

Updated Action Plan

'Action Plan' Legend

Council Role

Provider	Does what is needed
Facilitator	Works on behalf of its communities
Advocate	Supports the action of others

Lead Council Directorate and Department

Partnerships and Engagement (P&E)	Jobs and Investment (J&I)
Planning and Major Projects (P&MP)	Development Assessment (DA)
Planning and Major Projects (P&MP)	Strategic Planning and Design (SP&D)
Planning and Major Projects (P&MP)	Sustainability Planning (SUS)
Community Services (CS)	Community Cultural Development (CCD)
Community Services (CS)	Leisure Services (LS)
City, Transport and Presentation (CT&P)	City, Design and Transport (CD&T)
City, Transport and Presentation (CT&P)	Parks and Open Space (P&OS)
Corporate Services	Finance and Assets (F&A)
Corporate Services	Governance (GOV)
Partnerships and Engagement	Community, Building and Planning (CB&P)

Action Type

Comm	Communication
Advocate	As per Council role
EEP	Expansion of existing program
NI	New Initiative
WPS	Whittlesea Planning Scheme change

Priority

	Short term priority	(1-3 years)
	Medium term priority	(4-7 years)
	Long term priority	(8-10+ years)

Techniques

This Management Plan aims to synthesise community aspirations with relevant Council studies and strategies to reflect the directions of Victorian Government policies. The following 'Action Plan' outlines actions proposed over a 10 year period. Each action will require a work plan to be prepared.

While a Lead Council Directorate has been nominated for each action, it is recognised that effective delivery will require coordination between Council Departments, State Government and the community.

THEME Goal	Sub-theme Objective	Community Plan Future Direction	Whittlesea Green Wedge Management Plan Action	Responsible Dept. /Directorate	Council Role	Priority
LAND Healthy land used sustainably, productively and innovatively	1. RURAL PRODUCTIVITY To secure and promote the ongoing productive capacity of the Whittlesea Green Wedge for sustainable agriculture and resource utilisation into the future	Future Direction 3: Growing our economy	L01 Continue to provide business support and advice to keep farmers on the land. This includes continued networking, promotion and business development opportunities for owners and managers of our agricultural enterprises.	Lead: J&I	Provider EEP	Ongoing
			L02 Employ an Agribusiness Officer , who would demonstrate Council leadership and best practice through the provision of sound business advice (subject to funding).	Lead: J&I	Provider NI	
		Future Direction 6: Living sustainably	L03 Advocate on behalf of the farming community and maintain input into agricultural research and strategies that seek to support farming ventures, including highlighting the true cost of maintaining a rural property.	Lead: J&I	Advocate	Ongoing
			L04 Explore options for financial support and partnerships to develop a publicity campaign aimed at demonstrating the value of farming communities to the social, economic and environmental health of the municipality and Melbourne as a whole.	Lead: J&I	Facilitator Comm	
			L05 Investigate further options to alter Council's farm rate to better support agribusiness on the urban fringe.	Lead: J&I	Provider SF EEP	Ongoing
			L06 Continue to advocate through the Interface Councils Working Group for reforms to the way rural land is rated within interface areas.	Lead: SP&D Support role: J&I, F&A	Advocate	Ongoing
			L07 Set up a pilot program to support the production of local food and consideration of food links through innovative sustainable land use practices, to increase food security within the municipality.	Lead: J&I	Provider NI	
			L08 Investigate any economic development linkages between the relocation of the Melbourne Wholesale Fruit and Vegetable Market to Epping and the usage of agricultural land in the municipality.	Lead: J&I	Provider NI	
			L09 Update land capability information in support of both new/innovative and traditional rural enterprises.	Lead: J&I	Facilitator NI	
			L10 Establish a local marketing program to promote successful alternative agribusiness operating in the rural areas of the municipality such as olive groves, organic farming, farmhouse cheese, berry farming and Chinese herbs for the complementary herbal medicine market.	Lead: J&I	Facilitator EEP	
			L11 Monitor the State Government initiatives in better supporting farming and review local planning provisions, to support agribusiness and the 'right to farm' in rural areas, as required	Lead: SP&D Support role: DA, J&I	Provider	

