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# COMMUNITY VISION 2040

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AUGUST 2021



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## ACKNOWLEDGEMENTS

### Acknowledgement of Country

Moyne Shire Council acknowledges the traditional owners and custodians of the lands, waterways and country we live in. We recognise and respect their diversity, resilience, and the ongoing place that Aboriginal and Torres Strait Islander people hold in our communities.

We pay our respects to the Elders past, present and emerging, and commit to working together in the spirit of mutual understanding, respect and reconciliation.

### The Panel

We would sincerely like to thank the following Panel members for their invaluable work in developing My Moyne My Future 2040:

Vikki Allison	Harry Holland	Jack Quail
Ashley Baxter	Lou Hollis	Jane Ryan
Gillian Blair	Lee Howard	Dee Smith
Paul Bourke	Joel Jackson	Danielle Stearman
Paul Burman	Naida Johnson	Janice Stewart
Melanie Calwell	Michael Killen	James Tarbolton
Jill Carter	Kylie Lervasi	Ian Tebbutt
Jerry Courvisanos	Andy Lee	Millie Vingrys
Jenny Emeny	Stephen Mackey	Marion Whalan
Kyle Gervis	Alasdair Norton	Ashlee Wilkie
Genevieve Grant	Lisa Petrie	Bill Woodley



## The Moyne community

We would like to thank the wider community for sharing more than 1000 comments with the project team. Approximately 320 people participated in the community consultation, either at community pop-ups or by completing the online survey.

## Panel guest speakers

Moyne Shire Council and the Panel would like to acknowledge the contribution made by the following guest speakers, who provided unique and knowledgeable perspectives on community themes and opportunities:

- › Shane Bell, Aboriginal Community Development Broker, First Peoples – State Relations Group, Department of Premier and Cabinet
- › Liz Price, General Manager, Great Ocean Road Regional Tourism
- › Alison McLeod, Director, Alimac Advisory
- › Dr Bernadette Northeast, Board Director, Public and Private Sector
- › Dr Susan Brumby, Director – National Centre for Farmer Health

## Photograph contributions

The community was invited to submit photographs of Moyne Shire for use in Council reports and marketing. Many of the images used in this document were taken by the community.

Thank you to everyone who submitted such great photos and for sharing their views of the Shire.



## WHAT IS THE PURPOSE OF THE VISION?

My Moyne, My Future 2040 presents the community's vision and aspirations. My Moyne, My Future 2040 describes the desired future based on shared values, goals and priorities to ensure Moyne Shire continues to grow more prosperous, connected, inclusive and resilient.

This is not solely the responsibility of Council. It provides opportunities for Council, community and stakeholders to work together on the future we want to see for all residents, businesses and visitors.

My Moyne, My Future 2040 will guide planning, strategy, decision-making and the partnerships needed to achieve the Vision. Council strategy and plans will reference how they support the progress of the Vision.



THE PRIORITIES AND ASPIRATIONS HAVE CONTRIBUTED TO AND INFORMED THE 2021-2025 COUNCIL PLAN AND LONG-TERM FINANCIAL PLAN. ACROSS THE NEXT 20 YEARS, IT WILL BE AN IMPORTANT DOCUMENT FOR FUTURE COUNCIL AND STAKEHOLDER PLANS AND STRATEGIES.



# DEVELOPING THE VISION

## Community engagement

During February and March 2021, Moyne Shire Council undertook a survey and a program of community conversations to understand needs, aspirations and priorities for Moyne Shire.

### The engagement focused on four key questions:

- › Thinking about the year 2040, what would you like Moyne to look, feel and be like?
- › What do we need to start now, or change, to achieve the kind of community we want in the future?
- › What do you value about the Moyne area and community?
- › What is your biggest concern for Moyne's future?

Nearly 1,050 contributions from approximately 320 people who live, work, study or visit Moyne Shire were collected and analysed. Contributors participated in various engagement activities, including community pop-ups, a school pop-up and an online survey.

