

# ECONOMIC POLICY STRENGTH IN THE ECONOMIC GROWTH ZONE

PROJECT 2: POLICY CHANGES: FINAL REPORT

APRIL 2019

DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING

## **AUTHORS**

Paul Shipp

Madeleine Hornsby

## **Urban Enterprise**

**Urban Planning, Land Economics, Tourism Planning & Industry Software**

Level 1 302-304 Barkly Street, Brunswick VIC 3056

(03) 9482 3888

[www.urbanenterprise.com.au](http://www.urbanenterprise.com.au)

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## **ACRONYMS**

**EGZ** – Economic Growth Zone

**PEGZ** – Planning in the Economic Growth Zone

**DELWP** – Department of Environment, Land, Water and Planning

**PSA** – Planning Scheme Amendment

**RDV** – Regional Development Victoria

**LVA** – Latrobe Valley Authority

# 1. INTRODUCTION AND BACKGROUND

## 1.1. ENGAGEMENT

Urban Enterprise was engaged by the Gippsland office of the Department of Environment, Land, Water and Planning (DELWP) in partnership with Baw Baw Shire Council, Latrobe City Council and Wellington Shire Council, to prepare new economic development policies for each Council within the Economic Growth Zone (EGZ).

The changes to each policy are based on the findings and recommendations of the Economic Policy Strength in the Economic Growth Zone Project 1 report prepared by Urban Enterprise in 2018.

## 1.2. PLANNING IN THE ECONOMIC GROWTH ZONE

In November 2016, the Latrobe Valley EGZ was established by the Victorian government, with financial incentives aiming to create jobs and grow local businesses in the region. Financial incentives include the reimbursement of a range of government fees and charges as well as property transactions. The incentives aim to retain and attract businesses in the region for an extended period to support economic activity in the Latrobe Valley.

Three municipalities are located within the Economic Growth Zone: Baw Baw Shire Council, Latrobe City Council and Wellington Shire Council, all of which are in the Gippsland region of Victoria.

The Planning in the Economic Growth Zone (PEGZ) project responds to the broader EGZ objectives and seeks to facilitate economic growth, investment and jobs within the region through a series of projects relating to planning controls in the region. As part of the project, three main studies were prepared concurrently in 2018. These studies were:

- Council Planning Process and Delegation Review;
- Latrobe Valley Planning Scheme Review; and
- Economic Policy Strength in the Economic Growth Zone review (Project 1).

### ECONOMIC POLICY STRENGTH IN THE ECONOMIC GROWTH ZONE

The Economic Policy Strength in the Economic Growth Zone review (Project 1) was completed by Urban Enterprise in late 2018 and provided a series of findings and recommendations based on a review of adopted economic strategies and policies for each Council.

Project 1 included 37 recommended changes to economic development policies. This report (Project 2) seeks to implement 20 of the recommendations of Project 1 into the Economic Development planning policies of each Council's planning scheme. This report includes "tracked changes" versions of each relevant policy.

As instructed by DELWP, all changes have been made to 'base policies' recently prepared as part of the Latrobe Valley Planning Scheme Review in December 2018 by consultants Mesh for DELWP. These base policies differ from the current economic development policies included in each Planning Scheme in a number of ways. The main difference is that the base policies are structured in accordance with new format planning schemes following the gazettal of *Smart Planning* Planning Scheme Amendment (PSA) VC148.

It is noted that the base policies refer to the "Economic Growth Zone" as the "Economic Growth Sub-region".

### 1.3. REPORT STRUCTURE

This report includes the following sections and content:

- **Section 2** sets out the **strategic justification** for the policy changes, recapping key findings from Project 1;
- **Section 3** sets out the proposed changes to the **Baw Baw** Economic Development policy and the rationale for each, along with a tracked changes version of the policy;
- **Section 4** sets out the proposed changes to the **Latrobe** Economic Development policy and the rationale for each, along with a tracked changes version of the policy; and
- **Section 5** sets out the proposed changes to the **Wellington** Economic Development policy and the rationale for each, along with a tracked changes version of the policy.

