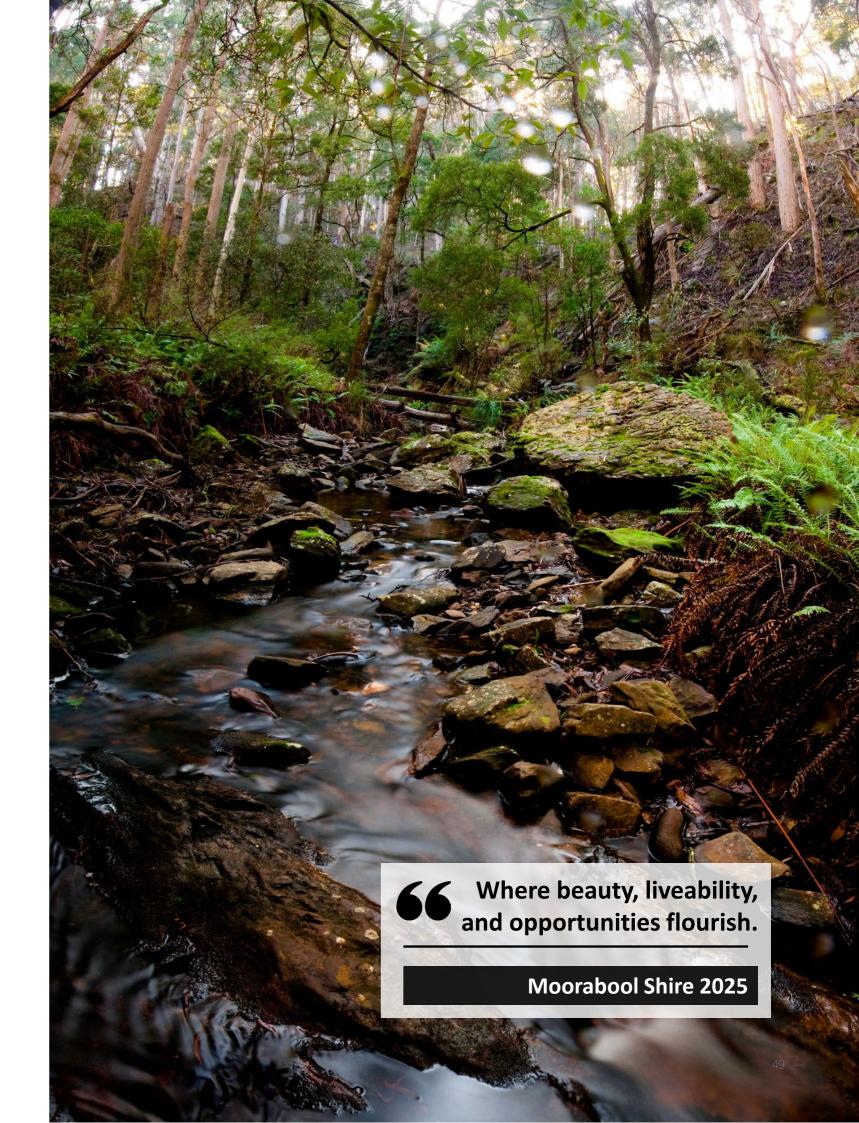
Our community plays an integral role in shaping the future direction of the shire – starting with the insights that we captured in creating the 2030 Community Vision.

Community engagement, however, is not restricted to the Community Vision – feedback from, and interaction with, all corners of the municipality drive Council decision-making every day.

The standards of excellence to which we hold ourselves accountable when helping our customers is what drives us forward. Equally as important is to provide the opportunities for the community to be heard and involved in our decision-making.

We are committed to monitoring the delivery of our actions over the next four years. With your ongoing feedback we will navigate many new challenges and welcome many new opportunities along the way.

We thank you for your consultation in helping us create our Council Plan 2021 – 2025 and we look forward to working alongside you to create an inclusive and flourishing community.



Glossary of common terms

Important words frequently used by Council that are not always easy to understand.

Liveability

Liveability is the sum of the factors that add up to a community's quality of life—including:

- the built and natural environments
- economic prosperity
- social stability and equity
- · educational opportunity
- cultural, entertainment and recreation possibilities

Diversity

Diversity means including or involving people from a range of different social and ethnic backgrounds, different genders, sexual orientations, self-identification preferences, and physical and cognitive disabilities.

Accessibility

Accessibility is the practice of making your service and product (including website) useable by as many people as possible. We typically think of this as being about people living with disabilities, but it should also address those with situational or temporary access issues such as slow internet connection, direct sunlight or a broken arm.

Sustainability

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs.

In addition to natural resources, we also need to consider social and economic resources.

Innovation

Innovation is about turning an idea into a solution, or improving an existing way of doing things, so that it adds value from the customer's perspective.

Before we think about introducing new technology, we first seek to improve the process.

"Innovate the factory before you innovate the product."





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



/mooraboolshirecouncil



@mooraboolshirecouncil



@mooraboolshire



moorabool-shire-council

Accessibility

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

Phone

(03) 5366 7100

Email

info@moorabool.vic.gov.au

Online

moorabool.vic.gov.au

