



BUILDING ON STRENGTH



STRATEGY 2022-2025



COMMITTEE FOR
**GREATER
SHEPPARTON**

Member-funded advocacy

BUILDING ON STRENGTH

STRATEGY 2022–2025

OUR MISSION

To unlock Greater Shepparton's potential through thought leadership, advocacy and networks.

OUR PURPOSE

The Committee for Greater Shepparton provides an informed, constructive and influential voice for the Greater Shepparton region to all levels of government, stakeholders and decision makers.

Drawing on the wisdom of our members and community, we look beyond political cycles to inform and shape our region's sustainable economic success and to advance our region's social, cultural and environmental priorities.

TRADITIONAL OWNERS

We, the Committee for Greater Shepparton, acknowledge the Yorta Yorta Peoples of the land which now comprises Greater Shepparton. We pay our respects to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of the ancestors.

Note: all data included in this document was accurate at time of publication.

OUR ROLE

- We draw on the wisdom and aspirations of our members, and community.
- We facilitate understanding, collaboration, innovation and clever thinking.
- We foster strong and effective relationships within our membership, our region, and with local and international partners and stakeholders.
- We provide an informed, considered and constructive voice on behalf of our region to all levels of government, regulators and decision makers.

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WELCOME MESSAGE FROM THE CHAIR

Leigh Findlay

Greater Shepparton is home to Australia's most important intersections.

Shepparton is one of the busiest intersections on the national freight network that links Brisbane to the Port of Melbourne and runs through Australia's primary production heartland.

At Shepparton, local and national freight moves north, south, east and west to and from domestic markets and export ports. As a result, Shepparton is home to dozens of freight operators and a quarter of Victoria's registered heavy vehicles. This flows through to the trades, businesses and careers that maintain and coordinate these critical supply chains.

Shepparton is also unique because of the intersection between agriculture, manufacturing and processing. Within a handful of postcodes, we have entire production, processing and manufacturing supply chains. This sector is largely but not exclusively driven by the output from Victoria's Foodbowl - one of the world's most diverse and productive agricultural regions. But we are so much more, our second largest export is fabricated stainless steel and our professional expertise is sought across Australia and around the globe. We are home to iconic Australian brands and world leading businesses including Bega, Campbell's, Continental, Furphy, Pental, Rubicon, SPC, Tatura Milk, Unilever, Visy and White King.

Our economy is dominated by small businesses with more than 97% of our 6,500 businesses, employing less than 20 people (only 9 employ 200+, 166 employ 20-199). The intersections within our business community provide a virtual incubator for innovation, entrepreneurship and problem solving - with many ideas conceived and problems solved on the sidelines of local sport and through social networks.

Shepparton is also where the world's

oldest living culture intersects with the many waves of more recent arrivals. Our indigenous population is double the state's average and is the largest indigenous community outside a major city. We are home to internationally significant indigenous sites that reflect the history, experiences as well as the knowledge of Australia's first people. We respect and greatly value our indigenous community's ongoing proud, determined and empowering leadership.

Our proportion of residents born overseas is 50% higher than the rest of regional Victoria. Through our residents, we are connected to more than 100 nations, we speak more than 40 languages and follow 43 different faiths. We are also home to Victoria's first and oldest mosque. We continue to welcome new residents from across the nation and around the globe.

Health and care services is our largest employment sector - larger than manufacturing and agriculture combined. We are also home to Victoria's largest regional-based aged care provider. Again, the intersections within this sector and with our local education providers is the catalyst for genuine innovation in the design and delivery of health services, training and careers.

University of Melbourne and La Trobe University have deep roots in our region and their unique collaboration is providing a pathway for students to study and graduate as GPs in Shepparton. The collaboration extends to our local GOTAFE, and Wodonga TAFE campus, as well as the many registered training organisations who work closely with industry to create pathways and tailor their education programs to the current and future needs of our region and to include our broader community in our workforce.

As we look to the future, intersections continue to emerge. Our local agriculture

and health sectors are intersecting with world leading innovation and cutting edge developments that are enhancing the health, recovery and wellbeing of populations around the globe.

In Greater Shepparton the intersection between the world's ambition to decarbonize and our local industries puts us in the box seat to secure our domestic and international reputation for clean green product supported by clean green supply chains. Our local industry already creates the critical resource to generate renewable energy to power our local industry, green gas to fuel our freight industry, and green fertilisers for use on our local farms and orchards. We are already applying the innovative and collaborative talents of our region to secure these opportunities for business, for careers and for our education and R&D communities.

Across the first two years of the pandemic, Greater Shepparton earned the unenviable honour of being Australia's most locked down regional centre. This experience showed the depth of Greater Shepparton's community spirit and our capacity to include and mobilise our diverse community and economy to find solutions that work for our region. This is our key strength that make us the ideal location to nurture new thinking and develop 'fit-for-GV' solutions that work for us - and provide leadership in thinking and delivery for other regions of Australia and around the world.

The Committee for Greater Shepparton is proud to provide the networks and advocacy platforms that can support our region to unlock its full potential as a regional, national and global leader. As we leverage our many intersections, we aspire to develop, adapt and proof the solutions others can learn from. Our confidence and optimism in our region's potential is reflected in this Strategy.

