

COUNCIL PLAN

2021-2025

ACTION PLAN TO 30 JUNE 2025





OUR VISION

To provide a sustainable, thriving and cohesive community where lifestyle, culture, health and wellbeing are supported by strong leadership and community partnership.

Acknowledgement of Country

We acknowledge the traditional custodians of the land. We pay our respects to their Elders past and present and to Elders from other communities.

ABOUT THIS ACTION PLAN

The Council Plan is a medium-term (four years) plan that describes the ambitions and philosophy of the elected Council.

The Council Plan is the primary document to reflect the strategic agenda of the Council and it outlines clear themes, objectives and strategies.

The Council Plan is shaped by the voice of the community and incorporates:

- **Community Vision**

The long-term aspirations that the community has for Benalla Rural City.

- **Municipal Public Health and Wellbeing Plan**

What the Council will do to protect, improve and promote public health and wellbeing in Benalla Rural City.

The Council Plan, which must be reviewed annually, is implemented through an action plan that details the projects and programs that will be delivered to achieve Council Plan strategies.

Progress towards delivering the Council Plan Action Plan will be reported to the Council and the community bi-annually.

COMMUNITY VISION 2036

Council's Community Vision 2036 captures the community's vision for the next 15 years with a focus on liveability, sustainability, inclusivity and resilience.

This vision has seven guiding themes:

1. Community wellbeing and sense of place

2. A well planned, connected and accessible community

3. A vibrant, thriving and progressive economy

4. Planning for population growth

5. A sustainable environment

6. A destination of choice

7. Leadership and community spirit

ACTION PLAN TO 30 JUNE 2025

This Action Plan highlights key actions to be delivered under the five themes of the Council Plan 2021-2025. The Action Plan is divided into each theme. Each theme has its own strategies, objectives and actions to be delivered by 30 June 2025.

Five Themes provide the framework for the key objective and strategies within the Council Plan:

THEME 1

COMMUNITY

THEME 2

LIVEABILITY

THEME 3

ECONOMY

THEME 4

ENVIRONMENT

THEME 5

LEADERSHIP





STRATEGIES	ACTION (TO 30 JUNE 2025)
Objective: A healthy, safe and resilient community	
1 Work closely with community and key stakeholders to plan for emergencies and build community resilience.	Investigate Benalla Rural City's preparedness to respond to emergencies.
2 With our community and key stakeholders address the priorities of the Victorian Public Health and Wellbeing Plan 2019-2023: healthy eating and active living; mental wellbeing, sexual and reproductive health, reducing tobacco related harm and harmful alcohol and drug use and preventing violence and injury, drug-resistant infections and climate change and its impact on health.	Implement and monitor the <i>Benalla Rural City Municipal Health and Wellbeing Action Plan</i> .
3 Work together with key health, welfare and community organisations and networks to support better learning, development and wellbeing outcomes for community members.	Work with the State Government to plan for future Benalla Rural City kindergarten infrastructure and workforce needs.
4 Offer programs, services, activities and events that support, develop and connect community members of all abilities and lead the community in being age friendly and child and Covid safe.	Adopt and implement the <i>Disability Action Plan</i> .
Objective: A connected, involved and inclusive community	
1 Support and promote opportunities for the community to participate in a range of social, recreational, and arts and cultural programs, activities and events.	Investigate development of an off-leash dog park in the east of Benalla. Investigate the feasibility of creating a 'Barkly Street Community Precinct' at the former Benalla P-12 College campus.
2 Encourage, support, value and celebrate volunteering in the community.	Develop and implement a <i>Volunteer Engagement Strategy</i> .
3 Celebrate and promote history and cultural diversity.	Create opportunities for new culturally diverse citizens to be actively involved in Council programs and activities.
4 Continue to respectfully engage, include, celebrate and promote Aboriginal and Torres Strait Islander culture and people.	Develop and adopt a <i>Benalla Rural City Council Aboriginal Reconciliation Plan</i> .
5 Promote, support and actively engage with smaller rural communities.	Develop and implement <i>Rural Township</i> plans.



