Vision

Wellington 2030 is a strategic visioning document guiding the Shire up to 2030. This strategic vision document is divided into eight themes, each with their own broad vision as outlined below.

1. Natural Environment: Wellington has clean air and healthy rivers, streams and lakes. The native flora and fauna are plentiful and diverse. Our public land is protected and well managed. Water supplies are secure and abundant.

2. Economy: Wellington has a diverse and sustainable economy. Existing industries have been supported and strengthened and we have actively sought and developed new business opportunities. Our economy generates wealth that remains in the Shire and provides employment for our people.

3. Transport and Roads: Wellington has well maintained transport networks supporting important economic activity and connected communities. Our townships are supported by excellent public transport services.

4. Population: Wellington’s population has grown in a sustainable manner. We have used deliberate strategies to attract and retain more young families and young people while continuing to value the contributions of our older residents.

5. Development: Wellington has encouraged growth in appropriate locations supported by levels of infrastructure in keeping with the needs of the community while retaining the amenity valued by the community.

6. Wellbeing and Safety: Wellington is a safe and healthy community where everyone feels they are valued, supported and have the opportunity to participate. Social issues have been addressed through the joint efforts of community and supporting agencies.

7. Culture: Wellington is a vibrant, inclusive and creative community that promotes, values and celebrates its culture and heritage.

8. Liveability: Wellington is a visually attractive and well serviced community that people enjoy living in.

Strategic Framework Land Use Plan

The Strategic Framework Plans identify key directions for future land use planning and development in the Wellington Shire. The Framework Plans summarise the locations where specific land use outcomes will be supported and promoted. They also identify specific development opportunity areas where significant land use change can be expected, as well as areas such as heritage places and National Parks, whose special values need to be protected.

Separate Strategy Plans have been prepared for each of the six major towns in the Shire including: Sale, Warruk and Longford, Maffra, Yarram, Heyfield, Stratford and Rosedale.

Separate coastal settlement plans have been prepared for the towns of Loch Sport, Golden Beach/Paradise Beach, The Honeysuckles, Seaspray, Woodside Beach, McLoughlins Beach, Manns Beach, and Robertsons Beach. These plans can be found in other parts of this MSS.