The engagement data was analysed and grouped into four pillars:

### PLACE ENVIRONMENT PEOPLE ECONOMY

A review of key local and regional strategy and policy that influence our growth, sustainability, health and culture, was undertaken and completed in early 2021. This ensures the Vision supports and works alongside the priorities and plans of partner agencies and organisations,

## DEVELOPING THE VISION

### Community Vision Panel

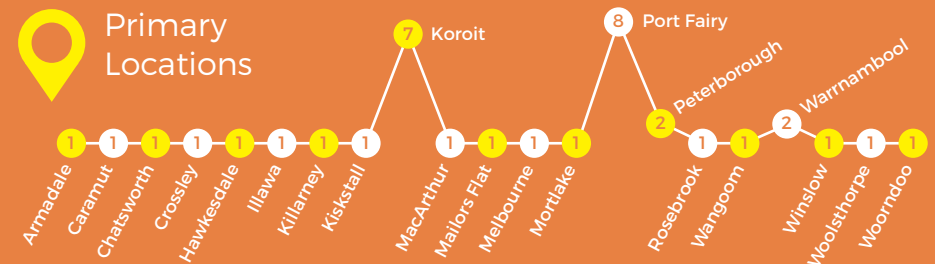
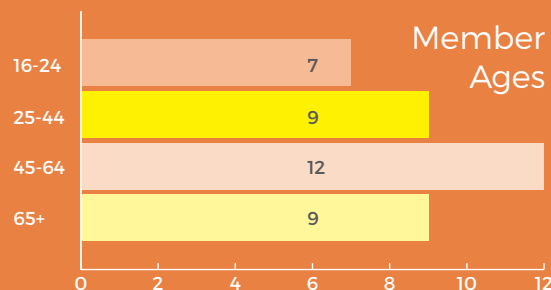
In March 2021, a Community Vision Panel was established to develop My Moyne, My Future 2040 through discussion, collaboration and agreement. Reflecting the diverse makeup of the Moyne community, 40 Panel members from across the shire were randomly selected following an public expression of interest process.

Whilst Council regularly speaks with the community in relation to strategy and projects, this was one of the first occasions the community had the opportunity to shape the direction of key strategic documents that guide Council's work, services and partnerships.

The Panel met online for five workshops between April and June 2021 to have an open discussion and agree on the vision statements, themes and priorities. The Panel remit was to consider "What is the shared Community Vision for Moyne, and how does this shape Council's priorities for the next 4 to 10 years?" Independent, external consultancy Conversation Caravan facilitated this process, supported by Council officers and expert guest speakers.

**To develop My Moyne, My Future 2040, Panel participants were asked to:**

- Consider the four pillars
- Review and discuss community feedback and background research
- Discuss and decide on 2040 vision statements
- Present aspirations and priorities for the four pillars





## The pillars and discussion areas

### PLACE

Housing  
Transport  
Activities and events  
Planning and development  
Service and infrastructure  
Safety

### ENVIRONMENT

Farming and agriculture  
Waste and recycling  
Sustainable living  
Natural environment  
Climate change