STRATEGIES	ACTION (TO 30 JUNE 2025)
Objective: Vibrant public spaces and places	
1 Maintain and develop sport and recreation facilities and reserves, parks, gardens, playgrounds, and walking and cycling paths to increase passive and active community participation and social connection.	<p>Deliver Mitchell Street Lakeside Park project.</p> <p>Meet agreed key milestones of the Benalla Indoor Recreation Centre Redevelopment project.</p> <p>Deliver Benalla Art Gallery Redevelopment project.</p> <p>Adopt and start implementation of the <i>Fawkner Drive Precinct Masterplan</i>.</p>
2 Ensure open spaces and public places in existing and developing communities are thoughtfully planned, connected, green, sustainable, accessible, engaging and inclusive and consider the needs of an ageing community.	<p>Develop a concept plan to link the Benalla Station Precinct and Benalla Central Business District.</p> <p>Develop and adopt an <i>Open Space Strategy</i>.</p> <p>Install all-abilities playground equipment.</p>
3 Beautify streetscapes, landscaping, signage and town entrances.	<p>Deliver the Bridge Street Streetscape project.</p> <p>Upgrade town signage and entry gateways.</p>
4 Enhance and maintain key places of significance.	Update <i>Benalla Airport Master Plan</i> .
5 Advocate for and act on opportunities to protect, maintain and preserve heritage assets.	Adopt a <i>Benalla Rural City Heritage Study</i> .
Objective: Connected and accessible roads, footpaths, transport and parking	
1 Deliver and maintain accessible and safe footpaths and cycle paths in existing and new neighbourhoods.	<p>Review and update <i>Pathways to the Future – Shared Path Project Strategy</i>.</p> <p>Deliver Kerb and Channel Replacement program.</p>
2 Maintain and improve drainage, bridges, parking and road networks to meet the needs of the current and future population.	<p>Implement Benalla Rural City Council <i>Drainage Strategy</i>.</p> <p>Finalise Devenish Drainage Upgrade project.</p>
3 Plan for population growth and accessibility for all.	Develop a <i>Benalla Rural City Growth Strategy</i> .



STRATEGIES	ACTION (TO 30 JUNE 2025)
Objective: Thriving business and industry	
1 Work together with key stakeholders to engage, support, strengthen, enhance and diversify local business.	Develop the <i>Economic Diversification Plan</i> . <i>Develop a Benalla Rural City Small Business Attraction and Assistance program.</i>
2 Attract new investment, business and industry to the Benalla Rural City to facilitate business growth and job creation.	Develop an <i>Economic Diversification Plan</i> .
Objective: Flourishing tourism	
1 Strengthen the visitor economy through growth of events and promotion of unique assets and experiences and visitor attractions.	Review and update the <i>Events and Tourism Strategy</i> .
2 Grow, enhance and promote sports, arts and culture tourism opportunities.	Reinvigorate and deliver the <i>Benalla Street Art Festival</i> .
Objective: Population growth	
1 Proactively plan for new residential development to support increased population and growth.	Advocate to the State Government to complete and deliver the <i>Benalla West Masterplan</i> .

ENVIRONMENT



STRATEGIES	ACTION (TO 30 JUNE 2025)
Objective: Healthy and protected natural environment	
1 Partner with agencies and the community to manage and enhance our natural environmental assets, water quality and river health across Benalla Rural City and support the Goulburn Broken Catchment Management Authority Regional Catchment Strategy and other regional environmental strategies.	Review, update and adopt the <i>Environmental Strategy</i> .
Objective: High quality, efficient and sustainable waste management	
1 Actively promote responsible behaviours to reduce waste.	Implement recommendations from the Waste Reduction Working group.
2 Provide efficient and sustainable waste management services.	Finalise disposal arrangements for environmentally sustainable disposal of kerbside-collected food organics and garden organics.
Objective: Sustainable practices	
1 Partner with business, industry and community to plan and implement local approaches and initiatives that respond to climate change.	Review, update and adopt <i>Benalla Rural City Council Environment Strategy</i> .
2 Advocate, promote, support and encourage the use of renewable and clean energy and technology.	Encourage and facilitate the installation of more electric vehicle chargers in and around the Benalla CBD.



STRATEGIES	ACTION (TO 30 JUNE 2025)
Objective: Good governance	
1 Deliver responsible budget outcomes linked to strategy that maintain financial sustainability and deliver value for money and rating fairness.	<p>Annually review, update and adopt the <i>Benalla Rural City Council Long-term Financial Plan</i>.</p> <p>Develop and implement a Project Management framework.</p> <p>Implement a best practice asset management approach.</p>
Objective: High performance culture	
1 Improve customer experience through responsive, timely, efficient, well planned, and accessible services.	<p>Review and update the <i>Customer Relations Strategy</i>.</p> <p>Review, update and implement the <i>Benalla Rural City Council Information Technology and Communications Strategy</i>.</p> <p>Participate in the Lower North Eastern Digital Transformation Partnership.</p>
2 Develop a skilled, efficient and high performing customer focussed workforce.	<p>Adopt and implement a <i>Benalla Rural City Council Workforce Plan</i>.</p>
Objective: Engaged and informed community	
1 Create opportunities for deliberative engagement prior to decision making and actively improve and enhance Council's community engagement practices.	<p>Continue to improve community engagement processes and new ways to engage.</p>

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