

COUNCIL PLAN 2021-2025

Action Plan 2021-2023

Theme 1: Community

Objective: A healthy, safe and resilient community			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Partner with key stakeholders, such as Victoria Police to promote and enhance community safety including for mobility scooter users, cyclists and pedestrians.	MAI	
2	Work closely with community and key stakeholders to plan for emergencies and build community resilience.	MD	Develop a new Municipal Emergency Management Plan.
3	With our community and key stakeholders to address some of the priorities of the Victorian Public Health and Wellbeing Plan 2019-2023: healthy eating and active living; mental wellbeing, preventing violence and injury, and climate change and its impact on health.	MC	Development, implementation and monitoring of <i>Benalla Rural City Municipal Health and Wellbeing Action Plan</i> .
4	Act on the prevention of family violence through awareness raising, workplace policy and support for local and regional initiatives.	MC	
5	Work together with key health, welfare and community organisations and networks to support better learning, development and wellbeing outcomes for community members.	MC	
6	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.	MC	Update and adopt <i>Benalla Rural City Council Community Access and Inclusion Plan</i> .

Objective: A connected, involved and inclusive community

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Support and promote opportunities for the community to participate in a range of social, recreational, and arts and cultural programs, activities and events.	MC	Update and adopt <i>Benalla Rural City Council Youth Strategy</i> . Investigate development of an Off-Leash Dog Park.(MD)
2	Build community capacity through supporting community groups to deliver local initiatives that build social connections and enhance health and wellbeing.	MC	
3	Create and promote welcoming and inclusive practices and culture, so community members-whatever their age, gender, physical ability, socio-economic status, religious beliefs, sexuality or cultural background feel like they belong and are valued, respected and included.	MC	
4	Encourage, support, value and celebrate volunteering in the community.	MPP	Develop and adopt a strategy for engaging new volunteer participation.
5	Celebrate and promote history and cultural diversity.	CEO	
6	Continue to respectfully engage, include, celebrate and promote Aboriginal and Torres Strait Islander culture and people.	MC	Develop and adopt a <i>Benalla Rural City Council Aboriginal Reconciliation Plan</i> .

7	Promote, support and actively engage with smaller rural communities.	MC	Reintroduce Councillor Rural Community Visitation program. Deliver Township projects. Develop Rural Township Plans.
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Theme 2: Liveability

Objective: Vibrant public spaces and places			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Advocate and plan for street lighting, shade, seating and pedestrian crossings that support current growth and development and enhance safety and outdoor engagement.	MAI	
2	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.	MAI	Progress the Benalla Indoor Recreation Centre Redevelopment Project. Deliver Mitchell Street Lakeside Park project. Deliver Benalla Ceramic Mural Precinct Upgrade project.
3	Maintain the amenity and cleanliness of townships, public spaces, roadsides and community facilities.	MAI	Deliver Benalla Town Hall Infrastructure Upgrade project. (MFIT)
4	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.	MAI	Deliver the Playground Renewal Program.
5	Beautify streetscapes, landscaping, signage and town entrances.	MAI	Deliver the Bridge Street Streetscape project.

	Strategies	Responsible Manager	Action (to 30 June 2023)
6	Enhance and maintain key places of significance.	MFIT	Delivery of key capital works projects: Visitor Information Centre Redevelopment, Benalla Art Gallery Redevelopment and Benalla Art Gallery Off-Site Storage. Update Benalla Airport Master Plan.
7	Advocate for and act on opportunities to protect, maintain and preserve heritage assets.	MD	Develop <i>Benalla Rural City Heritage Study</i> .

Objective: Connected and accessible roads, footpaths, transport and parking

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Deliver and maintain accessible and safe footpaths and cycle paths in existing and new neighbourhoods.	MAI	Review and update <i>Pathways to the Future – Shared Path Project</i> strategy. Deliver new footpath works Deliver Lakeside Walk Boardwalk Renewal project. Deliver Kerb and Channel Replacement program.
2	Maintain and improve drainage, bridges, parking and road networks to meet the needs of the current and future population.	MAI	Deliver Fawckner Drive, Benalla Upgrade project. Implement Benalla Rural City Council <i>Drainage Strategy</i> . Develop and adopt a <i>Benalla Rural City Council Asset Plan</i> .
3	Plan for population growth and accessibility for all.	CEO	Develop and adopt <i>Benalla Rural City Growth Strategy</i>
4	Advocate for improved public transportation to be linked to new housing developments and advocate for increased and better-connected public transport options.	CEO	

Theme 3: Economy

Objective: Thriving business and industry			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Work together with key stakeholders to engage, support, strengthen, enhance and diversify local business.	MEDAS	Develop the Economic Diversification Plan.
2	Attract new investment, business and industry to the Benalla Rural City to facilitate business growth and job creation.	MEDAS	Develop the Economic Diversification Plan.
3	Support a circular economy to improve business productivity and reduce waste.	MAI	

