

## **21.03 COUNCIL VISION AND STRATEGIC FRAMEWORK**

11/05/2017  
C197

The City of Whittlesea recognises the need for strong leadership and is accepting of the challenges that a growth area on the metropolitan fringe brings. By necessity the City of Whittlesea has adopted a long-term outlook in working toward sustainable outcomes in housing provision, employment generation, preservation and enhancement of rural areas and features of environmental significance.

The City acknowledges the specific characteristics that contribute to and define the municipality as a unique housing and employment location within the northern region. It is also acknowledged that the preservation of these very characteristics ensure that the City's attractiveness as a housing destination and employment centre is enhanced.

### **21.03-1 Community Plan**

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Land use planning objectives are linked to community expectations as expressed within the Community Plan.

The "Shaping Our Future" Community Plan 2030 provides our community's vision for the City of Whittlesea. It is a plan that articulates the type of municipality that the community envisages in the future. The Community Plan recognises that the municipality is diverse in terms of population characteristics, housing, urban and rural lifestyles. The key strategic directions of the Community Plan are:

- inclusive and engaged community;
- accessibility in, out and around our City;
- growing our economy;
- places and spaces to connect people;
- health and well-being;
- living sustainably; and
- good governance.