ABOUT THIS STRATEGY

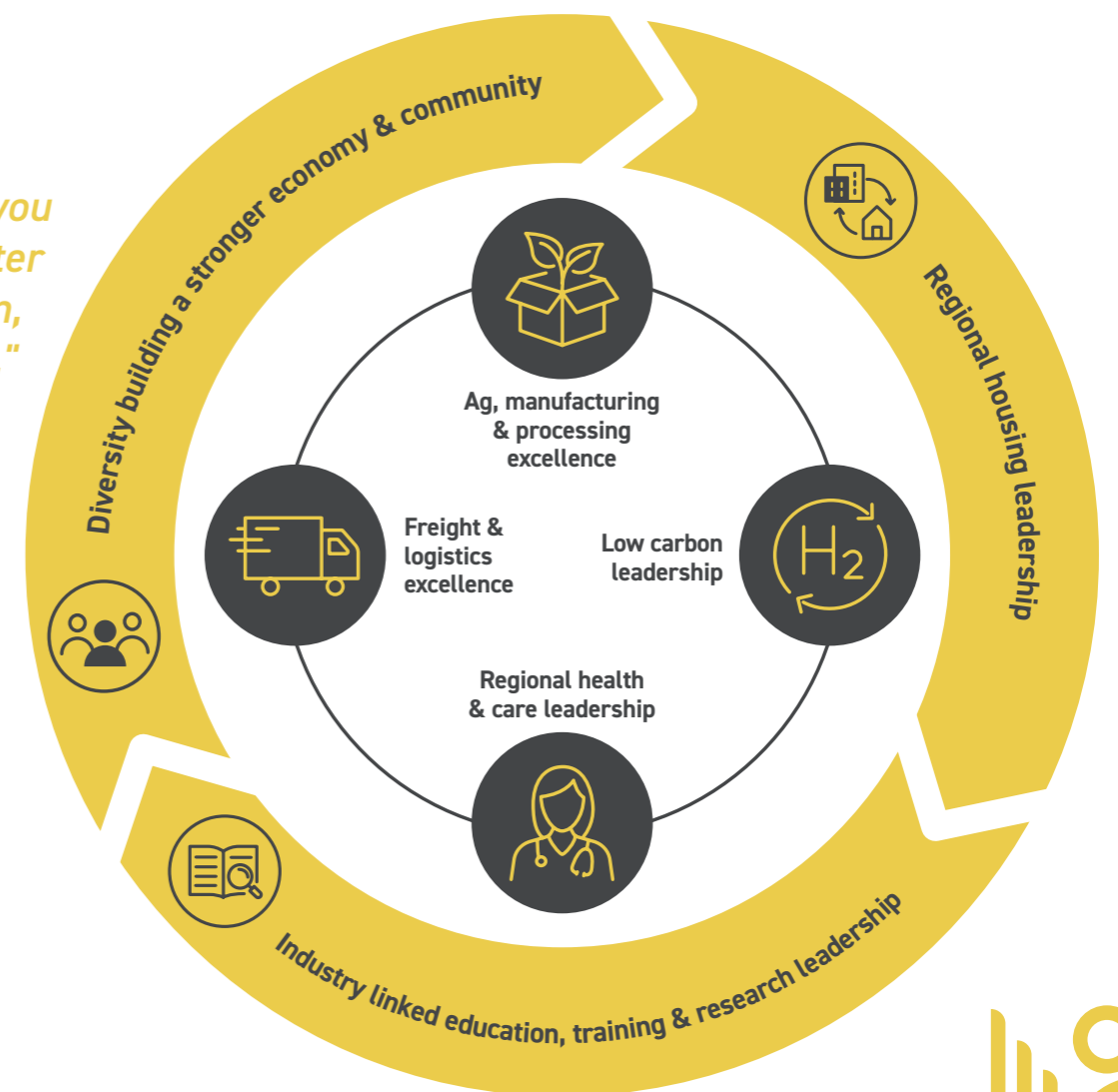
The Committee for Greater Shepparton's strategic priorities have been distilled from conversations with our members and stakeholders during 2022. We have identified seven key areas that are framed as aspirations and together they describe a vision for Greater Shepparton in 2030.

We have used the words leadership or leading the way to describe focus areas that are unrecognised or underdeveloped strengths. In many instances these areas have been perceived as challenges, but our discussions continue to reveal considerable local

momentum and initiatives that are tailored to the GV and already delivering success. Our goal is to recognise, support and build on these proven performers.

Our conversations have also revealed the confidence our region has in its established industries and their continuing innovation, evolution, as well as their critical national importance. These are our areas of excellence. They have and will continue to evolve - our goal is to support and encourage this growth at all levels - from individual businesses through to regional and national initiatives.

"It's 2030, and when you think Greater Shepparton, you think..."



