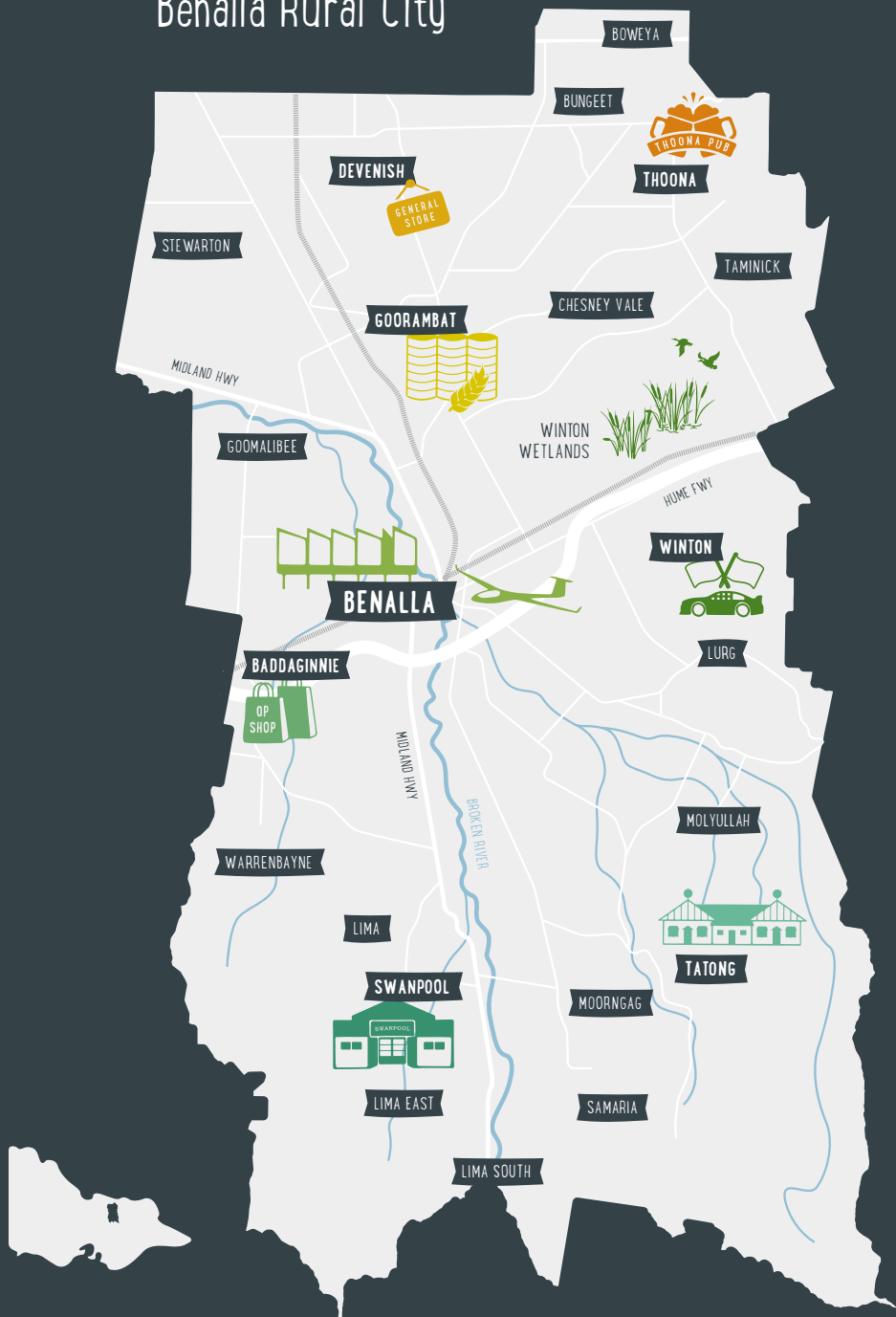




BENALLA RURAL CITY COMMUNITY PLAN 2016-2036

A SUMMARY

Benalla Rural City



WHAT IS THE COMMUNITY PLAN??

Welcome to the next
twenty years of
Benalla Rural City.

This guide is a summary of the Benalla Rural City Community Plan 2016-2036, which is available on Council's website www.benalla.vic.gov.au.

The Community Plan is funded by the Council but owned by the community.

Over 700 people and many community groups participated in developing the plan, which took over 12 months to complete.

The project was overseen by a community based steering committee, with 11 independent community representatives from across Benalla Rural City.

