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VISION, SUSTAINABILITY PRINCIPLES AND STRATEGIC DIRECTIONS

The Council plan (2006 – 2010) contains the following Vision:

***Greater Shepparton**
As the Food Bowl of Australia,
A sustainable, Innovative
And Diverse Community.
Greater Future.*

In support of its Vision, Council has adopted the following themes and principles:

1. SETTLEMENT, HOUSING & URBAN DESIGN

Commitment to growth within a consolidated and sustainable development framework.

2. COMMUNITY LIFE

Enhance social connectedness, physical and mental health and well being, education and participatory opportunities in order to improve liveability and provide a greater range of community services.

3. ENVIRONMENT

Conservation and enhancement of significant natural environments and cultural heritage.

4. ECONOMIC DEVELOPMENT

Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry.

5. INFRASTRUCTURE

The provision and re-structure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth.

Greater Shepparton 2030 provides for continued sustainable development. The principles of sustainable development underpin planning for the municipality. Achieving a sustainable economy, society and environment is inherent to achieving the vision.

Supporting principles for *Greater Shepparton 2030* include the planning and implementation of actions through an “integrated planning” process.