OUR STRENGTHS



AG, MANUFACTURING & PROCESSING EXCELLENCE

GROSS REGIONAL PRODUCT EXCEEDS \$3.3B

AG SUPPLY CHAINS (PRODUCTION, PROCESSING, WAREHOUSING & TRANSPORT) IN GREATER SHEPPARTON REPRESENT:

27% of employment (direct)

32% of local businesses

\$800M of value add

\$1.2B of exports with more than \$520M exported to international markets

48.5% of Victoria's fruit

18% of regional Victoria's food processing is located in Greater Shepparton including SPC, Bega, Tatura Milk, Noumi

22% of Australia's milk processing capacity
2nd largest milk producing region in Australia



LARGEST MANUFACTURING EMPLOYERS

1. Food manufacturing
2. Fabricated and primary metal manufacturing
3. Machinery and equipment manufacturing

TOP 3 INTERNATIONAL EXPORTS

1. Food product manufacturing
2. Agriculture and agricultural support services
3. Fabricated and primary metal product manufacturing

ICONIC AUSTRALIAN BRANDS & WORLD LEADING BUSINESSES

- Bega
- Campbell's
- Continental
- Furphy
- Pental
- Rubicon
- SPC
- Tatura Milk
- Unilever
- Visy
- White King



STRATEGIC PRIORITY

Promote the national and international significance of Greater Shepparton's intensive irrigated agriculture, concentration of processing and manufacturing and world leading R&D providers.

Advocate for secure, reliable and sustainable water, energy, connectivity (rail, road and digital) and land use.

Help attract and build our region's workforce and research capacity.



KEY ACTIONS

- Lead development of a GV Ag Supply Chain Futures strategy to recognise our industry diversity, scale and strength, identify shared challenges, and support collective advocacy and solutions.
- Establish a 'whole of ag' supply chain member (virtual) think-tank to provide timely and informed input into the design of policy, delivery of programs, and to identify new and emerging advocacy priorities.
- Promote Greater Shepparton as the ideal location for ag supply chain research and training because of the diversity of ag industries, full supply chain expertise and existing public and private research and training infrastructure.
- Build strong partnerships with governments and agencies to support regional economic development and the growth of existing and emerging businesses and industries and market opportunities.

- Actively contribute to long-term land use planning by local and state governments and agencies.
- Continue C4GS's active contribution to the GMID Water Leadership Forum and its advocacy on water security including the MDB plan.
- Advocate for and support business to improve digital connectivity - to match domestic and international peers.
- Promote the national significance of GV's rail and road freight and its critical importance to Australia's food distribution, export competitiveness and to workforce and community mobility.

- Map and promote regionally based career pathways to demonstrate local opportunities along the entire supply chain, to attract and grow our agriculture, manufacturing, processing workforce.
- Advocate for (fit for purpose) domestic and international workforce attraction and retention programs that are efficient and reliable sources when and where the workforce is needed.
- Work with our education providers, research funding bodies, members and stakeholders to inform the design of 'fit for industry' training programs and future ready research projects.





OUR STRENGTHS

SHORTEST INLAND FREIGHT ROUTE CONNECTING BRISBANE TO THE PORT OF MELBOURNE

- Key route for supply of inputs into and transport of production out of Australia's primary production
- Port of Melbourne exchanges more containers than any other capital city port – and 36% of the national total

25% of Victoria's heavy vehicle (truck) registrations

434 transport, warehouse and storage businesses

5% directly employed in transport industry, with many more employed in ag businesses and to service this sector

VICTORIA'S FREIGHT VOLUMES ARE ESTIMATED TO MORE THAN DOUBLE BY 2051

KEY INTERSECTION LINKING EAST WEST & NORTH SOUTH FREIGHT ACTIVITY:

- Port of Melbourne 2 hours
- Sydney 7 hours
- Adelaide 8 hours
- Brisbane 16 hours

PLANNED GV BYPASS WILL:

- Create central Victorian freight hub
- Upgrade intra-state supply chains with Bendigo, Echuca, Deniliquin, Cobram/Barooga, Yarrawonga/Mulwala, Albury/Wodonga, Benalla
- Improve regional Victoria's links with lower-carbon multi-modal freight

FREIGHT & LOGISTICS EXCELLENCE



STRATEGIC PRIORITY

Promote and leverage the national and international significance of Greater Shepparton's freight and logistics industry and its location within the national freight network.

Help attract and build our region's freight and logistics workforce and research capacity.

Advocate for government investment to improve the safe and efficient operation of the national road freight network in the Greater Shepparton region, including the Goulburn Valley Bypass.

Support and showcase the innovation coming out of our local TAFE and University networks, including autonomous road and rail, hydrogen vehicles and ensure these are reflected in the training opportunities.



KEY ACTIONS

Advocate for Greater Shepparton to become a freight and logistics centre of excellence for trades, training, innovation and research, with emphasis on low-carbon logistics that includes transport, packaging and storage.

Map and promote regionally-based career pathways to demonstrate local opportunities and to attract and grow our freight and logistics workforce.

Establish a freight and logistics member think tank (virtual) to provide timely informed input into the design of policy, delivery of programs and to identify new and emerging advocacy priorities.

Work with our education providers, research funding bodies, members and stakeholders to inform the design of 'fit for industry' training programs and future-ready research projects.

Leverage our local industry's scale and expertise to enable local services to improve state and national freight operational efficiency.

Support public and private industry to activate/reactivate viable rail freight options.

Leverage Museum of Vehicle Evolution (MOVE) to support awareness of Greater Shepparton's freight and logistics significance, history, and future.



