

2050 VISION



Acknowledgement of Country

Brighton Council acknowledges the palawa/pakana (Tasmanian Aboriginal) community as the traditional and original owners of the skies, land and waters of lutruwita (Tasmania) and forward our respect to their elders both past and present.

Brighton Council acknowledges the continued connection the Tasmanian Aboriginal people still have to the skies, land and water of lutruwita that provides them with the food, medicine and craft celebrated through ceremony today.



Our 2050 Vision

Our place is thriving: a destination for business, learning and creation.

Our home is comfortable: safe, clean and peaceful with services and facilities for all.

Our community is proud: we embrace who we are now, while celebrating our ancient past.

Our Council cares: progressive and consultative, it combines fair rates with great services.

Our opportunities are for all: from the young to the elderly.

Our environment is cherished: we act sustainably and mindful of climate change.

Brighton: We love it.

Why we built a 2050 Vision

In 2020, Brighton Council set out with the whole community to create a bold and optimistic plan for the future of Brighton Municipality over the next 30 years. That 30-year plan is called 2050 Vision.

2050 Vision lays out our shared hopes and goals as a community for the coming decades. It also acknowledges and responds to our current social, environmental and economic challenges.

2050 Vision has a clear focus on the things that Brighton Council has the power to shape and influence. It uses four headings to set out what Council is responsible for: Provider, Regulator, Facilitator and Advocate. Focusing on the four roles that Council has, helps ensure the Vision will be delivered.

2050 Vision is a statement of our collective aspirations for the future. By imagining together how Brighton could be in 2050, we are creating a way to make it happen.



2050 VISION DETAIL

Brighton Council maintains various strategic plans to guide its work on behalf of the community. In 2020, Council created a new 30-year plan with local residents, businesses, visitors and other stakeholders called 2050 Vision.

The Vision was developed through broad community engagement. The research showed that the community wanted Council to focus on six areas to help shape the future of Brighton Municipality. Those six focus areas are set out here. They represent the heart of the 2050 Vision.

A thriving place

- 1 Attracting economic development and job opportunities.
- 2 Enabling major infrastructure projects for a growing community.
- 3 Ensuring quality education and training to meet the needs of everyone.
- 4 Delivering connections across Brighton and beyond with good public transport and roads.
- 5 Offering a diverse mix of local places to shop, eat and socialise.
- 6 Encouraging the arts, culture and the creative industries.

“A hub for business and people in the future. It is perfectly situated to be easily accessible and has the space to plan out world class facilities.” *Survey response*

A proud community

- 1 Inspiring pride in where we live and who we are.
- 2 Building connections with communal events and spaces.
- 3 Fostering an inclusive approach which empowers all regardless of who you are and where you come from.
- 4 Valuing our Aboriginal culture as part of our learning, decision making and identity.
- 5 Supporting efforts to resolve our social and economic challenges.
- 6 Ensuring all voices are included and represented in shaping our future.

“I’d like a place that everyone is proud of. Equal opportunities for all. Lots of social activities for children and the elderly. A place where everyone respects each other.” *Survey response*

A good life at every age

- 1 Engaging young people in planning and decision making.
- 2 Facilitating local education and employment opportunities for young people.
- 3 Supporting opportunities for recreation and leisure for everyone at every stage of life.
- 4 Ensuring services and programs tailored for our young and our elderly residents.
- 5 Creating child friendly environments including parks and playgrounds.
- 6 Advocating for safe, affordable homes for first home buyers and those on low incomes.

“A huge investment will have been made in youth, so the residents of 2050 have big aspirations.” *Survey response*

A comfortable home

- 1 Ensuring safe, clean and tidy neighbourhoods.
- 2 Boosting community health and wellbeing.
- 3 Creating opportunities for residents to play a role in shaping Brighton.
- 4 Ensuring an abundance of trees and open spaces in the urban areas.
- 5 Maintaining a semi-rural feel with our mountain and river views and historical buildings.
- 6 Making it easy to get around with good, connected footpaths, trails and cycleways.

“Growth is good, but don’t lose the large country town feel that Brighton has.” *Survey response*

A caring Council

- 1 Committing to fair rates while staying financially sustainable.
- 2 Remaining innovative and progressive.
- 3 Listening to our community and keeping people informed and engaged in planning and decision making.
- 4 Being an employer of choice with staff who are friendly, dynamic and helpful.
- 5 Matching infrastructure and services as our population grows.
- 6 Managing efficient and cost-effective regulation, design and planning for growth, affordability and amenity.

