# Councillor Message

South Gippsland Shire Council

Thank you to Mayor Hersey for handing his message across to me for this week.

Those of us who live in South Gippsland know just how special our region is. It has convenient access to Melbourne, loads of natural beauty, and tremendous potential. It is this unique combination that first attracted me to the area, and it continues to attract new residents, visitors and businesses today.

South Gippsland has so much to offer, and it is important that we continue to promote it. Increased visitation brings significant economic benefits, helping to support local businesses, create jobs and strengthen our communities.

Council has an important role to play through destination marketing, but there is also a role for all of us. One of the simplest and most effective ways we can support our local economy is by taking pride in the presentation of our townships. For business owners, that starts with our shopfronts. Clean, welcoming and attractive shopfronts help create a positive first impression, encourage visitors to spend more time exploring our towns, and contribute to the overall appeal of our region.

When businesses work collectively to maintain high standards of presentation, the benefits extend well beyond visitor attraction. Attractive streetscapes foster community pride and demonstrate confidence in our local communities. We can all do our part, even if it's as simple as taking a moment to pick up rubbish. Small improvements, when multiplied across an entire township, can make a big difference. By working together to present our towns at their very best, we can create places that people want to visit, return to and recommend to others.

## Support and Invest in Business

Local businesses are doing it tough right now and there are likely more challenges and economic uncertainty ahead. This makes it more important than ever that we support our local businesses and tradespeople and make the most of the opportunities before us.

Australia's future may be uncertain, with ongoing economic challenges ahead, but we have a little refuge here in South Gippsland. For those considering a move away from Melbourne, we offer the chance to enjoy a healthy and happy future in a prosperous and growing community. We also have significant opportunities for investment in accommodation and visitor facilities, helping us meet future demand and support continued growth.

South Gippsland has enormous potential, and I believe we are in a great position to attract more visitors, residents and business investment. I look forward to seeing this happen.

## Coal Creek Summer Sessions

Looking for something to do later this month? The Coal Creek Summer Sessions will bring the sounds of live music to Coal Creek on Sunday 15 November and Sunday 29 November, showcasing an array of talented local musicians, from emerging artists to established performers. Featuring soloists, duos and groups, the series is a wonderful opportunity to support local talent while enjoying the unique and picturesque surrounds of Coal Creek. Tickets are $20 for adults, $5 for children under 16 and $45 for families.