



MANSFIELD SHIRE COUNCIL

Council Plan 2025-2029

Keeping it Country



Mansfield Shire

DRAFT

Acknowledgement

Mansfield Shire Council acknowledges the Taungurung people as the traditional custodians and we pay our respects to their Elders past and present. Council extends that respect to all members of our community.

Theme 1 – A Healthy and Connected Community

Strategic Objective 1.1

Strengthen community connection, inclusion and participation

- + Promote local volunteering initiatives and opportunities to encourage active community participation.
- + Support and promote community arts and cultural initiatives.
- + Partner with outlying communities and groups to support more initiatives and events that connect the community.
- + Improve community health and wellbeing outcomes including through partnerships with health services.
- + Walk with representatives of First Peoples to further develop partnerships that inform history, culture and planning.
- + Connect, develop and support children and young people.

Strategic Objective 1.2

Enable active lifestyles through inclusive, accessible and utilised public spaces

- + Develop public spaces and parks through collaborative projects that encourage community ownership.
- + Advocate for funding to deliver planned priority projects (including, for example, the Bonnie Doon Recreation Reserve Masterplan and Botanic Park Masterplan).
- + Partner with clubs and community groups to advocate for sports and community facilities and grow opportunities for all users.

Strategic Objective 1.3

Promote health and wellbeing across all life stages

- + Advocate for funding to deliver the infrastructure for the Mansfield Emergency Services Precinct.
- + Promote healthy eating and active lifestyles across all age groups.
- + Link public spaces by extending and upgrading path networks in line with the Footpath and Shared Path Strategy.

Theme 2 – Vibrant Liveability

Strategic Objective 2.1

Look after the land, the environment and our country character

- + Protect natural vistas and farmland.
- + Continue to deliver waste education and camper waste activities in collaboration with community groups.
- + Build, upgrade and maintain recreational tracks and trails in line with the Tracks and Trails Strategy.
- + Partner with community groups and water authorities to improve waterway health (including Ford Creek, Mullum Wetlands and other waterways).
- + Protect significant trees, expand tree planting and improve public spaces with opportunities for shade and better climate resilience.
- + Manage bushfire risk through partnerships with community groups and emergency services.

Strategic Objective 2.2

Plan and deliver sustainable, future-ready infrastructure and land use

- + Protect township character through the strategic planning program delivery and advocacy at a regional level to state government.
- + Advocate and partner with other levels of government and responsible authorities to address infrastructure gaps in water, wastewater, transport, telecommunications and digital services.
- + Coordinate land use with infrastructure investment and ensure new developments continue to contribute to infrastructure improvements to meet the demands of growth.
- + Continue to work with the community and Goulburn Murray Climate Alliance on renewable energy projects including conversion of Council-owned/managed facilities.
- + Improve the road network, drainage and parking in line with the Asset Plan and 10-year Capital Works Plan and engage the community in prioritisation.
- + Optimise sorting and diversion of recoverable materials at the Mansfield Resource Recovery Centre and enhance the operation of the Resale Shop.
- + Respond to infrastructure pressures from population growth including advocating for roundabouts at key intersections.
- + Progress the Goughs Bay Water Sensitive Town Plan.
- + Advocate for funding to deliver the Resource Recovery Centre redevelopment masterplan. as a priority project.
- + Progress the Lakins Road Industrial Precinct.

Strategic Objective 2.3

Enhance recreation, sport and community facilities

- + Promote and enhance use of Mansfield Performing Arts Centre.
- + Deliver the Station Precinct Masterplan including commercial and community activation.
- + Continue to work toward year-round access to aquatic facilities in collaboration with the Aquatic Facilities Working Group.
- + Explore opportunities for expanding community sporting and recreation facilities (including basketball, cricket, football, netball and soccer) in collaboration with the Sports and Recreation Reference Group.

Strategic Objective 2.4

Strengthen and diversify the local economy and visitor appeal

- + Advocate for priority projects from key strategic plans (such as the Delatite Valley Plan, Goughs Bay Plan, Bonnie Doon Plan and Lake Eildon Masterplan).
- + Support community events and festivals that bring all people together from across the Shire.
- + Implement and deliver the Tourism Destination Management Action Plan.
- + Create conditions that enable local businesses and employers to thrive.
- + Create opportunities for community-led initiatives that contribute to economic development through collaboration and partnerships, including the Delatite Chamber of Commerce.

Theme 3 – An Effective and Efficient Council

Strategic Objective 3.1

Deepen community engagement and foster civic responsibility

- + Engage with community asset committees to continue to listen and act on community needs for the development of community facilities.
- + Continue community collaboration, including with Mansfield District Hospital and Mansfield Autism Statewide Services for the further development and use of their facilities and important community services.
- + Continue to listen and engage meaningfully with the community on decisions that impact them.

Strategic Objective 3.2

Ensure responsible and innovative resource management

- + Continue to grow other revenue and support community needs through advocacy and grant applications.
- + Identify methods of providing greater value for money from community partnerships, donations and volunteerism.
- + Collaborate with other shires and take advantage of opportunities through shared services and collaborative procurement.
- + Continue developing Council's organisational capacity through effective workforce planning.
- + Continuously improve Council's customer service experience.

