Community Vision
2021–2031

Macedon
Ranges
Shire Council

Bunjils nest, Reconciliation Week

Acknowledgement of Country

Macedon Ranges Shire Council acknowledges the Dja Dja Wurrung, Taungurung and Wurundjeri Woi Wurrung Peoples as the Traditional Owners and Custodians of this land and waterways. Council recognises their living cultures and ongoing connection to Country and pays respect to their Elders past and present.

Council also acknowledges local Aboriginal and Torres Strait Islander residents of Macedon Ranges for their ongoing contribution to the diverse culture of our community.

Front cover: Two people on Hanging Rock walk

A message from the Mayor

Mayor Jennifer Anderson

With the introduction of the **Local Government Act 2020** came the requirement for Councils to have a long-term community vision. Developing a community vision is a practical way of involving the community in long-term strategic planning that informs other Council strategies and plans, in order to respond to continuing changes both within our shire and at a state, federal and global level.

A critical element in the development of the vision was the formation of a Community Vision Assembly. This was done via multimedia promotion to email an Expression of Interest invitation, followed by phone recruitment, with 28 members representing the broad demographics of the community, randomly selected by an independent consultant.

The work of the Community Vision Assembly was challenging, as they heard what members of the broader community had told Council, analysed and understood information and data presented by Council officers, and then collectively developed a long-term vision and focus areas to meet the future needs and aspirations of our shire.

The Community Vision Assembly was responsible for the creation of the Macedon Ranges Shire Community Vision 2021–2031, which aims to reflect the hopes and aspirations of the whole community for what life could look like in the shire in 2031, and guides planning for the future of our shire and for the entire community.

All Councillors were invited to attend the conclusion of the final Assembly session to see the unveiling of the Community Vision and chat to members about their deliberations.

I would like to thank all the residents who registered to be part of the Assembly and particularly those who were appointed and gave so much of their valuable time to be part of this new process. I congratulate them for developing the Macedon Ranges Shire Community Vision 2021–2031, which will serve as the heart of all future work that Council and the community undertake together within the shire.

Thank you to everyone who viewed the draft Community Vision and provided feedback.

Council looks forward to using the Community Vision as the basis for ongoing Council Plan action items and each year's annual budget process.

Mayor Jennifer Anderson

A message from the CEO

CEO Bernie O'Sullivan

The Macedon Ranges Shire Community Vision 2021–2031 provides Council with a solid foundation for future planning and resource allocation, to ensure a bright future for all.

Officers have had the opportunity to participate in a Q&A session with the Assembly during their deliberations, and regularly provided information to guide their process. It was excellent that staff, in conjunction with Councillors, were able to attend the final Assembly session to see the unveiling of the Community Vision and chat with members.

I thank the Community Vision Assembly for their enthusiasm, commitment, creativity and hard work over the six-week period, culminating in the production of this Community Vision for the entire Macedon Ranges Shire community.

Through the development of our Council Plan every four years, we will work towards achieving the Macedon Ranges Shire Community Vision 2021–2031.

CEO Bernie O'Sullivan

Mechanics Institute, High Street Lancefield

Community Vision statement

With our unique regional identity, Macedon Ranges Shire embodies a caring, resilient approach to community through our robust local economy, protection of the natural environment and a collaborative commitment to inclusivity for all.

Theme 1. Connecting communities

A connected community is where people have access to the services they need and are empowered to contribute, creating a sense of belonging.

Theme 2. Healthy environment, healthy people

The community prioritises the protection of the natural environment and recreational facilities.

Theme 3. Business and tourism

Business and tourism is about prioritising and promoting the people, resources, services and our regional identity to ensure economic growth.

The Community Vision Assembly

The recruitment for the Assembly members was conducted by an independent consultant, Deliberately Engaging Pty Ltd, to ensure the selection of participants was made independently of Council.

Commencing on 5 February 2021, an Expression of Interest invitation was emailed to 2,516 email addresses registered with Council and posted to Council social media channels. A market research company also conducted random phone recruitment.