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	2. RURAL LAND STEWARDSHIP To support and promote the local capacity of communities and individuals to actively manage and sustain the green wedge through informed land stewardship practices	Future Direction 6: Living sustainably	L12 Further develop existing rural education programs to encourage the diversification of sustainable farming methods.	Lead: SUS	Provider EEP	
			L13 Work in partnership with government departments and agencies to promote and facilitate the uptake of environmental market mechanisms , such as ecoMarkets, to rural residents.	Lead: SUS Support role: SP&D	Facilitator Comm	Ongoing
			L14 Review current sustainable land management programs to better support small rural properties, promote land stewardship practices including the management of pest plants and support property owners required to prepare a Land Management Plan in accordance with the Whittlesea Planning Scheme.	Lead: SUS	Provider EEP	
			L15 Commit to permanent funding for an Environmental Protection Officer to ensure ongoing compliance with: <ul style="list-style-type: none"> • The Whittlesea Planning Scheme • Whittlesea’s Pest plant Local Law • Planning permit conditions • Land management plan directives 	Lead: SUS	Provider NI	
			L16 Develop guidelines on the Land Management Plan process as it relates to planning assessment processes .	Lead: DA	Provider PS EEP	
			L17 Further develop a monitoring system that flags Land Management Plans associated with planning permits issued for rural properties. Showcase success stories and follow-up non-complying properties with the offer of assistance and expertise as required .	Lead: SUS	Facilitator EEP	
			L18 Further develop community knowledge and perception of rural land stewardship through encouragement and support for neighbourhood teams that share knowledge between new and existing landholders.	Lead: SUS Support role: J&I	Facilitator EEP	
			L19 Continue to offer a holistic service that facilitates a coordinated response across Council departments to land use planning applications for the rural areas.	Lead: DA	Provider PS EEP	Ongoing
			L20 Develop further mechanisms to discourage and regulate soil dumping, filling of land and native vegetation removal through education, policy development and enforcement and compliance processes.	Lead: SUS	Provider WPS	
L21 Develop a quarterly rural newsletter that focuses on good rural land stewardship practices and showcases success stories.	Lead: SUS	Provider NI				

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	3. LANDSCAPE QUALITIES To conserve and enhance the rural and natural landscape character of the Whittlesea Green Wedge	Future Direction 6: Living sustainably	L22 Amend planning provisions to address environmental hazards within the City of Whittlesea as follows: <ul style="list-style-type: none"> • Application of a new overlay, the Salinity Management Overlay, to areas of dryland salinity; • Application of a new overlay, the Erosion Management Overlay, to areas of stream, gully and sheet erosion; and • Provide input into the State Government review of the boundaries of the Bushfire Management Overlay in response to the Government's implementation of the 2009 Victorian Bushfires Royal Commission. 	Dual Lead: SP&D, SUS. Support role: J&I	Provider WPS	
L23 Further develop community appreciation of the rural landscape through a variety of landscape exploration events .			Lead: SUS	Provider EEP	Ongoing	
L24 Investigate partnership arrangements with key groups for the sponsorship of two new annual events: <ul style="list-style-type: none"> • Best Environmental Sustainable Rural Design for the promotion of residential architectural excellence in a rural setting and • 'Best Rural Land Management' for the promotion of best whole farm design and management. 			Lead: J&I	Provider EEP PS		
L25 Further develop community appreciation of the rural landscape through the creation of a 'Celebrate the Landscape' event aimed at showcasing and promoting 'ownership' of a range of green wedge values.			Lead: SUS	Provider NI		
L26 Amend planning provisions targeted at protection of significant landscapes and significant vistas as follows: <ul style="list-style-type: none"> • Ensure the Significant Landscape Overlay is correctly applied to all visually sensitive areas within the Whittlesea Green Wedge; • • Develop local policy as part of the Planning Scheme review process to guide development adjacent to visually sensitive hilltops; • As part of the Planning Scheme review process develop a road setback policy for visually significant roadside corridors and include in the Local Planning Policy Framework; and • Update the local policy content to ensure that the design, siting and form of new dwellings and other buildings within green wedge areas are appropriately and sensitively integrated within rural and natural environments. 			Lead: SP&D	Provider WPS		

