

# Shepparton & Mooroopna 2050

## Regional City Growth Plan

### Community Engagement Summary Report

January 2020





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## 1.0 INTRODUCTION

### 1.1 CONTEXT AND PURPOSE

The Victorian Planning Authority (VPA) recognises that the community input is integral to achieving its vision of planning great places and is committed to undertaking robust and comprehensive engagement with the communities and other stakeholders it works with.

Community engagement on the draft *Shepparton & Mooroopna 2050: Regional City Growth Plan* (Growth Plan) occurred between 23 September and 28 October 2019.

The VPA and the Greater Shepparton City Council (council) sought feedback on any missed opportunities in the previous round of engagement (phase 1 engagement). The phase 1 engagement on the *Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities report* occurred in February 2019. Six clear themes emerged, these were:

- continue to celebrate the open space offerings in the area
- renew sites to revitalise Shepparton and Mooroopna
- resolve uncertainty around future residential and industrial land supply
- support and prioritise the delivery of infrastructure to support growth
- improve access to and use of the river and its surrounding environments
- ensure agricultural land continues to be productive.

The engagement on the draft Growth Plan focused on hearing if there are any opportunities associated with these themes that we missed. The response to the engagement process consisted of:

- 13 people completed the online survey
- 26 submissions were received via email
- 10 people attended two community pop-up sessions
- 5 direct contacts from the community (phone calls).

This community engagement report summarises and responds to the feedback received throughout the engagement process.

The engagement process was transparent, accessible and interactive. Those who responded to the previous community engagement process were directly contacted. The engagement process was also advertised through VPA and council website's and on social media.



## 1.2 PROJECT BACKGROUND

The VPA in partnership with council has prepared the draft Growth Plan.

The draft Growth Plan is a high-level document that will be used to coordinate, guide and inform the preparation and consideration of future growth in the Shepparton and Mooroopna area. It will provide opportunities for residents and visitors while ensuring Shepparton and Mooroopna become greener, sustainable and resilient to climate change.

The draft Growth Plan:

- sets out the future vision for Shepparton and Mooroopna
- guides sustainable future growth and development over the next 30 years
- identifies the steps needed to manage growth
- defines key projects and infrastructure required to support growth
- provides an improved and more certain environment for making both public and private investment decisions.

Table 1 highlights the themes that emerged from the phase 1 community engagement and the actions in the draft Growth Plan that address these themes.

**Table 1:** Phase 1 community engagement theme and draft Growth Plan response

Community Engagement Theme	Draft Growth Plan response
<b>Continue to celebrate the open space offerings in the area</b>	Action 2.3.1 to develop an open space strategy
	Action 5.2.1 to implement the Urban Forest Strategy 2017
	Action 5.4.1 to better align open space with drainage infrastructure
<b>Renew sites to revitalise Shepparton and Mooroopna</b>	Action 1.3.2 to develop a data base of available development and rental sites
	Action 1.4.1 to develop a business case for investment in health and tertiary education
	Action 3.4.1 to promote opportunities provided by the Activity Centre Zone
	Action 3.5.1 to prepare a structure plan for Mooroopna
<b>Resolve uncertainty around future residential and industrial land supply</b>	Action 1.1.1 to plan for industrial land and advocate for funding for regionally significant infrastructure
	Actions 3.1.1 to 3.1.7 to facilitate new housing in identified growth areas
<b>Support and prioritise the delivery of infrastructure to support growth</b>	Action 1.1.2 to advocate for investment in road and rail infrastructure
	Action 1.1.3 to advocate for funding for the GV Link site
	Actions 2.1.1 to 2.1.3 to improve pedestrian accessibility
	Actions 2.2.1 & 2.2.2 to invest in cycling infrastructure
	Actions 4.1.1. to 4.1.4 to support investment in transport infrastructure
	Actions 4.2.1 to 4.2.4 to support investment in public transport infrastructure
	Actions 4.3.1 & 4.3.2 to support investment in community infrastructure
	Actions 6.4.1 to 6.4.4 to invest in sustainable waste management infrastructure
<b>Improve access to and use of the river and its surrounding environment</b>	Actions 5.3.1 to 5.3.3 to increase recreation opportunities along the Goulburn and Broken River corridors
<b>Ensure agricultural land continues to be productive</b>	Actions 1.2.1 to 1.2.3 to reinforce the importance of the Goulburn Murray Irrigation District