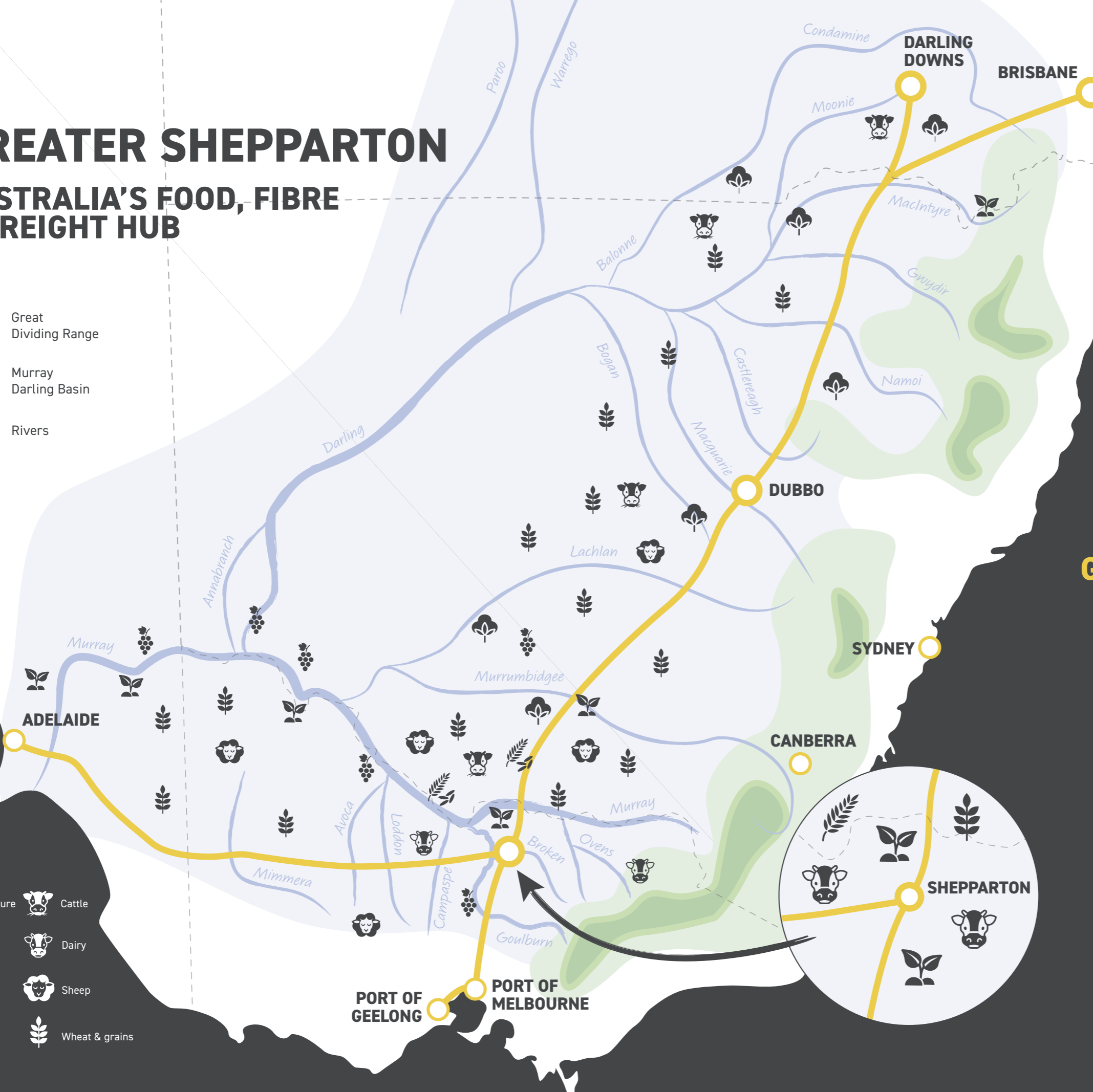
GREATER SHEPPARTON

AUSTRALIA'S FOOD, FIBRE & FREIGHT HUB

-  Great Dividing Range
-  Murray Darling Basin
-  Rivers

KEY

-  Horticulture
-  Cattle
-  Grapes
-  Dairy
-  Cotton
-  Sheep
-  Rice
-  Wheat & grains



MURRAY DARLING BASIN PRODUCTION

% OF AUSTRALIAN PRODUCTION

- 90%** Almonds, Oranges, Peaches, Nectarines
- 80%** Pears, Chickpeas, Olives
- 70%** Grapes, Tomatoes
- 60%** Pigs
- 50%** Apples, Lentils, Cherries, Canola, Pulses & Legumes
- 40%** Eggs, Chicken, Sheep & Lamb
- 20%** Dairy, Beef
- \$30B** Total value

GREATER SHEPPARTON

- \$3.5B** GRP
- \$2.97B** value added
- 31,000** jobs
- 6,500+** businesses

AGRICULTURE

- 80%+** pears
- 60%+** stone fruit, apples
- 2nd** largest dairy production region

