

3.2 Strategic Vision

The Strategic Vision for the Planning Scheme is that the Region will have:-

- (1) **An enviable lifestyle and strong, well-managed population growth** – The Region's population growth and urban development is well managed, allowing economic development but retaining the social connection, environmental assets and lifestyle. Residential development is well-planned, safe and environmentally efficient, creates supportive environments for health and wellbeing, within the means of the majority of the population and provides convenient access to services, facilities and employment. Settlements in the Region have adjusted to natural hazards, including flooding and bushfire, through avoiding areas of significant risk or where appropriate, designing buildings to manage the hazard and utilising resilient building materials. High levels of amenity are maintained, scenic vistas preserved and a rural feeling of space retained. Revitalisation of the rural and coastal townships will have maintained and enhanced the 'village' atmosphere, with strong community cohesion.
- (2) **Investments in infrastructure that match the strong population growth in the Region** – Infrastructure meets the needs of the growing population and underpins the economic growth of the Region. The Southside of Gympie and surrounding areas are well connected to the broader Gympie Centre, via improved flood-free access. There are improved public and active transport systems and an improved major highway network that allows easy, safe and convenient travel within the Region, to Brisbane and South-East Queensland and to western and northern centres.
- (3) **Greater strength and diversity of economy** – The Region's economy has capitalised on the opportunities presented by its proximity to the supplies and markets of the Sunshine Coast and South East Queensland. Opportunities to address the un-met demand for industrial land within the Sunshine Coast are maximised, building industry potential and diversity within the Region. The development of tourism, food production and processing, forestry, manufacturing, aviation and marine industry sectors forms a firm foundation for a vibrant and sustainable regional economy, providing career-based employment for current and future generations. Additional opportunities in aged care, creative services, education, renewable energy and climate-smart technology have emerged and prospered in response to demographic change and community expectations.
- (4) **Adequate community facilities and services that meet the needs of a growing and diverse population** – The Region has an equitable distribution of medical and social services, a diversity of cultural and creative arts opportunities and excellent sport and recreation facilities, supporting a high quality of life, a healthy, socially cohesive and culturally diverse community, attracting people of all ages to remain in or return to the Region.
- (5) **Well-managed and protected environmental reserves and natural assets** – The Region's significant natural assets, including the Great Sandy Straits, Mary River and abundant National Parks and Reserves, are highly valued by the community and are protected and well managed, balancing the preservation and enhancement of biodiversity with the economic viability of appropriate uses, such as nature-based recreation and eco-tourism.
- (6) **Well-managed and valued heritage assets** – The Region's natural and cultural heritage is assessed, conserved and protected. It is appropriately interpreted and maintained to support cultural identity and diversity, local appreciation and tourism. The celebration of the Region's heritage focuses on, but is not limited to, respect and appreciation of Indigenous culture, the contribution of rural activities and timber-getting, the significance of gold-mining and the cultural attachment to the built-environment.