### 1.2.1 VISION AND OUTCOMES

The vision for Shepparton and Mooroopna identified in the draft Growth Plan is that by 2050 it will:

- be a thriving regional hub with diverse and sustainable economy supported by essential infrastructure
- new residents and investors will be drawn to the area due to the affordable and liveable lifestyle
- the natural and cultural heritage significance of the area will be protected and enhanced
- engaging, transparent and financially responsible leadership will be committed to deliver positive and sustainable outcomes.

The vision will be achieved by implementing strategies and actions under six outcomes:

1. **Outcome 1** – A city for the Goulburn region
2. **Outcome 2** – A city of liveable neighbourhoods
3. **Outcome 3** – A city of growth and renewal
4. **Outcome 4** – A city with infrastructure
5. **Outcome 5** – A city that is greener and embraces water
6. **Outcome 6** – A city of innovation and resilience

## 1.3 PLANNING PROCESS

The preparation of the draft Growth plan has been informed by state and local policy and:

- the Shepparton & Mooroopna 2050 Primary School Engagement Report (2018)
- the Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report (February 2019)
- the Key Issues and Opportunities Community Engagement Summary Report (June 2019)
- the Shepparton & Mooroopna 2050: Regional City Growth Plan Background Report (September 2019) which contains complementary information provides an evidence base for this plan
- background reports
- community and stakeholder engagement.

Figure 1 outlines the planning process that has occurred.

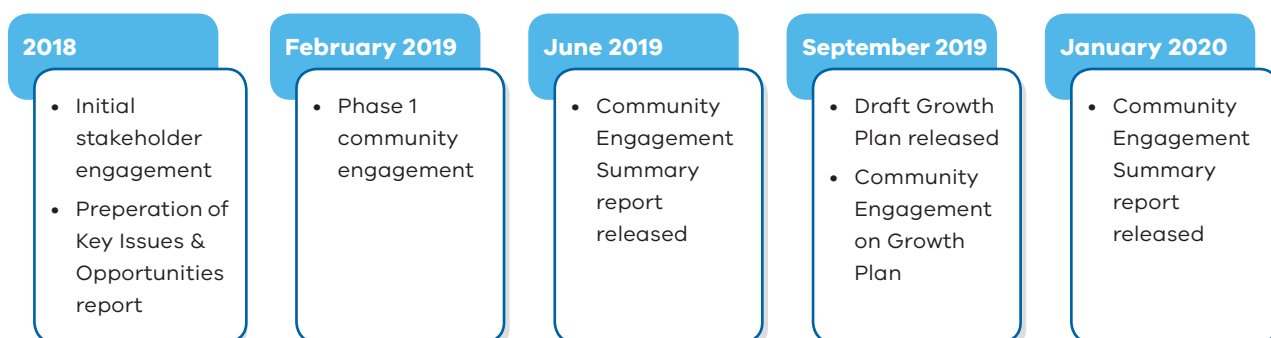


Figure 1: Project Process stages

## 1.4 PROJECT PARTNERS

The VPA worked in partnership with council to prepare the draft Growth Plan. A number of state agencies, community groups and landowners were actively involved in the development of the draft Growth Plan and were engaged with via meetings, workshops, phone calls and emails.

## 2.0 THE ENGAGEMENT PROCESS

### 2.1 METHOD OF ENGAGEMENT

Engagement on the draft Growth Plan occurred between 23 September and 28 October 2019. The draft Growth Plan was shared with the community:

- online via the VPA website
- promoted by A5 postcard (Appendix 6.1)
- promoted through Facebook advertising
- via email notification to subscribers and previous submitters
- through hard copies made available at pop-ups.