Objective: Flourishing tourism			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Strengthen the visitor economy through growth of events and promotion of unique assets and experiences and visitor attractions.	MEDAS	Review and update the Events and Tourism strategy.
2	Grow, enhance and promote sports, arts and culture tourism opportunities.	MEDAS	
3	Improve accommodation offerings in the Benalla Rural City.	MEDAS	

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Objective: Diverse education and employment

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Work with key stakeholders to improve local learning and employment pathway opportunities that address skills gaps, align with future needs and support lifelong learning.	MEDAS	Diversification Plan
2	Advocate for improved local access to post-secondary education opportunities.	CEO	

Objective: Population growth

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Broadly market Benalla Rural City's liveability.	MEDAS	
2	Continue to support Rural Councils Victoria projects and initiatives.	CEO	
4	Proactively plan for new residential development to support increased population and growth.	MD	

Theme 4: Environment

Objective: Healthy and protected natural environment			
	Strategies	Responsible Manager	Action (to 30 June 2023)
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.	MEDAS	Review and update the Environmental Strategy and the Climate Change Adaptation Plan.
2	Maintain and establish shading for public areas, including planning for shade trees in new residential developments.	MD	
3	Enable a safe and thriving natural environment.	MEDAS	

Objective: High quality, efficient and sustainable waste management			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Actively promote responsible behaviours to reduce waste.	MAI	Review and update <i>Waste Management Policy</i> , considering the introduction of hard waste collection and 'tip vouchers'.
2	Provide efficient and sustainable waste management services.	MAI	Bring Benalla Landfill and Resource Recovery Centre Transfer Station into operation.

Objective: Sustainable practices			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Partner with business, industry and community to plan and implement local approaches and initiatives that respond to climate change.	MEDAS	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.	MEDAS	Review, update and adopt <i>Benalla Rural City Council Environment Strategy</i> .
3	Improve Council's sustainability performance through greater use of renewable energy and demonstrating sustainability leadership to the community.	MEDAS	Review, update and adopt <i>Benalla Rural City Council Environment Strategy</i> .

Theme 5: Leadership

Objective: Good governance			
	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Ensure compliance with the Local Government Act 2020 and other relevant legislation and regulations.	GMC	Development and adoption of policies and strategies required under the <i>Local Government Act 2020</i> .
2	Ensure key community priorities captured in the long-term community vision are reflected in the Council Plan.	MC	Review and update the Long Term Community Plan.
3	Manage the procurement of goods and services to provide transparency and best value for money.	MF	
4	Deliver responsible budget outcomes linked to strategy that maintain financial sustainability and deliver value for money and rating fairness.	MF	Ongoing development of Financial Plan.

Objective: Engaged and informed community

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Work in partnership with community members, groups and organisations to achieve the aspirations captured within the Benalla Rural City long-term Community Vision.	MC	Review and update the Long Term Community Plan.
2	Create opportunities for deliberative engagement prior to decision making and actively improve and enhance Council's community engagement practices.	MC	Develop and adopt a <i>Benalla Rural City Council Community Engagement Policy and Community Engagement Framework and Toolkit</i> .
3	Provide timely and effective communications in plain language to the community about Council services, activities and decision making.	MEDAS	Develop and adopt a <i>Benalla Rural City Council Community Engagement Policy and Community Engagement Framework and Toolkit</i> . (MC)
4	Plan, provide and promote direct Councillor engagement opportunities across the Benalla Rural City.	CEO	

Objective: High performance culture

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Improve customer experience through responsive, timely, efficient, well planned, and accessible services.	MPP	Review and update the Customer Relations Strategy. Review, update and implement the <i>Benalla Rural City Council Information Technology and Communications</i> strategy. (MFIT)
2	Develop a skilled, efficient and high performing customer focussed workforce.	MPP	Develop a <i>Benalla Rural City Council Workforce Plan</i> .
3	Pursue and lobby for appropriate and sustainable funding and service arrangements with Victorian and Australian Governments.	CEO	
4	In collaboration with key community partners support an inclusive and safe workplace, aiming to increase awareness of and access to appropriate training for staff in the prevention of all forms of violence.	MPP	Develop a Gender Equity Action Plan.

Objective: Effective and responsive advocacy

	Strategies	Responsible Manager	Action (to 30 June 2023)
1	Work in partnership with community, groups, local agencies, and all levels of government to advocate for improved services, infrastructure and social outcomes for the community and report on advocacy outcomes.	CEO	Develop and adopt a <i>Benalla Rural City Council Advocacy</i> strategy.
2	Participate in advocacy outcomes as part of Rural Councils Victoria.	CEO	

Responsible Manager legend:

CEO: Chief Executive Officer **GMC:** General Manager Corporate **MAI:** Manager Assets and Infrastructure **MC:** Manager Community
MD: Manager Development **MEDAS:** Manager Economic Development and Sustainability **MF:** Manager Finance
MFAC: Manager Facilities **MPP:** Manager People and Performance