## 2. STRATEGIC JUSTIFICATION

### 2.1. INTRODUCTION

This section of the report summarises the strategic justification for the proposed changes to the Baw Baw, Latrobe City and Wellington economic development policies.

### 2.2. ROLE OF LOCAL ECONOMIC DEVELOPMENT PLANNING POLICY

Local planning policy provides guidance specific to a municipality to achieve local economic development and to assist decision making processes, building on state and regional policy.

Information generally utilised when preparing a local economic development policy includes municipal Economic Development Strategies and primary data and analysis. As the economy is continually changing and involving, it is important to regularly update local economic development policies.

Project 1 identified that strong local economic development planning policy has the following attributes:

- Identify major economic strengths and opportunities relevant to a municipality;
- Draws on adopted local economic and planning strategies, especially in an activity centres strategy and any employment land strategies;
- Provides clear land use planning direction regarding the industries and locations in which investment will be supported by council, including specific precincts;
- Identifies the key land uses, infrastructure and resources that are significant to the municipal economy and must be protected;
- Identifies the planning tools and decision guidelines that will be applied in certain circumstances to implement the policy, including linking to other local policies as relevant;
- Provides clear policy direction through less contextual information and data; and
- Flags the need for further work to address policy gaps or emerging issues.

### STATE AND REGIONAL ECONOMIC DEVELOPMENT STRATEGY

It is important that local policy builds on but does not replicate state and regional policy. Local policy also needs to follow a consistent policy framework and structure set out at the State level.

Clause 17 (Economic Development) of the Victorian Planning Provisions identifies the overarching economic objectives for Victoria and contains economic development planning policy, spatial land use guidance and direction for a range of economic activities and issues.

Clause 17 consists of the following structure and general content:

- **Clause 17 Economic Development:** Identifies the role of planning in facilitating economic development including through solving land use conflicts, providing suitable land and facilitating decisions. The Clause is split into four subclauses relating to Employment, Commercial, Industry and Tourism:
  - **Clause 17.01 Employment:**
    - **Clause 17.01-1S Diversified Economy:** Outlines an objective and supporting strategies to achieve a strong and diversified economy in Victoria. The Clause provides spatial direction to achieve a diversified economy, including through protecting and/or strengthening existing and/or planned employment areas, facilitating regional relationships to capitalise on emerging opportunities, facilitating growth across key sectors and improving access to jobs.
  - **Clause 17.01-02S Innovation and Research:** Outlines an objective and corresponding strategies to promote innovation and research. Key strategies provide spatial direction to support and promote

innovative and research industries, including identifying the need to support business clusters, enterprise precincts and not-for-profit or start-up enterprises.

Other strategies include encouraging the expansion/development of logistics and communications infrastructure as well as other infrastructure which supports innovation, economic growth and employment opportunities, and providing accessible and connected environments for community-based learning.

- **Clause 17.02 Commercial:**
  - **Clause 17.02-1S Business:** Outlines an objective and corresponding strategies to support business in Victoria to ensure community needs for retail, entertainment, office and other commercial services are met. The strategies outline several spatial planning methods to support commercial facilities including ensuring adequate land in suitable locations and locating facilities in planned or existing activity centres.
  - **Clause 17.02-2S Out-of-centre Development:** Outlines an objective and corresponding spatial planning strategies to manage out of centre development. Key strategies include that proposals for commercial facilities outside of activity centres should be discouraged with preference given to locations which are in or close to the border of existing activity centres.
- **Clause 17.03 Industry:**
  - **Clause 17.03-1S Industrial Land Supply:** Outlines an objective as well as spatial planning strategies to ensure land is available for industry. Key strategies include ensuring an adequate supply of industrial land in appropriate locations is provided including through the minimisation of non-industrial uses being approved in existing or planned industrial land areas.
  - **Clause 17.03-2S Industrial Development Siting:** Outlines an objective and strategies to facilitate the sustainable development and operation of industry. Key spatial strategies outline methods to minimise industrial land use conflicts, including with other industrial activities as well as sensitive uses.
- **Clause 17.04 Tourism:**
  - **Clause 17.04-1S Facilitating Tourism:** Outlines an objective and strategies to encourage tourism development in Victoria. The objective outlines that development of tourism is to be supported to maximise the economic, social and cultural benefits of the industry in Victoria. Key strategies provide support for and spatial direction for future tourist facilities as well as encouraging new innovative tourism experiences and investment in the sector.
  - **Clause 17.04-2S Coastal and Maritime Tourism and Recreation:** Outlines an objective and corresponding strategies to support coastal and maritime tourism and recreation. Key strategies provide spatial direction for the development of tourism, ecotourism and major maritime events, identifying the locations in which such activity should be supported, none of which are in the EGZ.

