

Towards 2030 – Planning our Future

DRAFT Murrindindi Community Planning Framework

What is community planning?

Community planning is a step-by-step approach that encourages all community members to help shape and contribute to the social, economic, cultural and environmental wellbeing of their local area. This is achieved by community members coming together to research local capacity, needs and priorities. Through collaboration members then agree on and work towards a range of actions which will help to improve their community.¹

Community planning is not a one-off activity or a 'quick fix' for any community – it can take a lot of time and effort to establish and build the relationships and gather the information needed to design a community plan that will support communities to achieve their priorities.

The best community plans

- Are owned and led locally
- Enable everyone to be involved
- Consider a range of local issues
- Build on community strengths
- Are based on good data and evidence
- Encourage shared decision-making

The *Towards 2030 – Planning our Future* framework will help to build relationships and support the community to come together around a shared vision for the future through the use of community planning.

It is a 'living' process that will support communities and Council to work together to make the most of opportunities, to ensure everyone can have a say and to work towards the future in a positive and creative way.

Using the framework will help to recognise community strengths, needs and aspirations and improve communication. Working openly and collaboratively will encourage innovation and ownership as we plan for the future we want for our communities and for our Shire.

Towards 2030 Values

- Responsibility
- Adaptability
- Trust
- Inclusiveness
- Transparency
- Local Ownership
- Community Pride



Five stages make up the planning cycle at the heart of the Towards 2030 framework, and for each stage there is a number of different actions that will help to form an effective community plan.

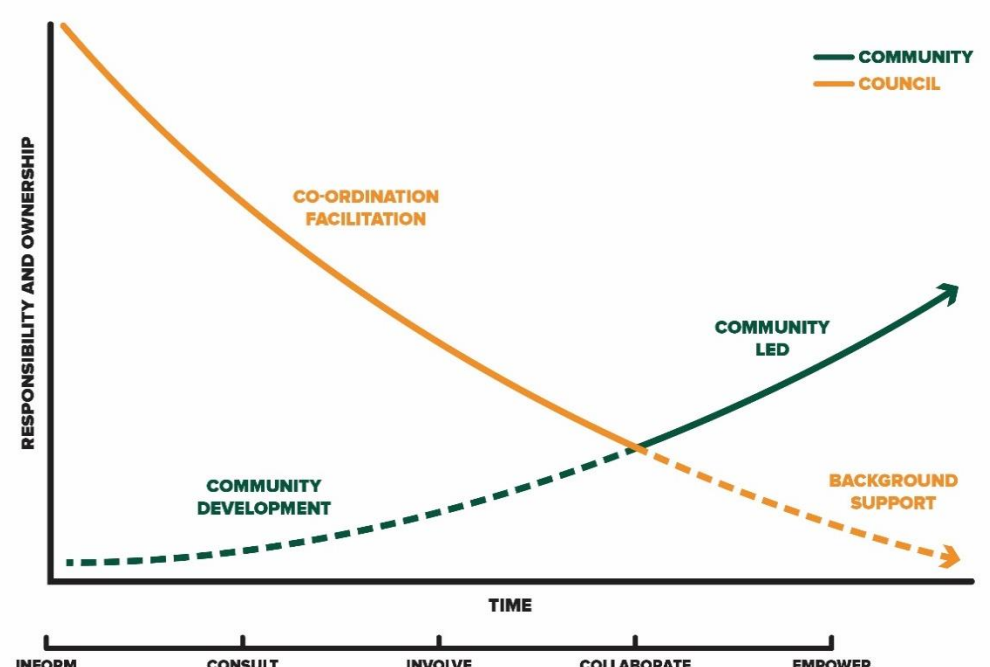
Each stage of the planning cycle can be adapted to the needs and preferences of each individual community. The cycle is not time-limited. Developing relationships and partnerships can take time, and while some projects will have a short timeframe, others will take longer to achieve.

Towards 2030 – Planning our Future will work with all of Council and all of the community. Community plans developed through the *Towards 2030* process will help to guide and inform future Council decisions and processes.

Many communities in Murrindindi Shire will be starting from a strong base when it comes to working together to shape the future of their community. Others may need a bit more advice and support to enable community planning to flourish.

Vibrant community networks, enthusiasm, passion, local knowledge, skills and expertise are key elements for successful community plans.

The role for Council to support community planning may be higher in the beginning. But over time, and as Council and communities get more experienced at working together, ownership of the Towards 2030 framework will be driven by the community, with Council providing background support where needed.



¹ Adapted from the definition of community-led planning available at www.acre.org.uk *Making the Most of Community-Led Planning: a guide for local authorities* (2011)

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Towards 2030 – Planning our Future is designed as a flexible and adaptable planning approach that can be tailored to the individual needs of each community. It is an ongoing planning ‘cycle’ where the 5 key steps – • **Design the Plan** • **Build the Plan** • **Agree and Prioritise Actions** • **Deliver** • **Review and Evaluate** – are repeated over time. This means the community plans produced as part of *Towards 2030* can evolve and change to reflect the changing needs and aspirations of communities within Murrindindi Shire.

Stages 1 - 5	Activities for this Stage	Support for this Stage
1. Design the Plan	<ul style="list-style-type: none">Developing a community profile and a map of community assets – with a focus on community strengths and capacity, and the importance of ‘belonging’ and a ‘sense of place’.Introducing the concept of community planning and establishing principles to guide all steps.Using effective, inclusive communication to gather information and ideas, and different ways to connect and work together that are tailored to the community, for example:<ul style="list-style-type: none">Community forums, kitchen table or pub chats, stakeholder meetings, reference groupsSurveys, workshops, social mediaEngaging existing and emerging community groups and leadersInformal networks incorporating Council and community	<ul style="list-style-type: none">Initial researchCommunity profileAsset mappingInitial project governanceCommunicationPromotion
2. Build the Plan	<ul style="list-style-type: none">Researching and gathering evidence to refine the community profile and asset map, and to identify local strengths, needs, aspirations and values.Identifying stakeholders, community interests and potential conflicts of interest.Strategies for Stage 2 could include stakeholder meetings, working groups, and/or ‘cross-agency’ support to help identify community priorities.	<ul style="list-style-type: none">Research supportFacilitationAdvocacy /engagement of stakeholder agencies and departments
3. Agree and Prioritise Actions	<ul style="list-style-type: none">Refining ideas, concepts and opportunities; building broad community ownership of the plan; reaching agreement and documenting decisions; timeframes and success measures.Checking and validating agreed priorities and how well they reflect broader community values and aspirations.Identifying community skills and capacity to achieve the priorities, and opportunities for building capacity within the community, where that may be needed.	<ul style="list-style-type: none">Community developmentCommunicationFacilitationPerformance measures
4. Deliver	<ul style="list-style-type: none">Identifying and assigning responsibilities and managing competing interests and priorities.Launching and implementing the plan and maintaining regular community feedback.Strategies could include project-specific working groups, reference groups for expert knowledge, stakeholder meetings, and community forums as the final step in developing, and the first step in implementing the plan.	<ul style="list-style-type: none">Governance advicePublicitySupport/advocacy from Council departments
5. Review and Evaluate	<ul style="list-style-type: none">Reviewing and evaluating projects against goals and performance measures.Providing information and updates to community and project stakeholders.Evaluating the success of the process and the plan.Revisiting and updating community profile and asset map.Recognising, celebrating and promoting progress and achievements.	<ul style="list-style-type: none">Evaluation methodsAccess to baseline dataCommunicationPromotion