### PEOPLE

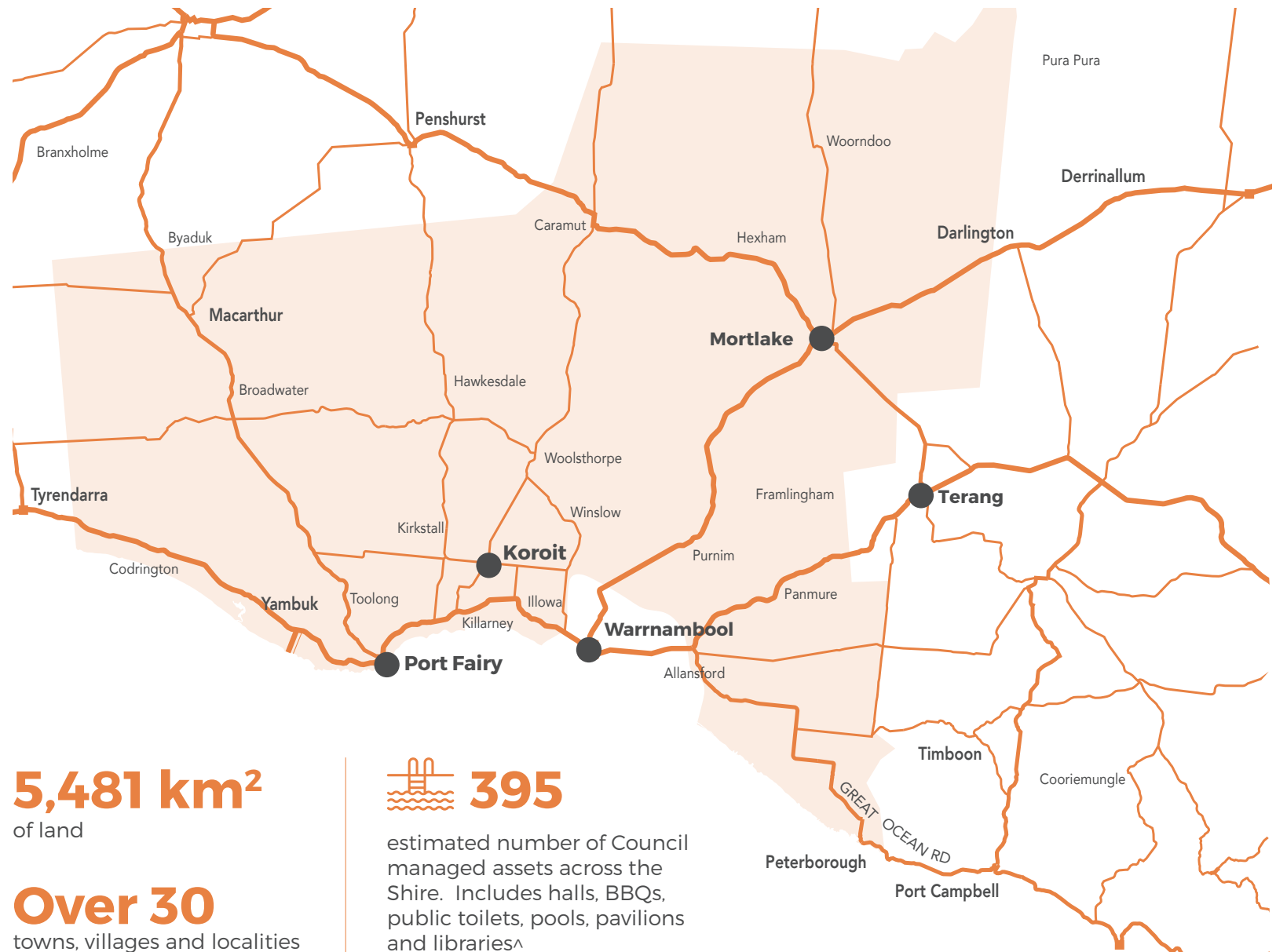
Connection  
Health  
Young people  
Culture

### ECONOMY

Education  
Employment  
Industry  
Tourism



## MOYNE TODAY, MOYNE 2040





## MOYNE TODAY



**17,178**

people call Moyne Shire home<sup>^</sup>



**32%**

undertake voluntary activities in our community<sup>Δ</sup>



**400+**

estimated number of community groups and associations<sup>Δ</sup>



**54%**

feel valued by society\*



**63%**

of our young people are members of a sports group<sup>Δ</sup>



**21%**

of our young people are involved in music, arts and cultural activities<sup>Δ</sup>



**6,169**

total resident households<sup>Δ</sup>



**8,279**

total dwellings across the Shire<sup>Δ</sup>



**91%**

rate their community as an active place to live\*



**9,218**

residents are in the workforce<sup>Δ</sup>



**38%**

aged over 15 years have completed Year 12 or equivalent<sup>Δ</sup>



**37%**

workforce employed in agriculture, forestry and fishing<sup>Δ</sup>



**\$2.5B**

total gross output generated by Moyne businesses and organisations\*



**59%**

household waste diverted from landfill\*



**232kg**

recyclables collected per household\*

## MOYNE 2040



**18,456**

call Moyne home – increase of 1,278 residents (up 7.4%)



**6,584**

resident households compared to 6,169 in 2021 (+415)



**9,089**

total dwellings compared to 8,279 in 2021 (+810)



**28%**

of our dwellings will be for non-resident purposes compared to 25% in 2021



**21%**

increase in lone person households



**60%**

of households will be home to couple only or lone persons



**53%**

will be of working age (compared to 54% in 2021)



**22%**

of residents will be aged under 19 and 5% of these are aged under 4 years (compared to 26% and 6% in 2021)



**25%**

will be aged over 65 years (compared to 20% in 2021)





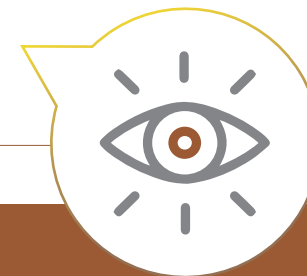


## 2040 VISION STATEMENT

The people of Moyne embrace the region's extraordinary cultural and ecological country. Our fertile volcanic plains and pristine coast are the pride of Victoria's southwest.

