



GOLDEN PLAINS SHIRE

**COMMUNITY  
VISION 2040**



GOLDEN PLAINS SHIRE

# ACKNOWLEDGEMENT OF COUNTRY

Council acknowledge the traditional Wadawurrung owners of the land where we live, work and meet. Council pays its respects to Wadawurrung Elders both past and present and extends that respect to all Aboriginal and Torres Strait Islander People who are a part of Golden Plains Shire.



# OUR COMMUNITY

2020



**24,001**  
people



**8,568**  
occupied dwellings

2040



**41,012**  
people



**14,652**  
occupied dwellings

**38**

Average median age  
Expected to remain same  
or very similar in 2040

**2.71%**

Average Population  
Growth 2020-2040

**2.8** people

Average Household Size  
Expected to remain same  
or very similar in 2040

## CURRENTLY IN GOLDEN PLAINS SHIRE



**2,705**  
sq km of land



**56**  
communities



**16**  
townships



**1712 KM**  
Sealed roads, gravel roads  
and unformed roads

**23**

Community plans

**130**

Community Coordinators

**22%**

Volunteering Rates  
(> 1hr per week)

## OUTPUT SECTOR



**22.5%**  
Agriculture



**17.9%**  
Construction



**16.5%**  
Rental, hiring  
& real estate



**13.8%**  
Manufacturing



**29.2%**  
All Other

## WORKFORCE

Where we work . . .

**25.3%**

Golden Plains

**35.3%**

Geelong

**31.2%**

Ballarat

**8.0%**

Other

# DEVELOPING THE VISION

**The Golden Plains Shire Community Vision 2040 is a plan that captures the hopes and aspirations of the whole community, and ensures we are planning a bright future for all.**

The Community Vision outlines how everyone in the Golden Plains community can work together towards common goals and meet the Shire's needs, both now and into the future.

The project to develop a Community Vision commenced in July 2019. Council Officers embarked on a broad engagement program with the community to capture the diverse perspectives of Golden Plains' residents and a dedicated Community Reference Group (CRG) was formed to assist with the engagement. In October 2020, 11 CRG members from across the Shire joined Council staff to undertake engagement training and co-design workshops for the Vision project. The CRG then captured input for the Vision from residents across the Shire during February and March 2020. Initiatives included events, community conversations, postcards, online surveying, newsletters and a dedicated student session at Bannockburn P-12 College.

## ENGAGING THE COMMUNITY



- The engagement focused on 4 key questions:
- What I love about Golden Plains is...
  - My hopes for Golden Plains in 2040 is...
  - What I would like to see in my community in 2040 is...
  - To make this a reality I am willing to...

More than 530 responses (representing over 2.3% of the Shire's population) were gathered from a range of age groups, demographics and locations. This information was presented to Council and the community through an Engagement Update in April 2020. The CRG then sorted the data into a series of Themes and Priorities that would provide the framework for the Community Vision 2040. This was documented and presented with a series of Vision Statements to form a Concept of the Vision for further community testing in June 2020. The Concept was distributed and tested with community groups, networks and stakeholders who were given opportunities for feedback and further input offered via an online survey in July and August 2020.



## COMMUNITY VISION 2040 REFRESH

In January to March 2024, Golden Plains Shire Council undertook a community engagement process seeking feedback on the current Community Vision 2040. More than 400 people provided feedback through this engagement which sought to understand if the Community Vision 2040 still represented the communities perspectives. The results showed 95% of respondents believed there were no themes or priority areas of the current vision that were no longer applicable. Based on the feedback received, the original document has been refreshed with only the minor changes included from suggestions by residents.

# THEMES AND COMMUNITY PRIORITIES



## COMMUNITY

- Proud
- Safe
- Inclusive
- Connected
- Engaged
- Resilient
- Supported
- Contributing



## LIVEABILITY

- Health and Wellbeing
- Rural and Urban living
- Country Feel
- Active and Passive Recreation
- Services and Facilities
- Activities and Events
- Connected Transport



## SUSTAINABILITY

- Environmental Stewardship
- Value and Preserve Ecosystems, Nature and Cultural Heritage
- Responsible Attitudes and Behaviours
- Clean and Green Future



## PROSPERITY

- Learning, Education and Training
- Shopping, Goods and Services
- Employment Opportunities and Pathways
- Supporting Local Producers, Agriculture and Business
- Advocacy and Partnerships



# COMMUNITY



## VISION STATEMENTS

### BY 2024...

- We want to feel proud, safe and supported in our communities.
- We want to be inclusive and value all people including women, LGBTIQ+ people, young people, older adults and culturally and linguistically diverse people.
- We want to value our indigenous heritage and connect to traditional owners of the land.
- We want to celebrate through arts and culture, activities and events.
- We want to be engaged, cohesive and aligned in our forward aspirations.
- We want opportunities to meet, socialise and build strong, resilient networks.
- We want to participate, volunteer and contribute to our local area.



# LIVEABILITY



## VISION STATEMENTS

### BY 2024...

- We want good health and wellbeing for all.
- We want a diversity of quality rural and urban living alternatives that balances growth and retains a strong country feel.
- We want places, spaces and programs that support active and passive recreation and socialisation.
- We want access to services, facilities and activities for people of all ages and abilities.
- We want safe, connected pedestrian and transport infrastructure/services.





# SUSTAINABILITY

## VISION STATEMENTS

### BY 2024...

- We need to ensure our environment is maintained with appropriate practices and stewardship of our natural assets for future generations.
- We want to value and preserve our natural ecosystems, landscapes, features, open spaces, bushland and connection to cultural heritage.
- We want to promote positive attitudes and behaviours to land use, waste management, climate change and natural resource management.
- We want to embrace clean and green practices, including environmentally sustainable design, energy efficiency and green energy solutions.



# PROSPERITY

## VISION STATEMENTS

### BY 2024...

- We want to learn, develop and progress with access to quality care, education and training.
- We want local shopping, goods and services including retail, hospitality, tourism and event options.
- We want access to a range employment opportunities and pathways.
- We want to promote and improve the regional economy through partnerships, innovation and support for local producers, agriculture and businesses.
- We want to maintain and strengthen advocacy and relationships with Government, regional development boards and business groups.





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## OPERATING HOURS

**Bannockburn Customer Service Centre**

8.30am to 5pm, Monday to Friday

**The Well, Smythesdale**

8.30am to 5pm, Monday to Friday



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