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Press Release – Immediate Distribution

Bright Chamber Unveils bold Vision for the future of Bright

The Bright and District Chamber of Commerce (BDCC) is set to ignite a brighter future for the region, unveiling its much-anticipated Vision for Bright and District to the Alpine Shire Council next Tuesday

This game-changing blueprint, crafted in collaboration with BDCC's 85 members, charts a path to cut red tape, foster economic growth, and position Bright as a beacon of innovation and community excellence.

The purpose of the vision is to:

- Set out BDCC's position on the preferred future of Bright and District and actions required to achieve this vision;
- Support advocacy action and funding requests for projects that will help realise the Vision for Bright and District;
- Establish principles to assist BDCC with decision-making;
- Document what is valued and the challenges we face as Bright and District continues to grow; and
- Set out the high-priority action and advocacy BDCC will take over the next four years to deliver the vision.

"Bright is open for business—and we're determined to make it easier for everyone to succeed," said BDCC President Marcus Warner. "Our Vision captures what matters most to our members: streamlining permits, enhancing liveability, and ensuring Bright thrives for years to come."

Tackling Red Tape, Backing Local Business

The Chamber is applauding recent Victorian Government efforts to simplify outdoor dining and liquor license permits, announced by Premier Jacinta Allan. "This is the kind of forward-thinking policy we need to see more of," Warner added.

Community-Driven Action, Council Collaboration

The Vision isn't just a document—it's a movement. BDCC's leadership has already met with Alpine Shire Council executives to share their excitement and align on priorities for 2025.

Next Tuesday, President Warner, along with executive members Rupert Shaw and Scott Brandon, will present the Vision directly to Mayor Cr Sarah Nicholas and her team, laying the groundwork for collaboration on the 2025-26 Budget and Council Plan.

"Preparing the vision was a detailed process and we are proud of the Vision and what it means for the future of Bright and surrounds."

"Bright's future is too important to leave to chance," Warner emphasized. "This Vision is a call to action for our Council, our community, and our region's leaders to step up and make it happen."

In addition to the asks of Council, BDCC will champion five key actions that they believe will significantly impact the Businesses and Community of Bright and Surrounds through 2025.

What's Next?

BDCC will champion five high-impact actions in 2025 to drive growth, empower local businesses, and deliver lasting benefits for Bright and surrounds.

Attachments and more information

On our website www.brightchamber.com.au/brightvision you will find:

- A launch video from Executive Member Leanne Boyd
- The Full Bright Vision,
- Background documents and
- Our Action Plan

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