

21.02 Vision statement - Baw Baw Shire

The vision of the Baw Baw Shire Council is to build a prosperous community with a diversified economy integrated with a sustainable and productive natural resource base.

The vision embraces the protection and further development of the Shire's resources particularly those relating to dairying, horticulture, grazing, timber production, tourism and the capacity to supply high quality water.

The vision also embraces the protection and further development of the Shire's wealth of natural attributes, including its tall Ash forests with shady fern gullies and cool mountain streams, its undulating alpine herbfields and its leafy reserves and parks.

The vision seeks to capitalise on the Shire's strategic location on one of Victoria's major transport corridors between the Melbourne metropolitan area and the State's energy centre - the Latrobe Valley.

The Vision recognises that the Shire comprises some of Australia's most fertile and productive rural land. The economy is centred on dairying production and processing and the service role of the major towns. Maintenance of the integrity of the land resource and its protection from unplanned urban and residential encroachment is vital for the long term economic prosperity of the Shire and its people. The attractive rural landscape of forested mountains, cleared hills and river flats together with the amenities of the towns provides a high quality lifestyle for residents and further opportunities for tourism.

The Baw Baw Shire Council will continue to pursue increased economic prosperity, social improvements and sustainable management of the Shire's natural resource base in its decisions and actions. Planning for urban development and further agricultural investment and diversification will be based on achieving high standards of design, the co-ordination of land uses and the maintenance of environmental quality.