



Ararat Rural City

ARARAT RURAL CITY COUNCIL'S COMMUNITY VISION 2035

Over the next ten years Ararat Rural City Council will develop into a community characterised by:

Strong population growth trajectories that buck trends in rural Victoria. This goal is underpinned by a planning scheme that provides certainty to the community while providing capacity for further residential, industrial, and commercial growth. Council is committed to continuous and sustainable economic development which is focused on job creation through value adding in agriculture, advanced manufacturing, and tourism. Ararat Rural City Council has a strategic advantage provided through the Ararat Jobs and Technology Precinct, a world leading example of a research partnership between a university and a rural community.

Leadership in pragmatic approaches to local environmental management. Ararat Rural City Council is a leader in managing a circular economy through a focus on local management of resource recovery. We are home to a number of successful bio-mass and waste-to-energy power generators which contribute significantly to our positioning as a net zero emissions community.

Sustainable and effective local transport networks underpinned by careful technical and financial planning undertaken jointly between asset users and asset owners. Enabling infrastructure in the form of roads, drainage and utilities is in place to support the social and economic growth of the municipality. Renewal of all asset classes is managed to ensure ongoing financial sustainability.

Communities that are enhanced by access to artistic, cultural, sporting and recreational opportunities that meet needs and expectations. Volunteering is a key part of community life and its resurgence has breathed new life into a range of community organisations and activities. Ararat Rural City is a place that is known for its cultural inclusion and connection to Traditional Owners.

Strong and robust democratic processes underpinned by transparent governance, good financial management and organisational innovation. Ararat Rural City Council is seen as an exemplar of what rural local government can be and achieve for its community. It is a place of strength, compassion, self-reliance and new ideas. It is a place that knows how to make things happen!

Acknowledgement of Traditional Owners

Council acknowledges the Traditional Owners of the land on which we live and work, the Eastern Maar, Wotjobaluk, Jaadwa, Jadawadjali, Wergaia, Jupagulk, and Wadawurrung peoples, and recognise their connection to the land and waterways. We pay our respects to their Elders past, present and emerging, and to all Aboriginal and Torres Strait Islander people.