Following the implementation of Smart Planning, each of the above sub clauses can also contain regional and / or local policy when relevant.

### 2.3. ECONOMIC POLICY STRENGTH REVIEW PROJECT 1

The strategic and economic justification for the changes to local policy proposed in this report primarily draws on the work and findings of Project 1. Project 1 included:

- A review of relevant adopted / approved regional and local economic development strategies and policies;
- A review of economic development policies in Victoria's largest regional centres (Ballarat, Greater Bendigo and Greater Geelong) to identify best practice; and
- Consultation with each Council, DELWP, Regional Development Victoria (RDV) and Latrobe Valley Authority (LVA);

Project 1 recommendations relied on existing adopted or approved economic related strategies, including:

- Baw Baw:



- Economic Development Strategy 2018 – 2021.
- Latrobe
  - Latrobe Economic Development Strategy 2016 – 2020; and
  - Latrobe City Events and Tourism Strategy 2018 – 2022.
- Wellington
  - Economic Development Strategy 2016 – 2022;
  - Agricultural Positions Paper 2017; and
  - Wellington Community Vision 2017.

No further research or analysis was prepared by Urban Enterprise – proposed changes rely on adopted economic strategies and studies for each council, along with overarching regional economic objectives of the Gippsland Regional Growth Plan.

## 3. BAW BAW

### 3.1. INTRODUCTION

This section contains revised policy content for Baw Baw and identifies the rationale for changes.

### 3.2. SUMMARY AND JUSTIFICATION OF POLICY CHANGES

Table 1 shows:

- Each recommended policy change for the Council identified in Project 1 and within the scope of Project 2;
- The location within the base policy where changes have been made to implement the recommendation; and
- The basis / rationale for the change.

All changes are shown in Tracked Changes in the following section.

**TABLE 1** SUMMARY OF CHANGES TO BAW BAW ECONOMIC DEVELOPMENT POLICY

RECOMMENDATION	PRIMARY CHANGE	BASIS FOR CHANGE	
B2	Add a sub-regional statement identifying the economic strengths and advantages of the EGZ and the relative advantages of Baw Baw within the sub-region.	21.09-1.1 (new content)	Latrobe Valley Planning Schemes Review
B4	Add stronger identification of Baw Baw's economic strengths in agriculture (particularly dairy), intensive agriculture, timber, tourism, manufacturing and education.	21.09-1.1 (revised content)	Baw Baw Economic Development Strategy
B5	Add stronger identification of Baw Baw's economic and employment opportunities, focused on tourism, diversification of agri-business uses, hydroponics, adding value to agricultural produce and expansion of the manufacturing sector and large-scale retail development.	21.09-1.1 (new objective 3 and Strategies); 21.09-1.2 (new Strategies); 21.09-4 (new content)	Baw Baw Economic Development Strategy
B6	Identify the need to provide a diversity of local employment opportunities to support the fast-growing population and policy for peri-urban towns to accommodate significant growth. Opportunities include supporting greater professional services, retail, education and health employment.	21.09-1.1 (new objective 4 and Strategies); 21.09-3 (new content)	Best Practice; Align with State and Regional Policy
B7	Prepare a map showing the location of key economic assets and employment precincts in the municipality, including locations and sectors / land uses that will be supported by Council.	Addition of Map	Best Practice
B9	Identify preparation of an employment land strategy as Further Work, particularly relating to the availability of industrial land.	Clause 74.02 Schedule (new content)	Align with State and Regional policy; Best Practice

Source: Urban Enterprise, 2019.

