ruralcouncilsvictoria

Strategic Plan 2025 - 2028



RuralCouncilsVictoria.org.au

What Our Members Told Us

Our members want RCV to be a strong, consistent voice for rural communities — to advocate, influence, and lead on their behalf in conversations with government and across the broader political and public landscape.

They've identified three key areas of concern:

1. Council Financial Sustainability
Rural councils are under financial pressure, and our members want us to lead the charge on securing fairer funding and long-term sustainability.

2. Rural Infrastructure
Roads, bridges, and essential infrastructure are falling behind. RCV must keep this front and centre in government planning and investment.

3. Housing
From worker accommodation to social and affordable housing, rural communities are struggling. Our members need targeted, practical solutions and funding. In particular, we need investment in enabling and trunk infrastructure to attract development.

In addition, members want:

1. **To strengthen their connection with RCV** and with one another. They want more communication, more opportunities for regional engagement, and more ways to share knowledge and support.

2. **A responsive organisation** that is nimble enough to maneuver when a new challenge or opportunity presents itself.

Our Commitments for the Term of this Committee 2024-2028

Over the next four years, the RCV Committee will focus on three core pillars: ***Advocate, Communicate, Engage.***

Advocate

We will be a strong voice for rural communities — standing up when needed, and working constructively with others when we can make progress. Seeking to prioritise our responses to ensure that we respond to members concerns but also maintain a focused agenda.

Political Engagement
We will build relationships across all levels and sides of politics — Federal and State, Government and Opposition — to ensure rural voices are heard and acted upon.

We will work with members to develop election platforms, political positions and make key submissions to governments that support our members' needs and interests.

Policy Influence
We will develop and promote practical, evidence-based solutions to the issues rural communities face.

Stakeholder Alignment
Where appropriate, we will align with other sector voices to amplify our impact.

Communicate

We will lift the voice of rural communities across Victoria and beyond.

Media Presence
We will proactively pursue media opportunities that spotlight rural issues and solutions.

Support for Members
We will help councils share consistent messaging locally, and amplify successes across our network.

Transparency
We will keep members informed about what we're doing, who we're meeting with, and the results we're achieving.

Engage

We will work to build a more connected, informed and capable rural council network.

Member Engagement
More regular touchpoints with members, including regional events, online forums and targeted engagement.

Capacity Building
We will identify and deliver training and development opportunities relevant to rural councils.

Broader Partnerships
We will seek out champions, collaborators, and allies beyond local government to strengthen our advocacy and increase our reach.

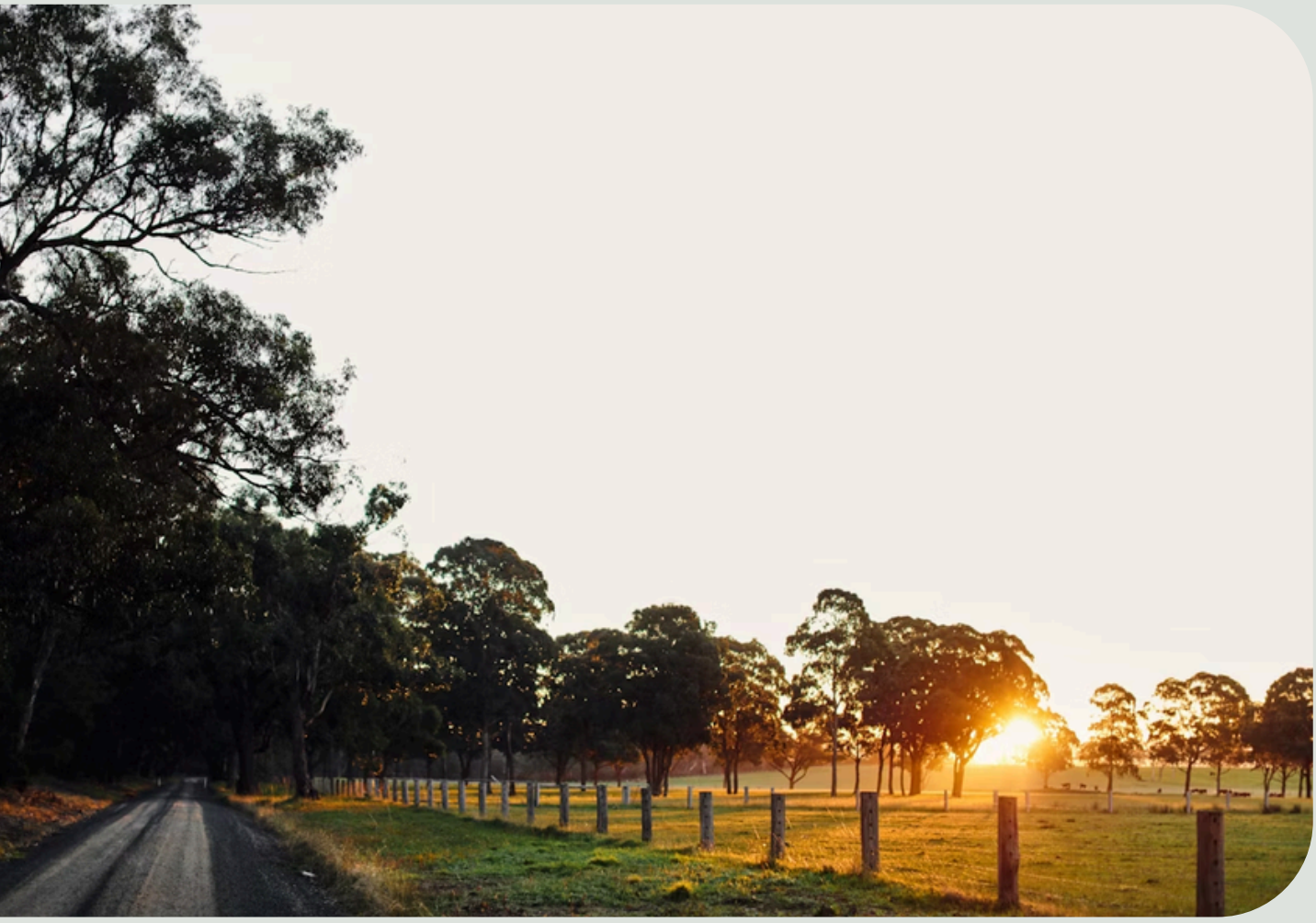
Our Vision for the Long Term

Beyond this term, we aim to leave RCV and our sector stronger than we found it.

A Stronger RCV
Improve the financial sustainability of RCV as an organisation — exploring new funding models, partnerships, and efficiencies.

Research and Policy Leadership
Invest in research that informs debate and leads to better policy outcomes for rural Victoria.

Stronger Councils, Stronger Communities
Find new and practical ways to uplift capability and capacity across our membership, for example, in areas such as governance and planning to digital transformation and community engagement.



Our new narrative

We are the voice of rural Victoria.

Our communities thrive when they have the services, infrastructure and investment they deserve, and are supported by strong local councils.

That's why we advocate relentlessly for rural communities to get their fair share from the Federal and Victorian governments. We want to be respected by these same levels of government.

We do this by using data, community insights and research to shape the political agenda, and help get the funding and policy settings right.

This involves boosting the voices of rural people, building power, influence and impact, and supporting councillors and professional staff to excel.

Our success is Victoria's success.

A thriving rural Victoria is critical to a healthy and sustainable state economy. When rural Victoria does well, the whole state prospers.



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Watching the star show.
Mount Cole, Victoria.
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