

21.03**Vision statement**16/10/2014
C52(Part 1)

Part of the strategy planning process and the preparation of a Municipal Strategic Statement is to develop a long term vision which reflects the views and aspirations for future land use and development in the Glenelg Shire.

The vision for Glenelg Shire embraces a prosperous community that capitalises on the sustainable development opportunities provided by its natural resource base, its industrial sectors, and its strategic location in south west Victoria, midway between Melbourne and Adelaide. Development of the Shire's resources will be directed to increasing employment prospects, widening the industrial base, particularly through the processing and value-adding of local product, reversing recent population decline, particularly in rural areas and smaller inland towns and, at the same time, conserving the Shire's diverse natural environments and habitats.

The Shire's planning for development will be based on:

- supporting economic development based on the Shire's natural and locational assets;
- realising the potential of the Shire to support and develop the timber industry for employment and sustainable land management;
- setting aside land for long term residential, industrial and port-related needs and ensuring that incompatible uses and developments are effectively buffered from each other and that their potential impacts are managed;
- realising the potential of Portland as a major regional deep water port with associated industries, employment opportunities and value-added processing;
- focusing urban growth in and around existing townships;
- protecting and enhancing items, places and areas of natural and cultural heritage;
- supporting quality tourism development;
- developing transport links based on the Shire's air and rail networks and its location on a coastal highway;
- ensuring sustainable management and protection of the natural resources of soil, water, and coastal areas;
- protecting and conserving biodiversity in the Shire including provision for habitat areas for native plants and animals; and
- protecting the character and significance of sensitive coastal landscapes, particularly landscapes of state and regional significance where there is a high level of pressure for development.