

Community Engagement Summary

Economic Development / Visitor Economy Strategy



The Public exhibition period for the draft Economic Development and Visitor Economy Strategies has now closed. The following engagement activities were undertaken:

The draft Strategies were distributed to local businesses inviting comment via the following methods:

- Business and Growth Monthly E-news
- Presentation at the Ballan Chamber of Commerce
- Distribution of flyer including the QR link to the Strategies at the Bacchus Marsh Career Expo.
- Installation of posters at the public libraries and community centres

The draft Strategies were also promoted and invited comment via Facebook and Instagram platforms reaching 5,454 unique views with 170 click throughs.

Face to face engagement included:

- 4 Drop-in sessions with Council staff in Bacchus Marsh, Ballan, Gordon and Blackwood
- 2 business forums engaging over 120 local businesses

The Have Your Say Page on Council website reported views of 1,790 and 332 document downloads.

Council received 7 submissions, 4 via public consultations, and 3 online.

This feedback has been taken into consideration with the final version of the Strategies endorsed by October 2023 and now available online.

[Economic Development Strategy 2023-2027 | Moorabool Shire Council](#)

[Visitor Economy Strategy | Moorabool Shire Council](#)

