

Our Vision
Our Future



BENALLA RURAL CITY COMMUNITY PLAN

2016 - 2036



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Acknowledgment

The Community Plan Project Steering Committee would like to thank all the community members, groups, organisations and local businesses who contributed their time, thoughts and ideas to the development of the Benalla Rural City Community Plan.

Your ongoing support and commitment will be vital as we work together to implement this community driven plan.



1. INTRODUCTION

The Benalla Rural City Community Plan outlines how, over the next 20 years the community, the Council and other organisations and groups will work in partnership to achieve maximum health and wellbeing for our community. The Plan, developed in 2016, outlines broad objectives and strategic directions for strengthening liveability, sustainability, inclusivity and resilience under seven themes:

- 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

The Community Plan, funded by the Council, is owned by the community. More than 700 people have participated in its development. The Community Plan reflects the aspirations of the Benalla Rural City community. It is not the Council's plan, but rather a plan that will be driven by the community, for the community.

The Community Plan is a strategic document that will guide the Council and other organisations and groups in planning for our future.

The Plan is for the whole municipality and unless otherwise stated Benalla Rural City refers to all our communities and locations, including the urban area, rural townships and rural communities.

It is important to acknowledge the contribution made by so many people in our community who actively participated in the development of the Plan. The Community Plan Steering Committee made every effort to incorporate the many conversations, workshop outcomes and other contributions provided over the life of the project. Although the Plan does not include every individual voice and sentiment, this rich data has been critical to informing its development.

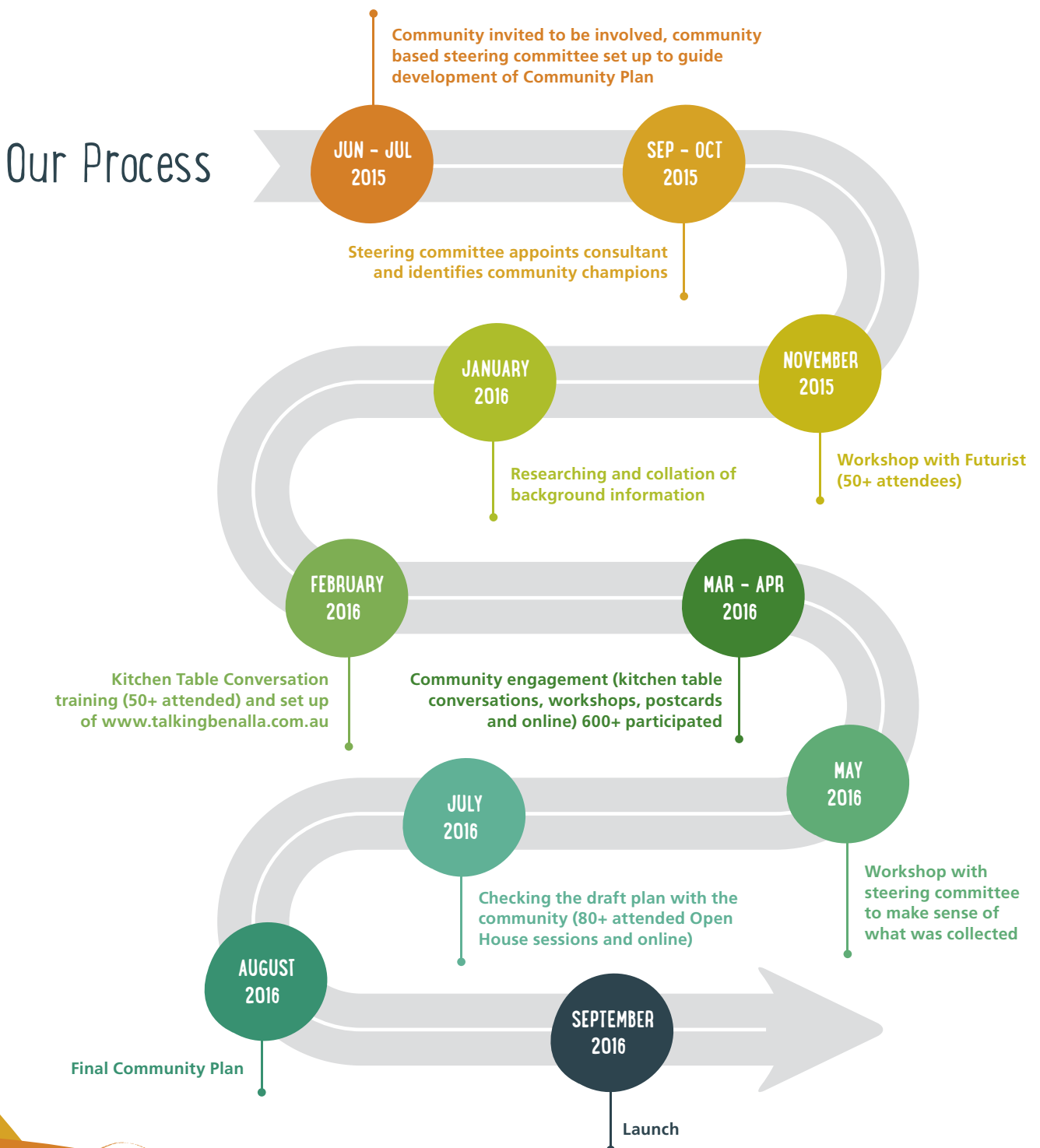
The work and contributions of many groups, studies and strategies were also drawn on in developing the Plan. These include, but are not limited to the Benalla and District Community Taskforce, the Advancing Country Towns project, the Climate Change Adaptation Plan, the Community Access and Inclusion Plan and the Benalla Business and Tourism Growth Strategy.