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	4. BOUNDARIES AND BUFFERS To ensure that the interface between the Whittlesea Green Wedge and urban and rural communities is clearly defined and planned to reduce conflict	Future Direction 4: Places and spaces to connect people	L27 Investigate innovative land use options which support sustainable land use and management, particularly at the urban rural interface.	Lead: J&I Support Role:SUS	Provider NI	Ongoing	
			L28 Based on research undertaken on interface land uses, pilot and evaluate alternate land treatments at the peri-urban interface.	Lead: J&I Support Role:SUS	Provider NI		
			L29 Undertake a review of the Whittlesea Township Local Structure Plan with an emphasis on defining the township boundary and interface issues between urban and rural areas.	Lead: SP&D	Provider WPS		
			L30 Protect significant habitat areas adjoining any Urban Growth Boundary by encouraging and facilitating conservation trusts/covenants, market-based instruments such as ecoMarkets, carbon and/or native vegetation offsets through focussing on programs that provide income for 'farming nature'.	Lead:SUS Support Role:SP&D	Provider NI		
	5. EXTRACTIVE INDUSTRY To ensure the needs of extractive industries are identified and protected in the context of broader green wedge values.	Future Direction 3: Growing our economy	Future Direction: 6 Living sustainably	L31 Review and report on the status of all current extractive industry operations within the Green Wedge.	Lead:SP&D	Provider EEP	
				L32 Strengthen communication between interactive industry operators and Council, Government Departments and local stakeholders in order to create an environment that allows the open discussion of issues and opportunities such as land management, buffers and threat mitigation.	Lead: SP&D	Facilitator Comm	Ongoing
		L33 Advocate to the State Government to review the Extractive Industry Interest Area (EIIA) as it relates to the City Of Whittlesea having regard to recent Urban Growth Boundary (UGB) changes and defined Green Wedge values including native vegetation.	Lead:SP&D	Provider Comm	Ongoing		
		L34 Assess the practicalities of leaving disused quarries unfilled at the expiry of their licence in order to create a wetland environment.	Lead: P&OS	Facilitator NI			

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BIODIVERSITY Healthy and enduring ecosystems with a variety of habitats and native specie	6. FLORA, FAUNA and HABITAT To ensure the biodiversity and environmental values of the Whittlesea Green Wedge are identified, protected and enhanced on public and private lan	Future Direction 6: Living Sustainably	B01 Determine the most cost and time effective means of collating and managing flora and fauna data for Council. Ensure that data exchange agreements are maintained between the Department of Sustainability and Environment and Council.	Lead:SUS	Provider EEP	Ongoing
			B02 Investigate the relationship between significant ecosystems and type of land ownership (e.g. parkland, reserve or private landholding). Assess best methods of protection for areas of high conservation significance.	Dual lead: SP&D SUS	Provider	
			B03 Continue to advocate for, and contribute to, discussions regarding the creation of a 1,200 hectare Grassy Eucalypt Woodland Reserve within Whittlesea's Green Wedge.	Lead: SP&D Support role: SUS	Advocate	Ongoing
			B04 Distribute educational material to landholders primarily through Council publications and local media regarding the following biodiversity topics: <ul style="list-style-type: none"> • Ecological burns - develop community understanding of the necessity of fire to maintain ecosystem health. • Significant ecosystems - highlight the variety and uniqueness of ecological communities, flora and fauna throughout the rural areas. Clearly define Commonwealth and State legislation that prohibits the removal or destruction of significant habitats. • Fencing and grazing management - increase knowledge of the environmental and economic benefits of fencing remnant trees, creating shelter belts and leaving ungrazed areas for habitat purposes on rural properties. • Pest plants - develop landholder knowledge of what constitutes pest plants. Offer a range of options and methods for removal. • Pest Animals - Develop landholder knowledge regarding the management of pest animals. 	Lead: SUS	Provider Comm	
			B05 In partnership with fire agencies and relevant State Government departments, continue to distribute educational material on ecological burns via local media and direct mail outs to landholders.	Lead: POS	Provider EEP	Ongoing
			B06 Continue to contribute to discussions with key stakeholders including the State Government and local wildlife groups about habitat corridors , particularly in an urban-rural interface context. This should also be considered at the framework planning stage for future urban land.	Dual Lead: SUS,SP&D	Advocate	Ongoing
			B07 Develop a local planning policy that provides guidance on the benefits of planning for habitat corridors particularly within areas being developed for urban purposes.	Lead: SP&D Support role : SUS	Provider WPS	