Nearly 320 expressions of interest were received. A range of demographic data, being age, gender, house tenure, education and location were applied to stratify the sample, and other characteristics such as LGBTIQ+, disability and cultural diversity were also applied to proportionally match community representation.

This resulted in the recruitment of 28 participants who were representative of the broader demographics of Macedon Ranges Shire.

One participant withdrew just prior to the induction night, and three participants withdrew during the course of the sessions for a variety of reasons. As a result, a core group of 24 participants completed the sessions.
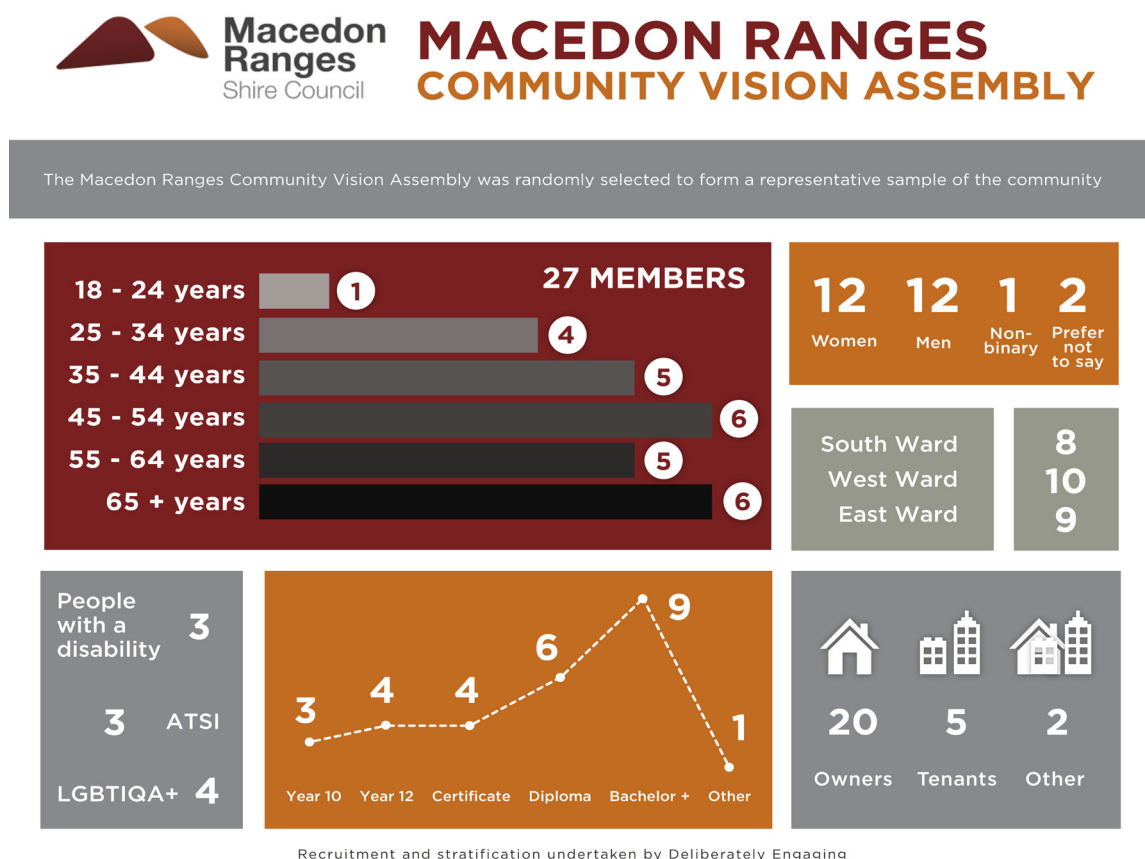
Details of the demographic structure of participants were provided to Council on the day before the panel induction session. This ensured that Council could not influence the final group selected, beyond the requested demographic representation.

