VISION

Colac Otway Shire commits to:

- Plan for growth in business and employment in towns and settlements.
- Promote healthy, safe environments which enhance community life and well-being.
- Manage infrastructure assets so that they are sustainable in the long term.
- Support long term sustainability.

The Colac 2050 Growth Plan (2019) includes the following vision for Colac as the major regional centre for the Shire:

- Colac will be a vibrant, safe, healthy, inclusive and technologically advanced regional city.
- It is a city focused on protecting and celebrating its post-settlement and Aboriginal cultural heritage, as well as natural environment. The city draws on the core concepts of sustainability and liveability to create a physically and socially connected place that meets the needs of all ages and abilities. It is a city characterised by its strong local and multi-faceted economy, which provides diverse business investment and employment opportunities. It is a botanic city that is welcoming, engaging and attractive to visitors, and embraces its cultural landscape, creeks and Lake Colac as key features of the town.