Vision Statement

Future generations will value The Spit as a place that:

Is renowned as a destination that exemplifies a harmonious balance between tourism, recreation, leisure experiences and the environment.

This reputation sees The Spit regarded as a place where:

- there are distinctly memorable places with a powerful maritime and coastal identity
- our Aboriginal heritage is signified and our contemporary culture is celebrated
- world class natural assets and safe and healthy waters attract people and patronage
- vibrant and diverse recreation and leisure activities are on offer throughout the day and into the evening
- enterprising businesses have the confidence to capitalise on the unique attributes and offerings of this remarkable setting, creating local job opportunities and prosperity.

Connects the community and visitors with the landscape and marine environment.

This connection sees The Spit regarded as a place where:

- there is access for all, within a culture of respect, safety and care
- activities connect with movement networks and built form engages with the natural environment and surrounding water
- there is easy access by public transport and active transport modes on land and water
- the area adjoining the water’s edge provides continuous public access for pedestrians and cyclists
- there is innovative and interactive public art and wayfinding
- there are exceptional views to the Pacific Ocean, The Broadwater, the city skyline and the hinterland.

Protects and enhances its natural assets and coastal parkland.

This protection and enhancement see The Spit regarded as a place where:

- terrestrial and marine biodiversity are safeguarded and enhanced
- low rise built form integrates with the landscape to maintain the prominence of natural values
- the community and visitors actively engage with and learn about cultural heritage, natural processes and native flora and fauna
- principles of ecological sustainability and resilience apply to all aspects of change including planning, design, construction and management practices
- public ownership and community stewardship supports the delivery of exceptional planning and land management outcomes.

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