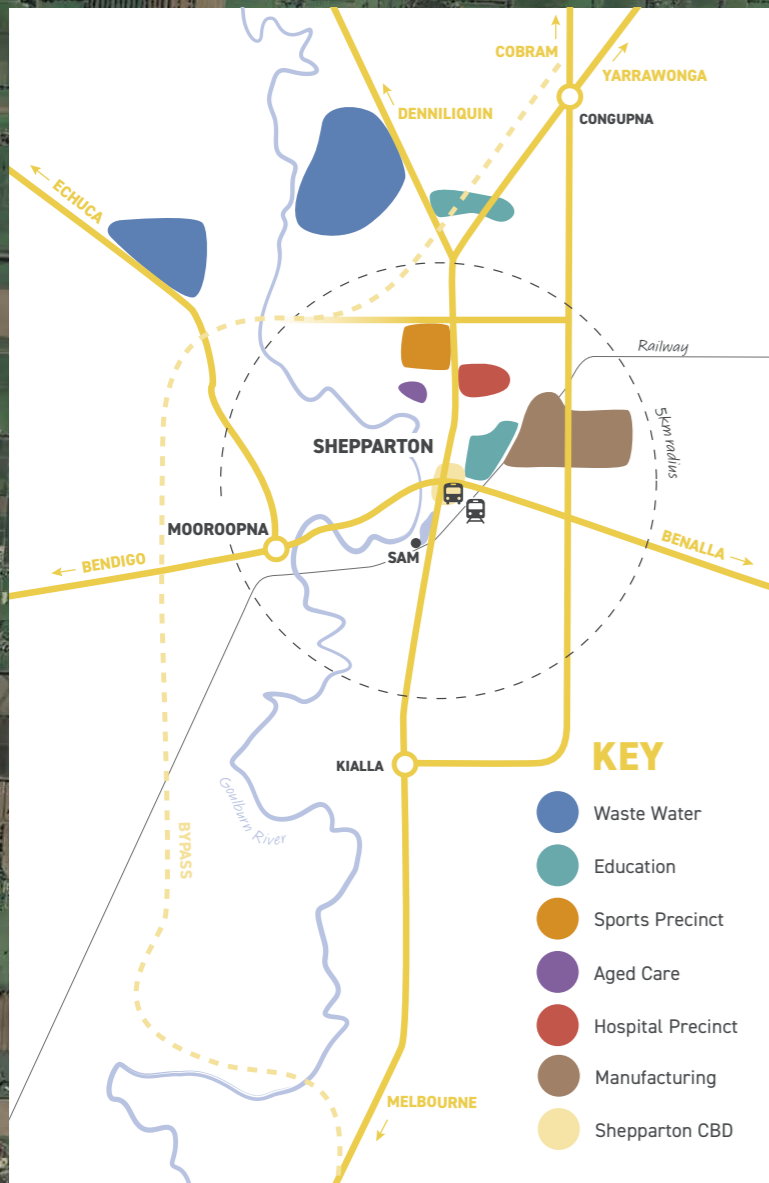
MANUFACTURING

- \$1.4B** output of which
- 65%** food manufacturing
- 16%** fabricated metal
- 18%** of regional Victoria's
- 22%** of Australia's dairy

TRANSPORT & WAREHOUSING

- 25%** of Victoria's heavy vehicles

GREATER SHEPPARTON MAP



OUR STRENGTHS

LOW-CARBON ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG) REQUIREMENTS ARE RAPIDLY SHIFTING FROM VOLUNTARY TO MANDATORY FOR CONSUMERS & RETAILERS IN DOMESTIC & EXPORT MARKETS

CONCENTRATION OF FOOD PROCESSING, MANUFACTURING, TRANSPORT AND WASTE FACILITIES WITHIN A COMPACT FOOTPRINT

Production, manufacturing and processing industry generate large, year-round waste and waste water streams

Shepparton wastewater treatment plant is scaled to service more than 1 million residents for a population of 80,000 – Shepparton’s industry uses the balance

Significant residential, commercial and large scale solar already in place

‘Abattoirs, dairy processing, fruit and vegetable processing, breweries and various other subsectors, all of which use only hot water and low-pressure steam, which, together with the non-metropolitan location of many plants and the availability of biowaste in many cases, makes them attractive targets for early adoption of renewables.’

ARENA 2019 Renewable energy options for industrial process heat

GREATER SHEPPARTON GENERATES RELIABLE, LARGE VOLUME LOCAL ORGANIC WASTE STREAMS

1M TONNES of organic waste from processing and on farm

50,000 TONNES (approx) of organic municipal solid waste

4,700 TONNES of biosolids from wastewater

VICTORIA’S WATER SECTOR TARGETS:

- Net-zero emissions by 2035, (first state water sector in Australia)
- Sourcing 100% of its electricity needs from renewables by 2025



LOW CARBON LEADERSHIP



STRATEGIC PRIORITY

Position Greater Shepparton as a world leader in the research, development and application of sustainable low carbon solutions for the manufacturing, processing and transport industries.

Bolster our region’s competitive advantage in domestic and export markets through low carbon supply chains.

Support climate change adaptation by Greater Shepparton’s community, business, industry and region.



KEY ACTIONS

Advocate for a secure, affordable and sustainable energy mix that meets our region’s energy needs.

Actively work with industry and industry leaders to progress opportunities for local renewable energy generation, storage, transmission and distribution for local industry use.

Establish a low carbon leadership member think tank (virtual) to provide timely informed input into the design of policy, delivery of programs and to identify new and emerging advocacy priorities.

Advocate for funding to support a locally based low carbon innovation pipeline – that establishes Greater Shepparton as the best place for net zero and circular economy R&D and product innovation and proofing.

Support our education providers to leverage our low carbon leadership to connect local students to placements and career paths, to grow their course offerings and to establish Greater Shepparton as the place to train, re-train and study, and for post grad research, and other R&D.

Advocate for support and funding to assist local industries to understand, collaborate, adapt, and achieve emission reduction targets (mandatory & voluntary), and other emerging supply chain requirements.

Showcase local business and industry innovation, adaption and impact.

