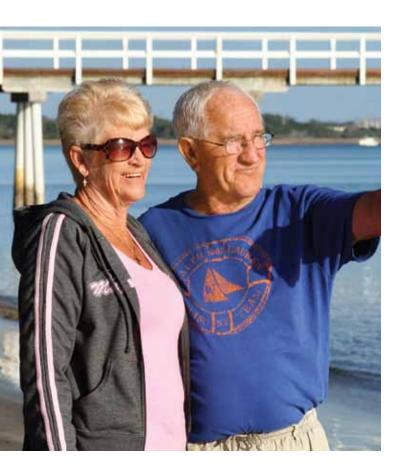


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MESSAGE FROM THE MAYOR



The Fraser Coast is a vibrant community well placed and poised to leap into the future.

The Fraser Coast Community Plan will guide Council and the Community as we work together to create our future and ensure it encompasses and meets the aspirations of residents.

The plan outlines our desired future and takes into account the views and aspirations of residents from across the region, retaining the friendliness of the people while providing the amenities required for growth.

The process to consult with the community was exhaustive, covering all areas of the region over 10 months.

More than 4,000 comments were received from community members, business people, organisations, Council staff and Councillors which contributed to the development of this plan.

As the overarching document it will guide Council in the development of long-term goals, finance plans, asset management, operational plans and corporate documents to ensure the unique qualities of the Fraser Coast are enhanced.

This is a living document that will be reviewed every five years and residents are encouraged to have input to ensure their views are respected and reflected and that they have a hand in shaping the future of their region.

Mayor Mick Kruger

MESSAGE FROM THE CEO



Every community has aspirations for its future, and choices on how that future unfolds.

Council consulted the community to proactively determine your aspirations to ensure we chose our future and did not just accept a future dictated by current trends or fashions.

The Community plan ties together many strategies and management plans to ensure that Council and the community are working in partnership towards long-term goals.

The plan sets out:

Our governance how we govern ourselves;

Our community

how we live;

Our economy

our jobs and our lifestyle;

Our environment our natural areas;

Our movement and access

how we get around;

Our place and spaces

where we live, work and play.

Through community feedback Council has been able to determine what we as a community respect and value, where residents want to see development take place, especially to safeguard the environment: and how Council should advocate with state and federal governments for assistance in shaping our future.

I thank those who took part in the consultation. It was a unique opportunity to help define the future and ensure the region is sustainable and one of which we can all be proud.

The Fraser Coast continues to grow rapidly and remains at the forefront of the country's growth hot-spots. In view of those pressures, the Community Plan will enable your aspirations to be developed into a map to guide the region as we move forward.

CEO Lisa Desmond

WELCOME



The Fraser Coast Community Plan creates a vision for the future of the region. It provides the foundation for residents, businesses, organisations and Council to work together to enhance the Fraser Coast.

The Fraser Coast Regional Council acknowledges the traditional custodians of country (land, sea and sky) the Butchulla (Badtjala) people, on the Fraser Coast upon which this plan will operate. We also acknowledge the cultural diversity of all Aboriginal and Torres Strait Islander people, elders past and present and the significant contribution Aboriginal and Torres Strait Islander people have made and continue to make to shaping the identity of the Fraser Coast and Australia.

The Community Plan outlines a desired future and sets goals for the Fraser Coast Local Government Area. It is an aspirational plan that describes the long term future for the Fraser Coast and allows everyone the opportunity to develop strategies and key actions to implement the vision through their own planning processes. It covers a period of 20 years from the commencement of the plan.

The community engagement process combined consultation for the first stages

of the Sustainable Growth Strategy and the Community Plan. This achieved a number of efficiencies, given that the required outcomes of the consultation for each of the projects involved 'creating a vision for the future of the Fraser Coast'. The consultation was labelled 'Fraser Coast 2031 Have your Say' and was undertaken over a 10 month period from November 2009 – August 2010.