From coast to country, our connected and vibrant communities are active stewards, working meaningfully towards the protection and advancement of environment, history, social and economic vitality for present and future generations.

## PILLAR 1 - PLACE



### 2040 vision for Place

We live in and plan for vibrant, connected communities with a range of affordable and accessible housing. We have an abundance of natural play spaces and accessible outdoor activities for all. Our community facilities, events, arts and culture are integral to our sense of place, giving us opportunities to further enrich our way of life.

### Top two aspiration priorities



#### **WELL-PLANNED COMMUNITIES**

We live in well-planned and connected neighbourhoods that protect our way of life, and cultural heritage.



#### **ACCESS TO AFFORDABLE HOUSING**

We all have access to housing that suits our budget, the size of our family and lifestyle needs.



## Remaining aspiration priorities

### **FIT FOR PURPOSE COMMUNITY FACILITIES**

We have fit for purpose, multi-use community facilities that provide opportunities for our residents and visitors to meet, learn and participate in activities.

### **ACTIVE TRANSPORT CYCLING AND WALKING**

We keep our community active through improvements to walking and cycling tracks and can move freely and safely around the community.

### **VIABILITY OF REGIONAL TOWNS**

We work together to support the viability and availability of services and infrastructure across our region and keep our smaller communities connected.

### **OUTDOOR AREAS, PLACES AND PLAYGROUNDS**

We have an abundance of natural play spaces and accessible outdoor activities for all ages and abilities. We actively green Moyne and rehabilitate the land through community planting and green streetscapes.

### **COMMUNITY EVENTS, ARTS AND CULTURE**

We have community events that attract and delight local audiences and international visitors alike, providing us with opportunities to socialise and participate in arts and culture.

### **PLANNED EMPLOYMENT CLOSE TO HOME**

We plan communities which are connected to one another and provide employment opportunities close to home.

### **ACTIVATING UNUSED PUBLIC BUILDINGS AND LAND**

We have planning controls in place which keep our streetscapes lively and our public assets actively serving the community.



## PILLAR 2 - ENVIRONMENT



### 2040 vision for Environment

Our natural environment is our biggest asset. We are lifelong learners working together to care for the coast and country.

We embrace sustainable practices and development, and proactively address climate change.

### Top two aspiration priorities



#### **RENEWABLE ENERGY USE AND UPTAKE**

We are supported to live off the grid and have access to renewable energy benefits through local partnerships and an increased local uptake of sustainable practices.



#### **REGENERATIVE AGRICULTURE PRACTICES**

We set the standard for sustainable farming practices. We actively reduce our carbon emissions and support the regeneration of land.



## Remaining aspiration priorities

### **ENERGY EFFICIENT HOUSING DEVELOPMENT**

We lead the way in well designed and energy efficient housing and encourage others to build with minimal environmental impact.

### **LEADERS IN WASTE AND RECYCLING**

We are leaders in waste management and recycling; others look to us for advice and expertise regarding our environmental practices.

