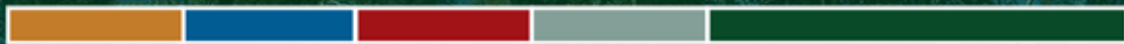




WEST WIMMERA SHIRE  
**COUNCIL**  
PLAN 2017-21







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# about west wimmera



West Wimmera is located in the western most part of Victoria adjacent to the South Australian border.

Covering an area of 9,106 km<sup>2</sup> it has a resident population of approximately 4,000.

Of the 733 businesses contained within the Shire approximately 2,200 jobs have been created (in a mix of full time, part time and seasonal). These businesses which are predominantly agricultural pursuits, generate a Gross Regional Product of \$220M. Regional agricultural exports are in excess of \$150M and it has a very low unemployment rate of 2.45%.

The West Wimmera wellbeing report (community indicators) reveals above average ratings for the Shire in the following categories;

- Subjective wellbeing
- Low crime rates
- Feeling part of the community
- Highly skilled workforce
- Child health assessments
- Employment rate
- Perceptions of safety
- Good work life balance

The West Wimmera Shire Council Plan 2017-2021 is the key strategic document that will be used to prioritise activities across the next four years.

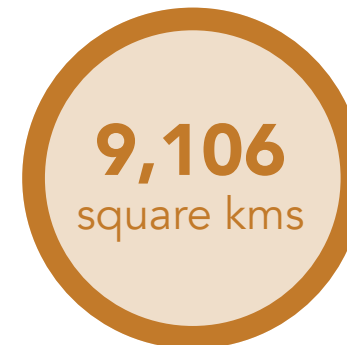
Containing actions and advocacy actions it enables Council to act on the communities behalf to protect service standards that have an effect on the total quality of life of the resident population.

Acknowledgement of the importance of a collaborative regional approach to service delivery and advocacy is a major theme in guiding the future endeavours of West Wimmera.

The West Wimmera Shire Council also recognises the role of other regional strategies such as, the Wimmera Southern Mallee Regional Investment Strategy, the Regional Growth Plan and the Regional Partnerships, as opportunities to gain investment in the Shire via a regional approach.

With an economy that is driven on diversity, this plan will look to further enhance the value provided to the Victorian state economy, by adding value to activities, such as but not limited to those listed;

- Broad acre cropping. Production and processing of: wheat, canola, beans, chickpeas, lentils...
- Vegetable and forage cultivation and seed production
- Animal Husbandry and processing
- Private sector employment
- Public sector employment



Cr Bruce Meyer

Cr Tom Houlihan

Cr Jodie Pretlove

Cr Trevor Domaschenz

Cr Richard Hicks

your  
councillors



# message from the mayor

**More than ever, Local Government is operating in an environment of tighter fiscal constraint. This environment was one of the key factors that influenced the development of this Council Plan. It has placed more emphasis on the plan containing items that can be delivered or managed by the Shire.**

Another key guiding factor was the wellbeing of the Shires population. This has been demonstrated in the plan by the desire to see transport networks enhanced, surety around community care services, providing greater support to volunteer groups and the need to communicate and work with the Shires youth.

The search for economic investment in West Wimmera will continue as will engagement with existing business and industries.

With the plan providing guidance on actions and topics for advocacy or lobbying, it has taken on a new look from the previous versions. This has enabled what is almost a complete new Council to place its stamp on the direction required for the term ahead.

On behalf of the Councillors of the West Wimmera Shire, I present the Council Plan 2017-21 as the key document to guide the Shire towards sustainability and maintenance of service levels.

As a body of Councillors we look forward to working with the community to take the Shire forward.

**Cr Bruce Meyer**  
Mayor 2017

# message from the ceo



**In developing the strategic direction for the Shire to take over the four years of this Council, it was clearly recognised that the future of the Shire is dependent on retaining population and business investment in new and existing business.**

The wellbeing of the community and its residents was at the forefront of Councillors thinking throughout the planning process. This was evident across most categories of the discussion, whether it was a discussion about community facilities, tourism infrastructure, digital connectivity, the ageing population or jobs and investment. The motivating factor behind all of these topics was maintaining or improving the total quality of life for the residents of West Wimmera.