Contribution was sought from the community via electronic dialogue (email, website), media print publications, Council newsletters, brochures, television and radio announcements, public meetings, manned stalls, community meetings, focus group workshops, online and paper surveys and dedicated phone number. More than 4,000 comments from community members, business people and local organisations contributed to the development of this plan, supported by Council officers and elected representatives.

Drawing from the comments received throughout the community engagement process, the Community Plan represents the future for all parts of the region, from country to coast, regional village to city centre. It reflects the uniqueness of our distinct communities and contains the aspirations of our youth, seniors, families, organisations, business and industry.

The Traditional Owners as the Aboriginal custodians of the Fraser Coast for thousands of years prior to European settlement are recognised in this plan for their significant contribution to shaping the identity of the Fraser Coast now and into the future. The Butchulla (Badtjala) people sustained a balanced lifestyle on country (land, sea and sky) meeting their own needs within a caring for country context. Their on going responsibilities and connection to country, people, culture, language, history and traditions are recognised and respected as we work together for the future of the Fraser Coast.

The Community Plan is the overarching document under which Council's long term plans and corporate documents will be guided to ensure the unique qualities of the region are enhanced and values of the community are upheld into the future through implementation, advocacy and strong partnerships.

Council in its capacity to shape and influence outcomes into the future will demonstrate strong leadership with an outcome focus that will advocate and facilitate in a collaborative manner by developing closer partnerships, building stronger stakeholder engagement and by collaborating with government, community and industry to deliver key outcomes for the region.

OUR FRASER COAST VISION

In 2031, the Fraser Coast will be a diverse, strong and well governed region of vibrant places connected as a whole by our community spirit, respect for our natural environment and our innovative and diverse economy.

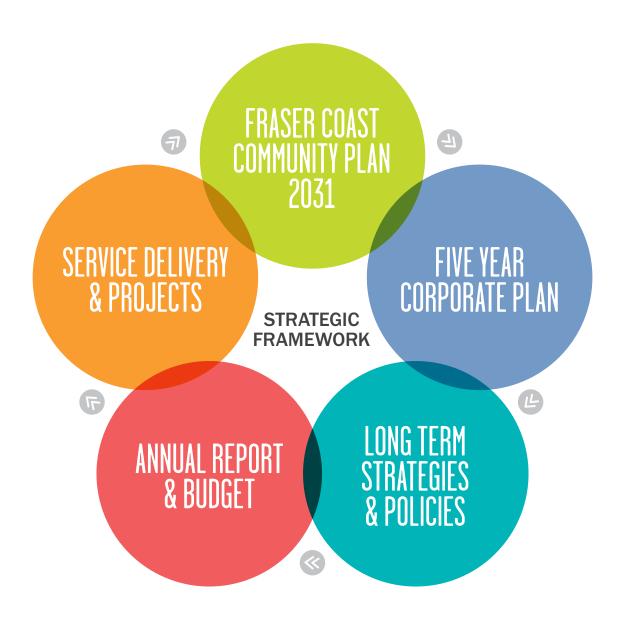
Our Fraser Coast community will:

- Be diverse and contrasts will be valued and respected by all our residents and enjoyed by those who come and visit;
- >> Be aware of opportunities that better our lifestyle;
- » Be supported by strong governance systems which provide for us to plan and make decisions together in partnership;
- >> Be a happy, active, healthy, safe and engaging place to live;
- » Provide diverse employment opportunities with a robust and resilient economy;
- » Have access to life-long learning opportunities, supported by quality educational programs and facilities;
- >> Have a choice of housing to suit all income levels, lifestyles and life stages;
- » Be respected for its commitment to social equity and community connectedness; and
- Conserve and value important environmental; Aboriginal and European cultural heritage assets.

OUR FRASER COAST VALUES

The community engagement process has established a set of common values echoed by many members of the community. Shared values will help shape the region, draw the community together and create a bright future for all who call the Fraser Coast home.

