


Colac Otway Shire

Community Vision

2050



Colac Otway
SHIRE



Acknowledgement of Traditional Custodians

The Colac Otway Shire Council respectfully acknowledges the Gulidjan and Gadubanud peoples as the traditional owners of the Colac Otway region, the land on which the activities of the Colac Otway Shire Council is conducted upon.

We pay our respects to their ancestors and elders, past, present and emerging. We recognise and respect their unique cultural heritage, beliefs and uphold their continuing relationship to this land.

Introduction

We are pleased to share the Community Vision 2050 for the Colac Otway Shire, a municipality known for its beautiful natural environment, friendly communities, and diverse agriculture and industries.

This Vision articulates where we as a community want to be in the future. It captures what we value, our hopes and dreams for the future, what we would like to keep and what we would like to see changed.

Vision Statement

By 2050, Colac Otway Shire will be a destination where people come to appreciate our unique and diverse environment and friendly communities.

We value the wisdom of this land's first caretakers, the Gulidjan and Gadabanud peoples, and recognise all those who have cared for the land since.

We work to preserve what makes our place special. We focus on environmental sustainability to protect our precious natural assets.

We are a proud and resilient community that values our welcoming spirit. We embrace new people, new business, new ideas. Our region is a great place to learn, live, work and play.

Our Community

Population
21,662



Who are we?

- 1.2% Aboriginal or Torres Strait Islander
- 11.1% Both parents born overseas
- 6% Languages spoken at home other than English

How old are we?

Median age: **45** Largest age group: **60-64**

0-14 years **17.6%**

65 years+ **21.7%**

How do we live?

- 2.29 persons per dwelling
- 65.2% live with family
- 31.6% live alone
- 3.2% live in shared accommodation
- 40.9% own their house
- 32.2% own their house (with mortgage)
- 22.8% rent



Where do we work?

Major employment sectors employ:

- 1,440 Manufacturing
- 1,341 Health Care & Social Assistance
- 1,284 Agricultural, Forestry & Fishing
- 936 Retail
- 876 Accommodation & Food Services

2.9% Unemployment

Disadvantage

- 961 SEIFA Disadvantage Rating (Colac Otway Shire) - lowest 25th percentile in Victoria.
- Parts of Colac in the lowest 9th percentile in the State.



Who is the Council?

- 7 Councillors
- 238 EFT Council Staff

Colac Otway Shire covers an area of

3,438km²

- 557kms sealed roads
- 1014kms gravel roads
- 48kms formed roads



Proportion of non-resident ratepayers in Colac Otway

29%

- 12% Colac/Elliminyt
- 26% Rural South
- 15% Rural North
- 61% Otways/Coast

Theme and Priorities



Theme 1

Strong and Resilient Economy

We are committed to expanding our diverse industries, vibrant arts community, world-renowned tourism, and professional health services. A healthy, growing economy will provide sustainable industries and jobs, and opportunities for all ages.

We will:

- Attract long-term investment in our region.
- Make the shire a destination, not a gateway.
- Promote sustainable tourism.
- Embrace innovation in business, farming and eco-tourism .
- Ensure housing affordability, availability and land options meet the needs of our growing community.

Theme 2

Valuing the Natural and Built Environment

We will protect our natural environment and communities, by maintaining and providing resilient infrastructure, and being leaders in sustainable living, modelling innovation and best practice.

We will:

- Minimise impact on the environment and consider sustainability in all decision-making.
- Work towards net zero carbon emissions, set clean energy targets and plan for climate change.
- Protect and enhance our unique natural assets.
- Balance care for our natural assets with embracing growth and development for our region.
- Improve mental and physical health outcomes through environmental initiatives, such as urban greening and cooling strategies.
- Focus investment on maintenance and provision of climate change resilient infrastructure in vulnerable locations.

Theme 3

Healthy and Inclusive Community

We will continue to be a great place to live. We embrace our diverse community, take care of our older community and prepare our children for success. We care for each other, are friendly and welcoming, and enjoy a vibrant and active lifestyle. We are a small population with big hearts.

We will:

- Support and advocate for a range of education and work opportunities for young people to reach their potential.
- Improve health, wellbeing and learning opportunities for all ages.
- Support equal and fair access to services.
- Build a culture that is safe and inclusive.
- Create a range of transport and housing options to help people to work, connect and choose how they want to live.

Theme 4

Strong Leadership and Management

We will be leaders in good governance, transparency and strive for ongoing improvement.

We will:

- Involve the community in our decision-making and ensure an impartial, responsive and transparent approach.
- Ensure the safety and connectivity of our community is at the heart of decision-making.
- Manage infrastructure assets for our community's enjoyment.
- Advocate for funding to leverage our resources and increase our options.
- Optimise the use of technology and digital solutions to create a seamless customer experience.
- Respect and invest in our employees and continue to strengthen our workplace culture.

How the Community Vision was Developed

Colac Otway Shire Council engaged with the community during 2021 to develop a long-term Community Vision for our shire.

The Engagement Process

The first round of engagement was open to everyone in the shire and asked the following questions:

- **What are you most proud of?**
- **What makes Colac Otway Shire unique?**
- **What could we be doing better to create a positive future?**
- **What three priorities should Council include in a 2050 Community Vision?**

Community Regional Roadshow – February 2021

Regional Roadshow drop in sessions were held at the following locations:

- Beeac
- Birregurra
- Lavers Hill
- Forrest
- Cressy
- Cororooke
- Gellibrand
- Colac
- Apollo Bay

Stakeholder Interviews – March 2021

Interviews with a wide range of community and business groups.

Community Survey – February to March 2021

The survey was completed by 623 people across the community either online or in hard copy.

Community Panel – May 2021

The Panel was a randomly selected group of 24 people from across the shire, representing a range of backgrounds, age, gender and geographic areas. This group considered all the information collected from the broad community engagement process and distilled it into key themes. They also provided Council with feedback to inform key decisions.

Councillors and Staff – May 2021

Councillors were involved throughout the engagement process, attending the roadshows, special workshops and taking part in the community panel process.

How the

Community Vision 2050

will be used

- Councillors, with the assistance of staff, have drafted their four-year Council Plan based on the Community Vision 2050.
- The vision will also be used by Council when developing new strategies and plans and guide Council decision-making in the coming years.
- The vision will be reviewed and updated, together with our community in four years' time, to ensure it remains in line with our people's hopes, aspirations and values.

Contact us

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Open: 7-days a week, 9am - 5pm



Colac Otway
SHIRE

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