2. DEVELOPMENT OF THE PLAN

The development of the Plan has been overseen by a community-based steering committee with 11 independent community representatives from across the Benalla Rural City. The Community Plan Steering Committee was formed in August 2015 to steer and guide the development of the Plan and have participated in 15 meetings.



Community-based Steering Committee



Chair

Cr. BARBARA ALEXANDER AO
Benalla

Cr Alexander has extensive experience in business and community services, is a previous President of Benalla Health, is an active member of a number of community groups and organisations, has been a Councillor since 2008 and is a strong advocate in the disability services field.



FREIDA ANDREWS
Chesney Vale

Freida has extensive experience in community based health and welfare services and is an active member of a number of local groups such as U3A, The Rural Refugee network and also established the Friends of Winton Wetlands.



JOHN BARRY
Benalla

John has a legal background and is a member of the ANZAC Commemorative Partnership Project Committee and local history groups.



DORIS BILLINGSLEY
Benalla West

Doris is a member of the Benalla Wide Advisory Committee, is actively involved in Waminda Community House and the Friends of Benalla Library Bookshop and has previously been part of the Advancing Country Towns Steering Committee.



CATH MARRIOTT
Goomalibee

Cath is a member of the Benalla Sustainable Futures Group, the Benalla Victorian Farmers Federation, Goomalibee CFA, Violet Town Market Committee and Landcare.



GRAHAM NICKLESS
Taminick

Graham has an economic development background and was part of the development of the Hume Regional Plan.



ROB ROACH
Benalla

Rob is a Board Member of Cooinda Village Inc. and is President of Legacy Benalla/Euroa/Violet Town Group.



RENEE SCOTT
Benalla

Renee is a GOTAFE student with a background in disability services and has a passion for advocating for programs and activities for young people.



MARK FOLETTA
Swanpool

Mark is a local farmer who was a member of the Farming Forum Working Party, and is Director of the Happy Wanderer Festival and a Lecturer at University of Melbourne.



MICHAEL HEDDERMAN
Benalla

Michael is a member of Landcare and the CFA, is an L2P Mentor and was a member of the Rural City of Wangaratta Community Plan Steering Committee.



JOY SHIRLEY
Benalla

Joy has an information technology background and is involved in the Parent's Early Education Program and BPACC.



DESALES TURNER
Tatong

deSales is the former Tatong Market Coordinator and is involved with the CFA, is Chair of the Tatong Lighthouse Steering Committee and is an exhibiting artist at North East Artisans.