OUR FRASER COAST VISION & VALUES



NEXT STEPS

The Fraser Coast Community Plan 2031 will inform Council's 5 year Corporate Plan, long term financial plan, asset management plan and operational plans so that it is embedded in the way Council does its business. The Annual Report will clearly show how Council's activities contribute to achieving the community's goals.

The community will be invited to update Council's Fraser Coast Community Plan 2031 web pages with actions, ideas and projects that will continue to advance the plan. The plan will be reviewed, with community input, every five years.

Fraser Coast Community Plan 2031 is a living plan which will be at the forefront of Council's planning, policies and strategies and the community's own plans for the next 20 years. It also provides a basis for council to articulate this community's vision and priorities to levels of government, as shown in the diagram to the left.

KEY THEMES



KEY THEMES



OUR GOVERNANCE

Our elected representatives are decisive, display strong leadership, promote the positive attributes and opportunities of the Fraser Coast, foster positive relationships and form cohesive partnerships with all tiers of government to benefit the community.

The community are heard, their views respected and reflected in shaping the future of the region. Customers receive responsive and courteous service with officers possessing knowledge of all facets of Council's operations.

- **>> 1.1 ENGAGING COMMUNITIES**
- **≫ 1.2 ACCOUNTABILITY**
- **≫ 1.3 SERVICE PROVISION & INFRASTRUCUTURE**

>> 1.1 ENGAGING COMMUNITIES

Engagement

1.1.1 The knowledge, experience and wisdom held by community members of all ages, cultures and abilities is sought and utilised to shape the future of the region, with their views advocated at all tiers of government.

Policy & Regulation

1.1.2 Our policies, procedures and regulations are written in plain language, practical to implement, fairly represent the aspirations of community and are applied consistently across the region.

Leadership

1.1.3 Our elected members are decisive and display strong leadership by driving the community vision. Our region's positive attributes and opportunities are marketed and promoted and relationships with the community and other government bodies are fostered to form cohesive partnerships to the benefit of the broader region.



Advocacy & Partnership

1.1.4 Our community leaders promote the attributes and opportunities within our region to all levels by advocating and forming partnerships to benefit the broader community.

Succession Planning

1.1.5 Our community leaders plan for the future and promote continuity by ensuring that others are trained to take their places and represent future generations.

Opportunities

1.1.6 Elected representatives are supported by experienced staff that attract and drive investment in employment generating enterprises.

>> 1.2 ACCOUNTABILITY

Financial Sustainability

1.2.1 Our Council fees and charges fairly consider the economic position of the community to provide sustainable resources and services to the community.

Balanced & Accountable

1.2.2 Our Council recognises the importance of balancing regulation with facilitation, and demonstrates that decisions are consistent with the whole of the community's vision and values for the region.



>> 1.3 SERVICE PROVISION & INFRASTRUCUTURE

Accessible

1.3.1 Council services and officers are accessible and customers from all areas of the region receive responsive and courteous treatment. Access to current technology also increases opportunities for access to all levels within Local Government.

Infrastructure Services

1.3.2 Infrastructure services, including the allocation of land, strategic assets, facilities and communication networks are well planned and delivered throughout the region to foster sustainable growth.

Asset Management

1.3.3 Manage and maintain assets in an efficient and cost effective manner optimising the whole of life value to the community.







44 RETAIN THE FRIENDLINESS OF THE PEOPLE WHILE PROVIDING THE AMENITIES REQUIRED FOR GROWTH ??



OUR COMMUNITY

The Fraser Coast provides a lifestyle that is safe to live, learn, work and play, celebrates through festivity, embraces the arts and is supported by quality services and communication networks.

We celebrate, value and protect our cultural diversity recognising it is an asset to our economy, our education and our cultural life.

- >> 2.1 BUILDING COMMUNITY SPIRIT & BELONGING
- >> 2.2 SAFEGUARDING COMMUNITY & WELLBEING
- >> 2.3 CULTURAL DIVERSITY
- >> 2.4 EMBRACING & CELEBRATING CREATIVE ARTS

>> 2.1 BUILDING COMMUNITY SPIRIT & BELONGING

Inclusive Community

2.1.1 The Fraser Coast Region boasts an inclusive and caring community recognising that our people require access to services and facilities that assist them to successfully participate in our community.