### **CLIMATE EMERGENCY AND ACTION**

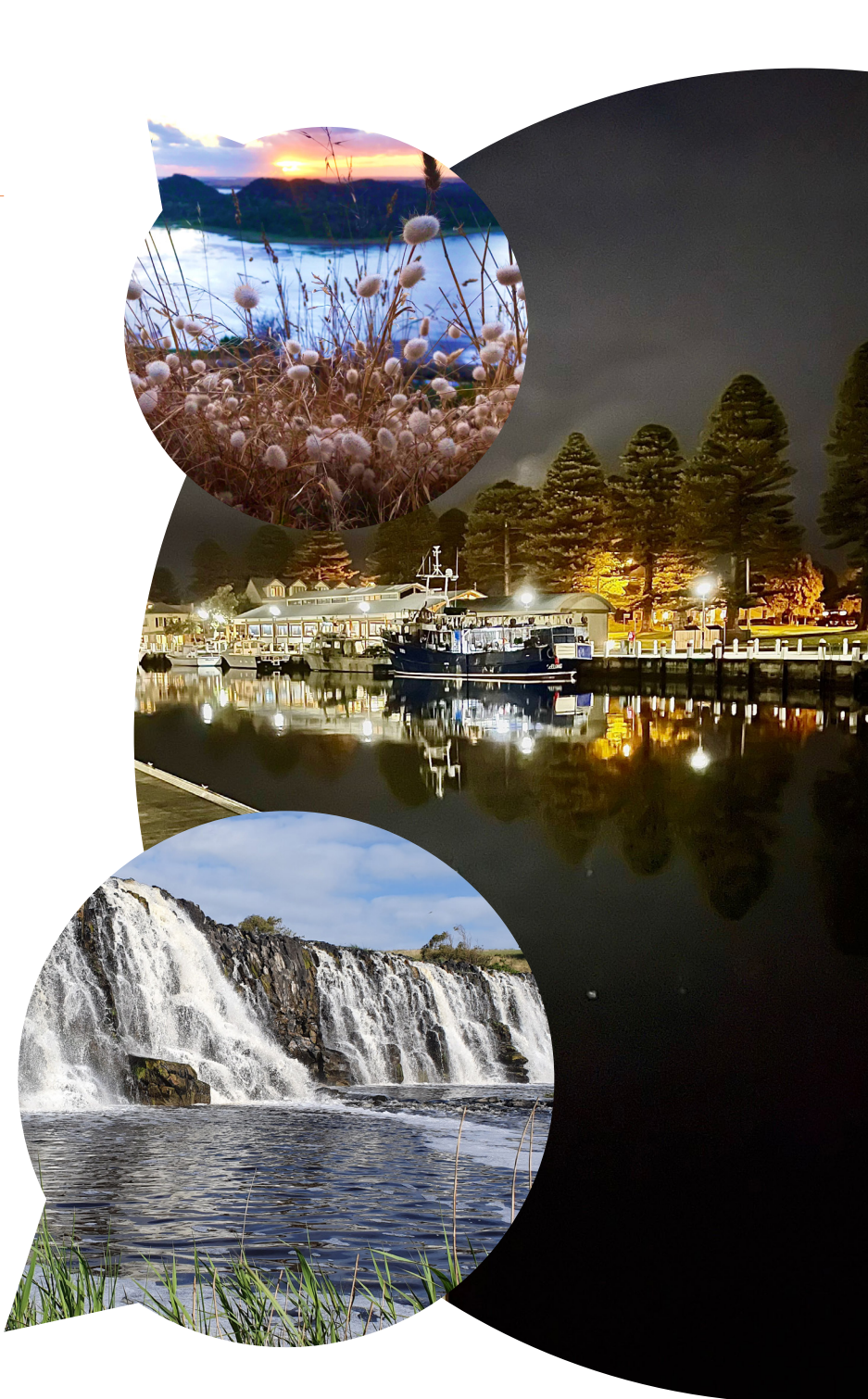
We act to address our climate emergency and support our community to adapt to a changing climate.

### **ENVIRONMENTAL PLANNING**

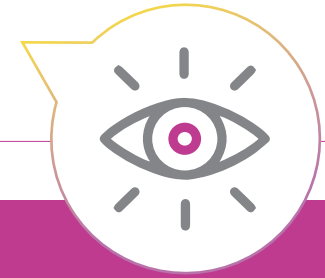
We use best practice environmental and land management plans, to protect native flora and fauna, and manage our land and water for future generations.

### **PROTECT AND ACKNOWLEDGE CONNECTION TO COUNTRY**

We learn from traditional owners and care for Country side by side.



## PILLAR 3 - PEOPLE



### 2040 vision for People

Moyne is welcoming and generous. We plan for the future of our youth. We are an educated and inclusive community, which is socially, digitally and culturally connected.

We have access to reliable and affordable quality services that maintain and improve our health and wellbeing. We enjoy a life of meaning.

### Top two aspiration priorities



#### **MAINTAINING CONNECTIVITY AND SENSE OF COMMUNITY**

We stay connected to one another, young or young at heart; from all walks of life we find opportunities to come together.



#### **COMMUNITY TRANSPORT**

We can move around Moyne easily. We have access to affordable transportation services regardless of our age or where we live.



## Remaining aspiration priorities

### ACCESS AND SUPPLY OF HEALTH SERVICES

We have access to quality healthcare options, regardless of our stage of life or where we live, and can access this support in person or through telehealth.

### ADDRESSING INTERNET AND DIGITAL NEEDS

We keep connected through reliable telecommunications and digital connectivity. This enhances our way of life and opens up a world of possibilities.

### KEEPING YOUNG PEOPLE CONNECTED

Our young people are strongly represented, and we support and encourage them in life through a variety of programs and opportunities.