The Community Plan Steering Committee is supported by Benalla Rural City Council staff including:

- Tony McIlroy - Chief Executive Officer
- Jane Archbold - Manager Community Development
- Sheree Brown - Community Government and Advocacy Coordinator
- Jilian Mulally - Manager Arts, Communications, Tourism and Events

Assistance has also been provided by Rob Carolane (Twin Prism Consulting) and Kate Lumb (Kate Lumb Consulting).

A community consultation process was conducted for the development of the Community Plan, with more than 600 community members contributing in the first round through workshops, kitchen table conversations, postcards and through the online website www.talkingbenalla.com.au

The community consultation and engagement process focused on asking:

- what people value about their community
- what are the aspirations of the Benalla Rural City community over the next 20 years
- what assets (social, economic, environmental) of the Benalla Rural City community need to be fostered, enhanced or created
- what issues currently perceived by the Benalla Rural City community need to be recognised

A draft Community Plan was developed from this information. A second round of consultation involving over 100 people gathered feedback on the draft Community Plan.

The final plan was developed based on the information gathered during both rounds of consultation.



3. BENALLA RURAL CITY – 2016

Benalla Rural City is located in north-east Victoria, 193km north east of Melbourne, and is centred in the Broken River valley. The current estimated resident population of Benalla Rural City is 13,597, with approximately 9,000 living in the Benalla urban area and the remainder living in and around our smaller towns. The population forecast for 2031 is 14,834.

Benalla Rural City was established as an agricultural and pastoral district in the 1840s, following long habitation by Aboriginal people. The rural area was characterised by wheat, oats and potato growing, alongside some vineyards and mining. It was proclaimed a city in 1965 and Lake Benalla was artificially created in 1973.

The geography of Benalla Rural City is divided by the Hume Freeway with hills, valleys, grazing land and forests to the south. The communities include those of Acherton, Baddaginnie, Boho South, Glenrowan West, Lima, Lima South, Lurg, Molyullah, Moorngag, Samaria, Swanpool, Tatong, Upper Lurg, Upper Ryan's Creek, Warrenbayne and Winton.

The north side of the freeway is characterised by plains and rolling hills used as cropping and grazing land. The communities include those of Boweya, Boxwood, Broken Creek, Bungeet, Chesney Vale, Devenish, Goomalibee, Goorambat, Stewarton, Taminick, Tarnook and Thoona.

The Benalla Rural City economic sectors include the town's role as a regional centre, agricultural production, tourism and manufacturing. It is dominated by employment in the manufacturing, retail trade, health and community services sectors. The proportion of people employed in agriculture is above the state average.

Some of the main tourism attractions include, but are not limited to, the Winton Motor Raceway, Winton Wetlands, State Gliding Centre (Benalla Airport) and the Benalla Art Gallery.

