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VISION - STRATEGIC FRAMEWORK

ARARAT RURAL CITY – COUNCIL PLAN

The adopted *Council Plan 2013-2017* provides the Ararat Rural City with its corporate framework, setting out council's vision, mission, values, key strategies, and performance indicators. The Council Plan is built upon four pillars being:

- Community
- Lifestyle
- Economy
- Environment.

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Vision

Ararat Rural City will offer a high quality lifestyle and diverse economy that supports long term sustainable population growth, economic prosperity and wellbeing.

The outstanding natural, landscape and cultural heritage assets on offer, combined with excellent education, health and community services, will attract specialist workers, retirees, 'tree changers', and commuters.

Its strategic location on national highway and rail freight networks, and gateway role for the Grampians tourism and wine region, will provide a foundation for growth in sectors as diverse as agriculture, manufacturing, transport, renewable energy, tourism and accommodation.

Ararat will continue to serve as a major regional service hub and accommodate the majority of residential and business growth. Lake Bolac and Willaura will continue to act as municipal service centres due their existing physical and social infrastructure, including reticulated sewerage.

Growth will also be encouraged in Moyston, Pomonal and Elmhurst reflecting their proximity to Ararat, natural assets and ability to offer a high quality rural residential lifestyle.

Other settlements in the network will experience organic growth consistent with their environmental capacity and ability to mitigate hazards, including bushfire.