### FIT AND HEALTHY

We are fit, active and healthy and have access to fresh and nutritious food, alongside opportunities to improve our physical health and wellbeing.

### INCLUSIVE CULTURAL EDUCATION

We come together to share our cultural stories, we promote cultural inclusivity and learn about our indigenous history.

### HEALTH SERVICES THAT ADDRESS MENTAL HEALTH

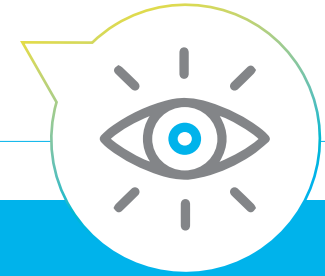
We talk freely about our mental health and seek support from trained mental health professionals who provide outreach services to support those in town, as well as those living in rural areas.

### RELATIONSHIP WITH COUNCIL AND AUTHORITIES

We work together to advocate for positive change to improve our way of life and strengthen our enjoyment of where we live.



## PILLAR 4 - ECONOMY



### 2040 vision for Economy

We are industry leaders in regenerative practices. We have equal and flexible access to quality educational and employment opportunities.

We attract people who appreciate and immerse themselves in Moyne's natural wonders and environment.

### Top two aspiration priorities



#### **INNOVATION IN AGRICULTURE**

We are innovators and use technology to increase the quality and quantity of farming while protecting the environment.



#### **SUPPORT LOCAL INDUSTRY**

We support the growth of our local industries through digital innovations and encouraging local expertise.



## Remaining aspiration priorities

### **SUSTAINABLE TOURISM**

We welcome those who share our environmental values, to enjoy our regional delights, from an abundance of natural landscapes to fresh produce and unique townships.

### **CONNECTED LOCAL ECONOMY**

We create connected experiences, share resources and collaborate to enhance our local economy.

### **LIFELONG LEARNING AND EMPLOYMENT**

We are lifelong learners and have access to educational opportunities that lead to meaningful employment.

### **AGRICULTURE CAREER PATHWAYS**

We have strong partnerships with educational institutions and local businesses that support our agricultural industry for a sustainable future.

### **EFFICIENT FREIGHT TRANSPORT**

We have safe and well-connected roads to move freight between towns and to market.

### **SUPPORT FOR SEASONAL AND PART-TIME WORKERS**

We support our seasonal and part-time workforce and ensure they have the assistance needed to engage in Moyne's economy.







# REVIEW AND REPORTING

Review and reporting on My Moyne, My Future 2040 will occur on a regular basis. Updates will be provided in Council's annual report and a detailed review will occur every four years in line with Council elections and the Council Plan cycle. A four-year review for My Moyne, My Future 2040 will be developed and reported.

In addition, a My Moyne, My Future 2040 Community Reference Group has been established with representatives from the original community Panel. The Reference Group will meet twice a year to:

- › Discuss progress of the Vision
- › Support and inform Vision partnerships between Council, community and stakeholders
- › Continue to provide community perspectives on our future and aspirations

A summary of Reference Group discussions will be made publically available after each meeting. To enable other community members to participate, Reference Group representation will be reviewed every two years.

## Want to know more?

A library of My Moyne, My Future 2040 reference documents and materials are available on Council's website:

[moyne.vic.gov.au/Your-Council/Community-Vision](https://moyne.vic.gov.au/Your-Council/Community-Vision)

### These include:

- › Background research documents
- › Community engagement and consultation reports
- › Data, indicators and benchmarking reports
- › Panel handbook and guide
- › Evaluation report on the Panel and My Moyne, My Future 2040 process





## CONNECT WITH COUNCIL

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### In Person

**Port Fairy Office**

Princes Street, Port Fairy, Victoria, 3284

**Mortlake Office**

1 Jamieson Avenue, Mortlake, Victoria, 3272

**Port Fairy Community Services Centre**

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**Instagram:**

[instagram.com/moyneshirecouncil](https://instagram.com/moyneshirecouncil)

**Online request:**

[moyne.vic.gov.au/Contact-Us/Request-a-Service](http://moyne.vic.gov.au/Contact-Us/Request-a-Service)

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MY MOYNE, MY FUTURE 2040  
DEVELOPED BY THE COMMUNITY WITH  
SUPPORT FROM MOYNE SHIRE COUNCIL.

Designed by: [digitaloutlaw.com.au](http://digitaloutlaw.com.au)