Assist our members, community, governments and agencies to work together to identify efficient pathways to reach net zero (and other targets), to access funding to support transition, and to remove regulatory and other roadblocks.

Support the Greater Shepparton City Council to deliver its Climate Emergency Action Plan.

Facilitate industry and business awareness of emerging trends and initiatives that can assist their transition.





REGIONAL HEALTH & CARE LEADERSHIP

OUR STRENGTHS

HEALTH CARE & SOCIAL ASSISTANCE:

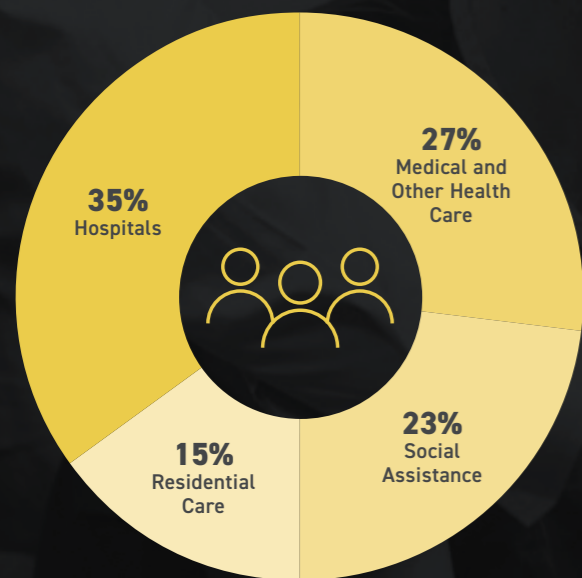
1 in 5
local workers
employed

20% workforce
growth in 5 years
(since 2015/16)

380+
local businesses

6,000+
employees

GREATER SHEPPARTON'S HEALTH CARE & SOCIAL ASSISTANCE EMPLOYMENT



GV HEALTH IS THE SINGLE LARGEST EMPLOYER

2,000+ staff

25% forecast growth in GV Health's workforce by 2025

Service region extends from southern NSW to the growth LGAs of Mitchell and Murrindindi and the Wallan growth corridor on the northern fringe of Melbourne.

\$500M progressive redevelopment program through to 2027 to keep up with service demand

SHEPPARTON VILLAGES IS VICTORIA'S LARGEST REGIONALLY OWNED & OPERATED AGED CARE PROVIDER

520 Staff

650 Residents

EDUCATION & TRAINING HUB

- Health training courses offered at local GOTAFE and University campuses.
- Collaboration between La Trobe and Melbourne universities provides pathway for students into the University of Melbourne's Doctor of Medicine (MD Rural Pathway), Shepparton campus. Program has capacity to graduate up to 30 general practitioners each year.
- Strong industry partnerships supporting training and placements in all areas of Health Care and Social services.



STRATEGIC PRIORITY

Grow Greater Shepparton's leadership in the delivery of regional health and aged care services.

- Advocate for funding for completion of the GV Health redevelopment that will bring local services up to the scale and standards enjoyed by residents in other major regional centres.
- Advocate for funding to deliver clinical health schools and learning facilities to support local training and retraining.
- Work with members to provide an informed voice into the design of policy and programs impacting on the delivery of health and care services in regional and rural communities and by regionally based service providers.



KEY ACTIONS

- Advocate for the expansion and/or replication of successful local training and workforce participation programs/models in the health sector.
- Advocate to review and remove unnecessary/outdated placement, accreditation, retraining and post-grad study constraints that limit regional areas growing their own talent.
- Advocate for investment in infrastructure and digital connectivity to eliminate the constraints on locally based post-grad research, professional development and study.

Help attract and build our region's health workforce and research capacity.

- Work with members to provide an informed voice to governments, policy makers and industry/professional bodies on current and future regional workforce needs, challenges and solutions for regional areas.
- Map and promote regional career pathways to demonstrate local opportunities and inform training and workforce planning.
- Work with our education providers, research funding bodies, members and stakeholders to inform the design of 'fit for region' training programs and research projects that can improve the delivery of health services and the health of communities in regional areas.
- Advocate for transport, accommodation and wellbeing programs and services that enable students from across the region to access regional study and careers.

Improve regional access to health and care workforce.

- Continue to deliver the Community Connector program and transition it to a sustainable funding model and scale.
- Advocate and support programs that maximise participation of trained international workforce already in the country.
- Advocate for incentives to encourage international students and professionals to locate/relocate to regional areas.
- Advocate for 'fit for regions' international visa and recruitment programs that are an efficient source of talent and skills.
- Leverage our diverse community to attract and welcome international students and professionals to regional areas.
- Advocate for transport, accommodation and wellbeing programs to support international students and professionals in regional areas.



OUR STRENGTHS

EDUCATION AND TRAINING HUB SERVICES A LARGE GEOGRAPHIC AREA

EDUCATION PROVIDER NETWORK

Preschool & Primary

34 Childcare centres with 31 providing kindergarten

38 Primary schools

Secondary & Post-secondary

6 Secondary schools

GOTAFE - largest vocational education and training provider in regional Victoria

Wodonga TAFE (Shepparton campus, DECA) - road transport and warehousing

187 Registered training organisations deliver courses in Shepparton

4 Local Learn providers

9 Group Training Organisations (min)

EDUCATION SUPPORT NETWORK

Provides a wide range of support and assistance, from housing and scholarships to industry linkages, career guidance and mentoring.