“Brighton Council seems to be all about the ratepayers and residents by creating a better community and keeping rates as low as possible.” *Survey response*

A sustainable environment

- 1 Embracing best-practice environmentally sustainable initiatives.
- 2 Embedding climate change awareness into decision making.
- 3 Nurturing natural places for people and wildlife.
- 4 Reducing, reusing and recycling waste through integrated management.
- 5 Supporting locally grown fresh and healthy food.
- 6 Embracing sustainable travel options.

“I’d like Council to be a leader on climate adaptation and the changes required to transfer to a future that is legitimately sustainable for the land and people.” *Survey response*

2050 VISION

BRIGHTON COUNCIL'S ROLE

2050 Vision sets out the community's shared hopes and goals for the Municipality in the coming decades. It has a particular focus on the things Council can shape or influence. That is because Brighton Council has a lead role to play in delivering the content of the Vision, set out in the six focus areas.

Council's purpose

To lead change for better community liveability.

Our values

COMMUNITY
VISION
INTEGRITY
RESPECT

The big picture

2050 Vision is part of Brighton Council's commitment to strategic planning. Keeping an eye on the future is an important role for Council so that it can continue to serve the community as circumstances change. Evidence-based long term decision making is critical to community development.

Brighton Council maintains a number of long term strategic and annual plans as well as more detailed strategies and plans for various projects and purposes. This is good governance practice.

2050 Vision sits above Brighton Council's long term financial plan, its 10-year asset plan and other big picture strategies as a guiding aspirational vision. These documents all work together to create a cohesive plan of action for the Municipality.


Most of the Council's strategies and plans can be found on Council's website.

Council's role in delivering the 2050 Vision

The consultation process and the final 2050 Vision focused squarely on the things that Brighton Council has the power to shape and influence. This focus helps ensure that the Vision can be delivered. The table below sets out Council's four main roles. The six 2050 Vision focus areas are built around these roles.

About Brighton Council

Brighton Council has a proud track record of responsible financial management, stable governance and a positive workplace culture. And the Council is committed to taking action to build a community enriched with diversity, vigour and vitality based on quality services and facilities to cater for its growing population.

Council's role		Example activities
Provider		Waste management, parks and open space, recreation facilities, infrastructure, transport (roads), active transport.
Regulator		Regulation and approval, animal management, planning and zoning, building and plumbing permits and environmental health.
Facilitator		Encouraging investment and employment in the area, access and inclusion, community participation, climate action (including sustainable energy use and renewables), arts and culture, collaborations, relationships, and partnerships.
Advocate		Political representation, affordable housing, education opportunities and outcomes, transport (roads, walking, cycling), health and wellbeing services, lobbying on behalf of community on State and Federal matters.

2050 VISION MAKING IT HAPPEN

What we know*

We looked at Brighton's history, demographic trends, major projects and strategies as well as talking with leading economist Saul Eslake. This informed the consultation process and the Vision.

The research showed us many interesting things. For example, while our Municipality is the 4th smallest in Tasmania, we have the 11th largest population and one of Tasmania's youngest.

Brighton also has one of Tasmania's fastest population growth rates with an expected population of 22,700 by 2042 increasing the need for new infrastructure and services, such as the new Brighton High School and the Bridgewater Bridge (both currently due by 2025).



Developing the vision*

Brighton Council developed the 2050 Vision by consulting closely with the community between August 2020 and October 2020. That's because we wanted the Vision to represent the needs and aspirations of our community: the people living, working, visiting and owning homes and businesses over the next thirty years.

How many we consulted

- 614 survey participants
 - 584 original survey
 - + extra 30 young people
- 99 face-to-face participants
- 713 total participants



Consulting young people

- 100 young people engaged



- online survey
- engaged in school forums
- survey at forum

Stakeholder workshop

- 1 workshop at Brighton Civic Centre
- 10 Brighton Council staff
- 7 Elected Members
- 16 community members
- 33 participants in total



Additional consultation

- 3 phone or Zoom interviews
- 2 face-to-face meetings
- 1 Brighton Alive forum
- 26 people engaged



2050 Vision artwork

The 2050 Vision artwork (featured p1) was created by Tasmanian illustrator Bec Adamczewski for this project. The abstract shapes represent the landscape and people of Brighton, as well as various themes of the Vision including education, population, housing, environment, infrastructure, development, heritage, family and community. The sun symbolises new opportunities and hope for the future.

2050 Vision review

The 2050 Vision will be reviewed within 12 months of each full Council election (approximately every 4 years).

Find out more

To find out more visit

- our website: www.brighton.tas.gov.au
- our Facebook page: www.facebook.com/BrightonCouncilTasmania

Contact us

You can contact Council officers Monday to Friday. For information about our office locations and opening hours, please visit our website: www.brighton.tas.gov.au.

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* For further details of the background review on Brighton and the consultation findings, see the full report on Brighton Council's website: www.brighton.tas.gov.au