The staff of the West Wimmera Shire Council will endeavour to implement the outcomes of this plan and report regularly on its progress. Whilst there are a number of ambitious targets to meet, the plan contains objectives that are deliverable and strengthen the administration's efforts to ensure that the Shire remains sustainable.

We, the staff of West Wimmera Shire Council look forward to the roll out of this plan and witnessing the benefits that it can bring to the people of the Shire.

**David Leahy**  
Chief Executive Officer



# councillor visioning exercise

**West Wimmera Shire Councillors have a positive image of the region that stretches beyond the term of this Council, which can best be described by the following statement. *Below is a vision for West Wimmera agreed to by Councillors and written in future tense.***

Our West Wimmera communities are peaceful, prosperous and connected.

Our farmers have added value to their commodities and embrace the very latest technologies to drive efficiency and commercial success. High quality transport and digital infrastructure are enabling our agricultural producers and other businesses to thrive and compete globally.

There have been significant investments in renewable energy infrastructure within the Shire and this has generated many new local jobs. Several new and expanded businesses now operate very profitably within the Shire and this has created significant employment opportunities attracting many new residents from diverse backgrounds.

Visitors are flocking to our stunning wetlands and recreational water and are making a significant contribution to the local economy. Tourism itineraries and quality signage guide visitors through the Shire.

Our major centres have high quality service options aligned with community need. Our small townships and communities feel well supported and are connected within the broader West Wimmera community.

Many of our young people have returned to the place where they grew up to raise their own families. Residents of all abilities and ages are well supported.

Sporting clubs within the Shire have quality facilities and continue to be a hub for community connection and positive wellbeing outcomes.

The Council has a tremendous reputation for innovation and professionalism and is highly skilled at advocacy which is attracting funding to drive service and infrastructure investments.

# our values

In developing the Council Plan 2017 – 2021 the Councillors identified a set of values that will drive the direction of the Shire for the term of the current Council.

1

West Wimmera Shire Council values its resident population and its wellbeing. This will be demonstrated through the promotion of viable and sustainable communities, the retention of the current population and support to grow communities.

2

West Wimmera Shire Council values good governance and transparent decision making. Supporting community groups and advocating on their behalf will enable open dialogue to occur with residents.

3

Representing the whole of West Wimmera is valued highly by Councillors.

4

A connected community, both via transport infrastructure and modern digital technology that enables us to be connected to the world for business and education.

5

Partnerships (locally, regionally and with government) are valued as a way of ensuring sustainable service delivery.

# our vision

Our West Wimmera communities are healthy, thriving, diverse, harmonious, prosperous and self-sustaining, with regional and global connectivity.





*The best of country living*

# strategic objectives

These strategic objectives will be supported by prioritised actions that may include capital investment, through the current service delivery profile or via advocacy.

Achievement of goals will be attained by operating in a team environment and utilising existing and enhanced skill sets to provide the best opportunity for success.

**1** A proactive, well governed, professional and financially sustainable organisation that encourages community participation.

**2** Meaningful partnerships to support advocacy priorities and service provision.

**3** Quality sustainable community services and infrastructure.

**4** Building on our agricultural and business strengths and supporting economic development.

**5** Thriving, safe and diverse local communities.

**6** Participating in activities that address health and wellbeing issues.

**7** Providing access to and promoting the natural environment.

# strategic objective 1

A proactive, well-governed, professional and financially sustainable organisation that encourages community participation.

Priorities	Actions	Advocacy Actions
<p><b>1.1</b> Improve Council's governance, functionality and reputation</p>	<p><b>1.1.1</b> Promote a professional reputation for the Shire – locally and regionally</p> <p><b>1.1.2</b> Participate in regional shared services activities</p> <p><b>1.1.3</b> Respectful meeting procedures &amp; Self-evaluating meeting</p>	<ul style="list-style-type: none"> <li>• Develop guidelines for advocacy</li> <li>• Improve efficiency - <i>pitching for resources</i></li> <li>• Encourage staff that are passionate about service delivery by providing access to professional development.</li> <li>• Investigate options for future shared services arrangements</li> </ul>
<p><b>1.2</b> Continue to encourage local procurement</p>	<p><b>1.2.1</b> Source labour and materials locally wherever possible</p>	
<p><b>1.3</b> Build the capacity of Council administration through professional development.</p>	<p><b>1.3.1</b> Leadership training for Councillors and staff to build team ethos</p>	
<p><b>1.4</b> Focus on shared services</p>	<p><b>1.4.1</b> Access shared services with local government and state partners as a possible source of income or savings.</p>	