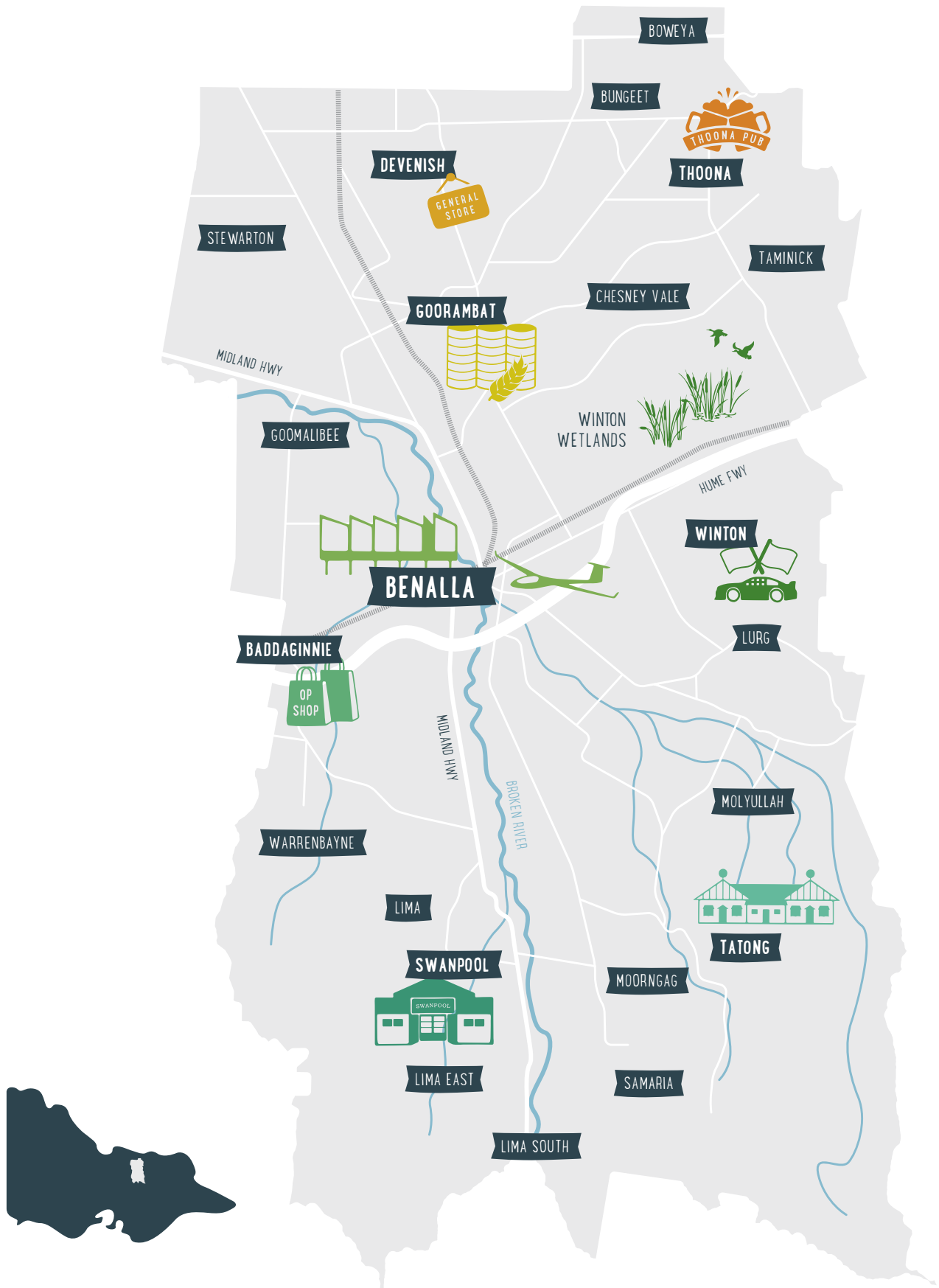
The rural areas of the municipality are recognised for their good soils and many areas have access to irrigation. The major agricultural industries are prime lamb and beef production, some dairying and broad acre cropping. Recent agricultural diversification has seen a rise in viticulture, more intensive forms of horticulture and forestry.

Benalla Rural City offers a lifestyle that has a choice of primary and secondary schools, a TAFE college, comprehensive health services and a wealth of participation opportunities including theatre, sport, music, wine and art. Lake Benalla, with the surrounding Botanical Gardens and walking track, is a key attraction located within the town. Benalla Rural City has well developed disability, aged care and childcare services.

There are many active community and service groups throughout Benalla Rural City.



Benalla Rural City





4. OUR VISION AND WHAT WE VALUE

The vision for Benalla Rural City 2036 and the values that are important to our community are outlined below.

OUR VISION

Benalla Rural City
Creating our future together

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.

Our common values have developed through past times of adversity, prosperity and hard work. These values are cherished in the present. They need to be strengthened over the next 20 years to assist us to build on the Benalla Rural City we love now and wish to have into the future.

OUR VALUES

Location and environment

We value Benalla Rural City for its beauty, natural environment and location on the Broken River in north-east Victoria. Lake Benalla, the Benalla Art Gallery and the Benalla Botanical Gardens give us a beautiful heart to our community. People are actively involved in caring for and protecting the environment and we can choose an urban, small township or rural lifestyle where we can make safe and secure homes. Benalla Rural City's location allows us to travel easily to other places to enjoy the benefits of Melbourne as well as the many beautiful and exciting destinations in north-east Victoria such as rivers, mountains and venues offering gourmet food and wine.

