



# HUME CITY COUNCIL **DRAFT RURAL STRATEGY**

## Have your say

Hume City Council has released a draft Rural Strategy that offers a vision for Hume's rural areas for Council and the community to work towards over the next 20 years.

Hume's rural areas make up half the municipality. They provide an expansive landscape between the urban areas of the Hume Corridor and Sunbury that is home to natural and heritage values and a range of rural activities.

Council has developed a draft Rural Strategy that responds to the challenges that we have heard are confronting the rural community and offers a positive but realistic vision for Hume's rural areas.

This vision will guide decisions by Council and the community affecting the rural areas. The Strategy details objectives and strategies about how to achieve this vision.

Council is now seeking to hear from the community about this vision for the rural areas, as well as the strategies for how Council will better support and engage with the rural landowners and businesses.





## Recognising the challenges

Feedback from the community to date and further research has identified the following major challenges for Hume's rural areas now and into the future:

- Relatively poor quality soil and a lack of rainfall worsened by impacts of climate change
- Ongoing land speculation
- The viability of traditional agriculture
- An aging and changing rural population

To address these challenges and to realise a positive future for Hume's rural areas requires a partnership approach between all levels of government and the community.

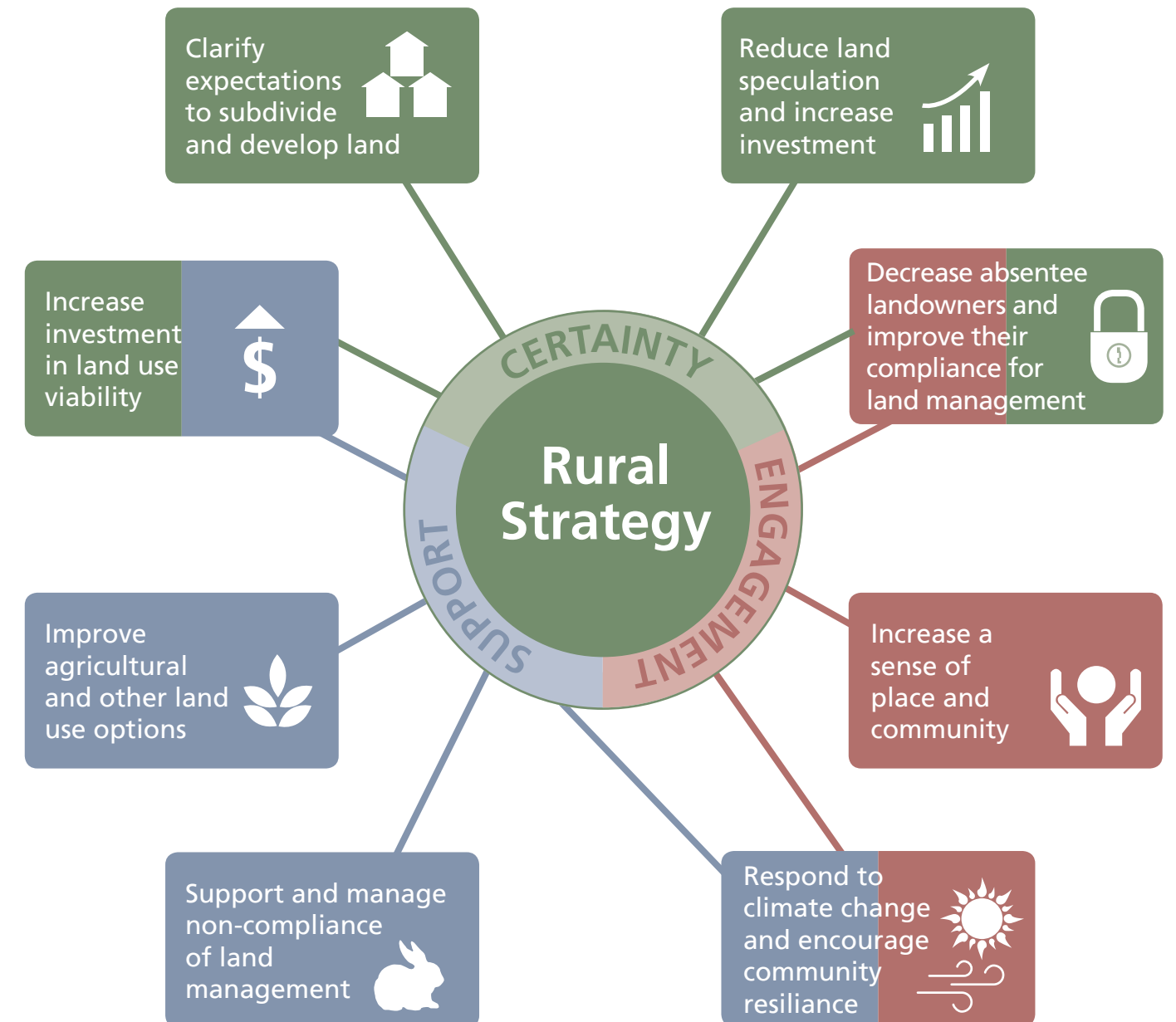
The draft Rural Strategy encompasses three themes that reflect this holistic and partnership approach:

**Certainty** – on the future planning for the rural areas, particularly future urban development and subdivision, to reduce land speculation and assist the rural landowners to make investments with greater confidence.

**Support** – to help rural landowners to continue current activities, diversify into new activities, maximise opportunities associated with a growing urban population and effectively manage their land.

**Engagement** – to inform the rural community of potential future changes and to grow community connectedness and capacity to realise future opportunities and to manage challenges.

## Developing opportunities



## How to get more information

Electronic copies of the fact sheet and the draft Rural Strategy can be viewed at:

[www.hume.vic.gov.au/ruralstrategy](http://www.hume.vic.gov.au/ruralstrategy)

or

Contact Council's Strategic Planning department on **9205 2371** or via email [contactus@hume.vic.gov.au](mailto:contactus@hume.vic.gov.au)

## How to make a submission

### Submissions due by 19 April, 2020

Send your submission to:

**By post:** Strategic Planning Department  
Hume City Council  
PO Box 119  
DALLAS VIC 3047

**By Email:** [contactus@hume.vic.gov.au](mailto:contactus@hume.vic.gov.au)  
(Include Draft Rural Strategy in the subject line)

## Questions to consider in your submission

1. Do you feel the vision is positive and realistic for the rural areas of Hume?
2. Which strategies do you like, and which would you want to change? And why?
3. How else can Council support land management and viable activities in the rural areas?

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Hume City Council is committed to ensuring your information remains confidential and managed in accordance with the Privacy and Data Protection Act 2014 (Vic). Your contact details will be used for the purpose of providing you with updates about this project and for no other purpose unless required by law.

# HumeLink

Hume City Council's  
multilingual telephone information service.  
**General enquiries: Telephone 9205 2200**

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