# activities

**In order for West Wimmera Shire Council to successfully operate in an environment of declining revenue, it will recognise opportunities within the sector for the sharing of service provision. It will also be conscious of ensuring that it is regionally cooperative, to gain the best outcomes for West Wimmera.**

**1.1.1** The regional reputation of the Shire will be one of professionalism, positivity, innovation and welcoming to new ideas. Additional diversity of population and economy will soften the impact to the region against seasonal economic downturns.

**1.1.2** This is best achieved by working in a cooperative fashion with our neighbours. The Shire must contribute to regional initiatives to enable economic, social and service provision benefits to be realised for its residents.

**1.1.3** Continually review meeting processes to ensure efficiency and provide a meeting environment based on respect and complete participation.

**1.2.1** At every opportunity, procurement for major projects and large operational activities will be undertaken with businesses that have invested in the Shire. The social and economic benefit of local procurement will be an essential item of selection criteria when assessing best value for the Shire.

**1.3.1** Investment in the Council staff and Councillors to enable them to be the best leaders for their communities will empower the organisation to make the best possible, most informed decisions on behalf of the community.

**1.4.1** Working with our neighbouring Local & State Government partners, West Wimmera Shire will enhance its regional reputation by participating in shared service activities that will, to enable access to high quality services from the state and commonwealth to be available to its residents. West Wimmera will also investigate opportunities to become the provider of regional services as a potential revenue source.

# strategic objective 2

Meaningful partnerships to support advocacy priorities and service provision.

Priorities	Actions	Advocacy Actions
<b>2.1</b> Develop advocacy policy and plan	<b>2.1.1</b> Create detailed and factually accurate advocacy strategies to ensure consistent dialogue during lobbying.	<ul style="list-style-type: none"> <li>• Pursue phone tower installations for small population locations</li> <li>• Advocate for suitable NBN service provision - <i>fixed wireless rather than SkyMuster satellite</i></li> <li>• Prioritise the top 10 issues for targeted advocacy</li> <li>• Schedule annual strategic advocacy campaign to state parliament each year</li> </ul>
<b>2.2</b> Energy capacity and reliability	<b>2.2.1</b> Investigate opportunities to improve access to utilities - <i>gas, water, NBN, renewables, telecommunications</i>	
<b>2.3</b> Water security	<p><b>2.3.1</b> Participate in and promote business case development for rural pipeline supply</p> <p><b>2.3.2</b> Participate in the regional study on economic and social benefits of recreational water in the Wimmera Southern Mallee</p>	
<b>2.4</b> Improving digital connectivity	<b>2.4.1</b> Encourage increased digital connectivity for the majority of residents	



Priorities	Actions	Advocacy Actions
<b>2.5</b> Transport - <i>roads, accessibility, public transport &amp; freight</i>	<b>2.5.1</b> Support community transport initiatives and regional connectivity	<ul style="list-style-type: none"> <li>• Lobby for fairer funding model for Commonwealth Home Support Program (CHSP) /Home and Community Care (HACC) to better cover costs for small rural Shires (eg. Travel costs)</li> <li>• Lobby for Commonwealth Home Support Program (CHSP) to remain with Local Government to prevent market failure</li> <li>• Advocate for coordinated pest control that will provide a regional and cross border improvement</li> </ul>
<b>2.6</b> Pest control	<p><b>2.6.1</b> Strategy for sustainable pest control measures</p> <p><b>2.6.2</b> Partner with Landcare and other community organisations for pest plant and animal control measures</p>	
<b>2.7</b> Emergency management	<b>2.7.1</b> Participate in regional emergency management planning	
<b>2.8</b> Community services		

# activities

**To enable the best possible outcomes to be achieved for its residents, west Wimmera Shire Council must be prepared to partner with other Rural Shires, along with State and Federal Governments to deliver enhanced services.**

**2.1.1** When advocating for government investment or improved services in the Shire, the West Wimmera Shire will create strategies to enable consistent and factual information to be presented.

