

BASS COAST

Community Vision
2045

Acknowledgement of Country

Bass Coast Shire Council acknowledges the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pays respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore.

Bass Coast Shire Council celebrates the opportunity to embrace and empower the Aboriginal and/or Torres Strait Island Communities in their diversity.

Bass Coast Shire Council will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

Purpose of this document

This document outlines the Bass Coast Community Vision 2045 and reflects the process undertaken to develop this refreshed Community Vision.

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Diversity and Inclusion

Bass Coast Shire Council celebrates the diversity of our communities. We acknowledge and respect the skills, insights and life experiences of all community members irrespective of gender, ethnicity, ability, religious belief, sexuality or age.

Child Safe Statement

Bass Coast Shire Council is committed to child safety and wellbeing, actively working to prevent abuse by identifying and addressing risks early. This work is underpinned by Council's Child Safe Statement, which guides our commitment to ensuring the safety, inclusion and wellbeing of every child.

Gender Impact Assessment

In accordance with the *Gender Equality Act 2020*, a Gender Impact Assessment was undertaken in developing the Community Vision, ensuring it reflects fairness, inclusivity and the diverse needs of our community.

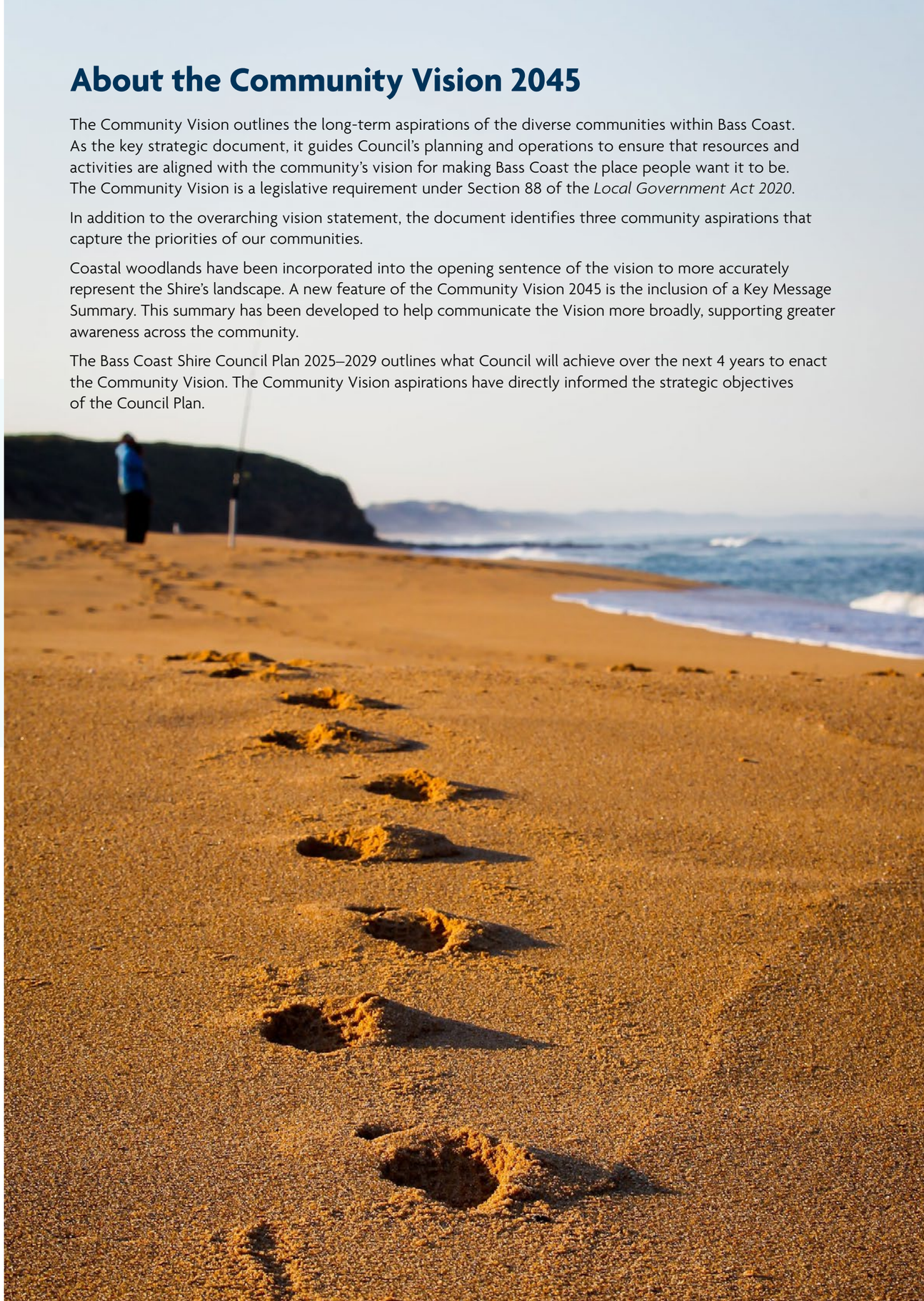
About the Community Vision 2045

The Community Vision outlines the long-term aspirations of the diverse communities within Bass Coast. As the key strategic document, it guides Council's planning and operations to ensure that resources and activities are aligned with the community's vision for making Bass Coast the place people want it to be. The Community Vision is a legislative requirement under Section 88 of the *Local Government Act 2020*.

In addition to the overarching vision statement, the document identifies three community aspirations that capture the priorities of our communities.

Coastal woodlands have been incorporated into the opening sentence of the vision to more accurately represent the Shire's landscape. A new feature of the Community Vision 2045 is the inclusion of a Key Message Summary. This summary has been developed to help communicate the Vision more broadly, supporting greater awareness across the community.

The Bass Coast Shire Council Plan 2025–2029 outlines what Council will achieve over the next 4 years to enact the Community Vision. The Community Vision aspirations have directly informed the strategic objectives of the Council Plan.



Mayor and Councillors Message

The Bass Coast Community Vision 2045 is the voice of our community. It captures the ideas, priorities and aspirations that you shared with us through extensive engagement, and brings them together as a shared blueprint for our future.

This Vision reflects the passion and commitment of our community. From townships and coastal villages to rural communities, your contributions have helped shape a vision that reflects who we are, what we value, and the future we want to build together.