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BIODIVERSITY Healthy and enduring ecosystems with a variety of habitats and native species	6. FLORA, FAUNA and HABITAT To ensure the biodiversity and environmental values of the Whittlesea Green Wedge are identified, protected and enhanced on public and private land	Future Direction 6: Living Sustainably	B08 Continue to work with State Government and all relevant agencies to use forward strategic planning to reduce conflict and balance the ecological needs of the kangaroo population with the social, environmental and ecological needs of local residents, particularly the working agricultural community.	Dual Lead : SP&D, SUS	Advocate WPS	Ongoing
			B09 Strengthen planning provisions targeted at the identification, protection and enhancement of biodiversity and environmental values of the Whittlesea Green Wedge as follows: <ul style="list-style-type: none"> • Protect all vegetation communities of national, state, regional and local significance with appropriate planning provisions; • Support strengthening planning controls for areas of remnant native vegetation and fauna habitat, in particular, support the inclusion of sites of biodiversity significance, strategic habitat links and buffer areas through the application of the Environmental Significance Overlay; and • Consider applying the Road Closure Overlay to disused rural roads to provide habitat linkages between rural landholdings. 	Dual Lead: SP&D, SUS	Provider NI	
			B10 Develop local planning policy content to provide guidance and direction on native vegetation retention in accordance with State Government policy.	Lead: SP&D Support role: SUS	Provider SP+D WPS	
			B11 Identify preferred strategic locations for native vegetation offsets within the municipality taking into account ecological significance, land ownership, adjoining land uses, potential for creating habitat corridors and property size.	Lead: POS	Provider IT EEP	
			B12 Increase opportunities for community interaction with significant ecosystems such as revegetation activities and value-added activities such as 'breakfast with the birds' or 'frogs on wheels' and seed collection/plant propagation.	Lead: SUS	Provider EEP	Ongoing
			B13 Foster coordination between Local and State Government with regard to the development and implementation of state wide management plans and priorities for pest plant and animal control on public private land. Advocate for increased funding to implement strategic priorities relevant to the Whittlesea area.	Lead: SUS	Advocate	Ongoing
			B14 Expand existing programs that promote the value and significance of ecosystems on Council-owned land through education and interpretive signage.	Lead: POS	Provider EEP	