**2.2.1** West Wimmera Shire Council will act as the key community advocate to secure the best possible access to essential utility services. Access to natural gas, water, quality telecommunications and NBN are items that will continue to feature as high priorities in discussions with state and federal ministers and government officials.

**2.3.1** To enable the economy to continue to flourish, access to a secure water supply is critical. West Wimmera Shire Council will continue to participate in the development of a business case to promote investment in pipeline supplies of water into the region.

**2.3.2** Sources of quantities of recreational water are also to be pursued to assist with the health of key waterways and provide secure water based recreational activity opportunities.

**2.4.1** With more and more services provided in an online setting such as scheduling for community care services, purchasing, permit applications and account payments, it is critical that residents in remote areas are provided with the same access as their city counterparts.

The limited access to satellite NBN services is a deterrent to large investment as businesses are trying to compete on a global footing. The exclusion of Kaniva from fixed wireless access is a point that will be strongly argued over the term of this Council.

Mobile phone blackspots has become an increasing problem in recent years and Council will continue to advocate for increased investment for the region. The identification of access to public land for tower infrastructure will assist in the further roll out across the region. Some of the areas targeted will have limited population, so the identification of land that will not be a direct cost to the telecommunications business will enable access to residents that would have previously been excluded.

**2.5.1** To assist residents with access to public transport, West Wimmera Shire Council will continue to support volunteer activities such as volunteer taxi services, community provision and participate in a state funded pilot scheme to provide public transport.

**2.6.2** With agriculture as the major economic driver of the Shire, the control of pest plants and animals is a major issue that will require a number of partnerships to be formed to provide maximum benefit. Teaming with Landcare and various state agencies to cooperatively tackle the problem will be the most successful tactic. Partnerships may also be necessary to manage the effect on the community when dealing with issues such as motor vehicle impact (due to collisions with kangaroos) and damage to infrastructure from native birds (corellas); a cooperative cross agency approach is the best way to provide a balanced management process.

**2.7.1** West Wimmera Shire Council has a critical role to play in the provision of quality emergency management services to residents. These services include plans for fire prevention, flood mitigation and recovery planning for post emergency events. This role will also include participation in regional planning activities and committees.

**2.8** The transition of the state driven community care model into a Federal model will create some challenges for the Shires ageing population. In order to make this transition as smooth as possible for the customers, West Wimmera Shire Council will be advocating for a fair and equitable model that will not disadvantage its residents. Maintaining involvement through local government is also critical to keep local carers employed.

# strategic objective 3

## Quality sustainable community infrastructure.

Priorities	Actions	Advocacy Actions
<b>3.1</b> Mapping community assets to improve planning and efficiency	<p><b>3.1.1</b> Invest in addressing the infrastructure funding gap</p> <p><b>3.1.2</b> Create and implement a prioritised playground strategy</p>	<ul style="list-style-type: none"> <li>• Establish community consultation and engagement priorities</li> <li>• Continue to advocate for high quality arterial roads</li> <li>• Create evidence based priorities to enable the advocacy for partnership funds into infrastructure investment</li> <li>• Develop advocacy strategy to reinstate LGIP or similar fund for small rural Shires</li> </ul>
<b>3.2</b> Sustainable community infrastructure	<p><b>3.2.1</b> Immediate repairs to community infrastructure</p> <p><b>3.2.2</b> Create evidence based priorities for infrastructure investment - <i>including state, federal and local dollars</i></p> <p><b>3.2.3</b> Upgrade / repair / divest council owned and managed assets</p>	
<b>3.3</b> Invest in quality infrastructure supported by community consultation and engagement	<b>3.3.1</b> Facilitate discussions on social infrastructure - <i>shared occupancy etc.</i>	
<b>3.4</b> Maintain the West Wimmera local road network	<b>3.4.1</b> Provide quality roads	

# activities

## The provision of quality infrastructure is an essential key feature of successful local government authorities.

**3.1.1** Quality infrastructure is critical to keep communities connected, active and proud of the region they call home. To enable the standard of public infrastructure to be maintained at a safe and acceptable level, Council will develop strategies to finance the renewal of its assets. For this to occur, some assets will need to be consolidated to enable an equal share of available funds.