Community spirit

We value the community spirit that makes us feel welcome and safe. This community spirit is embodied by the sharing of a smile and a cheery hello when passing in the street and the support shown for people in times of need. Our strong ethos of volunteer participation contributes to our community spirit. Newcomers are welcomed and diversity is valued.



Heritage

We value and acknowledge the traditional owners of the land and the rich history that Aboriginal communities, European settlers and other cultures have contributed towards making Benalla Rural City what it is today. Our heritage includes the built infrastructure of our towns, our agricultural and manufacturing background and the social history of our urban and rural communities. It also includes the many challenges faced, such as natural disasters and times of social and economic change.

Community services

We value the comprehensive range of community services that support all aspects of community life. Community services include charitable organisations and physical infrastructure such as transport, telecommunications, recreation and sporting facilities. Community services also include the many organisations providing education, preventative and primary health care, security, sport, heritage, culture, arts and philanthropy. We also value the services of water supply, sewerage, roads, footpaths and waste collection.

Diversity

We value diversity in the Benalla Rural City community. Diversity encompasses many aspects including age, income, disability, social circumstances, health, sexuality, and cultural and religious beliefs. Diversity is part of what makes it possible for people to find individual friendships and community groups where they can contribute to community life and find personal expression.

Arts and culture

We value that arts and culture have a rich tradition in Benalla Rural City, and that arts and cultural activities, festivals and events bring our communities together to interact, learn, celebrate and grow. The range of arts and cultural facilities and opportunities provide broad benefits to the community.



Innovation and community leadership

We value innovation, leadership and a culture of solving problems and leading change. Leadership is encouraged, supported and demonstrated throughout the Benalla Rural City community by individuals, groups and organisations. Active community leadership is fundamental to how Benalla Rural City operates - it inspires participation and development. Our culture of innovation, where great ideas are recognised and supported with a 'can do' attitude, encourages community leadership and positive change. There is a willingness and enthusiasm to embrace new ideas and technologies that are beneficial to our community.

Sport and recreation

We value that sport and recreation have an established role in Benalla Rural City. Our sport and recreation facilities and clubs encourage physical activity and social interaction in many ways. All forms of physical activity, including organised and individual activity, are valued as a means to build personal and community wellbeing.

Age and life stages

We value that people can move to Benalla Rural City to retire or to live their entire lives here as they move from early childhood through adolescence to adulthood, ultimately becoming senior members of our community. We recognise that different life stages require different support and options for friendship, recreation and activity. We value that Benalla Rural City identifies and supports these changing circumstances.

These aspects of Benalla Rural City are valued equally.





Aboriginal Gardens tour, NAIDOC Week 2016 ▲

5. OUR FUTURE CHALLENGES AND OPPORTUNITIES

Limited population growth

Benalla Rural City has experienced slow population growth since 2000. This affects social networks, services, jobs growth and business opportunities. A well-planned approach to population growth is required, including agreement on the level of growth and planning to manage growth in such a way that living standards and our values are protected and enhanced.

Young people

Young people are our future. Factors such as online communication, digital technology advances, cultural diversity and globalisation will reshape Benalla Rural City's future. Encouraging and empowering young people to build their skills and knowledge as well as good citizenship will be important to ensure continued youth involvement and participation. Creating a community that is inclusive, socially cohesive and welcoming will build resilience and promote opportunities for young people living in Benalla Rural City.

Benalla Rural City has higher than average rates of disengagement from education and early school leaving. Re-engaging young people through education, employment and training is crucial for a thriving and prosperous community.

Ageing population

We respect and value our ageing residents. They are vital to the prosperity of our community through their skills and experience, volunteering, mentoring and wisdom. It is also acknowledged that our ageing population will require access to health, social and accommodation services to meet their changing needs. Benalla Rural City is considered a great place for older people to live and retire due to its proximity to Melbourne and good provision of health care and aged services. It is therefore important to find ways to plan and provide for adequate services, facilities and the workforce to support our older residents.

Population turnover

There is a turnover of people coming and going across all age groups within the municipality. It is important to ensure that the community is as vibrant and attractive as possible, helping to encourage people to come, stay and return to Benalla Rural City. Population turnover creates opportunities for communities to re-invigorate themselves through innovation, new ideas and fresh community interaction.