THEME Goal	Sub-them	Community Plan Future	Whittlesea Green Wedge Management Plan Action	Responsible Dept./Directorate	Council Role	Priority
WATER Sustainable water use and healthy waterways, wetlands and groundwater	7. WATERWAYS AND CATCHMENTS To protect and improve the environmental health and social and economic values of waterways, wetlands and aquifers	Future Direction 6: Living sustainably	W01 Ensure local provisions are consistent with State legislation through the Planning Scheme Review project.	Lead: SP&D	Provider NI	
			W02 Reinforce consistency between State and Local Government legislation.	Lead: SP&D	Provider NI	
			W03 Research current signage at waterways and investigate funding opportunities to install identification signage for all waterways , particularly at the intersection of major roadways and paths. At a minimum, catchment signage should also be installed alongside the Plenty River, Merri Creek and Darebin Creek in prominent positions.	Lead: SP&D	Provider NI	
			W04 Build upon existing community involvement in waterway health through promotion and support for programs such as WaterWatch and riparian revegetation activities.	Lead: SUS	Facilitator EEP	Ongoing
			W05 Strengthen planning provisions targeted at the protection and improvement of the environmental health of waterways as follows: <ul style="list-style-type: none"> • Add new schedules to the Environmental Significance Overlay to protect all major waterbodies; • Revise the extent of the mapping associated with the existing Environmental Significance Overlay schedule 3 to include unprotected waterways; and • Investigate the rezoning of the municipality's two water storage catchments from Public Use Zone to Public Conservation and Resource Zone. 	Lead: SP&D Support role: SUS	Provider WPS	
			W06 Conduct a feasibility study on a ' Top of the Catchment ' event that focuses on the municipality's waterways and catchments.	Lead: SUS	Provider NI	
			W07 Continue to encourage good water sensitive urban design from new developments abutting reserves and waterways, in order to protect aquatic and biodiversity values.	Lead: SP&D Support Role :DA	Facilitator EEP	Ongoing
			W08 Investigate opportunities to contribute to catchment projects and support partnerships that research the effects of surface and sub-surface water use, particularly due to increased numbers and declining water quality and quantity of local farm dams and bores.	Lead: SUS	Facilitator NI	

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PEOPLE A connected community that respects, values and celebrates its past, present and future.	8. COMMUNITIES AND SETTLEMENTS To ensure local communities have the opportunity to participate in decisions related to the liveability of the Whittlesea Green Wedge	Future Direction 1: Inclusive and engaged community Future Direction 5: Health and wellbeing	P01 Build upon the role of existing local committees and community groups to champion the cause of the Whittlesea Green Wedge. Establish an education program targeted at local committees and community groups.	Lead: SUS	Facilitator EEP	
			P02 Build upon the role of existing local committees and community groups such as MCMC, DCMC, Land Care and the Victorian Farmers' Federation as they champion the cause of the Whittlesea Green Wedge. Establish an education program targeted at local committees and communities groups.	Lead: SUS	Facilitator EEP	Ongoing
			P03 Create networking opportunities that raise awareness of the issues faced by both rural and urban residents, to promote the value of farmers and farming practices.	Lead: J&I	Facilitator NI	
			P04 Continue to distribute information on community organisations and services to encourage networking and increase community capacity, particularly within the rural community.	Lead: CS	Facilitator EEP	Ongoing
			P05 Develop ' Rural Information Packs ' that can be distributed to potential property purchasers that includes pre-purchase information such as planning checklists, siting and design guidelines, environmental values and land management tips.	Lead: SP&D	Provider NI	
			P06 Disseminate information to the community on a timely basis regarding Local and State Government plans for the Whittlesea Green Wedge, and create opportunities for community input.	Lead: SP&D ,SUS,DA	Facilitator Comm	Ongoing
			P07 Provide diverse housing opportunities, including aged care housing, in areas of existing residential land in the Whittlesea Township, where services and facilities are located.	Lead: SP&D, DA	Provider EEP	Ongoing
			P08 Ensure Whittlesea Township can continue to accommodate local enterprises, businesses and other facilities which support the Whittlesea Green Wedge.	Lead: J&I	Facilitator NI	
			P09 Continue to advocate on behalf of the community to the Victorian Government for funding to support those services and facilities deemed most necessary in the rural areas and in particular Whittlesea Township.	Lead: CB&P	Advocate	Ongoing
			P10 Develop guidelines for the design and construction of infrastructure that is appropriate for rural areas, such as lighting and road construction.	Lead : CD&T	Provider EEP	
			P11 Ensure appropriate planning provisions are applied to reflect the best land use outcome for Green Wedge land as follows: Investigate the best zoning for rural communities such as Eden Park to better			
\	9. TOURISM and RECREATION To preserve and enhance the city	Future Direction 2: Accessibility in, out and around our city	P12 Update Council's Tourism Strategy to highlight tourism and recreation opportunities in the green wedge.	Lead: J&I	Provider EEP	
			P13 Develop a 'Welcome to Whittlesea Pack' that highlights tourism opportunities such as boutique agribusinesses, emerging and established tourist destinations.	Lead: J&I	Facilitator Comm	

