VISION AND STRATEGIC FRAMEWORK

Vision
The Council Plan 2009-2013 contains the following vision:

*A vibrant community that displays growth and sustainability with a strong identity and confidence in a prosperous future by working together.*

The vision is based on the following values:

**Achievement** - Actively pursue positive outcomes for the community.

**Community Engagement** - Ensuring our communities are engaged, informed and able to contribute to council’s decision-making process.

**Leadership** - Council will lead and develop leadership within our community.

**Fairness** - We will ensure that all members of the community are treated equitably.

**Integrity** - We act with integrity, honesty and in ways that reflect our values.

**Tolerance and Community Cohesion** - Accepting, valuing and embracing the diversity of our community.

**Accountability** - Being transparent in our decision-making, we welcome public scrutiny and community feedback.

Additional references to the Council Plan are provided as an introduction to each key theme in Clauses 21.04-21.09.

Strategic framework
The strategic planning framework for the municipality comprises the following Strategic Framework Plans:

- Municipal Strategic Framework Plan - Parts (a) and (b).
- Swan Hill Sub-Regional Framework Plan.
- Robinvale Sub Regional Framework Plan

Town based strategic plans are contained in the Local Areas section of the Municipal Strategic Statement at Clause 21.10.
SWAN HILL PLANNING SCHEME

Centres Framework
- Regional Centre: Swan Hill
- District Centre: Robinvale
- Local Service Centres: Manangatang, Nyah North West, Wooren, Pinnil, Boundary Bend, Lake Boga, Ultima

Local Service Centres: Continue to support local service centres as a network of communities to support agricultural/horticultural production.

Dryland Agriculture: Continue to recognise the importance of dryland agriculture to the municipality and the region.

Mineral Sands: Support evaluation and environmentally responsible utilisation of mineral sands deposits.

Robinvale & District: Continue to develop role of Robinvale as a major service centre and support further agricultural/horticultural production. Prepare Robinvale Sub-Regional Lake Use Strategies.

Irrigation Areas: Extent of irrigation areas. Encourage where there is minimal environmental impact.

Nyah to Robinvale: Continue to develop irrigation and horticultural potential, farm processing and value adding in accordance with sustainable land and water management principles.

Cross Border Issues: Strengthen connections with cross border municipalities in relation to river corridor management, irrigated horticulture and tourism.

Swan Hill Sub-region (Tresca to Pinnil): Develop potential for irrigated horticulture, tourism, recreation, retirement living and regional service.

Rural City of Swan Hill
Strategic Planning Framework
Map 1: Land Use
(a) Framework Plan
ROBINVALE SUB-REGIONAL FRAMEWORK PLAN

Robinvale Sub-regional Strategy Plan
Prepare strategy addressing important sub-regional and local issues such as the future role of smaller towns/estates along Murray River Corridor, housing for inter-state workers, infrastructure requirements of a growing horticultural industry, and Robinvale's growing importance as a service centre.

Robinvale Township
Prepare Integrated Planning Strategy for Robinvale township to include assessment of future supply of land for major land uses e.g. residential and industrial.

Horticultural Areas
Encourage extension of irrigated horticultural areas where there is minimal environmental impact.

Dryland Agriculture
Continue to promote importance of dryland agriculture to the municipality and region.

Swan Hill Sub-regional Plan

This plan is indicative only.