

Draft Vision Statement & Themes

In 2030, Bass Coast is a showcase. It is recognised as:

- **A food bowl for Victoria;**
- **A window on the history of Victoria;**
- **A celebration of natural assets; and**
- **A village in a technology world.**

A food bowl for Victoria

Bass Coast's proximity to Melbourne and agricultural prosperity makes us the perfect location for a food bowl for Victoria.

Agriculture continues to be one of the primary drivers of Bass Coast's economy. All the farm land that existed at the turn of the 21st century is still in viable production. There is a diverse range of farm sizes and agricultural activities including dairy and hobby farming on the Shire's rich agricultural land.

Farming delivers high productivity and provides high levels of return on investment to owner-farmers. This has been achieved through the adoption of environmentally responsible low impact farming, exemplar dry land farming, innovative practices and a sound economic model. Farmers feel secure and confident about the future of their businesses and in creating ongoing employment opportunities for our youth.

Our community is aware of the impact of climate change on the environment and we are all actively working to achieve a zero carbon footprint. World's best-practice land management is the norm, not only for farmers but for everyone who lives, works and plays in Bass Coast.

The pressure to subdivide our precious rural land in order to cater for population growth has been averted through sustainable land use policy and planning so that growth is accommodated within the identified boundaries of our towns and coastal villages.

The commitment by the community, regulators and business and the way we have adapted to climate change to maintain Bass Coast's environment and thriving local economy is a model admired by Victorians. We are a leader in environmental conscious living.

A window on the history of Victoria

Bass Coast proudly presents a window on the history of Victoria. From the dinosaur fossils in Inverloch, the cultural heritage of the local indigenous community, early settlement at Corinella and Bass, the first black coal mine in Wonthaggi to the first site of European farming on Churchill Island, they are all located in our front yard.

Our rich history is preserved and protected. Our built environment has been developed sensitively to acknowledge the significance of Bass Coast's heritage.

Everyone has a deep appreciation of the history of people and places throughout the Shire. Residents and visitors from all over the world share the experience of the many significant historical sites and buildings. Among these is the opportunity to stand side-by-side with the dinosaur whose footprints were laid 115 million years ago when this land was inside the Antarctic Circle or learn about the kitchens of the first Australians that have been in the Shire for 40,000 years. They are significant tourism attractions in their own right. They continue to tell the story of Victoria's struggles and achievements.

Guiding Bass Coast Towards 2030



A celebration of natural assets

Penguins, seals and whales swim in the Bass Strait. Koalas, wallabies, echidnas and native birds inhabit the land, reserves and nature parks. These are some of the fauna that call Bass Coast home.

In Bass Coast, unlike any other place, residents and visitors can also enjoy the breathtaking coastline, the pristine beaches, famous Western Port, well-preserved pre-European ecosystems, native orchids and can even encounter reminders of ancient dinosaurs.

Bass Coast's natural assets are world-renowned, attracting Australian and international visitors. They are the showpieces of the tourism industry, celebrated and admired.

Tourism in the Shire is diverse and caters for a wide range of visitors. There is a variety of holiday accommodation and recreational activities to choose from and the services are world-class. Visitors leave Bass Coast with the fondest memories and experiences. Their return visit is a given.

By protecting and maintaining our natural assets as well as putting in place the support infrastructure and services, our tourism industry thrives. Employment in a range of industries is now year-round creating a much more sustainable local economy.

A village in a technology world

The Bass Coast community is "one community" living in a village in a technology world. Our strong sense of belonging comes from our shared dream, our shared vision.

We exchange life experiences, knowledge and skills online and offline. The availability of technology all over Bass Coast supports the creation of a thriving centre of knowledge workers operating in a virtual world. Diverse service industries flourish in Bass Coast, further improving our local economy and retaining our young people

We have plenty of eco-friendly transport alternatives to choose from, reducing our reliance on cars and increasing access to social activities, services and jobs. Safe walking and riding paths, community based transport and public transport including both buses and trains connect key destinations across and beyond the Shire.

We share state-of-the-art, multipurpose, strategically located and accessible educational, recreational, arts and sporting facilities. These facilities allow our community members to interact with each other creating new networks that reinforce our sense of community.

We participate in community activities, arts and cultural celebrations. We volunteer our time to look after the environment, those who are vulnerable and each other. Through these activities, we are able to express and understand the stories of different people and places that make up Bass Coast. We come together to rise above cultural barriers.

Everybody, young and old, has a role to play to make Bass Coast the most desirable place to live, work and play.

Bass Coast Shire Council is seeking your feedback on this draft vision statement & themes. Comments can be made via:

- Online discussion forum by visiting the website www.bangthetable.com
- Phoning Council and speaking directly to Ella Godbold or Sharon Fowles on 1300 BCOAST (226 278)
- Sending an email to e.godbold@basscoast.vic.gov.au
- Writing a letter to Bass Coast Shire Council, PO Box 118 Wonthaggi Victoria 3995