cultural heritage of the Whittlesea Green Wedge for current and future generations	Future Direction 4: Places and spaces to connect people	P14 Research opportunities for geotourism or ‘whole of place’ tourism. Focusing on local character rather than generic aspects, this form of tourism incorporates historic structures, living and traditional cultures, landscape, cuisine and arts, as well as local flora and fauna.	Lead: J&I	Facilitator NI	
		P15 In partnership with land owners/managers, investigate partnership opportunities that extend our network of multiuse trails , including opportunities for heritage interpretation. <i>Linking People and Places – Government Strategy for Trail Networks in the Metropolitan Area</i> and <i>The Victorian Trail Strategy</i> will inform the potential location of multi-use trails. Attention	Lead: CD&T Support Role: LS,J&I	Provider NI	
		P16 Continue to develop Council’s Whittlesea Recreational Strategy in consultation with the community and implement proposed actions.	Lead: LS	Provider Comm	Ongoing
		P17 Develop a trail network strategy for the Green Wedge area to cater for walkers, bike and horse riders, linking to key destinations including the Whittlesea Township.	Lead: CD&T Support Role: LS,J&I	Provider NI	
		P18 Research community perceptions of local parks and user needs in order to prioritise funding opportunities for facilities, including signage.	Lead: P&OS	Provider NI	
		P19 Advocate on behalf of the community to Parks Victoria regarding increased funding for state managed parks and the potential for creation of new parklands (such as Quarry Hills and around the Merri Creek).	Lead: P&OS	Advocate	Ongoing
		P20 Investigate the provision of alternative transportation options for attendees of showcase events, such as the Whittlesea Agricultural Show and the Whittlesea Country Music Festival.	Lead: CS	Provider EEP	
10. HERITAGE and CULTURE To preserve and enhance the cultural heritage of the Whittlesea Green Wedge for current and future generations	Future Direction 4: Places and spaces to connect people	P21 Explore options to promote Council’s full range of cultural heritage opportunities at festivals and events.	Lead:CCD	Facilitator EEP	Ongoing
		P22 Enhance community perception of heritage places and cultures through continued promotion of Council’s Cultural Heritage Program .	Lead: CCD	Facilitator EEP	Ongoing
		P23 Explore options for developing interpretive signage at significance heritage places and areas of cultural significance within the municipality.	Lead: CCD	Provider NI	
		P24 Increase networking links with the local Aboriginal community to ensure understanding and respect for sites of Aboriginal cultural heritage sensitivity within the municipality.	Lead: CCD	Facilitator	Ongoing
		P25 Explore opportunities to employ a Heritage Officer in order to develop a Heritage Strategy for the holistic management of heritage across Council.	Lead:SP&D	Provider NI	
		P26 Following the heritage study undertaken during 2009/10, implement findings and apply a Heritage Overlay to all significant places not protected. Any proposed amendment to the Whittlesea Planning Scheme will provide additional opportunity for public submission.	Lead: SP&D	Provider WPS	
		P27 Demonstrate Council leadership and best practice by investigating the feasibility of developing a Management Plan for all heritage places on Council-owned land.	Lead: SP&D	Provider NI	

			P28 Advocate on behalf of heritage management to the Victorian Government regarding treatment of cultural heritage on Crown land. Support Heritage Victoria in its role of caring for our public heritage places.	Dual Lead: SP&D, DA Support Role:GOV	Advocate	Ongoing
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