

BASS COAST

Distinctive Area and Landscapes Project



What we heard from previous engagement

What you value:

- Sustainable and environmentally sensitive tourism
- Food production and agri-tourism
- Local traders and vibrant town centres

What concerns you:

- Congestion and traffic during peak periods
- Loss of agricultural land and lack of support for farmers
- Education and job opportunities for the youth

Economy and Infrastructure

Bass Coast is one of the fastest growing municipalities in regional Victoria. The area is strategically positioned in close proximity to Melbourne's south east growth corridor, with an ever-expanding transport network, a growing regional centre with excellent services – all set within a unique natural environment and relaxed coastal lifestyle, providing significant opportunities to live, work and invest.

An integrated approach to planning and development is required to ensure that industries can continue to grow and underpin a resilient, sustainable and diverse Bass Coast economy.



Strategic Directions

The Bass Coast Statement of Planning Policy could include strategies to:

- Build a sustainable, year-round visitor economy that aligns with Bass Coast's landscapes, environment and cultural values
- Protect high value and productive agricultural land
- Facilitate major transport upgrades to the Bass Coast Highway and Phillip Island
- Reinforce and grow the role of Wonthaggi as the major service centre in the region
- Improve and upgrade town centres so they meet the social and economic needs of residents and visitors
- Protect state significant resources and assets including mineral sands, the Victorian Desalination Plant and pipeline, and renewable energy opportunities.

Tell us more

What other strategies could be considered to build a sustainable and prosperous Bass Coast economy?

Get involved online at engage.vic.gov.au/distinctive-areas-and-landscapes-program/bass-coast where you can view and download the discussion paper and background information and provide feedback through the online form.