In addition to the above changes, some policy content was also edited to improve clarity or consistency on a 'policy neutral' basis.

### 3.3. BAW BAW POLICY CHANGES

#### 21.09 ECONOMIC DEVELOPMENT

This clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy Framework.

##### 21.09-1 Employment

##### 21.09-1.1 Diversified economy

Baw Baw Shire, Latrobe City, and Wellington Shire collectively form the Latrobe Valley Economic Growth Sub-region. The Economic Growth Sub-region is a Government initiative to diversify the Latrobe Valley economy, to provide support to local businesses, to attract new investment and to facilitate job creation.

The municipalities together form a sub-regional economy with shared economic strengths and opportunities. Shared strengths include dairy, horticulture, timber production, traditional electricity generation, oil and gas, sand, stone and material extraction, manufacturing, defence and aviation, nature-based tourism and population services.

Sub-regional specialisations and advantages present a range of economic growth opportunities particularly within the sectors of healthcare and social assistance, renewable energy, agriculture and intensive agribusiness, export orientated food and fibre production, tourism including nature-based, education, manufacturing and timber production and processing.

The *Baw Baw Economic Development Strategy 2018 to 2021* identifies that Baw Baw's economy is driven by industries related to dairy and other agriculture, with the sector providing local employment, associated manufacturing, food processing, farm gate tourism and agricultural service industries. Other industries driving the Baw Baw economy include timber, education, health, transport, tourism, manufacturing, service industries and commerce. Key employers are the agriculture, retail, construction, accommodation and food services, community services and public administration sectors including education institutions, health services and businesses within the Warragul central business district. Baw Baw's strategic location proximate to Melbourne, and the high quality of transport infrastructure positions Baw Baw as a key processing and distribution hub for the metropolitan and Gippsland regions.

##### Objective 1

To provide leadership and to facilitate a well-connected, interactive and diverse economic environment in which to do business.

##### Strategies

- 1.1 Implement initiatives associated with the Economic Growth Sub-region that will increase employment opportunities and diversify business.
- 1.2 Provide a cooperative and coordinated approach to economic development with other municipalities within the Economic Growth Sub-region.
- 1.3 Support development that builds on the geographic advantages such as proximity to Melbourne, and transport infrastructure of Baw Baw including road and rail.

##### Objective 2

To facilitate a strong, dynamic economy and employment base by building on Baw Baw's strengths in agriculture (particularly intensive agriculture and dairy), timber, transport, tourism, education, manufacturing, service industry and commerce.

## **Strategies**

- 2.1 Support investment in value added industry within the Shire, particularly in relation to agriculture and natural resources.
- 2.2 Support world-class land management practices that contribute to production of export quality products.
- 2.3 Encourage niche agricultural industries, dairy, intensive agriculture, timber, manufacturing and processing industries in appropriate locations.
- 2.4 Encourage appropriate development in areas of the Shire such as Walhalla and Mountain Rivers, Noojee and Yarragon, that have tourism, recreation or environmental attractions, and which will contribute to the economic prospects of Baw Baw.
- 2.5 Support development of Warragul and Drouin as the primary centres for the service industry in Baw Baw.
- 2.6 Strengthen Trafalgar and Yarragon as centres for manufacturing and service industries.

## **Objective 3**

To capitalise on Baw Baw's economic and employment opportunities.

### **Strategies**

- 3.1 Support growth within the manufacturing sector, especially where associated with local agricultural and other produce.
- 3.2 Support the operation and growth of businesses adding value to agricultural produce and businesses in the agribusiness and hydroponics sectors.
- 3.3 Support the operation and expansion of large scale retailers in Warragul and Drouin which serve to reduce escape expenditure, including bulky goods retailers and major core retails such as discount department stores.
- 3.4 Support the development of logistics infrastructure and related business activity.

