

## 2. VISION AND INTENT

### Vision

The overall vision is to establish Magaliesburg as an eco-venture destination which is sustainable in both environmental terms and is integrated with the community and social fabric of the region.

#### *What should Magaliesburg and the surrounding area be like in 20 years into the future?*

Magaliesburg and surrounds should be an up-market, high-quality eco-destination that attracts international visitors, but also caters for local tourists that wish to spend a weekend away from the busy city life. It should offer attractions that will encourage outdoor activities and a sense of ecological responsibility - "getting in touch with nature". The area should also cater for conferences and business tourism. Natural resources should be preserved, but also made accessible to visitors on a sustainable basis.

The town of Magaliesburg should be an attractive destination point that not only serves the local community but also visitors to the region. It should be a multi-use and diverse place that accommodates residents and related amenities, creative industries, and tourism and eco-type support services to the region.

Agricultural based operations should not only be production units aligned to sustainability principles but should support tourism by being places where visitors can stay or enjoy and be educated of the role of farming and sustainable food production.

### Outcomes

By realising the vision, the outcomes of economic development and growth, improvement in living conditions, skills development and community involvement should be achieved.

