



Our shared vision

Maitland's Future

Community Strategic Plan | 2025-2034

maitland
CITY COUNCIL

How to use this plan



Maitland City Council wrote this Community Strategic Plan. This will be called plan throughout the document.



We have summarised the plan in an easy read way with images to support.

Bold

Some words are written in **bold** and what they mean is explained on page 14.



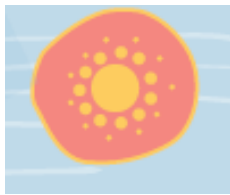
The full plan and other documents can be found on our website here

<https://www.maitland.nsw.gov.au/council/about-council/integrated-planning-and-reporting>

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About this plan



We **acknowledge** the Wonnarua People as the Traditional Owners and Custodians of the land within the Maitland Local Government Area.

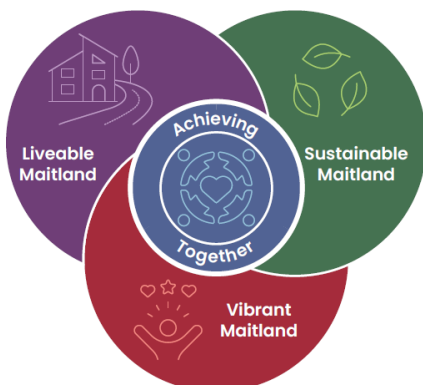


This plan is the highest-level plan we prepare and is a 10-year plan.



This plan identifies the community's priorities for the future.

Our shared vision is - A connected city with thriving communities.



The plan is based on 4 focus areas-

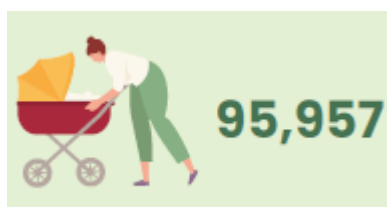
- Liveable Maitland
- Sustainable Maitland
- Vibrant Maitland
- Achieving Together.

Who we are

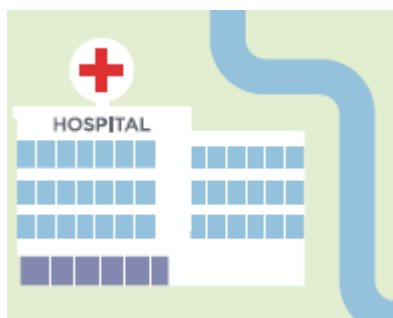
The Heart
of the
Hunter



Maitland is centrally located in the heart of the Hunter region.

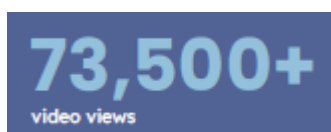


Over 95,000 residents live in Maitland and this number is expected to grow to over 145,000 residents by 2041.



Maitland is located with access to large infrastructure and facilities to help with connection, education and **economic** development.

Our shared future



Our engagement

- 2,000 plus people engaged or contributed
- 45 plus events and activities
- 66% of our engagement was face-to-face
- Over 59,000 reached through social media
- 1 promotional video viewed over 73, 500 times.

What is most important to the community



- Traffic management
- Road maintenance
- Access to neighbourhood services and facilities



- Walking, jogging, bike paths that connect housing to communities
- Active leisure spaces and parks/sports, aquatic centres
- Greener, more open spaces
- Protecting the natural environment

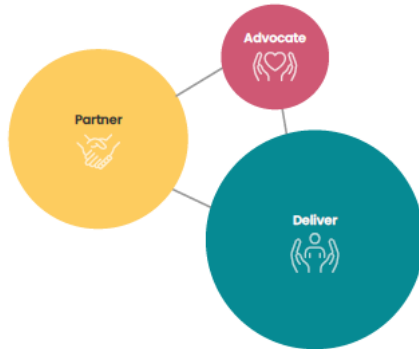


- Local history, historic building and features
- Arts and cultural programs



- Range of housing prices/affordable housing
- Local employment options
- Local education options.

Maitland City Council's role



To deliver our shared vision Council works with other levels of government and agencies, local businesses, community groups and other service providers.

Depending on the activity, Council's role is to **deliver**, **partner** and/or **advocate**.

Opportunities and challenges



Population challenges with high population growth with over 2,000 new residents each year.

Lack of **diversity** in the community with 86.9% of residents likely to have been born in Australia.



Low education as only 24.8% of Maitland's population over 15 years have a qualification of Diploma or above.



Climate change which could cause more frequent and intense events like bushfire or floods.



Industry transition away from mining and towards greener and **sustainable** practices.



Affordable housing as demand for more than 1,000 new homes annually.



Changing average age of residents as more residents moving to Maitland aged 25-39.



Sustainable development to preserve green spaces and more efficient use of existing structures and facilities.



Flood plains used to create green spaces to limit the impacts of flooding.

Measuring wellbeing



Wellbeing is including a wide range of areas that impact on an individual's quality of life.

Maitland's Wellbeing Domains has been developed with 10 domains of

- Health
- Belonging
- Education
- Housing
- Economic
- Sustainability
- Connection
- Safety
- Governance
- Time.

Our Priorities



Liveable Maitland

Working together to foster strong connections, great places to live, and efficient mobility, improving how we connect with people and place.



First priority is great neighbourhoods with objectives of

- Quality open space network
- Connected living
- Housing diversity
- Inclusive public places and spaces.



Second priority is integrated movement with objectives of

- Efficient and sustainable movement
- Connected active transport
- Safe and efficient road networks.



Sustainable Maitland

Working together to commit to environmental protection and community **resilience**, centred around strong connections to nature and ensuring our communities thrive.



First priority is valuing our natural environment with objectives of

- Functional **biodiversity** corridors
- Natural spaces
- Environment engagement
- Waterway management.



Second priority is sustainable and resilient communities with objectives of

- Sustainable leadership
- Living sustainably
- Prepared communities
- **Circular economy.**



Vibrant Maitland

Working together to create opportunities for growth, connection, and participation, shaping a city where people belong and thrive.



First priority is **diverse** local **economy** with objectives of

- **Investment** attraction
- Strengthened and **diversified** areas
- Future skill.



Second priority is welcoming communities with objectives of

- Celebrate diversity and culture
- City activation and presentation
- Aboriginal and Torres Strait Islander connections
- Community connections.



Third priority is City shaping partnerships with objectives of

- Growth opportunities
- **Advocacy** and partnerships.



Achieving Together

Working together to foster a culture built on trust, empowering an engaged workforce that accepts change.



First priority is trusted services with objectives of

- Meaningful discussions and engagement
- Trusted customer experience
- Open and clear decision making.



Second priority is engaged workforce with objectives of

- Excellence in leadership
- Organisation that works together
- Development and growth of our people.



Third priority is resilient future with objectives of

- Informed planning
- Culture of improvement and new ideas
- Use technology and data.

Word List

Acknowledge - to accept, admit, or recognize something.

Economic/economy - a system where people produce, trade, and consume goods and services.

Deliver - actions to be completed by Council.

Partner - Council will work closely with another in an action.

Advocate/Advocacy - Council will speak, act or write to support an action.

Sustainable - being able to continue something for a long time without harming people or the environment.

Flood plains - an area of ground that is low near a river.

Resilience - changing to suit difficult or challenging experiences.

Biodiversity - the variety of life on Earth.

Circular economy – is reusing, recycling, or repairing materials to reduce waste.

Diverse/ diversified / diversity – includes a wide variety of things or people.

Investment - putting money, time, or effort into something.