## **Objective 4**

To respond to strong population and skilled labour force growth by facilitating local employment and businesses in population service sectors such as administration, health, education and retail.

### **Strategies**

- 4.1 Encourage new development which supports education, retail and professional services sector employment in regional centres and main towns.
- 4.2 Direct population services investment and development to locations with strong population growth especially Warragul and Drouin.

## **21.09-1.2 Innovation and research**

### **Objective 1**

To take advantage of opportunities arising from the carbon economy.

#### **Strategies**

- 1.1 Investigate opportunities for the Council as a trader in the carbon economy.

### **Objective 2**

To support innovative economic development opportunities.

## **Strategies**

- 2.1 Support innovative business and industry which provide local employment.
- 2.2 Support the establishment of new education facilities in appropriate locations.

### **21.09-2 Commercial**

#### **21.09-2.1 Business**

Warragul and Drouin's activity centres serve a combined Regional Centre role within Baw Baw, and the broader Economic Growth Sub-region. Key commercial development in the Warragul and Drouin activity centres is focussed around retail, healthcare and social assistance and education. Development in these sectors contributes substantially to Baw Baw's economy and provides significant employment opportunities.

#### **Objective 1**

To recognise and support commercial uses within activity centres.

#### **Strategies**

- 1.1 Support Warragul and Drouin as the primary centres for commercial development.
- 1.2 Support Trafalgar and Yarragon as secondary centres for commercial development.
- 1.3 Encourage consolidation of retail and other commercial uses within the existing town centres of Warragul and Drouin.
- 1.4 Plan for longer term development of activity centres within planned growth areas of Warragul and Drouin.

#### **Objective 2**

To provide sufficient commercial land to allow towns to play an appropriate retail role as their population increases, to provide employment and to reduce escape expenditure.

#### **Strategies**

- 2.1 Encourage mixed-use development, including residential in Commercial Zones for the townships where infrastructure is available.
- 2.2 Rezone Low Density Residential Zone land to the west of the town centre of Neerim South at the intersection of Main Neerim Road and Neerim East Road to Mixed Use Zone (or similar zone) to enable retail development at the street frontage and potential development of mixed density housing at the rear. [
- 2.3 Consider long term expansion of the Yarragon town centre to the east (south of existing Commercial 2 Zone land) to support the future population.

### **21.09-3.2 Out of centre development**

#### **Objective 1**

To plan for bulky goods precincts outside of the main activity centres in appropriate locations.

#### **Strategies**

- 1.1 Support bulky goods businesses in Yarragon in the Commercial 2 Zone land fronting the Princes Freeway east of Rollo Street.

- 1.2 Encourage bulky goods businesses to locate in the regional centre of Warragul and Drouin in locations identified as ideal for bulky good retailers.

### **21.09-3 Industry**

#### **21.09-3.1 Industrial land supply**

The Economic Growth Sub-region forms a major industrial centre within the Gippsland Region, hosting a diverse range of complementary industries. Key existing and emerging industries in the Economic Growth Sub-region include:

- Agriculture and intensive agribusiness
- Export oriented food and fibre production
- Manufacturing
- Timber production and processing.

While natural resources and commodities are central to the Economic Growth Sub-region's existing industrial sector, the region continues to diversify into new and innovative sectors.

Baw Baw's particular industrial strengths are influenced by its peri-urban location, high rates of population growth and fertile soils, and include:

- Agricultural production, principally in dairying
- Specialised and alternative agriculture, such as hydroponic production of flowers, fruit and vegetable produce
- Agricultural support services and agribusiness that add value to agricultural products
- Timber production
- Logistics and manufacturing.

#### **Objective 1**

To provide strategically located and suitable industrial land for major businesses which enables regional opportunities to be leveraged and capitalises on Baw Baw's proximity to Melbourne and employment and transport corridors.

