

21.04
19/01/2006
VC37

MUNICIPAL VISION

Vision statement as expressed in the corporate plan

Council's corporate plan is a blue print for the Shire's operation and development. It is a plan for how the municipality will manage its affairs. It provides clear direction, defines the future for the Shire and outlines a range of commitments for the next three years. The plan is a dynamic document that is updated to reflect changing priorities and external factors.

The Council's mission statement as set out in its corporate plan is *"to balance the provision of services throughout the community and to facilitate sustainable development"*.

In supporting this, the Council has adopted a number of goals including:

Urban Development

- To have well maintained, healthy and thriving towns.

Economic Development

- To maintain and increase employment and to have real values of property increases.
- To support and protect the agricultural base of the Shire, recognising the potential of improving primary production, adding value to primary products and diversifying into other industries, in an effort to start new business, employment and increase economic wealth.

Environment

- To strive to have the cleanest environment in Victoria and to protect the natural environment.
- To have a balance between development and the protection of the natural environment.

Land Use planning

- To have balanced development and to protect the natural environment.

The preparation of the new planning scheme has been highlighted in the corporate plan as a means of achieving these goals.

Land use and development vision

The MSS ensures that the corporate values for the municipality are met and the strategic planning and development within the municipality is consistent with the overall operations of the Council.

The land use vision for the Moyne Shire is "Moyne Shire will be a vibrant and prosperous community characterised by strong social, economic and environmental leadership". Key elements of the Council's strategic planning vision are shown on the accompanying strategic framework map

The land use vision includes a Shire where the settlements have distinct characters and identities and provide a broad range of economic and social opportunities that meet the expectations of the community. Where there is a strong sense of place and association, where people can live in a safe and healthy environment. Where the economy uses the strengths of the agricultural foundation to further diversify and improve production and increase opportunities for value added activities, industrial expansion, tourism and recreation and leisure experiences. Where the Shire is widely recognised for its spectacular coastline, personable towns and cultural activities and festivals. Where the settlements are strong and vibrant communities and also places of memorable heritage and enviable lifestyles for residents and visitors alike. Where resources are used in a sustainable way to

promote the aspirations of its residents and meet the needs of tourists and visitors, while still valuing, protecting and enhancing the significant natural landscape, environmental features and heritage places for the appreciation of future generations.

The vision for the municipality will be achieved through the implementation of land use objectives and strategies based on the main issues facing the Shire.

The Moyne Municipal Strategic Statement has been prepared in the context of the State Planning Policy Framework (SPPF).

The SPPF is divided into five main sections titled: Settlement, Environment, Housing, Economic Development and Infrastructure. Aside from combining Settlement and Housing, these sections are used as headings in this MSS to provide the objectives and strategies for land use and development of the Moyne municipality, with linkages to the State Planning Policy Framework.