- Goulburn Murray Local Learning & Employment Network (GMLLEN)
- Geared4Careers
- Greater Shepparton Lighthouse
- The Bridge Youth Services
- Berry Street School
- Education First Youth Foyer – in partnership with GOTAFE, and Beyond Housing Network
- The Smith Family
- Ganbina, an indigenous school to work transition program,
- Shepparton English Language Centre is one of three centres in regional Victoria

2 UNIVERSITIES

Latrobe University

- Almost 500 Students
- Nursing, Social Work, Early Childhood and Primary Education and Business (Accounting)

University of Melbourne

- Dookie Campus pathways into agriculture, biomedicine, commerce, design and science degrees
- Medical School's Department of Rural Health offers postgraduate Doctor of Medicine and Specialist Certificate in Empowering Health in Aboriginal communities
- Academy of Sport, Health and Education (ASHE) provides culturally relevant education, training, health and employment opportunities and outcomes to primarily Aboriginal people
- Planned Munarra Centre for Regional Excellence will include a campus for excellence in sports, health sciences and education

RESEARCH FACILITIES

Tatura Smart Farm
University of Melbourne Dookie Campus

INDUSTRY LINKED EDUCATION, TRAINING & RESEARCH LEADERSHIP



STRATEGIC PRIORITY

Encourage access to, and participation in high quality education.

Continue to support delivery of the Shepparton Education Plan and especially Stage 4 Industry linkages.

Support our schools, TAFEs (GoTAFE and Wodonga TAFE) and universities (Latrobe University and Uni of Melbourne) to successfully deliver education programs that reflect contemporary business needs and practice.

Advocate for wellbeing programs that encourage and enable participation in primary, secondary and post-secondary school, education and training.

Advocate for housing, accommodation and transport options that support participation in education and training.

Support local pathways into local careers.

Continue to deliver GROW Shepparton and transition it to a sustainable funding model.

Showcase member businesses and their talent, to demonstrate local innovation, opportunities and career pathways.

Provide forums, site visits and opportunities for education and training providers to understand industry, sector and business trends that will inform training needs.

Advocate for locally-tailored career pathways such as traineeships, cadetships and internships with streamlined processes that are feasible for SMEs.

Grow Greater Shepparton's reputation for research and innovation.

Leverage member knowledge to identify existing and emerging research needs that can assist funding bodies, researchers and other industry bodies prioritise investment.

Encourage and showcase industry partnerships and collaboration in research, eg co-location, multi-business internships and placements.

Facilitate business awareness of local research, developments and innovation.



KEY ACTIONS



OUR STRENGTHS

IN 2022

Greater Shepparton has more 1 and 2 person households than the Victorian average.

61.5% households are 1 or 2 person

2.48 people per household average

Availability of appropriate housing is the most common concern for skilled professionals relocating to Greater Shepparton.

HOUSING MIX

BEDS	1	2	3	4	5+
CURRENT MIX	1.9%	14.1%	52.8%	27.9%	3.3%
INDICATIVE FUTURE MIX	15%	15%	35%	30%	5%

CONSTRUCTION ACTIVITY IN GREATER SHEPPARTON:

77% of new lots were large suburban (500 – 1,000m²) (2018 – 2021)

64% increase in building approval activity

Greater Shepparton City Council's strategies have identified and support expanding housing choice within the CBD.

BY 2036

17.5% population growth

Total net population increase by approx 4,500 residents every 5 years

55% migration

45% natural increase

27.6% increase in total dwellings

376 new dwellings each year

30% increase in non-private dwellings

94.5% Occupancy rates (approx)

TRANSPORT

93% of employees traveled by car to work or worked from home

By late 2023 Shepparton will have 9 daily return weekday services on longer, faster VLOCITY trains

REGIONAL HOUSING & TRANSPORT LEADERSHIP



STRATEGIC PRIORITY

Leverage demand for executive, key worker, student, affordable and social housing to reinvent our city's CBD and the lifestyle it enables.

Support local housing and accommodation investment and development.

Advocate for passenger rail services that match regional peers.



KEY ACTIONS

Establish a regional housing think tank to provide timely and informed input into the design of policy, delivery of programs and to identify new and emerging advocacy priorities and development opportunities.

Actively contribute to long term land use planning by local and state governments and monitoring of short and medium-term supply-demand.

Continue to advocate for the upgrade of Shepparton's rail connectivity to provide more frequent, faster rail services that match the services available to residents and visitors of equivalent regional centres (Latrobe, Bendigo, Ballarat).