#### 2.1.1 POSTCARD

The objective of the postcard was to drive traffic to the website and to the online survey to capture community sentiment on the draft Growth Plan. The postcards were handed out at the community pop-up events to allow people to read about the project and provide feedback at a later date.

#### 2.1.2 ONLINE COMMUNICATION TOOLS

The online engagement survey was promoted through council's Facebook page with geotargeted Facebook advertisements, as well as on the VPA and council websites.

##### The Survey

An online survey was available, which was designed to capture any gaps that the draft Growth Plan may have missed from the local community and key stakeholders.

The survey received 13 responses, all sections were completed by the respondents.



### 2.1.3 COMMUNITY DROP-IN SESSION

Community engagement culminated in three pop-up sessions, which aimed to ascertain whether anything was missed from the draft Growth Plan:

- **Sunday 6 October 2019**
  - 9am – 1pm
    - Shepparton Farmers' Market, Kialla
- **Thursday 24 October 2019**
  - 10.30am – 2pm
    - At Woolworths/Aldi, Mooroopna
  - 3pm – 6pm
    - Vaughan Central, Shepparton (outside Coles and KMART)

For the community drop-in session, A1 boards were prepared to help the community understand the context and the issues and opportunities being explored. These were:

- What is the Shepparton & Mooroopna 2050: Regional City Growth Plan?
- What's included in the draft Growth Plan?
- Summary of actions under each outcome area
- Were the community involved in the development of the draft Growth Plan?
- Interactive "Have we missed anything" A1 board where community members could add sticky notes to key themes, they care about including:
  - open space
  - revitalising Shepparton and Mooroopna
  - future residential and industrial land
  - infrastructure
  - the river and environment
  - ensure agricultural land continues to be productive.
- A table of project collateral including hardcopies of draft Growth Plan, newsletter and postcards.

No one participated in the interactive activity as part of the engagement process, however approximately 250 postcards were handed out to passers-by.





### 3.0 WHAT WE HEARD

We heard from:

- 17 community members
- 5 Agencies
- 13 organisations and community groups

### 3.1 WHAT WE HEARD AND PLANNING RESPONSE

37 written submissions were received, via email and via the online survey. These have been grouped into key themes and a planning response is provided in Table 2. The themes that emerged from the submissions are:

- conflicts between farming and urban uses
- cycling, walking and horse trails
- residential land supply
- industrial land supply
- retail
- infrastructure
- Mooroopna.

**Table 2:** Online submissions received and planning response

Theme:	Condensed Respondent Comments:	Planning response
<b>Conflicts between farming and urban uses</b>	<ul style="list-style-type: none"> <li>• Farming locations next to residential and industrial areas, there are conflicts in relation to noise, traffic and spray from farming practices.</li> </ul>	<p>In response to feedback received during the consultation process, council and the VPA are undertaking the <i>Shepparton East Agricultural Land Options Study</i>. The Study will investigate possible solutions to apparent land use conflict between agricultural uses and urban development in the wider Shepparton East area.</p> <p>Council has commissioned RMCG Pty Ltd, a multi-disciplinary environmental and agricultural consultancy firm, to provide Council and the VPA with advice on the viability of agriculture in the area, comment on possible alternative farm management practices that may be better suited for the land and, critically, comment on appropriate planning responses to the existing land use conflict.</p> <p>This study is expected to be completed by the end of February 2020 and will inform the final Growth Plan.</p>
<b>Cycling, walking and horse trails</b>	<ul style="list-style-type: none"> <li>• When planning for walking and cycle paths, also consider the needs of horse riders and if these paths can be designed for them.</li> <li>• Parks Victoria need to be involved in mountain bike trail planning</li> <li>• Include reference to the Murchison to Rushworth rail trail.</li> </ul>	<p>A reference to the Murchison to Rushworth rail trail will be included in the final Growth Plan.</p> <p>The final Growth Plan will be amended to acknowledge the need to engage with Parks Victoria as part of planning for mountain bike trails.</p> <p>The final Growth Plan will also acknowledge the need to consider horse riders when planning new path infrastructure.</p>