By creating an evidence based investment strategy for infrastructure within the Shire, the advocacy efforts to state and federal government will be consistent and based on genuine need.

**3.2.2** In partnership with the Wimmera region Councils and local government peak bodies, such as Rural Councils Victoria and the Municipal Association of Victoria, West Wimmera will pursue funding that has been lost to the sector such as Local Government Infrastructure Program and Country Roads and Bridges. These funding streams are critical to the long term financial sustainability of West Wimmera.

The continuation of the federal Roads to Recovery program will also be a key point of advocacy. The participation in national programs to have the program permanently linked to the fuel excise indexation is essential for West Wimmera.

**3.2.3** Over the term of this Council, some difficult decisions will need to be made on the long term viability of a number of council owned assets. In order to make these decisions, assets will be monitored under a number of different categories. These areas will include utilisation, asset condition, compliance with various codes (such as building code) and whether or not the users can share the facility.

**3.3.1** Shared facilities will promote the opportunity for higher quality facilities that can act as the home of a number of different community organisations.

**3.4.1** The provision of quality roads to enable high volume freight movements, safe commuter travel and enable travel times to be maintained at a reasonable level, is a fundamental service to be provided by local government.

To assist in providing this service, West Wimmera Shire Council will continue to invest at the current levels. To enable the road maintenance and upgrade investment to be efficiently spent, investigations into cost effective and innovative treatments will be undertaken that will enable more to be achieved and increase the useful life of the asset.

# strategic objective 4

Building on our agricultural and business strengths and supporting economic development.

Priorities	Actions	Advocacy Actions
<b>4.1</b> Promote the benefits of West Wimmera to attract new residents, businesses and jobs	<b>4.1.1</b> Pursue the development of manufacturing plants to value add to our local products	<ul style="list-style-type: none"> <li>• Pursue businesses that can add value to locally produced commodities</li> <li>• Promote business retention activities to be included in Economic Development Strategy</li> <li>• Advocacy for water security</li> <li>• Investigate the possibility of a wetlands centre of excellence for the region</li> <li>• Investigate the need for and viability of community sheep yards for Kaniva</li> </ul>
<b>4.2</b> Support existing businesses to succeed and grow	<b>4.2.1</b> Closely liaise with “main street” businesses  <b>4.2.2</b> Investigate cost effective ways to support existing businesses	
<b>4.3</b> Promote opportunities that support our agricultural producers to diversify and / or value add	<b>4.3.1</b> Participate in business case development for utility infrastructure - <i>water and gas pipelines and power generation</i>	

# activities

The promotion of quality products that are produced in West Wimmera is critical in assisting business to expand and provide improved employment outcomes.

**4.1.1** Having products grown, processed and packaged in West Wimmera, will assist in developing a credible brand for the Shire. Whether that be for the red meat industry, grains or vegetable production, the customer should know that it came from West Wimmera.

The creation of employment opportunities through investment in value adding to the various commodities produced in the Shire will enable more of the wealth generated to remain in the Shire.

**4.2.1** Business visits to existing businesses, new and potential businesses will provide an understanding of their requirements and increase opportunities for local procurement.

**4.3.1** To assist with the attraction of investment into processing facilities and intensive livestock opportunities, Council must advocate for utility services such as reliable energy sources, water security, natural gas and telecommunications infrastructure.

**4.3.2** Continued involvement in the development of a business case to connect the Shire to the Wimmera Mallee Pipeline network will assist with investment attraction.

# strategic objective 5

Thriving, safe and diverse local communities.

## Priorities

## Actions

## Advocacy Actions

**5.1** Promote community planning

**5.1.1** Continue to provide community strengthening grants and support for volunteer groups to align with community plans

**5.1.2** Support for community events and activities

**5.1.3** Create identity and improved image for small communities, by ensuring clean facilities, developing community murals and preserving its history

**5.1.4** Senior staff representation at community committee meetings

- Partner with education providers for community education programs and life-long learning
- Support education for residents to access MyAged Care.