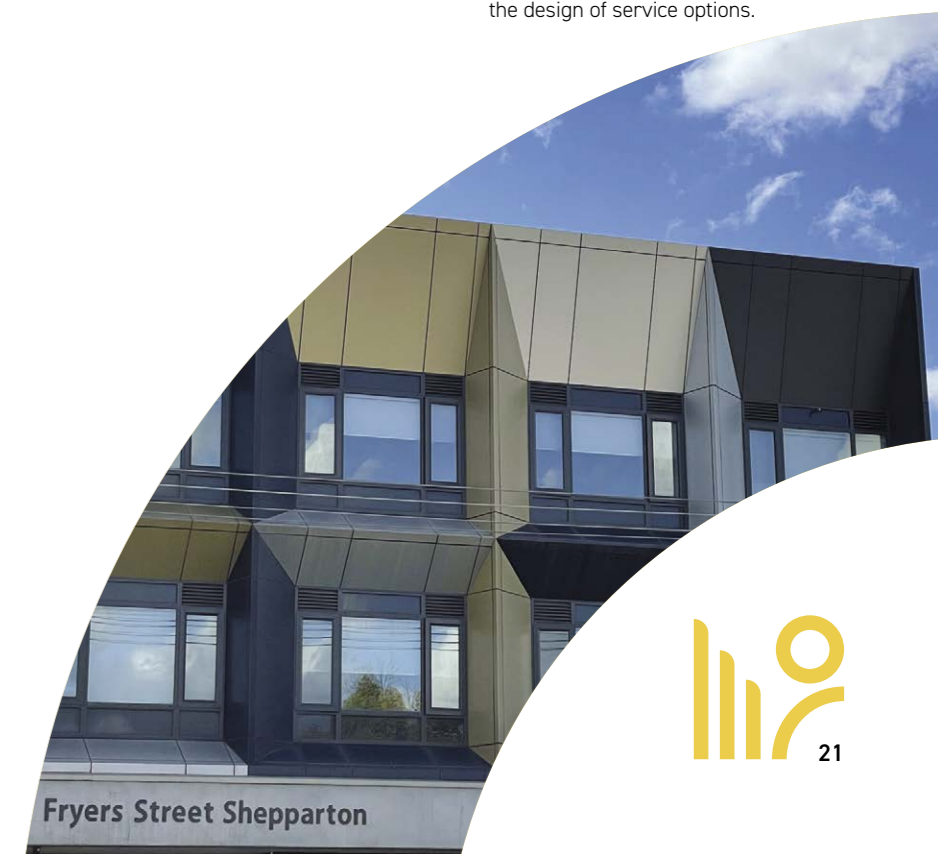
Provide independent local leadership to develop a future housing prospectus, lifestyle and vision for Shepparton's CBD in collaboration with industry, members, government (especially local government) and relevant agencies.

Advocate for efficient land development processes that reflect Greater Shepparton goals.

Provide a constructive voice into the design of service options.

Advocate for local, state and national governments, members and stakeholders to support implementation and investment inline with the CBD lifestyle vision.

Support the Greater Shepparton community adjust to anticipated growth.



Fryers Street Shepparton





OUR STRENGTHS

FIRST NATIONS' EMPOWERMENT

Greater Shepparton is located on Yorta Yorta Country which has the largest first nations population in regional Victoria.

3.7% of Greater Shepparton's residents are of Australian Aboriginal ancestry

- Greater Shepparton's 6th most common ancestry
- Double regional Victoria
- Almost four times Victoria
- 30% higher than Australia

The Goulburn Murray Regional Prosperity Plan's (GMRPP) vision is to generate an additional \$150m GRP per annum by 2036 for the Goulburn Murray region through the inclusion, prosperity and shared value of First Nations people.

YOUNG & DIVERSE POPULATION

We are young - more of Shepparton's residents are aged 49 and under than is the average for the rest of regional Victoria.

70,830 residents

83,234 residents by 2036

MANY ORIGINS

1 in 6 residents were born overseas **40%** more than the average for regional Victoria

70+ countries with India, United Kingdom, Italy, Afghanistan, New Zealand, Philippines, Malaysia, Iraq, Albania, Pakistan, Turkey, China, Sri Lanka, Netherlands and Greece the most common

MANY LANGUAGES

18% of our residents speak a language other than English at home - 2.5 times the average for regional Victoria

Almost 60 different languages are spoken at home - Punjabi, Arabic, Italian, Hazaraghi, Mandarin, Filipino/Tagalog, Malayalam, Albanian, Turkish the most common

MANY FAITHS

Greater Shepparton is home to Victoria's first and oldest Mosque - built in the late 1950s.

35+ faiths - Roman Catholic, Anglican, Islam, Uniting Church, Presbyterian, Sikhism, Hinduism, Pentecostal, Buddhism, Greek Orthodox the most common

LEVERAGING DIVERSITY TO BUILD A STRONGER ECONOMY & COMMUNITY



STRATEGIC PRIORITY

Promote and leverage the Goulburn Valley's cultural identity.

Support the leadership and vision of our indigenous communities.

Celebrate the Greater Shepparton migrant story.

Encourage diversity in the Committee for Greater Shepparton's membership, programs and governance. Seek to engage local artists in C4GS events and programs.

Actively support the ongoing leadership and vision provided by the Goulburn Murray Regional Prosperity Plan and promote its success to members, as well as regional and national audiences and decision makers.

Build visibility of Shepparton's proven capacity to welcome residents from all nations and backgrounds.

Advocate for ongoing investment in our community's arts, sports and recreational programs and infrastructure.

Encourage visibility of local indigenous heritage, history, knowledge, aspirations and achievements.

Support community and agencies to improve the migrant experience.

Advocate for programs that support participation by underrepresented community groups in education, training, employment and community leadership programs.



KEY ACTIONS

Work with members to identify and address barriers to inclusion.

Equip our community to know and celebrate Goulburn Valley achievements and achievers in the arts, sport, business and other pursuits.

Continue to refer and promote local cultural organisations to be partners in the development and delivery of programs and services in our region.

Genuinely promote Greater Shepparton's diversity as a strength of our region.



"It's 2030, and when you think Greater Shepparton, you think..."

