



Moirá Shire
**2024 - 2025
Advocacy Plan**

An Agenda for Action



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Our vision is to be a welcoming, healthy, and sustainable community that encourages diversity, business ingenuity, and inclusion.

We cannot achieve this vision alone, which is why an Advocacy Plan is critical – it is a framework designed to address some of the most pressing issues facing our communities.

This plan outlines our strategic approach to promoting positive change and improving the quality of life for all our residents. Our priorities span a range of critical areas, each chosen for its significant impact on the wellbeing and future of our community. We understand, however, that opportunities may arise and priorities can change over time. We will advocate for the needs of our community, even when they fall outside of this plan.

We must represent our community and use our resources to be their voice in dialogue with key government decision makers. This plan highlights seven priorities that we believe are important to our communities – each where advocacy can make a tangible difference.

We look forward to working with the Victorian, New South Wales, and Australian Governments to secure investment in our region and to encourage important reforms which will facilitate positive outcomes for our community through strategic advocacy.

Our Advocacy Agenda



ROAD SAFETY

Road safety remains a key issue for our community, with a significant number of road crash fatalities in recent years. In broad terms, we seek further investment in several areas to enhance safety and save lives.

OPPORTUNITY	NEED	BENEFITS
Targeted investment into road infrastructure	Our community requires investment from state and federal government into road infrastructure upgrades to enhance safety, particularly heavy vehicle safety across the rural road network with is managed by both State and Local Government	Further investment into these areas will provide safer road infrastructure reducing the road death toll on rural roads
Programs to change driver behaviour	Our community requires investment into community education and behaviour change programs to optimise driver behaviour	Further investment into these areas will enable State and Non-Government Organisations to lead and champion road safety education campaigns and education with Local Government and community groups



WATER BUY BACKS

Open market water buy backs as per the Federal Government’s ‘Restoring Our Rivers’ legislation will have significant socio-economic impacts on our community. We believe that the Federal Government has grossly underestimated the detrimental socio-economic realities of open market water buy backs.

OPPORTUNITY	NEED	BENEFITS
Sustainable approach to realising environmental water recovery targets	Our community requires a different approach by the Federal Government in how it realises the additional environmental water recovery target of 450GL from the Murray Darling Basin. We seek an approach which is aligned with the principles defined in the Victorian State Government’s “Planning Our Basin Future Together: A prospectus to safeguard Victoria’s environments and communities in the Murray-Darling Basin”	A considered and structured approach working with both levels of government, catchment management authorities and local communities will deliver a much more sustainable water recovery model which will minimise the impact on communities, allow for targeted strategic economic investment offsets and reduce the risk of stranded and highly ineffective and unaffordable irrigation infrastructure



FAMILY & GENDER-BASED VIOLENCE

The prevalence of family and gender-based violence within our community is disturbing, with Victoria Police reporting that these incidents make up approximately 70% of their workload within our district. We believe changes can be made that will reduce the frequency of family and gender-based violence and ultimately save lives.

OPPORTUNITY	NEED	BENEFITS
24-hour police station	Our community requires access to local policing 24 hours a day, rather than relying on services coming from out of the district after hours	24-hour local policing will lead to an increased feeling of community safety at all hours, quicker response times to incidents and processing of offenders. It will also enable other service providers to expand into emergency care and accommodation requirements, knowing that police will be able to respond quickly to incidents
Offender monitoring technology	Other States are implementing better offender monitoring technology enabling effective tracking of offenders and early identification of breaches of intervention orders	Monitoring technology will assist with identification of patterns of behaviour including breaches of intervention orders by known offenders, enable quicker responses by police and foster a stronger sense of personal safety for victims



DISASTER READINESS

Our community requires significant support and investment from both State and Federal Governments to prepare for disasters, particularly flood events We are susceptible to flooding with several townships subject to inundation during major events.

OPPORTUNITY	NEED	BENEFITS
Investment into Flood Mitigation Infrastructure	Our community needs considerable investment from both State and Federal Government into the planning and delivery of levees and flood mitigation infrastructure	Our community needs considerable investment from both State and Federal Government into the planning and delivery of levees and flood mitigation infrastructure Flood mitigation infrastructure will reduce the impacts of flood events on our community by safeguarding people, homes and businesses in our communities



HOUSING

Our community has very few rental properties available in our townships, and the affordability of what is available is challenging for many residents. Worker accommodation is highly sought after and many industries cannot attract workers due the lack of and affordability of housing. Social housing availability and condition is an issue within our community.

OPPORTUNITY	NEED	BENEFITS
Investment into Social Housing Stock	We need State Government to invest in upgrades to social housing stock and create more social housing	Unoccupied housing stock could be upgraded and made available as well as new housing stock being created to reduce the current crisis situation. Enhancements to existing housing stock will also lead to a better quality of life for social housing residents
Windfall Tax Concessions	We need State Government to consider concessions to the Windfall Gains Tax in rural areas to lower the cost of development and to make it financially viable	Several large residential developments could occur within in our district in the next 2 to 3 years if the Windfall Gains Tax was removed or concessions applied to land being rezoned for residential purposes, increasing the available housing stock. This housing stock will potentially provide solutions for general, affordable and worker accommodation



DIGITAL CONNECTIVITY

Approximately 32,000 residents are spread across our vast rural district with many having access to poor or no mobile and internet connectivity.

OPPORTUNITY	NEED	BENEFITS
Eliminate Mobile Phone Blackspots	Our community requires the Federal and State governments to work with and fund telecommunications providers to address the gaps in mobile phone coverage across our district	Our residents will be safer, less isolated and able to communicate effectively in emergency situations. Businesses will have more effective means of communication at all times of the day
High speed internet access	Our community requires further investment into internet infrastructure through the NBN in order to provision high speed internet access in all of our regional townships	Further expansion and increase to internet access and speeds will lead to increased education opportunities, empowered healthcare and telemedicine services, industry growth, and improved service delivery to our community



YARRAWONGA-MULWALA BRIDGE

Constructed 100 years ago, the Yarrowonga-Mulwala Bridge does not service the needs of the local community, the transport industry or other general road users given its design is not compliant with current design standards and questions exist around its long term structural integrity.

OPPORTUNITY	NEED	BENEFITS
<p>Construct a new Yarrowonga-Mulwala Bridge</p>	<p>Our community requires a new bridge to be constructed to replace the existing structure which is 100 years old and inadequate for current day vehicles (including heavy vehicles) and the volume of vehicles.</p>	<p>A new bridge would enable a safer and more efficient connection between Victoria (Yarrowonga) and NSW (Mulwala) and enable better transport routes through the townships, particularly for heavy vehicles. It would also activate the local economy by enabling larger classes of commercial vehicles to use the route between the states and create the opportunity for heavy vehicles to bypass Belmore Street in Yarrowonga.</p>

How we Advocate

We provide civic leadership in advocating to the Australian, Victorian and New South Wales Governments. We work closely with our local Members of Parliament to address the issues that affect our shared communities.

We engage with candidates of all political parties and independents to help them to understand our priorities.

Moira Shire Council conducts high level advocacy and government relationship building activity on behalf of the community. We build the profile of Moira Shire with policy makers to understand and believe in our Community Vision.



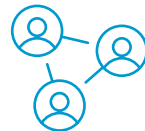
SUBMISSIONS

through direct and formal channels.



PUBLIC AWARENESS AND MEDIA PRESENCE

using marketing and communications to raise the urgency and importance, and to gather support and advocates.



PLATFORMS AND NETWORKS

collaborating with our partners to strengthen our proposals and position.

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