Facilitated by specialist deliberative engagement practitioners, i.e. community, the Assembly met on five occasions during March and April 2021, working together for a total of 22 hours to produce the Community Vision and related themes and recommendations. The Assembly was provided with information from Council officers and community surveys during the process, as well as written answers to questions raised at each session.

Council is committed to using the work produced by the Community Vision Assembly to inform our strategies and plans for the future of the Macedon Ranges Shire. Council is also committed to delivering the intent of the Local Government Act and Council's engagement policy, to strengthen the relationship with the community.

The Community Vision was the first element created in the Integrated Strategic Planning and Reporting Framework. The Council Plan was then developed to outline the agenda for Council over the next four years and this supports the achievement of the Community Vision through strategic objectives and strategies.
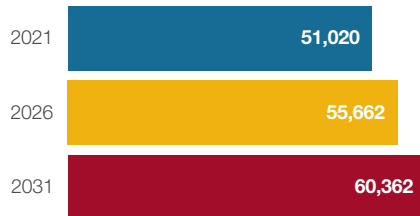
Figure 1. Community Vision demographics

MACEDON RANGES COMMUNITY VISION ASSEMBLY

The Macedon Ranges Community Vision Assembly was randomly selected to form a representative sample of the community

27 MEMBERS

Age	Count
18 - 24 years	1
25 - 34 years	4
35 - 44 years	5
45 - 54 years	6
55 - 64 years	5
65 + years	6

12	12	1	2
Women	Men	Non-binary	Prefer not to say

South Ward	8
West Ward	10
East Ward	9

People with a disability **3**

3 ATSI

LGBTIQA+ **4**

Year 10	Year 12	Certificate	Diploma	Bachelor +	Other
3	4	4	6	9	1

20	5	2
Owners	Tenants	Other

Recruitment and stratification undertaken by Deliberately Engaging

Our shire

Figure 2. Macedon Ranges Shire demographics forecasts

Population size

Year	Population
2021	51,020
2026	55,662
2031	60,362

18.3% projected increase **in population** over the next 10 years

Population age breakdown

2021

- Under 20 years 26.6%
- 20-34 years 13.5%
- 35-54 years 28%
- 55-74 years 24.6%
- 75 plus years 7.3%

2031

- Under 20 years 26.5%
- 20-34 years 13.1%
- 35-54 years 27%
- 55-74 years 23.7%
- 75 plus years 9.6%
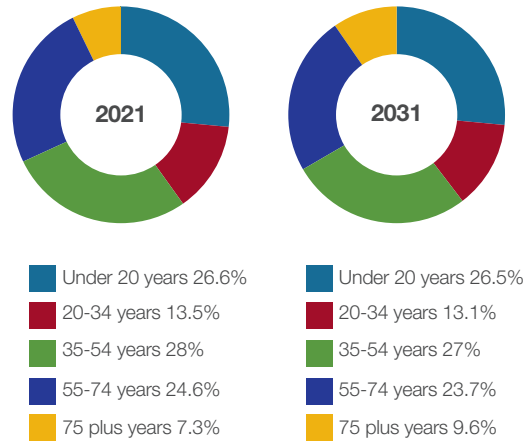
Households

	2021	2031
Total number of households	19,369	23,197
Average number of people	2.61	2.58
Most likely number of bedrooms	3	3

Household type

Type	2021	2031
Couples with children	35.4%	34.0%
Couples without children	33.0%	33.6%
Lone person	20.5%	21.7%
One parent families	8.1%	7.7%
Group household	1.9%	1.9%
Other	1.1%	1.1%

To Bendigo

Malmsbury

Kyneton

Lancefield

Hanging Rock

Woodend

Romsey

Mount Macedon

Macedon

Riddells Creek

Gisborne

To Melbourne

1,747 square kms
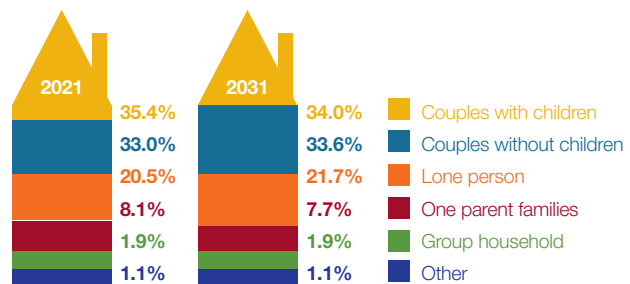
There were **23,113** rateable properties as at 30 June 2020, an **increase** of **1%** on the **previous** year, and **8.9%** over the last **five** years