Community Places

2.1.2 Community facilities are provided throughout the region as places for people to exchange ideas and to be encouraged to contribute to community life.

Young People

2.1.3 Young people of the Fraser Coast have a positive and sustainable future by having opportunities to learn and work in the region and are enriched by maintaining family connections, engaging in community programs, activities and events.

Seniors

2.1.4 Seniors including Elders are respected for their experience and knowledge and are valued as contributing members of our community.

Volunteering

2.1.5 Volunteers, community groups and organisations contribute to enriching the quality of people's wellbeing in the region and are supported in ways that maintain enthusiasm.

66 STIMULATE AND MOTIVATE PEOPLE TO PARTICIPATE IN COMMUNITY LIFE AND THE DIRECTION OF THE CITY AND REGION **99**



>> 2.2 SAFEGUARDING COMMUNITY & WELLBEING

Employment & Education

2.2.1 Access to quality education and training directly linked to employment opportunities within the region is available to all members of the community, creating opportunities to raise the standard of living.

Safe People & Places

2.2.2 The Fraser Coast is a respected place where people feel safe and secure.

Lifestyle

2.2.3 The Fraser Coast lifestyle provides a balance between work, family and leisure activities as an alterative to a busy paced metropolitan area.

Healthy Community

2.2.4 Physical, mental and spiritual wellbeing is promoted and supported by dedicated organisations and high quality health care facilities and services.



>> 2.3 CULTURAL DIVERSITY

>> 2.4 EMBRACING & CELEBRATING CREATIVE ARTS



Celebrate Creative Arts

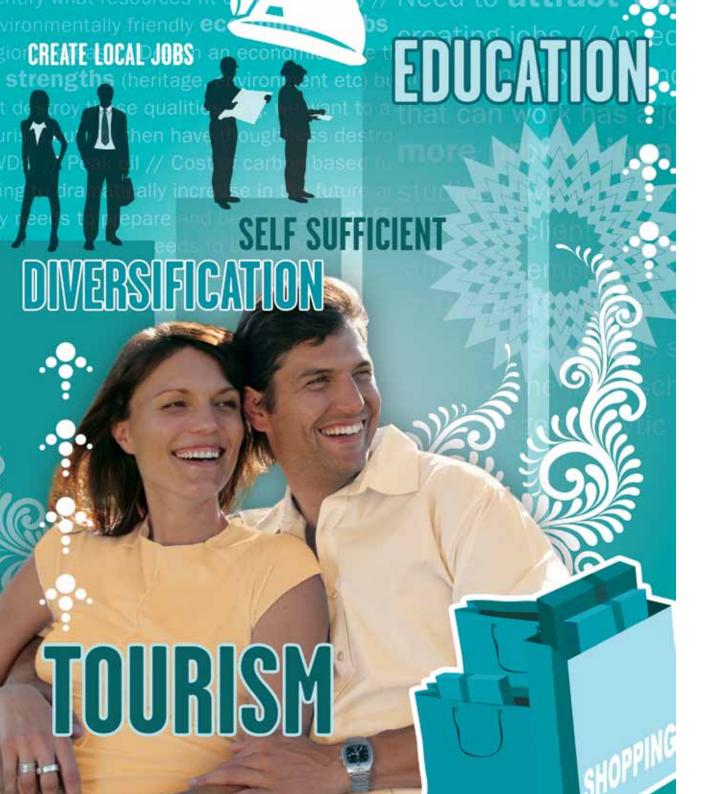
2.4.1 Festivals, events and the arts are celebrated across the region bringing together diverse cultures, community groups, residents and visitors to the Fraser Coast.