<b>Residential land supply</b>	<ul style="list-style-type: none"> <li>• There should be consideration of development to the east.</li> <li>• There is a need for larger lot sizes in Shepparton and Mooroopna, the Kialla north or Kialla west growth corridors should be given a higher priority to meet this demand.</li> <li>• Kialla Central should be considered for shorter term growth.</li> </ul>	<p>It is anticipated that approximately 350 dwellings per annum are required to accommodate projected population growth.</p> <p>However, the land supply figures and land allocated for growth will be reviewed to ensure the Growth Plan accurately responds to the <i>Residential Land Supply and Demand Assessment</i> (September 2019) that was finalised after the draft Growth Plan was prepared. This identifies a shortage of larger lot sizes and this will be considered in the final Growth Plan.</p>
<b>Industrial land supply</b>	<ul style="list-style-type: none"> <li>• The current zoned industrial land will not be sufficient to 2050.</li> </ul>	<p>Further discussion will be included in the final Growth Plan to acknowledge the development constraints to be addressed to facilitate industrial development.</p>
<b>Retail</b>	<ul style="list-style-type: none"> <li>• Prepare a Structure Plan for the Shepparton North Activity Centre.</li> </ul>	<p>This action will be acknowledged in the final Growth Plan.</p>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• New regional airport</li> <li>• Urgency around the Bypass</li> <li>• More open space should be planned for</li> </ul>	<p>An Action will be included in Outcome 1 to acknowledge the potential to relocate the existing Shepparton Aerodrome.</p> <p>There is sufficient guidance provided in the Growth Plan in the draft Growth Plan in relation to the Bypass and planning for open space.</p>
<b>Mooroopna</b>	<ul style="list-style-type: none"> <li>• Support for the re-development of the Mooroopna hospital site</li> <li>• Increased connectivity within Mooroopna</li> <li>• Upgrade of Mooroopna train station</li> <li>• Expand existing recreation facilities</li> </ul>	<p>Further discussion will be included in the final Growth Plan to address concerns raised by the Mooroopna Community Planning Committee.</p>

## 4.0 REFLECTION AND IMPROVEMENTS

The VPA reviews every engagement event it hosts, to build on success and refine processes that did not meet expectations.

The online submission form allowed community members to leave clear and direct feedback on the Draft Growth Plan. The VPA will consider using this method of engagement again in the future. We received feedback that the A1 display boards with images and information were clear and easy to understand and had a good amount of information on them.

The location of the first pop-up outside of Woolworths in Mooroopna was perhaps a poor location. Few stakeholders stopped to talk, and we received feedback from the store manager of Woolworths indicating that the community members were not keen to talk to us at that location.

This will be improved in the future by better investigation of appropriate locations in consultation with Council. It may also be beneficial to use Eventbrite or another online booking platform to gauge interest with the local community.

New advertising mechanisms will be explored in future projects. We need to ensure community members are attracted to our events to ensure their views are adequately expressed throughout the planning process

Our marketing and communication campaign could have been improved by more effectively harnessing Council social media platforms with engaging digital content. Another factor may have been that this was the second round of consultation on the plan and that it was not sufficiently distinguished from the first round making it clear that new input was being sought from the community.

The final reflection is in relation to the engagement activity at the pop-up events. The activity assumed the general public would have a general understanding of the draft Growth Plan contents. As no one participated in this activity, we will think about simplifying the activities and marketing collateral used at engagement events in the future.

## 5.0 NEXT STEPS

All the feedback and comments received will be considered and will inform the final Growth Plan by April 2020, which will be considered for adoption by council at a future ordinary council meeting.

Following this, a planning scheme amendment will be prepared to make the Growth Plan part of the Greater Shepparton Planning Scheme. This process is likely to commence in mid-2020 and may take up to 12 months to complete. The community will also have an opportunity to provide a submission to this process. It will inform future planning projects and help council advocate for the delivery of identified infrastructure.

