

## **21.01 CAMPASPE SHIRE KEY ISSUES AND STRATEGIC VISION**

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### **21.01-1 Snapshot of Campaspe Shire**

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The Campaspe Shire is located in north central Victoria, approximately 200 kilometres north of Melbourne and covers an area of approximately 4,500 square kilometres. It is mostly rural in character and the Campaspe, Murray and Goulburn Rivers run through the shire.

The estimated 2013 population of the shire was approximately 37,000, which is expected to grow to approximately 39,600 by 2031 (VIF 2015) and to 43,000 by 2036 (Campaspe Profile). Compared to other areas of regional Victoria, the shire has a higher population of younger (school age) people and older people. This trend is expected to grow, which may leave a 'population donut', with less working age residents in the municipality.

Functionally, Echuca (with approximately 13,600 people) interacts with its New South Wales counterpart, Moama. The current population of Echuca - Moama is nearly 16,000 people.

The bulk of the population is centred around the northern and eastern areas of the shire, especially within the Echuca - Kyabram - Rochester triangle. The southern and western areas of the shire are more sparsely populated.

The other primary population centres include Kyabram (7,371 people), Rochester (2,830), Tongala (1,242), Rushworth (985), Stanhope (490), Lockington (375), Gunbower (265), Girgarre (197) and Colbinabbin (124). There are approximately 12,000 people living in non-urban areas.

Agriculture (particularly irrigated primary production) and its processing underpin the economy of the shire and region. Approximately 40 per cent of employment in the shire is in manufacturing, agriculture (including fishing and forestry) and health care. There is also significant employment in tourism related industries such as food services, accommodation and retailing. Recent economic growth has been driven primarily by growth in health care and social assistance, professional and scientific services and construction.

The region's strategic assets contribute to the unique capacity of the local economy and provide a platform for growth and attraction of investment. The shire's key strategic assets include natural river beauty, climate, agricultural land, manufacturing, processing, a modernised irrigation system, heritage assets, the Port of Echuca and tourism.

### **21.01-2 Regional profile**

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The Loddon Mallee North Regional Growth Plan, 2014 is the most relevant regional growth plan (RGP) to Campaspe, although there is some influence in the east of the shire from the Hume RGP. The RGPs were included in the planning scheme in 2014. They provide a 20-30 year land use strategy across Victoria and set out how each region can accommodate a greater share of the state's growth.

### **21.01-3 Key issues**

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The key issues facing Campaspe are focused around seven strategic themes:

- Settlement and Housing.
- Environmental and Landscape Values.
- Environmental Risks.
- Natural Resource Management.

- Built Environment and Heritage.
- Economic Development.
- Transport and Infrastructure.

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### Strategic vision

The Council Vision is contained in the Council Plan (2013-2017) and is of:

*“A vibrant place to live, grow and visit, with a thriving, diverse and healthy lifestyle.”*

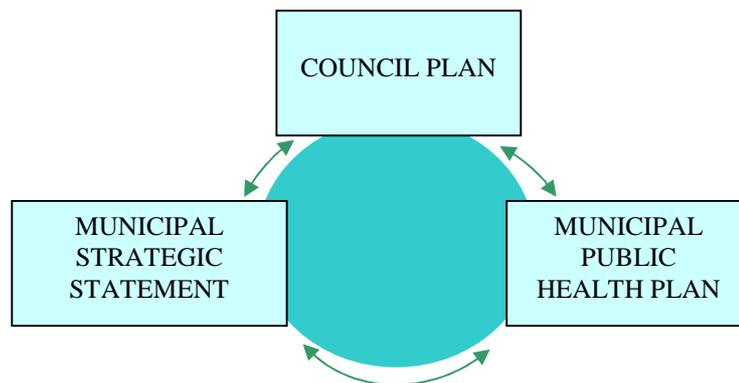
The Council Plan addresses the themes of ‘Prosperity’, ‘Place’ and ‘People’ and is supported by a series of priorities, objectives, indicators and strategies. The Council Plan also supports ‘Campaspe Our Future’, which has established strategies and actions to support the land use objective of:

*“Sustainable use of land, which encourages population growth whilst ensuring the viability of farming and industry, and development which consolidates and respects the historical built environment.”*

The Council Plan also links with the Municipal Public Health and Wellbeing Plan, the purpose of which is to demonstrate how council will work with the community to promote the health and wellbeing of all residents through creating supportive and inclusive built, social, economic and natural environments.

Council acknowledges that it has inherited from previous generations a shire that has outstanding environmental, social and economic attributes. Council is committed to passing on the shire to the next generation in as good (or better) condition as when they inherited it.

Council also acknowledges that its decision making in respect of land use planning applications will always be made with the above vision in mind, taking into account the interests of all Campaspe residents. Council acknowledges that personal circumstances are not a matter for it to take into account as either the responsible authority or planning authority.



**21.01-5 Strategic framework plan**

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The Campaspe Shire Strategic Framework Plan identifies the major strategic directions for the municipality.

**Map 1 – Campaspe Shire Strategic Framework Plan**

