

**21.04**20/06/2013  
C30**VISION**

For our communities to survive they must be sustainable and to be sustainable they must be a place where people want to live and a place that encourages, acknowledges and rewards innovation. This vision builds on the solid foundation of the past and encourages and rewards innovation and assists people and business to grow within our community. The prime focus is on economic and infrastructure development, the basic building blocks of our communities but also community, development, sport and recreation, governance and sustainability and introduces a new focus on sustainability

Protection of the habitat of the red tailed black cockatoo is a key element of the vision which seeks to improve the bird's habitat and water, as well as focusing on protection of rights of farmers, provision of recreation water and protection and enhancement of our wetlands.

Overall vision balances development against environmental protection and looks to grow our communities through the application of the three principles of sustainability, productivity and liveability.

**21.04-1**20/06/2013  
C30**The Council Plan**

The current Council Plan includes four goals that shape Council's vision for the municipality:

- A healthy, supportive and safe community providing a sustainable, quality lifestyle.
- A sustainable natural and built environment that meets current and future needs.
- A sustainable economy attracting and encouraging new enterprises while supporting existing businesses and encouraging long term employment.
- Progressive leadership, good governance, efficient and cost-effective services.

**21.04-2**20/06/2013  
C30**Outcomes**

The specific outcomes identified in the Council Plan that provide direction for the West Wimmera Planning Scheme are:

- Outcome 1.4 People are actively participating in sport and recreation activities**  
1.4.1 Plan for and ensure the provision of sport and recreational activities and facilities
- Outcome 1.6 A safe community**  
1.6.1 Plan and prepare for, respond to and recover from emergency events
- Outcome 2.1 Responding to the impacts of a sustainable environment**  
2.1.1 Develop and implement local and regional policy and initiatives to create a sustainable environment in partnership with other organisations and government  
2.1.2 Participate in and promote the adoption of practices that support the sustainable use of energy
- Outcome 2.3 Safe and effective wastewater and stormwater systems**  
2.3.1 Provide effective management and maintenance of Council's stormwater infrastructure  
2.3.2 Monitor and partner GWM water regarding domestic wastewater use
- Outcome 2.4 A safe and efficient transport network**  
2.4.1 Ensure appropriate management and development of roads, bridges, footpaths and shared paths  
2.4.2 Plan and implement road safety and traffic management improvements  
2.4.3 Provide appropriate advocacy, management and development of aerodrome infrastructure
- Outcome 2.5 Protect and enhance the natural environment**  
2.5.1 Sustain our natural resources in partnership with other organisations  
2.5.2 Continue to support Irrigation water resources efficient and sustainable use
- Outcome 2.6 Attractive and user-friendly parks, gardens and streetscapes**  
2.6.1 Provide accessible and sustainable parks and open spaces that provide opportunities for passive and active recreation  
2.6.2 Develop and maintain township entrances and streetscapes that enhance and maintain the character of townships
- Outcome 2.8 Sustainable growth of townships and rural areas while conserving unique character and heritage**

## WEST WIMMERA PLANNING SCHEME

- 2.8.1 Review, amend and implement the West Wimmera Shire Council planning scheme to inform future land use and development
- 2.8.2 Provide prompt, consistent and responsive development assessment and compliance procedures
- 2.8.3 Work in partnership with the State Government on planning and development issues
- 2.8.4 Continue to develop and implement initiatives to preserve and maintain heritage buildings, items and places of interest
- Outcome 3.1 Significant new business**
  - 3.1.1 Identify the key industry sectors for new business development and investment and determine attraction and establishment strategies
  - 3.1.2 Promote the benefits of the Shire for business growth and expansion to targeted businesses
  - 3.1.3 Promote employment and lifestyle opportunities to attract target age groups
  - 3.1.4 Support improved business viability and employment
- Outcome 3.2 An economy which encourages population growth**
  - 3.2.1 Support business retention, development and population growth by attracting skilled labour and develop a website employment page
- Outcome 3.3 Edenhope & Kaniva established as key service and retail centres**
  - 3.3.1 Market and promote services and retailing in Edenhope and Kaniva locally and regionally
  - 3.3.2 Improve the public infrastructure in Edenhope and Kaniva to support their service centre role
- Outcome 3.4 Primary industries and associated agribusiness maintained**
  - 3.4.1 Support strategic planning and response to adverse events and economic opportunities for primary industries, agribusiness and associated rural townships
  - 3.4.2 Support the development of a business review and transition program for primary industries and agribusiness
  - 3.4.3 Support the identification of opportunities for new Industrial development
- Outcome 3.5 Infrastructure that supports sustainable economic development**
  - 3.5.1 Advocate for improved provision of utility services across the Shire
  - 3.5.2 Advocate for improved telecommunications infrastructure across the Shire
  - 3.5.3 Support the provision of adequate industrial land and commercial space to meet business development needs
  - 3.5.4 Support the availability of affordable housing that meets community needs and government regulations
- Outcome 3.6 A successful tourism industry across the Shire**
  - 3.6.1 Support regional tourism development through productive relationships with the Wimmera Mallee Tourism Group
  - 3.6.2 Promote, attract and support festivals, events and attractions that add value to the Shire's economy
  - 3.6.3 Provide tourism attraction and accommodation information to encourage visitors to increase length of stay and local spending
  - 3.6.5 Support the provision of adequate tourism infrastructure to encourage business development
- Outcome 3.7 Opportunities from climate change maximised**
  - 3.7.1 Support the identification and development of business opportunities from carbon trading and renewable energy industries
  - 3.7.2 Support the identification and development of business opportunities through innovative water use and associated niche food industries