Cultural Diversity

2.3.1 The Fraser Coast community values and protects its heritage and understands, respects and actively celebrates the region's diverse culture.





OUR ECONOMY

The Fraser Coast region creates local jobs in a self sustaining economy that recognises environmental sustainability.

The employment base will be diverse and robust to buffer it from economic fluctuation. Local business and industry are supported and specialist education, training, research and skills development facilities are established to revitalise the region. Partnerships are fostered to encourage investment, growth, infrastructure and access. The Fraser Coast region brand is developed and promoted and recognised as a destination of choice that provides a positive and varied experience for all ages.

- >> 3.1 PROMOTING A SELF-SUFFICIENT ECONOMY
- >> 3.2 GROWING LOCAL JOBS
- >> 3.3 DEVELOPING SKILLS & PROMOTING EDUCATION
- >> 3.4 SUPPORTING A DIVERSE & INNOVATIVE ECONOMIC BASE
- >> 3.5 STRENGTHENING & BROADENING TOURISM OPPORTUNITIES

>> 3.1 PROMOTING A SELF-SUFFICIENT ECONOMY

Sustained Economy

3.1.1 Our Economic growth recognises the need to balance sustainability with job creation. Adopting this balance develops a competitive advantage.

66 LOCAL SUPPLIERS AND SERVICES SUSTAIN THE LOCAL ECONOMY ??



Environmentally Responsible Economy

3.1.2 An environmentally responsible sustainable wealth creation and retention strategy is developed to ensure that the local economy is robust and captures maximum patronage.

Commercial Centres & Industrial Hubs

3.1.3 A commercial centres strategy is developed to promote the region as open for business to ensure that designated precincts remain vibrant and successful with strategically located hubs that have access to infrastructure and services.

>> 3.2 GROWING LOCAL JOBS

Supporting Business

3.2.1 Business, industries and the community supporting each other within the region by using local suppliers and services to sustain the local economy and stimulate local employment.



>> 3.3 DEVELOPING SKILLS & PROMOTING EDUCATION

Education Opportunities

3.3.1 A broad range of specialist education and skill development opportunities is available within the region for access by local, state, national and international students of all ages to revitalise the region.

Employment Opportunities

3.3.2 An economic base that generates local jobs and skill creation for the region's youth within a diverse field of occupations is supported and encouraged.





>> 3.4 SUPPORTING A DIVERSE & INNOVATIVE ECONOMIC BASE

3.4.2 New, innovative specialist industries

are encouraged to establish within the

region and supported by the community.

New Enterprise

Diversity

3.4.1 Create an employment base in the region that is diverse and robust to buffer it from economic fluctuation.

Regional Enterprise

3.4.4 Economic development supports fisheries, agriculture, tourism and other activities in regional areas to create diverse economic, employment and social benefits to the Fraser Coast region.

Rural Enterprise

3.4.3 Rural landowners are supported to diversify their agri-business activities to act as a catalyst for providing alternate income streams through an extensive spectrum of activities.

Business Attraction / Partnerships

3.4.5 Council proactively pursues investment into the region to stimulate commercial and economic development and complement existing business.



44 ALLOW OPPORTUNITY FOR NEW IDEAS, NEW THINKING AND EXCHANGE OF IDEAS ABOUT THE FUTURE OF THE REGION.**??**

>> 3.5 STRENGTHENING & BROADENING TOURISM OPPORTUNITIES



Natural Attractions & Cultural Heritage

3.5.1 Natural attributes of the region such as National Parks, coastal, inland and cultural heritage attractions are promoted to form the basis for new economic growth opportunities.

Point of Difference

3.5.2 The diversity within the Fraser Coast region is promoted offering positive and varied experiences all year round to encourage visitors to extend their stay.