Vulnerable communities

Benalla Rural City has significant levels of disadvantage, identified in the latest “Dropping Off the Edge: The Distribution of Disadvantage in Australia” Vinson Report. The challenge for Benalla Rural City is to continue to address these levels of disadvantage. By working together we need to consider opportunities to support our vulnerable residents and look at options to revitalise and strengthen our rural communities, many of which are at risk of decline.

Climate change

By 2030 Benalla Rural City will experience more extreme weather events such as fire, drought and flood due to the impacts of climate change. Benalla Rural City can also expect warmer average annual temperatures, an increase in the number of days over 30°C and a reduction in the total average annual rainfall. All these changes will impact on local community, infrastructure, agriculture and the environment. Climate change adaptation and mitigation is essential to managing risks and protecting the economy and the resilience of our communities.

Global economy

Benalla Rural City is exposed to the effects of international markets and economic cycles. A diverse economy with ongoing investment and good decision-making will help us manage both the challenges and opportunities this presents.





6. A PLAN FOR BENALLA RURAL CITY

Based on our vision for Benalla Rural City, we have developed a series of strategic directions that will move us towards the future we seek. These strategic directions have reference to the values we wish to maintain and strengthen across our whole municipality.

Key themes identified are:

- 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

Each of the key themes includes a brief description of our vision for our community in 2036, our objectives and our strategic direction and journey.

Unless otherwise stated, Benalla Rural City refers to the whole municipality, including the urban area, rural townships and rural communities.



6.1 Community wellbeing and sense of place

Our objective

In 2036 we will 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 wellbeing and sense of place.

Our future

In 2036 Benalla Rural City will:

- have welcoming, strong and self-reliant communities across the municipality
- have embraced and developed strong communication strategies, partnerships and networks, helping to ensure our community is well-informed
- have safe, healthy, active, connected and engaged communities supported by energetic community groups and volunteers
- actively encourage formal and informal lifelong learning for all
- respect and acknowledge all members of the community, including the enthusiasm, energy and ideas of younger people and the wisdom of older people
- celebrate and promote our diversity through arts and cultural activities and by preserving our history and Aboriginal heritage.

Strategic directions - our journey

1. Utilise a variety of strategies to increase two-way communication flow within and between communities, groups, organisations and individuals.
2. Ensure that local and regional strategies and plans that support health, education and social services are actively developed, implemented, monitored and reviewed.
3. Actively celebrate and promote our history, cultural diversity and Aboriginal heritage.
4. Ensure that young people have varied opportunities to participate in cultural and community activities and are actively involved in the life of our community.
5. Work together to build opportunities to strengthen communities, especially our vulnerable communities.
6. Plan and enhance opportunities for learning and innovation through improved access to education and lifelong learning, building links between education, community and workplaces.
7. Continue to support community-driven responses to key issues of concern, including family violence and mental health.
8. Continue to offer a diverse range of sporting and recreational opportunities with leisure services, programs and events to encourage active lifestyle choices.



6.2 A well-connected and accessible community

Our objective

In 2036 we will be a well-connected and accessible community with quality, well-maintained and utilised infrastructure, including integrated transport and advanced telecommunications.

Our future

In 2036 Benalla Rural City will:

- have access for all to a wide range of community services and facilities
- have access to reliable and efficient telecommunication networks
- have access to safe, accessible and well-maintained infrastructure, including transport systems, roads, drainage, footpaths, parks and age-specific services
- have access to places that enhance our great lifestyle within the environment, arts, tourism and sport
- use the latest technologies to develop and maintain infrastructure and facilities that minimise resource consumption.

Strategic directions – our journey

9. Continue to lobby for the best possible telecommunications system to ensure it meets the needs of community, industry and business across Benalla Rural City.
10. Plan for and offer improved integrated transport services and networks within Benalla Rural City, building on best-practice models.
11. Plan for improved services and infrastructure that provides benefits to all people and communities within Benalla Rural City.
12. Continue to lobby the state government to upgrade north east rail services to offer a fast, efficient and frequent rail service.
13. Plan for well-designed, maintained and equipped community facilities to enhance community participation and maximise utilisation.
14. Work in partnership with young people to co-design and maintain functional youth friendly spaces.
15. Explore innovative approaches to encourage the integration of a mixture of housing types across Benalla Rural City, including housing options for older and younger people.