As your elected Councillors, we are proud to steward this Vision on your behalf. It will guide our decision-making, planning and investment over the years ahead. More importantly, it ensures that the direction of Council remains firmly rooted in the values and ambitions of the people of Bass Coast.

Together, with this Vision as our guide, we will bring to life a future where Bass Coast remains naturally beautiful, thriving, and vibrant a place we are proud to call home.



About Bass Coast

Bass Coast Shire is located on the traditional lands of the Bunurong people. A predominantly coastal municipality, Bass Coast boasts a stunning and diverse natural environment from rugged coastlines and iconic beaches to rich farmland and bushland.

With a collection of over 30 vibrant townships and rural communities, each with its own unique identity and history, Bass Coast offers a mix of coastal and country living. Just 130 kilometres south-east of Melbourne, it is one of the fastest growing regional areas in Victoria. Bordered by Bass Strait to the south and neighbouring Cardinia and South Gippsland shires, Bass Coast is both accessible and deeply connected to its natural surrounds.

Home to over 43,000 permanent residents, the population increases significantly during holiday periods. Visitors are drawn by major events, coastal escapes, outdoor adventure, and cultural experiences, from surfing and cycling to local markets, the arts, wine and food, and nature-based tourism. Bass Coast offers a blend of rural, residential and holiday living, set against a backdrop of beaches, rolling hills, and wide-open skies.

The region is also home to the award-winning cultural venue Berninneit at the heart of Phillip Island in Cowes, and The Union Theatre in Wonthaggi, a venue deeply connected to the area's rich history of coal mining and social change. These facilities reflect a strong community commitment to creativity, storytelling and cultural connection.

Bass Coast continues to grow as a place where people come to live, work, invest and visit attracted by its lifestyle, natural beauty, strong community spirit, and future-focused approach.

Population in 2025 **43,557**

Projected Population by 2036 **47,408**

Median age **51**

Grown by since 2016 **10093**

Identify as Aboriginal and/or Torres Strait Islander **1.1%**

Born overseas **15.1%**

"Ciao Καλημέρα Hola Hallo 你好"

Speak a language other than English at home **5.1%**

People working in Bass Coast **13,337**

Open

Number of local businesses **3,658**

2 Cultural Venues

Over **250,000** visitors

Gross regional product: **$2.472 billion**

Amount of Tourists per year: **3.25 million**

Land area: **864 square km**

Land use:

Primary Production	87%
Parkland	5%
Residential	6%
Other	1%

Community Vision 2045

From its flowing hills to its coastal woodlands and wild unspoiled coastlines, the Bass Coast is a source of celebration for all who live in and visit the region.

Our townships are vibrant, rich with culture and full of life, each with its own distinct character. Drawing on our creativity, innovation and resilience we've created a thriving and diverse economy that supports sustainable agriculture and industry.

We live proudly on Bunurong Country, and build on learnings from our First Peoples and their knowledge. We coexist in harmony with our environment and are prepared for future challenges and changes.