35.3% of people live in a **rural setting** (outside a town boundary)

64.7% of people live in a **township**

Population and household forecasts prepared by .id (informed decisions), November 2017.

Macedon Ranges Shire Council

Kyneton Farmers Market

Theme 1. Connecting communities

Description

A connected community is where people have access to the services they need and are empowered to contribute, creating a sense of belonging.

Aim

Our community is diverse and has a range of needs. We need to ensure we are addressing all of them. We also need to bridge any gaps between Council actions and community expectations.

Priorities

- Greater transparency from Council to residents through cohesive communications

- Roadways, including kerb, footpath and bike path accessibility

- Respect for all people, places and environment

Focus areas

Programs and services to acknowledge and address specific needs of vulnerable groups

Improvements to kerbs, footpaths and bike paths

Local access to services, such as shelters, for local people

Community-triggered reviews of Council decisions and more deliberative engagement

Continued acknowledgment of First Nations People

Signage for amenities to aid differing demographics of the community

Information gathering, such as surveys, to confirm the needs of older people

Better Council communication, such as a weekly newsletter

Person fishing at Walter J Smith Reserve, Riddells Creek

Theme 2. Healthy environment, healthy people

Description

The community prioritises the protection of the natural environment and recreational facilities.

There is also strong community support for initiatives to minimise our shire's impact on the earth and its resources.

Aim

Resilient communities and robust economies rely entirely on a healthy environment.

Priorities

- Waste – promote and educate about responsible waste management

- Energy – achieve 100% renewable energy by Council, residents and business

- Protection of the natural environment – protect, preserve and enhance bushland and waterways

- Transportation – encourage safe everyday alternatives to car use, and provide safe cycle pathways and footpaths

- Health – provide a greater commitment to community health programs and initiatives

Focus areas

Promotion of phasing out single-use and soft plastics

Promotion of renewable energy usage

A clear, concise long-term environmental plan

Defined walking and cycling trails to protect the surrounding environment within flora and fauna areas

Cycling pathways, outdoor exercise equipment and sporting facilities with signage of distances, approximate time frames and gradients for all walking trails, to make them accessible to everyone

Macedon Ranges Shire Council

Camel's Hump lookout, Mount Macedon

Theme 3. Business and tourism

Description

Business and tourism is about prioritising and promoting the people, resources, services and our regional identity to ensure economic growth.

Aim

Economic development is crucial for the continued growth of the economy of the Macedon Ranges Shire.

Priorities

- Attracting diverse industries (and jobs) to the region through incentives, including a reduction in bureaucracy

- Promotion of 'Local First' across the region

- Beautification and improved signage of streets, parks and landmarks

- Community-led and driven activities to engage residents and encourage a local focus with support of Council

Focus areas

Support of local business that is above the influence from external pressures

Promotion of the local economy by prioritising local purchase and contracting within the shire, such as preferencing local business for contracting goods and services

Investing in the promotion of tourism by enhancing and maintaining local landmarks and parks

Enhance amenities and accessibility for natural assets

Promote local identity to stimulate tourism and the economy, such as waiving venue hire fees and supporting markets and trade fairs

"The Community Vision Assembly feels as though this initiative has allowed greater input into the direction of our shire. We believe these recommendations provide a good roadmap to achieving the Macedon Ranges Shire that we envision for our community. We trust that our recommendations will guide Council to realise our vision for the future."

Closing statement presented by the Assembly on Thursday 8 April 2021

Macedon Ranges Shire Council

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