6.3 A vibrant, thriving and progressive economy

Our objective

In 2036 Benalla Rural City will boast a diverse, robust and resilient economy attracting ongoing investment, providing a destination of choice for new industries and job opportunities in a culture of innovation and entrepreneurship.

Our future

In 2036 Benalla Rural City will:

- have a diverse and robust economy with resilient and innovative industries
- recognise and actively attract growth industries with incentives, including our great community and lifestyle
- encourage and attract new investment to build on the strengths, competitive advantages and resources of Benalla Rural City and the region
- actively encourage industry and development that minimises resource use, minimises waste and mitigates and adapts to climate change
- demonstrate and celebrate excellence in social enterprise
- attract and retain a skilled workforce by promoting our region as a lifestyle destination
- have quality training and easy access to education, thereby strengthening our workforce skills base to meet business and industry development
- have good collaboration across government, industry and the community to share information and strengthen partnerships
- have created a diverse range of employment opportunities catering for a range of skills and age groups
- have a prosperous, diverse and thriving agricultural sector, ensuring sustainable land stewardship and productivity.

Strategic directions - our journey

16. Actively attract investment and support, promoting business and business opportunities across all sectors of the economy to foster economic diversity and population growth.
17. Increase collaboration and share information about innovation, best practice and successful initiatives to support and enhance business growth and prosperity.
18. Support social enterprise and entrepreneurs by exploring and refining ideas, identifying opportunities for funding and providing incentives, mentoring and advice, especially targeting young people.
19. Facilitate appropriate and sustainable development by providing clear communication about the types of developments that will be supported; and by rewarding excellence.
20. Support the development of agriculture and agri-business of all sizes and assist the farming community to respond to market opportunities, build resilience and attract investment.
21. Promote Benalla Rural City as a destination of choice for new industry and job opportunities in a relaxed, safe and welcoming environment.



6.4 Planned population growth

Our objective

In 2036 Benalla Rural City will 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 growth.

Our future

In 2036 Benalla Rural City will:

- have social and cultural richness and diversity
- have expanding industries, as well as workers embracing new ideas and best practice
- have an increased population, generating demand-stimulating investment and leading to new technologies
- have a vibrant community and increased prosperity, delivering a larger skilled labour force for current and future markets
- provide greater workforce opportunities for young people
- demonstrate innovative industries and growth which caters for a changing climate, global economy and community needs
- have adequate education, recreation, health and wellbeing infrastructure and facilities to support increased growth across all age groups.

Strategic directions – our journey

22. Support and encourage a diversity of residential and commercial development in Benalla CBD and surrounds, including opportunities for innovative urban renewal.
23. Develop a strong advocacy position to encourage government to implement a population dispersal strategy.
24. Develop a proactive plan for population growth in Benalla Rural City with a target of 1.5-2% annual increase, in line with regional Victoria projections.
25. Ensure that the population plan includes relevant support services and facilitates sustainable growth, maintaining the welcoming community feel and values of Benalla Rural City.



6.5 A sustainable environment

Our objective

In 2036 we will have beautiful scenic landscapes and open spaces while responsibly managing our valued natural resources with innovative practices and sustainable planning.

Our future

In 2036 Benalla Rural City will:

- actively use, promote and support adoption of renewable energy sources
- minimise waste disposal to landfill by reducing, reusing and recycling
- have healthy waterways, water catchments and landscapes to enhance and maintain our bio-diversity, water and air quality
- have unique urban and landscape design that protects and enhances the natural environment, open space, historic and cultural resources
- support robust and resilient communities that are well-prepared for natural disasters and a changing climate.