## 6.0 APPENDIX

### 6.1 A5 POSTCARD

**Help plan the future of Shepparton & Mooroopna**

The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council have prepared the draft *Shepparton and Mooroopna 2050: Regional City Growth Plan* that will guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

**Have your say**  
The VPA and council undertook community engagement on a Key Issues and Opportunities report in March 2019. Six key themes emerged from this engagement process and have been responded to in the Growth Plan. We want to hear if you think we have missed any opportunities associated with these themes that should be considered for inclusion in the Growth Plan.

The draft Growth Plan is available for your comment from **20 September to 28 October 2019**, you can download it and a summary newsletter from the project page:  
<https://vpa.vic.gov.au/project/shepparton-mooroopna-2050/>

**You can provide feedback in two ways:**

- Let us know what we have missed by completing an online submission form. Visit the project page for more information:  
<https://vpa.vic.gov.au/project/shepparton-mooroopna-2050/>  
or provide your submission via post to:  
**Victorian Planning Authority**  
Level 25, 35 Collins Street  
Melbourne VIC 3000  
Attention: Emily Killin
- Meet with the VPA and council staff to provide your feedback at any of the following times:  
**Sunday 6 October 2019**  
■ 9am to 1pm - Shepparton Farmers' Market, 7710 Goulburn Valley Highway, Kialla  
**Thursday 24 October 2019**  
■ 10.30am to 2pm - Woolworths/Aldi, Mooroopna (car park side)  
■ 3pm to 6pm - Vaughan Central, Shepparton (outside Coles and KMART)

**Next Steps**  
Feedback received from the current community engagement process will inform a final Growth Plan that will be completed by the end of 2019. Implementation of the Growth Plan will be via the Planning Policy Framework section of the Greater Shepparton Planning Scheme. Subsequent planning processes will include rezoning of growth areas and precinct planning. The community will be provided an opportunity to input into these processes (as outlined below). Other actions in the growth plan will be implemented through non-planning processes such as council programs and state government partnerships.

**Flowchart:**  
Draft Growth Plan → Community Engagement → Final Growth Plan → Implementation in the Planning Scheme → Planning Projects → Planning Permits → Development and Infrastructure

**Opportunity for community input:**  
Opportunity for community input (in some instances)

**Logos:** vpa Victorian Planning Authority, GREATER SHEPPARTON, VICTORIA State Government

## 6.2 SURVEY

Home (<https://vpa.vic.gov.au/>) > Shepparton & Mooroopna 2050 – Regional City Growth Plan – Have your say submission form

# Shepparton & Mooroopna 2050 – Regional City Growth Plan – Have your say submission form



The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council is preparing the *Shepparton and Mooroopna 2050: Regional City Growth Plan* to guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

The Growth Plan will be a high-level document that identifies the region's strengths, addresses key challenges and sets a vision to guide growth and development to 2050. The Growth Plan will be used to coordinate, guide and inform the preparation and consideration of future, more detailed local plans and planning processes.

In February 2019, the Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report was released for public comment. Six clear themes emerged from this engagement process. The actions from the Growth Plan that address these themes are identified in the table below.

The draft *Growth Plan, September 2019* document for your review is available here:

- [\*\*Draft Shepparton & Mooroopna 2050: Regional City Growth Plan\*\*](#)