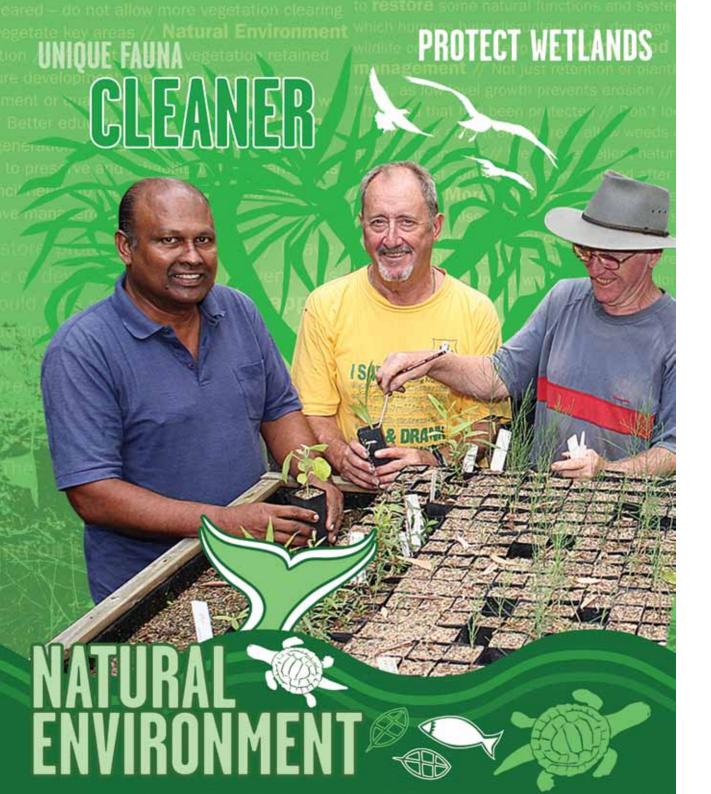
Tourism

3.5.3 Visitors have affordable, easy access to the region via our rivers, bay, islands, marinas, aviation facilities, road and rail.

Facilities/Infrastructure

3.5.4 Access to extensive road, rail, air and marine infrastructure networks and facilities to support a vibrant tourism industry.

** THE RELAXED LIFESTYLE. THE COMMUNITY SPIRIT.**



OUR ENVIRONMENT

A diverse and healthy natural environment, with an abundance of native flora and fauna and rich ecosystems which can thrive with our awareness, commitment and action in caring for the environment.

That important habitats for native animals and plants are preserved and developed to ensure that a healthy ecosystem is sustained by protecting, conserving, monitoring and improving the natural environment.

- >> 4.1 PROTECTING, RESTORING & ENHANCING THE ENVIRONMENT
- >> 4.2 MAINTAINING UNIQUE BIODIVERSITY
- >> 4.3 ECOSYSTEM SERVICES ACCESSING & UTILISING THE ENVIRONMENT
- >> 4.4 MAINSTREAMING ENVIRONMENTALLY SUSTAINABLE CHOICES
- >> 4.5 MANAGING OUR NATURAL RESOURCES SUSTAINABLY

>> 4.1 PROTECTING, RESTORING & ENHANCING THE ENVIRONMENT

Wildlife

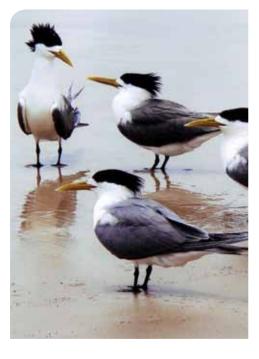
4.1.1 Habitats for migratory, threatened and local native species are preserved.

Lifestyle

4.1.2 We will balance our lifestyle expectations by working in partnership to ensure behavioural changes to protect the environment by adopting sustainable practices.

Conservation

4.1.3 Our Community can participate in conservation, restoration, revegetation and habitat enhancement in public and private places, supported by robust land planning.



Foreshore

4.1.4 The vulnerability of the foreshore is understood. Ongoing research findings are used to better plan and develop defences to long term erosion threats and regeneration programs.

Streams & Rivers

4.1.5 Processes that contribute to the continual improvement of water quality in creeks, waterways, aguifers and wetlands are continually monitored and supported.