Strategic Objective 3.3

Maintain strong governance, transparency and accountability

- + Transparent decision-making with 'no surprises.'
- + Provide the community with transparent information about Council plans, strategies and performance.
- + Manage risk and financial sustainability and continue to deliver value for money with a focus on rating fairness.

Indicators

As we move through the four-year cycle, we review our performance according to the completion rate of the actions.

Here are some of the ways we will measure our performance.

Indicator	Target of desired trend
Community satisfaction survey results	Maintain or improve
Length of gravel roads graded	Maintain a minimum of 420km per year.
Planning applications decided within legislative timelines	Maintain an average of 75% within 60 days
Missed bins	Reduce the number of missed bins to 200 or fewer
Waste diverted from landfill	Increase from 40 percent by 5 percent per year
Percentage of grant funds that make up the total Council budget	Maintain at greater than 30 percent
Cost savings associated with community partnerships or other initiatives	Increase

Our Plan

The Council Plan was put together through a deliberative community consultation process.

We started with taking key priorities from our strategic plans and documents that had already undergone significant community consultation over the past few years. We then directly asked the community what it wanted to see Council achieve or maintain over the four years of its term.

Taking all of those proposed actions and feedback, we formed a community panel and asked the members to prioritise the actions based on community impact and the resources required.

The Community Vision was reviewed concurrently and the deliberative process also considered the Long Term Financial Plan and the Asset Plan.

At the heart of this section the Council Plan are three themes:

- + A healthy and connected community
- + Vibrant liveability
- + An effective and efficient Council

Each theme contains a set of strategic objectives: clear goals that define what Council is aiming to achieve over the next four years. These objectives are supported by more detailed strategies, which describe the ways Council will work to deliver on each objective.

While this Plan sets the direction, the specific actions behind each strategy are developed annually through Council's operational and budget planning process. These actions are not listed in this document but are reported on through annual updates and progress reporting. Council Plan Quarterly Reports are available through Council's agenda and minutes.

Together, these elements provide a clear and structured view of Council's strategic intent and what it's trying to achieve, how it will work and where it focuses its efforts to serve the community.






Community Vision 2040

The Community Vision was reviewed as part of the community engagement process for creating the Council Plan 2025-2029.

The Community Vision 2040 represents the long-term aspirations of the community. Significant community consultation was undertaken to create the Vision, with more than 3,000 people reached, 25,000 words considered and 120 community members responding to a written survey.

After months of community workshops, feedback, and feedback loops, the Mansfield Community Vision 2040 was adopted by Council. The vision shapes and guides Council planning and activity while providing shared goals for everyone across Mansfield Shire to collectively work towards.

These aspirations remain central to the Mansfield Shire community.

Domains Thematic grouping of key themes	 Community and people	 Health and wellbeing	 Environment and place	 Infrastructure and services	 Prosperity and economy
Destinations The desired state of Mansfield Shire in 2040	Mansfield Shire's community: <ul style="list-style-type: none"> Is engaged and active. Is collaborative and works towards common goals. Is welcoming and richly diverse. Is empathetic and caring. 	People of Mansfield Shire: <ul style="list-style-type: none"> Are physically and mentally healthy. Are happy and comfortable. Are safe and secure. Are connected to each other. 	Mansfield Shire's environment: <ul style="list-style-type: none"> Is rich in flora and fauna. Has a unique character connected to its roots. Has open spaces for all of community. Has clean air, water, and land. 	Mansfield Shire's infrastructure and services: <ul style="list-style-type: none"> Are robust and responsive to need. Are sustainable and environmentally friendly. Are equitable and accessible for all. Are holistic and human-centred. 	Mansfield Shire's prosperity: <ul style="list-style-type: none"> Is contributed to by all. Is resilient and diversified. Enables opportunity and choice throughout whole-of-life. Equitably benefits all.

Municipal Public Health and Wellbeing Plan

Council recognises that the health and wellbeing of individuals, families and the broader community is foundational to a thriving Mansfield Shire.

This Council Plan incorporates our Municipal Health and Wellbeing Plan, in line with Section 26 of the Public Health and Wellbeing Act 2008. In doing so, it reflects Council's commitment to shaping the many social, economic, built and natural environments that influence how well people live, work and connect.

Guided by Victoria's Environments for Health framework, Council plays a proactive role in protecting and promoting community wellbeing both through the services it delivers and the partnerships it fosters.

We know that lasting improvements in health and wellbeing come from working together. Council collaborates with local organisations, health providers and the community to understand challenges, reduce risks and create the conditions for all people in Mansfield Shire to live safe, healthy and connected lives.

Many factors influence the health and wellbeing of a community and we highlight these throughout the Council Plan.

The Victorian Public Health and Wellbeing Plan 2023-2027 (VPHWP) has outlined 10 priority areas. Of these, there are 5 that are of particular relevance to its community. These are outlined below, with corresponding actions.