Thanks to these important contributions, we can say that the Plan is a true reflection of the aspirations and motivations of our community. It will guide the Council and other organisations in making decisions to promote the future we seek for Benalla. Ultimately, the plan will be driven by the community, for the community.



OUR VISION AND WHAT WE VALUE

VISION

Benalla Rural City is welcoming and friendly, thriving and prosperous, innovative and industrious, caring and supportive for all residents and visitors – a place where people want to continue to live, move to and call home.

To achieve this, individuals, communities, organisations and businesses must continue to work together for the common good and prosperity of all people who live, visit, work and invest in Benalla Rural City.



Benalla Rural City
Creating our future together



OUR VALUES

We value the beauty, **location and environment** of Benalla Rural City. People are actively involved in caring for and protecting our environment.

We value the **community spirit** that makes us feel welcome and safe. We smile when we pass in the street, we show support in times of need, we volunteer and welcome newcomers.

We value and acknowledge the traditional owners of the land and the rich history that Aboriginal communities, European settlers and other cultures have contributed to the **heritage** of Benalla Rural City.

We value **diversity** of age, income, disability, social circumstances, health, sexuality, and cultural and religious beliefs in Benalla Rural City.



We value the range of **community services** that help support all aspects of community life.

We value **arts and culture**. Festivals and events bring our communities together to interact, learn, celebrate and grow.

We have a culture of solving problems through **innovation and community leadership**.

Sport and recreation is valued as a means to build personal and community wellbeing.

We identify and value the **age and life stages** as they change in our community.



OUR FUTURE CHALLENGES AND OPPORTUNITIES

Limited population growth presents many challenges to our community. A well planned approach is required to protect and enhance our living standards.

Young people are our future. Youth involvement and participation is crucial for a thriving and prosperous community.

Benalla Rural City is considered a great place for older people to live and retire. We need to plan to maintain adequate services, facilities and the workforce to support our **ageing population**.



When people come, stay and return to our community, **population turnover** brings opportunities to re-invigorate the community through innovation, new ideas and fresh interaction.

Significant levels of disadvantage can be addressed by working together to revitalise and strengthen our **vulnerable communities**.

Climate change requires planning to protect the resilience of our economies.

We participate in the **global economy**. International market and economic cycle fluctuations present both opportunities and challenges. At times, we will have to operate within a tight fiscal environment.



A PLAN FOR BENALLA RURAL CITY

Based on our vision, these strategic directions move us towards the future we seek:

- 1. Community wellbeing and sense of place**
- 2. A well-connected and accessible community**
- 3. A vibrant, thriving and progressive economy**
- 4. Planned population growth**
- 5. A sustainable environment**
- 6. Benalla Rural City, a destination of choice**
- 7. Leadership and community spirit**



Our plan is comprised of objectives based on our vision, outlines the future we seek, and details the strategic directions and journey we need to take to achieve our objective by 2036.

Look at our full document to understand how the future looks in Benalla Rural City and how our strategic directions support this vision.



OUR PLAN

In 2036 **we will** ...

1. Be a vibrant, cohesive rural city celebrating our valued and progressive lifestyle, diversity and cultural heritage. All our communities will be working together in partnership to strengthen our overall **community wellbeing and sense of place**.
2. Be a **well-connected and accessible community** with quality, well-maintained and utilised infrastructure, including integrated transport and advanced telecommunications.



3. Be a **vibrant, thriving and progressive economy**. A diverse, robust and resilient economy attracts ongoing investment, providing a destination of choice for new industries and job opportunities in a culture of innovation and entrepreneurship.
4. Have an increased population with a strong, skilled and innovative workforce. Diversity will be embraced and the welcoming community feel of Benalla Rural City will be maintained with sustainable and **planned population growth**.
5. Have beautiful scenic landscapes and open spaces while responsibly managing our valued natural resources with innovative practices and planning for a **sustainable environment**.



6. Have a diverse range of arts, sport and cultural initiatives, programs and events will present participation and employment opportunities for visitors and our community. This will make Benalla Rural City **a destination of choice.**
7. Have a strong and distinctive spirit and character. Our community will be recognised for its **leadership and community spirit.** We will have strong leadership, collaborative partnerships, extensive networks, and a high level of community engagement and participation.



NEXT STEPS

Do you want to be part of shaping the future of Benalla? The Community Plan continues to require a whole of community approach. The Plan needs to be driven by the community, for the community.

Contact us to find out more about how you can be involved.



(03) 5760 2600



council@benalla.vic.gov.au



www.benalla.vic.gov.au





Creating Benalla's Future Together



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