\gg 4.2 MAINTAINING UNIQUE BIODIVERSITY \gg 4.3 ECOSYSTEM SERVICES - ACCESSING

Unique

4.2.1 The Fraser Coast will be widely regarded for its dedication to protecting and managing the health of its ecosystems, ranging from the creeks and waterways to the forests of its coastal, rural and regional landscapes.

Interpretation

4.2.2 Interpretative centres across the region educate people and raise awareness of our culture, heritage, the unique biodiversity and ecological values of the region.

& UTILISING THE ENVIRONMENT

Access

4.3.1 Walking trails and cycling networks in natural areas are sensitively designed to bring people close to nature without endangering the ecological values.

OUR ENVIRONMENT

>> 4.4 MAINSTREAMING ENVIRONMENTALLY SUSTAINABLE CHOICES

Sustainable Choices

4.4.1 Fraser Coast community members will take personal responsibility for creating a sustainable lifestyle in understanding and committing to positive action to protect the future of the region.

Local Food Production

4.4.2 Our community will support our fresh produce providers and purchase locally harvested produce throughout the region.



>> 4.5 MANAGING OUR NATURAL RESOURCES SUSTAINABLY

Water Security

4.5.1 The region's water supply is managed to ensure it remains at sustainable levels as the region grows.

Agriculture

4.5.2 Good quality agricultural land within the region is maintained and utilised for sustainable local food production.

National Parks

4.5.3 High conservation value land is managed to support and protect native flora and fauna.

Planning

4.5.4 Local planning instruments establish a growth strategy for the region that considers the potential impacts of climate change, sustainable settlement patterns and buildings, biodiversity and economic diversity.

Land Management

4.5.5 Land management principles and action plans incorporate a comprehensive understanding of urban and rural applications.

Natural Resource Management

4.5.6 We use and manage the Fraser Coast's natural assets wisely so that future generations can also benefit from resources we value.

OUR ENVIRONMENT



OUR MOVEMENT & ACCESS

The Fraser Coast region has effective transport networks connecting the region with surrounding City centres and convenient pedestrian pathways to accommodate an active, healthy lifestyle.

A variety of transport options and extensive networks provide linkages to all areas of the community in accordance with need.

- >> 5.1 AERONAUTICAL SERVICES
- >> 5.2 ROAD NETWORKS
- >> 5.3 RAIL NETWORKS
- >> 5.4 MARINE SERVICES
- >> 5.5 PEDESTRIAN MOVEMENT

>> 5.1 AERONAUTICAL SERVICES

Flight Services

5.1.1 Access to State, National and International flight services is supported by high quality regional infrastructure and associated aeronautical industries.

Resource Industry Flight Services

5.1.2 Fly in – fly out air services are supported to develop the region's resource sector opportunities.

>> 5.2 ROAD NETWORKS

Road Freight Movement

5.2.1 Access to effective road freight networks that bypass urban areas and are supported by strategically located transport hubs that cater for loading and parking.

Emergency Response Access

5.2.2 Provides safe and effective road networks that improve emergency service response access.

Regional Movement

5.2.3 Access to a safe and effective regional road network linking communities to business and tourism opportunities and improving access for emergency response services.

Access

5.2.4 Local road networks provide for effective movement and parking suitable for various vehicle types.

>> 5.3 RAIL NETWORKS

Rail Freight Network

5.3.1 Access to a modern, effective rail freight network that takes pressure off road freight networks.

Regional Rail Services

5.3.2 Range of transport services that connect our regional areas and city centres.



OUR MOVEMENT & ACCESS

>> 5.4 MARINE SERVICES

Recreational Boating Facilities

5.4.1 The region is provided with safe, well located boating access and associated vehicle and trailer parking facilities for access by people of all abilities.

>> 5.5 PEDESTRIAN MOVEMENT

Pedestrian Networks

5.5.1 Extensive walking, cycling and mobility scooter networks are developed throughout the region to promote healthy active lifestyles in a safe environment.