Strategic directions - our journey

26. Ensure that local and regional strategies and plans that support environment, waste, sustainability and climate change are actively delivered and implemented.
27. Plan to maintain and capitalise on the lake, art gallery and botanical gardens precinct, incorporating cultural, recreational and commercial activities and protecting environmental and cultural assets.
28. Explore opportunities for private and community sector investment in the lake precinct.
29. Encourage people to take responsibility for the health of our natural resources by being environmentally conscious.
30. Promote renewable energy sources to support economic development and protect the environment.
31. Aim to have robust programs in place for emergency management for all communities and locations within Benalla Rural City.
32. Actively promote community resilience building in preparation for natural disasters, and economic and climate change.



6.6 Benalla Rural City, a destination of choice

Our objective

In 2036 Benalla Rural City will be a destination of choice. Benalla Rural City will host a diverse range of arts, sport and cultural initiatives, programs and events. These will present a range of participation and employment opportunities for visitors and the local community.

Our future

In 2036 Benalla Rural City will:

- be a destination of choice, based on a thriving and strong tourism and arts industry as well as its natural, cultural and historical resources
- host a diverse range of arts, sport and cultural initiatives, programs and events
- have diverse employment opportunities for the local community based on tourism, sport and the arts
- encourage and support a wide range of sport and active recreation activities
- encourage social inclusion and provide opportunities for people of all ages and abilities to participate and connect.

Strategic directions – our journey

33. Ensure that local and regional strategies and plans that support business and tourism growth are actively delivered and implemented.
34. Identify opportunities to enhance assets within Benalla Rural City and develop at least one more asset of a state or national significance level.
35. Encourage collaborative marketing efforts between local government and owners and operators of commercial, retail and tourism enterprises.
36. Continue to advocate for the North East Rail Trail Strategy to connect and enhance significant tracks and trails and enhance cycle tourism growth in Benalla Rural City and the region.
37. Improve branding and marketing of Benalla Rural City as a destination of choice, including improving entry points to Benalla Rural City, signage and streetscapes.
38. Explore opportunities to further develop festivals and events, establishing a point of difference and enhancing visitation.
39. Develop a major event attraction strategy for Benalla Rural City that sets out clear directions for events within the municipality, ensuring coordination across communities, businesses and facilities.
40. Develop an Arts and Culture Strategy for the municipality which outlines a future where arts and culture are central to community wellbeing, enhancing Benalla Rural City's reputation and liveability as well as population and economic growth.
41. Develop a strategy to increase the variety of visitor accommodation options throughout Benalla Rural City.



6.7 Leadership and community spirit

Our objective

In 2036 Benalla Rural City will have a strong and distinctive spirit and character. Our community will be recognised for its strong leadership, collaborative partnerships, extensive networks, and high level of community engagement and participation.

Our future

In 2036 Benalla Rural City will:

- have a strong community spirit that continues to foster strong and effective leaders
- have a strong 'sense of place' and identity strengthened by a network of volunteers and community leaders working to deliver our vision
- actively encourage community participation in local decision-making by applying effective governance and community leadership
- provide resources for programs to support volunteers and community groups
- have a wide range of diverse candidates standing for local government
- have a strong, positive working relationship between local government and the community.

Strategic directions - our journey

42. Encourage, support and celebrate volunteers and community groups.
43. Encourage and support community events that engender community spirit.
44. Support ongoing community governance, philanthropy, mentoring and leadership development across the Benalla Rural City.
45. Develop strategies to encourage community participation in local decision-making through engagement and consultation within the local community.
46. Commit to working collaboratively to deliver and monitor the implementation of the Benalla Rural City Community Plan.





7. NEXT STEPS

A community-based group will be formed to oversee the implementation of the Benalla Rural City Community Plan. This group will monitor and review the implementation and progress of the strategic directions detailed in the Plan.

This implementation group will operate under defined terms of reference.

The Plan can be used as a reference for strategic planning across all aspects of life within Benalla Rural City. This Plan can also be used by groups, organisations and businesses as a reference when funding applications are written and strategic and operational plans are developed.

The strategic directions in the Plan require detailed planning and actions and a group/s or organisation/s to champion them into the future.

The community-based implementation group and the wider community will encourage the implementation of the plan and support partner organisations to embrace our shared journey over the next 20 years.







Creating Benalla's Future Together



This project is supported by Benalla Rural City Council.