We are the people of the Bass Coast. Experience our cultures and history, and contribute to our story.

About the Engagement Process

The Bass Coast Community Vision 2041 was created through a deliberative engagement process by a representative Community Panel of residents in 2021. In developing that vision, the Community Panel considered broad topics and long-term issues, such as access and equity, growth and housing, and climate change to determine our community's economic, social, cultural and environmental priorities for the future.

Across 2024-2025, Council undertook the 'Towards a Better Bass Coast' project to inform the development of Council's new key strategic documents for 2025-2029 and beyond. As part of this project, Council completed community engagement to inform the review and refresh of the Community Vision to consider whether it still reflects the aspirations for the future of our diverse communities.

The development of the Community Vision 2045 included three stages of community engagement:

Stage 1: Broad Community Engagement
July - August 2024

Council invited all community members across the Shire to share their insights and check that the Community Vision still reflects the priorities for the future of Bass Coast. Council facilitated in-person and online activities for community members to share their wants, needs and priorities for the next 4 years. Details of this engagement have been captured in the Engagement Summary Report.

Stage 2: Community Panel
November 2024 - May 2025

Council engaged external consultant, Mosaic Lab, to undertake a deliberative engagement process. A 45-member Community Panel was recruited by random selection to mirror the demographics of the Bass Coast community. The Community Panel worked together through a deliberative engagement process and made recommendations to Council to inform the development of its key strategic plans. Mosaic Lab was engaged as an independent body to manage the Panel and to facilitate the sessions to support the development of independent recommendations. A copy of the Community Panel Report can be found here.

Stage 3: Community consultation on draft Community Vision
August - September 2025

Council invited all community members across the Shire to share their feedback on the draft Community Vision 2045.

Results from the previous community engagement reflected that the wording of the Community Vision continues to reflect the priorities of the shire. Feedback indicated the addition of acknowledging the coastal woodlands in the Vision resonated well with community members.

Details of the feedback received is available here: www.engage.basscoast.vic.gov.au/strategic-plans-final-review

Community Vision 2045 Aspirations

Through the engagement process the communities of Bass Coast have confirmed the following aspirations that are reflected in the Community Vision:

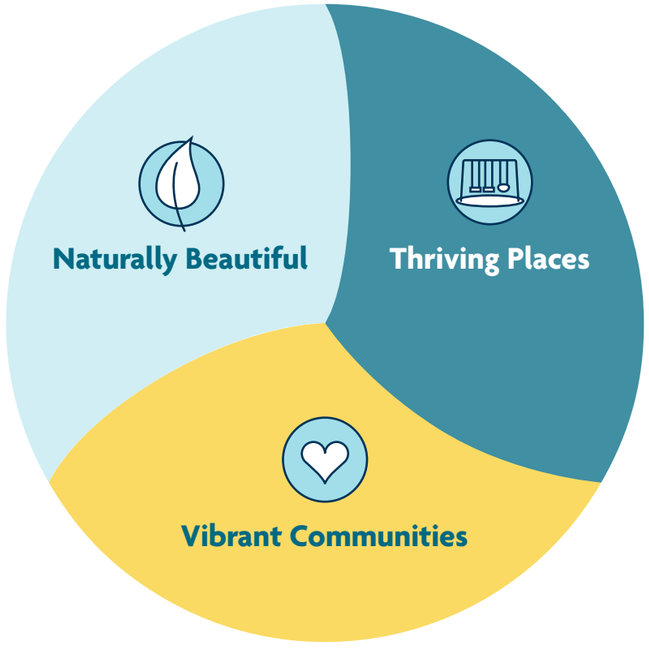
Naturally Beautiful
Together we build resilience and protect and enhance our natural environment.

Thriving Places
Facilities and infrastructure meet current and future needs. Growth is sustainable and well planned. Our economy, agriculture, tourism and industries are resilient. Unique character is preserved.

Vibrant Communities
Communities are healthy, inclusive, safe and socially connected. Communities celebrate opportunity, recreation, diversity, heritage and reconciliation.

Community Vision 2045 Key Message Summary

A key message summary of the Community Vision 2045 has been developed to enhance the visibility of the Vision and to promote the priorities where it is not practical to use the full Vision statement.





Bass Coast Shire Council, 76 McBride Avenue, Wonthaggi VIC 3995
PO Box 118, Wonthaggi VIC 3995 | 1300 BCOAST (226 278) | (03) 5671 2211
National Relay Service 13 36 77 (for people with communication difficulties)
basscoast@basscoast.vic.gov.au | www.basscoast.vic.gov.au
BassCoastShire basscoastshire