Alternative Transport Strategies

5.5.2 Alternative transport strategies that reduce private vehicle use and increase pedestrian and cycle movements are researched, developed and implemented.





OUR PLACES & SPACES

City entrances are welcoming and the unique aspects of towns and villages are reflected in vibrant hubs that invite community to meet and interact.

Growth within the region is well planned, managed and environmentally responsive whilst public areas provide benefits for the varying needs of the whole community.

- >> 6.1 STRONG NEIGHBOURHOOD IDENTITY
- >> 6.2 CREATE VIBRANT CITY CENTRES & CIVIC PRECINCTS
- >> 6.3 MANAGING SETTLEMENT/DEVELOPMENT PATTERNS & DENSITY
- >> 6.4 CONSIDERED DESIGN AND ENVIRONMENTALLY RESPONSIVE BUILT FORM
- >> 6.5 SPACES FOR EVERYONE

>> 6.1 STRONG NEIGHBOURHOOD IDENTITY

>> 6.2 CREATE VIBRANT CITY CENTRES & CIVIC PRECINCTS

Entrance Statements

6.1.1 Entrances and gateways to cities, towns, villages and civic spaces such as airports, bus terminals and railway stations are welcoming to all people visiting the area.

Centres

6.2.1 Cities, towns, community centres and civic precincts are vibrant social hubs that create a sense of place.

>> 6.3 MANAGING SETTLEMENT/DEVELOPMENT PATTERNS & DENSITY

Population Growth Management

6.3.1 Population growth is managed within a regional planning framework while development is planned and managed to maintain the lifestyle elements that Fraser Coast residents have come to enjoy.t

Urban Form

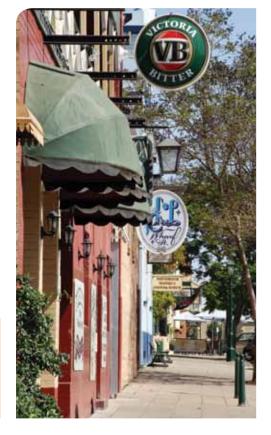
6.3.2 The urban form accommodates sustainable growth in the region while protecting and enhancing character and heritage.

Environmentally Responsive Design

6.3.3 The urban form is environmentally responsive, creating a pleasant environment which reinforces community identity and delivers an efficient and sustainable urban structure.

Housing

6.3.4 Housing options meet the community needs of people at all stages of life and in various economic circumstances.



66 A PLEASANT ENVIRONMENT WHICH REINFORCES COMMUNITY IDENTITY ??

OUR PLACES & SPACES

>> 6.4 CONSIDERED DESIGN & ENVIRONMENTALLY RESPONSIVE BUILT FORM

>> 6.5 SPACES FOR EVERYONE

Urban Footprint

6.4.1 Land and infrastructure services are used efficiently to accommodate a range of lifestyle choices.

Urban Settlement Patterns

6.4.2 Urban settlement patterns are consolidated around existing centres, with a smaller proportion of the population located in existing dispersed rural and coastal communities.

Place Making

6.5.1 Fraser Coast offers outdoor places, spaces and corridors which are provided throughout the region for the safe enjoyment of people of all ages and abilities to support an active, healthy lifestyle.



OUR PLACES & SPACES

- **44** LIVING IN A COMMUNITY WITH GREAT VALUES, EXCELLENT FACILITIES AND OPPORTUNITIES.**
- 44 THE LIFESTYLE PROMOTES HAPPY, HEALTHY PEOPLE. >>
- 44 A THRIVING COMMUNITY OF HIGHLY PRODUCTIVE PEOPLE WHO ENJOY THE BEST WORK/LIFE BALANCE OF ANYONE IN THE WORLD.**
- **CRIME FREE, YOUTH ENGAGED APPROPRIATELY AND A SAFE PLACE TO WALK DAY OR NIGHT FOR ALL AGE GROUPS AND GENDERS.**