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What are expected to be the drivers of change to the year 2011?

Over the next ten to fifteen years the Shire's land use planning and development is likely to be dominated by a number of elements:-

- The opportunities provided by the Shire's strategic location in respect to western Victoria and South Australia, given that Portland is the only developed deep water port between Geelong and Adelaide, with a capacity to serve a large inland area and to be enlarged to handle greater volumes.
- The significant level of agricultural, fishing and timber production in the Shire and the wider area served by the port and the opportunities for increased productivity, new products and investment based on local processing and value- adding.
- The significant range and quality of the Shire's ecosystems including Red Gum woodlands, wetlands and waterways, intertidal areas and coastal environments.
- The profile of Portland, the surrounding area and the whole Shire with assets such as:-
 - A major international business - the aluminium smelter.
 - The scale and production of the timber industry and the major opportunities for expansion.
 - The export of product through the port.
 - Heritage assets, Koori heritage and Portland as Victoria's birthplace.
 - Natural resources, particularly ground water, geothermal energy, wind energy and gas and oil potential.
 - Spectacular coastal landscapes.
 - Transport infrastructure such as State Highways, standard gauge rail and the development of international links from the airport.

The development potential of the Shire, particularly Portland, means that strategic planning for the area must consider the possibility of major proposals, such as industrial developments requiring major tracts of land.