

STRATEGIC SERVICE PLAN

Land Use Strategy Services

2024-2028

The Land Use Strategy service is responsible for the strategic use of land in the City of Casey, the management of activity centres and creating opportunities for development. The service also advocates for amendments to the Planning Scheme to meet the needs of the community.

This aligns to Council's goal of creating a liveable city where established and new neighbourhoods are accessible and liveable, ensuring a strong economic and sustainable future for Casey.

Land Use Strategy sub-services

The Land Use Strategy strategic service consists of three sub-services: Placemaking and Revitalisation, Strategic Land Use Planning and Developer Contributions Management.

Sub service	Purpose	How this is achieved
Placemaking and Revitalisation	Implement the Strategic Property Program (in partnership with Property Services) to maximise benefits from Council land.	• Increase investment, employment opportunity, improved amenity and safety. • Implement the City of Casey Activity Centres Strategy. • Rollout the Strategic Property Program to better use Council land. • Implement place-based community and business development projects. • Advocate to State and Federal Governments.
Strategic Land Use Planning	Manage submissions to State/Federal Government on planning initiatives, policy reviews and State-led planning scheme amendments.	• Community and stakeholder consultation and advice to Council on the development of planning schemes and heritage matters. • Advocate to influence State planning processes and policies for the benefit of the Casey community. • Undertake community needs analysis to determine the requirements for community services and infrastructure. • Plan for the sequencing of infrastructure delivery.
Developer Contributions Management	Management of development/infrastructure contributions Contribution Plan funded infrastructure projects and advocacy to the Victorian Planning Authority.	• Manage finance to ensure required infrastructure is provided. • Deliver infrastructure in line with population growth and development. • Negotiate legal agreements with developers for the delivery of Contribution Plan funded infrastructure projects.

Land Use Strategy Strategic Service Goals

Goal 1: A customer first service that provides outcomes through efficient and consistent processes and a collaborative partnership approach.

- Ensure the service is easy for customers to navigate.
- Ensure customer receive timely service and clear advice.
- Proactively engage with stakeholders and customers.
- Ensure the service's processes are efficient and fees and charges are appropriate.
- Maximise opportunities for shared services and activities across the sector.

Goal 2: An innovative service which is future focused, enabled by technology and demonstrates best practice.

- Continually explore different ways of delivering our services, including opportunities to use new technology and explore innovation.
- Explore opportunities to share knowledge and learning with different sectors.

Goal 3: A service that enables informed and empowered decision-making through connected work, aligned with organisational strategy.

- Confident and consistent advice is provided to customers.
- Ensure the work of the service aligns with broader organisational priorities and strategies.
- Apply strategic and long-term thinking to all activities in the service.