## Community engagement themes and response in Growth Plan

Theme	Growth Plan response
Continue to celebrate the open space offerings in the area	<ul style="list-style-type: none"> <li>Action 2.3.1 to develop an open space strategy</li> <li>Action 5.2.1 to implement the urban forest strategy</li> <li>Action 5.4.1 to better align open space with drainage infrastructure</li> </ul>
Renew sites to revitalise Shepparton and Mooroopna	<ul style="list-style-type: none"> <li>Action 1.3.2 to develop a data base of available development and rental sites</li> <li>Action 1.4.1 to develop a business case for the health and education hub</li> <li>Action 3.4.1 to promote opportunities provided by the Activity Centre Zone</li> <li>Action 3.5.1 to prepare a structure plan for Mooroopna</li> </ul>
Resolve uncertainty around future residential and industrial land supply	<ul style="list-style-type: none"> <li>Action 1.1.1 to plan for industrial land and advocate for funding for regionally significant infrastructure</li> <li>Actions 3.1.1 to 3.1.7 to facilitate new housing in identified growth areas</li> </ul>
Support and prioritise the delivery of infrastructure to support growth	<ul style="list-style-type: none"> <li>Action 1.1.2 to advocate for investment in road and rail infrastructure</li> <li>Action 1.1.3 to advocate for funding for the GV Link site</li> <li>Actions 2.1.1 to 2.1.3 to improve pedestrian accessibility</li> <li>Actions 2.2.1 &amp; 2.2.2 to invest in cycling infrastructure</li> <li>Actions 4.1.1. to 4.1.4 to support investment in transport infrastructure</li> <li>Actions 4.2.1 to 4.2.4 to support investment in public transport infrastructure</li> <li>Actions 4.3.1 &amp; 4.3.2 to support investment in community infrastructure</li> <li>Actions 6.4.1 to 6.4.4 to invest in sustainable waste management infrastructure</li> </ul>
Improve access to and use of the river and its surrounding environment	<ul style="list-style-type: none"> <li>Actions 5.3.1 to 5.3.3 to increase recreation opportunities along the Goulburn and Broken River corridors</li> </ul>
Ensure agricultural land continues to be productive	<ul style="list-style-type: none"> <li>Actions 1.2.1 to 1.2.3 to reinforce the importance of the Goulburn Murray Irrigation District (GMID)</li> </ul>



## Have your say!

The information above identifies how the key themes heard as part of the Key Issues and Opportunities community engagement have been addressed in the Growth Plan. We want to hear if you think we have missed any opportunities associated with these themes, that should be considered for inclusion in the Growth Plan.

Please provide your comments on anything you think we've missed in the comment boxes below. Information on where to look in the Growth Plan for a response to each theme is also provided.

## Privacy

The Victorian Planning Authority values your privacy. Further details regarding privacy can be **found here.** (<https://vpa.vic.gov.au/privacy/>)

## Stakeholder contact details

**Prefix**

**First Name \***

**Second Name \***

**Phone Number \***

**Email Address \***

**Relationship to the Project \***

- Landowner within the precinct
- Resident within the area
- General interest
- Agency/Organisation
- Other (please specify)

## Postal Address and Landowner address

**Address \***

**Postcode \***

**Suburb \***

**State \***

### Ensure agricultural land continues to be productive

To review the Growth Plan's response to this theme, see page 19 Outcome 1 – A City for the Goulburn Region

**Please provide your feedback below:**

### Continue to celebrate the open space offerings in the area

To review the Growth Plan's response to this theme, see page 26 Outcome 2 – A City for Liveable Neighbourhoods

**Please provide your feedback below:**

### Renew sites to revitalise Shepparton and Mooroopna

To review the Growth Plan's response to this theme, see page 34 Outcome 3 – A City of Growth and Renewal

**Please provide your feedback below:**

### Resolve uncertainty around future residential and industrial land supply

To review the Growth Plan's response to this theme, see page 19 Outcome 1 – A City for the Goulburn Region and page 34 Outcome 3 – A City of Growth and Renewal

**Please provide your feedback below:**

### Improve access to and use of the river and its surrounding environment

To review the Growth Plan's response to this theme, see page 52 of the Growth Plan Outcome 5 – A City that is Greener & Embraces Water

**Please provide your feedback below:**

### 6.3 FACEBOOK POSTS



**Greater Shepparton City Council**

October 24 at 8:30 AM · 🌐

⋮

Do you want to have a one-on-one discussion with the Victorian Planning Authority and Council officers about the Draft Shepparton and Mooroopna 2050: Regional City Growth Plan 2019?

Today they will be around Mooroopna and Shepparton so you can have that chance. Head to the link below to find out location and times.



[GREATERSHEPPARTON.COM.AU](http://GREATERSHEPPARTON.COM.AU)

**Draft Shepparton and Mooroopna 2050: Regional City Growth Plan Sessions**

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