**5.2** Promote community education programs

**5.2.1** Assist with client education on MyAged Care

**5.3** Support youth engagement

**5.3.1** Continue to develop a youth council



Priorities	Actions	Advocacy Actions
<b>5.4</b> Encourage place - making projects / initiatives that drive civic pride	<b>5.4.1</b> Assist township committees to undertake projects and programs that increase community pride	<ul style="list-style-type: none"> <li>• Lobby for improved funding model to enable increased community care service for clients by government subsidised travel package</li> </ul>
<b>5.5</b> Support for volunteers	<b>5.5.1</b> Continue to support community volunteer groups and programs.	<ul style="list-style-type: none"> <li>• Community plans developed for regions across the Shire</li> </ul>
<b>5.6</b> Fulfil our legislative responsibilities towards emergency management	<b>5.6.1</b> Commit to provide emergency management activities in accordance with legislative requirements.	<ul style="list-style-type: none"> <li>• Improve access to defibrillators by pursuing funding to have them installed in accessible facilities such as Country Fire Authority (CFA) Sheds.</li> <li>• Continue to advocate for support for early years and childhood and family services.</li> </ul>

# activities

**The strength of West Wimmera is its people. The Shire has one of the highest rates of volunteerism in Victoria and through this objective the Councillors wish to provide higher levels of support to volunteer groups. By continuing to provide community strengthening grants and assisting groups in applying for larger grants, the various groups will remain sustainable for years to come.**

**5.1.1** The development of community plans in partnership with township committees will empower towns to provide direction in how to develop infrastructure and amenities. Community plans will also assist in the submission of applications for community strengthening grants by ensuring that proposals have community support. The provision of senior staff to work with the township committees and act as a permanent conduit for information and assistance will greatly benefit the groups and the Shire.

**5.1.2** Community events are critical in creating community spirit and celebrating the lifestyle appreciated by West Wimmera residents. Support for major community events will assist volunteers to provide high quality events for residents and visitors.

**5.1.3** Partnering with communities to enable them to both develop and promote their unique identities will support community planning. The provision of senior staff to work with the township committees and act as a permanent conduit for information and assistance will greatly benefit the groups and the Shire.

**5.2.1** Assisting in providing education opportunities for the community in areas such as, accessing MyAged Care and lifelong learning is an important community service that the Shire can partner with providers for. It is also an action that can be contained in community plans and prioritised to suit individual community needs.

West Wimmera Shire Council will also continue to lobby for the best possible customer outcome for people accessing community care services. This will include working towards a subsidised travel arrangement.

**5.5.2** West Wimmera has been fortunate to have a successful volunteer taxi service operate for a number of years and enabling this service to continue is a key priority.

In addition to the volunteer taxi service, West Wimmera Shire will be the location for the first of a community public transport pilot for the Wimmera. This community public transport service will greatly assist with residents' ability to remain connected in the region. Council will assist with this pilot through the provision of the community bus when available and assistance with administration and bookings.

**5.6.1** West Wimmera Shire Council will provide emergency management assistance to residents in areas such as municipal recovery, resource provision and regional emergency planning.

***“West Wimmera has one of the highest rates of volunteerism in Victoria.”***

# strategic objective 6

Participating in activities that address health and wellbeing issues.

Priorities	Actions	Advocacy Actions
<b>6.1</b> Improve access to health and wellbeing services	<b>6.1.1</b> Support community transport options to assist with access to medical services	<ul style="list-style-type: none"> <li>• Advocate for funding to enable improved service levels in Commonwealth Home Support Programme (CHSP) – National Disability Insurance Scheme (NDIS)</li> </ul>
<b>6.2</b> Support preventative health programs	<b>6.2.1</b> Support outreach program(s) eg. talk to a mate  <b>6.2.2</b> Campaign against domestic violence	<ul style="list-style-type: none"> <li>• Partner – where possible – with health care providers for preventative programs</li> <li>• Cooperate with agencies to coordinate specialist days to link with community transport options</li> </ul>
<b>6.3</b> Improve walking / gopher paths in townships	<b>6.3.1</b> Improve recreational access to Lake Wallace and complete retaining wall.  <b>6.3.2</b> Provide all weather access to pre-school facilities	<ul style="list-style-type: none"> <li>• Support mental health, drug and alcohol awareness programs</li> <li>• Promote programs that prevent domestic violence and assists with victim support</li> </ul>

# activities

**Planning for community wellbeing outcomes will recognise that we live in a challenging and changing climate, where severe weather events will occur more often. This may mean greater levels of assistance is required for more residents as a result of these weather events.**

**6.1.1** Access to specialist appointments in regional centres is crucial to ensuring that West Wimmera residents receive the best possible treatment options available.

