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VISION

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Council's vision, as underpinned by the Mornington Peninsula Localised Planning Statement, is to:

Value, protect and improve the Peninsula's unique characteristics and its special role that is distinct from and complementary to metropolitan Melbourne.

Protect the role of the Peninsula as one of Melbourne's greatest assets, characterised by contained townships, a substantial and diverse local economy, and areas of national and international significance.

Protect the Peninsula's landscapes, coastlines, seascapes and rural area, including the scenic values of the green wedge.

Protect and enhance the experience and enjoyment of the natural and cultural values of the Peninsula.

Retain the Peninsula's agricultural role with a focus on sustainable agriculture.

Protect the important values and resources of Western Port, having regard to existing settlements and the importance of recreation, nature conservation and tourism.

Strategic objectives [Council Plan O]

The strategic objectives related to land use and development, as set out in the Council Plan, are:

~~We~~To create thriving, accessible and inclusive places to live, work and visit. [Council Plan O]

~~Our stewardship and advocacy~~To protect and enhances the Mornington Peninsula's biodiversity and coastal experience. [Council Plan O]

~~We~~To demonstrate leadership in climate change mitigation and adaptation. [Council Plan O]

~~Our advocacy and communications leads to~~To facilitate improved mobility and connectivity accessible to all within the Mornington Peninsula. [Council Plan O]

~~We~~To support an integrated transport and connectivity network. [Council Plan O]

~~Our work~~To facilitates opportunities for job creation and an environment for business to succeed. [Council Plan O]

~~Support our visitor economy to~~To enhance shoulder season and ~~off-off~~ peak visitor experiences that are dispersed throughout the region. [Council Plan O]

~~Our efforts~~To help grow key strategic industries, such as the food economy, niche manufacturing and health economy, in the Mornington Peninsula. [Council Plan O]