VISION – STRATEGIC FRAMEWORK

Corporate Plan

Loddon Shire Council’s Corporate Plan presents the vision and key directions of the Council for the period 2004-2008. The Loddon Planning Scheme sits within the context set by the Corporate Plan and aims to support and complement the objectives and initiatives of this plan.

The Vision of the Corporate Plan is:

“Loddon will be a proud community leading rural Australia as a great place to live, work and visit.”

Council’s Mission, as identified in the Loddon Plan, is:

“To continue to lead and maximise community growth and development.
Building viable small communities with strong links to regional centres.
A long term measure of our success will be a growing population.”

Land Use Planning Vision

Council’s Vision for land use and development in the Loddon Shire is:

The Loddon Shire Council will manage the Shire’s built and natural resources to ensure the enhancement of its:

- Natural resource base and environmental values;
- Economy, especially agricultural production, and employment opportunities;
- Community, cultural, heritage, and recreational facilities; and
- Townships and the Shire generally through improved presentation and amenity;

to provide residents with an unrivalled high quality lifestyle and to attract new residents.

The objectives, strategies and provisions of this planning scheme have been developed in pursuit of this Vision.
Economic Development

Agriculture and Rural Land Use
- Support and optimise agricultural productivity
- Continue support & implementation of:
  - Subsidy Programs
  - Rural Investment Programs
  - Livestock management strategies
  - Landscape strategies
- Support diversification of agriculture

Transport
- Reinforce the accessibility of highways to towns via the Calder Highway, the Loddon Highway and the Scenic Highway to capital cities and regional centres
- Reinforce the importance of railway links for passenger and freight purposes
- Reinforce the use of the Broad友谊 rail link to Melbourne and the Port facilities
- Improvement of airport at Eames

Rural Economic Development
- Increase value-adding industry based on local agricultural production
- Expand and strengthen horticultural pursuits

Heritage
- Recognise the significance of heritage contributing to Loddon Shire's identity
- Develop and implement comprehensive heritage conservation program
- Continue protection and promotion of Local Heritage

Environment
- Implement strategies to protect:
  - Natural landscapes in the north of the Shire
  - Wetlands in the Tamba Swamp, Lake Loddon, Lake Cullerin
  - Kovelli Vegetation
  - Yuulong Hill Forest
  - Loddon River and Avoca Creek Catchments

Urban
- Promote Shire as Central to Golden Triangle Region and encourage:
  - Urban
growth
- Strengthen rural
- Heritage
- Maintain green areas (eg Tomahawk)

Community
- Develop provincial community linkages

Strategic Framework Plan

Service provision: community linkages extended

Loddon Planning Scheme