Support for the volunteer transport pilot scheme will provide access to services in Horsham and avoid the need for extended hospital stays in some circumstances.

**6.2.1** Due to the remote location of West Wimmera residents, access to suitable outreach programs is extremely limited. West Wimmera Shire Council will provide financial and administrative assistance to programs that will act as a preventative tool in mental health wellbeing.

Programs may include, “talk to a mate”, youth self-harm prevention or provide consulting space for professional services where necessary.

Advocating on the community’s behalf for agencies to provide preventative programs will have a positive health outcome for the community. Awareness programs around substance abuse will also act as a preventative mechanism.

**6.2.2** The instances of domestic violence in society in general are too high and West Wimmera is not immune to the problem.

Leadership in preventing domestic violence and specifically violence against women will drive community cultural change. To enable the leadership to occur, West Wimmera Shire Council is a signatory to the Communities of Respect and Equality (CoRE Alliance). Through this alliance, Council staff will participate in the Act@Work program that will empower staff to call-out poor behaviour, observe their own behaviour and develop a work place culture based on respect and equality.

**6.2.3** Alignment of the Council Plan principles into the Public Health and Wellbeing Plan will occur to support the leadership in the areas of prevention of domestic violence, investment in community infrastructure that promotes a healthy lifestyle and supports mental health initiatives.

**6.3.1** All weather access to enable parents to walk children to pre-school facilities and for students to be able to walk to school, assist with community health and wellbeing.

# strategic objective 7

Providing access to, and promoting the natural environment.

Priorities	Actions	Advocacy Actions
<b>7.1</b> Targeted promotion of West Wimmera as a world-class destination	<b>7.1.1</b> Invest in media promotion	<ul style="list-style-type: none"> <li>• Support committees of management to develop masterplans for various sites</li> </ul>
<b>7.2</b> Foster eco-tourism development	<b>7.2.1</b> Promote eco-tourism opportunities to develop a visitor economy	<ul style="list-style-type: none"> <li>• Investigate aquaculture opportunities including the possible re-establishment of the facility near at Lake Charlegrark</li> </ul>
<b>7.3</b> Link our natural, cultural and historic assets to create a cohesive experience for visitors and residents	<b>7.3.1</b> Implement outcomes of various visitor related studies - <i>Indigenous Tourism, recreational water and regional trails</i>	<ul style="list-style-type: none"> <li>• Work with multiple agencies to develop linked tourism trails combining the regions attractions</li> </ul>

# activities

**Whilst promoting the beauty of West Wimmera's natural environment, every effort must be made to protect the eco system that the region is so well known for.**

**7.1.1** Utilising the assistance of its partners in Wimmera Southern Mallee Tourism, Council will promote the value of the natural environment through various media outlets as a genuine destination attraction.

**7.2.1** Celebrating West Wimmera for its natural beauty and clean environment will enable a visitor economy to be developed. Partnering with various organisations to maintain these natural assets and promoting them widely will build a name for West Wimmera as a true eco-tourism destination.

Developing educational material to inform visitors of the value provided by the West Wimmera natural environment, will encourage longer stays in the region.

**7.2.2** Developing masterplans for future developments at the various sites will cater for growth and align with economic development opportunities such as tourism, aquaculture and educational facilities.

Maintenance schedules for high volume visitor locations adjacent to waterways (Lake Bringalbert, Lake Charlegrark, Lake Wallace, Glenelg River), will protect the natural environment while still providing recreational access to the water.

**7.3.1** By working in partnership with the regions Councils and other agencies, West Wimmera will become a part of a larger tourism offering across the Wimmera such as trails and indigenous tourism.

Council has assisted a number of regional studies that could assist with improving the visitor offering in the region such as the Wimmera and Grampians Indigenous Tourism study and the study into economic and social benefits of recreational water. The outcomes of these studies could create cultural, educational and recreational visitor experiences for the Shire.



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