

# BAIRNSDALE 2050 CODESIGN

Codesigning future priorities with community to inform Bairnsdale 2050, a strategy shaping how Bairnsdale will evolve over the next 25 years.

## WHAT WE DID

- Designed and delivered Phase 1 community engagement to inform the development of the draft Bairnsdale 2050 Growth Strategy.
- Established and facilitated a 15-member Community Panel to guide engagement design, governance and key project milestones.
- Prepared engagement tools aligned to seven strategic themes, including housing, places and spaces, industry, movement and access, sustainability and community infrastructure.
- Delivered a full-day community co-design workshop to test issues, develop long-term destination statements and identify actions to 2050.
- Designed and hosted a multi-channel engagement program including an online survey, interactive mapping, ideas board and conversation guides.
- Synthesised quantitative, qualitative and spatial feedback from more than 350 interactions into a comprehensive Phase 1 Community Engagement Report to inform the draft strategy.

- 01 Codesigning the Bairnsdale horizons framework
- 02 Facilitating a 50-panel community workshop
- 03 Aerial view over Bairnsdale (Image Source: EGSC)

**YEAR**  
2024

**CLIENT**  
East Gippsland Shire Council

**PROJECT PARTNERS**  
SGS Economics and Planning  
Hodyl & Co.

**EXPERTISE PROVIDED**  
Community Engagement  
Creative Studio

**TEAM**