Health Priority 1: Increase healthy eating and active living

Council Plan Theme 1 A Healthy and Connected Community

Objective 1.3 Promote health and wellbeing across all life stages

Actions:

- + Increase healthy eating across the life-stages and strengthen sustainable food systems in our community.
- + Through place-based initiatives increase equitable access to availability and consumption of healthy foods and drinks.
- + Implement evidence and place-based initiatives that support active living across all-abilities and life-stages.
- + Influence environments and settings to ensure they are healthy, safe, inclusive and accessible for our communities.

Health Priority 2: Prevent all forms of violence

Council Plan Theme 1 A Healthy and Connected Community

Objective 1.1 Strengthen community connection, inclusion and participation

Actions:

- + Develop and support capacity to incorporate gender equitable practices within services, policies, and programs.
- + Improve access to information, programs and services for those impacted by family violence.
- + Actively promote and support online safety programs.

Health Priority 3: Reduce harm from alcohol, tobacco and drug use

Council Plan Theme 1 A Healthy and Connected Community

Objective 1.1 Strengthen community connection, inclusion and participation

Objective 1.3 Promote health and wellbeing across all life stages

Actions:

- + Reduce the harms caused by alcohol, tobacco, vaping and drug misuse in the community.
- + Advocate for a safe drinking culture.

Health Priority 4: Promote wellbeing with a socially connected and supported community

Council Plan Theme 1 A Healthy and Connected Community

Objective 1.1 Strengthen community connection, inclusion and participation

Objective 1.2 Enable active lifestyles through inclusive, accessible and utilised public spaces

Actions:

- + Create opportunities for social connection through community facilities, programs and events.
- + Promote and support health and wellbeing activities in the community.
- + Partner with Mansfield Social Inclusion Action Group (SIAG) made up of community members working together to deliver initiatives that boost social inclusion and connection.

Health Priority 5: Tackle climate change and its impact on health

Council Plan Theme 2 Vibrant Liveability

Objective 2.1 Look after the land, the environment and our country character

Objective 2.2 Plan and deliver sustainable, future-ready infrastructure and land use

Actions:

- + Continue to implement Council's Climate Action Plan.
- + Advocate for public and community transport options within the Shire.
- + Create a resilient and safe community that can adapt to the public health impacts of climate change.

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Our Shire

Mansfield Shire is a place of beauty, character, and possibility.

Nestled in Victoria’s spectacular High Country, it offers the best of regional living: stunning landscapes, thriving communities and a spirit of innovation and resilience.

The Shire is the gateway to some of Victoria’s most iconic natural attractions: Mt Buller and Mt Stirling Alpine Resorts, the Alpine National Park and Lake Eildon—Australia’s second-largest inland waterway. Five major river systems begin their journey here, shaping a region where nature is part of daily life.

Beyond the scenery, Mansfield is known for its vibrant townships and villages, each with its own story, strengths and sense of place. From Bonnie Doon and Barwite to Jamieson, Tolmie, Woods Point and Mansfield itself, the Shire’s communities are united by a strong sense of belonging and a ‘can-do’ attitude.

Mansfield’s economy is equally diverse. Agriculture, tourism and construction remain core industries, supported by a growing mix of creative enterprises, small businesses and knowledge-based work. The region is also experiencing steady population growth, attracting people seeking lifestyle, opportunity and connection.

Whether it’s weekenders or lifelong locals, Mansfield Shire draws people who care deeply about community, country and the future. This Council Plan outlines how we work together to shape a Shire that’s healthy, liveable and ready for what’s next.

Data

This data is compiled from Mansfield Shire Council’s Profile ID, which uses census data and is available on Council’s website.

Population	10,782
Population growth (annual)	2.24%
Regional Victoria average growth	1.23%
Median age	49
Couples with children	20.8%
Older couples without children	16%
Overseas born	11.4%
Jobs in Mansfield Shire	3,800
Unemployment rate	2%
Residents employed (incl. those working outside the Shire)	4,544
Lived at same address for over 5 years	54%
Annual visitors	1.2 million

If Mansfield Shire were 100 people...

Men and women	49 / 51 women
Infants (<1 year)	1
Children under 14 years	17
Adults over 64 years	25
Speak a language other than English at home	4
Born overseas	11
Identify as Aboriginal and/or Torres Strait Islander	2
LGBTQIA+	3
Working age (15-64 years)	59
Employed	44
Drive to work	28
Live in single occupancy dwelling	14
Completed Year 12	40
Receive government pension or allowances	22

Our Councillors

The current Council was elected in October 2024 and will serve until October 2028. The composition includes a blend of returning and new Councillors, bringing a mix of experience and fresh perspectives to the Shire's leadership.



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Engage with us

This Council Plan has been put together in partnership with the community. During the life of this Council Plan, the actions Council takes to meet its strategic objectives are determined by annual budgets, which are also determined by consulting with the community.



If you want to find out more and have your say on Council's projects, initiatives and services, you can engage directly with us at **engage.mansfield.vic.gov.au**

Contact us

We are located at 33 Highett Street, Mansfield. Our customer service opening hours are Monday to Friday 8.30am - 4.30pm.

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