#### **Strategies**

- 1.1 Provide industrial land supply in suitable locations to meet population growth needs, especially in Warragul and Drouin.
- 1.2 Provide industrial land supply for logistics and transport industries in proximity to major transport infrastructure.
- 1.3 Investigate development of a future logistics precinct in Longwarry adjoining the Freeway that will service the Shire and region.
- 1.4 Provide land to accommodate larger scale businesses processing local agricultural product in the Princes Highway transport corridor.

#### **Objective 2**

To supply sufficient land for new and existing industries in Baw Baw, which complement the operation of the Economic Growth Sub-region.

#### **Strategies**

- 2.1 Plan for future industrial growth in Drouin to the west of existing Industrial 1 Zone.

- 2.2 Encourage industrial development in Trafalgar within the nominated industrial precinct to the north of and along Waterloo Road.
- 2.3 Plan for future industrial growth in Warragul to the east of the existing Industrial 1 Zone land in Albert Road.
- 2.4 Consolidate existing commercial and industrial lots to allow further development in Yarragon.
- 2.5 Direct industrial development in Yarragon to the Industrial 1 Zone land to the north of the Princes Freeway.
- 2.6 Support industrial land development in Thorpdale along the west side of Station Street and the Mirboo-Thorpdale Road.
- 2.7 Encourage value adding businesses in Longwarry that provide an attractive gateway to the Shire, with limited amenity impacts to adjoining residents.

### **21.09-3.2 Industrial development siting**

#### **Objective 1**

To encourage a high standard of urban design, signage control and landscaping for industrial sites.

#### **Strategies**

- 1.1 Support industrial development in Thorpdale that is of a village scale and supports agriculture.

### **21.09-3.3 State significant industrial land**

### **21.09-4 Tourism**

#### **21.09-4.1 Facilitating tourism**

Tourism is a key driver of economic growth and prosperity within the Economic Growth Sub-region (EGS), with most tourism related to the natural environment and agriculture.

Baw Baw's particular tourism strengths relate to natural and cultural attractions, sport and recreation and agri-tourism. Key attractions include natural assets such as the Baw Baw National Park and Mountain Rivers region, heritage towns such as Walhalla, Yarragon and surrounds, and recreation facilities such as skiing facilities, event facilities such as Lardner Park and the Shire's various cycling, walking and horse riding trails.

#### **Objective 1**

To attract high quality tourist development that is compatible with the environmental values of the area.

#### **Strategies**

- 1.1 Support tourism development that capitalises on the Shire's natural resources, heritage, environment and agriculture.
- 1.2 Require that building design and location of tourism development considers the attributes of the natural environment and local character.
- 1.3 Support natural-resource based tourism development that does not compromise the sustainable management of the natural resource base.
- 1.4 Support development that helps to link Erica and Rawson with Walhalla by a tourist train.

- 1.5 Support heritage and tourism based development of Walhalla.
- 1.6 Support tourism that appropriately capitalises on the opportunities available in National Parks, State and Regional Parks.
- 1.7 Require tourist and directional signage is consistent and complements the Latrobe regional signage system.
- 1.8 Support improvement of access to places of interest to the public while protecting their quality by ecologically sustainable management practices.
- 1.10 Support development of accommodation in Rawson for visitors to nearby snowfields, parks and historic destinations such as Walhalla.
- 1.11 Facilitate walking and cycling infrastructure and networks in Rawson for residents, tourists and visitors, including the retention of the original footpath network.
- 1.12 Support the development of short stay accommodation in Noojee to facilitate tourism and small business.
- 1.13 Encourage short stay accommodation in Erica to enhance tourism and build on the ‘mountain retreat’ appeal of the town.
- 1.14 Provide camping opportunities with appropriate facilities at designated locations in Walhalla.
- 1.15 Provide facilities in Walhalla adequate to manage visitor impacts e.g. bins for litter, toilets.
- 1.16 Encourage provision of appropriate short-stay accommodation (for example, Bed and Breakfast, host farm) in Jindivick.
- 1.17 Support ongoing use and development of major events facilities including Lardner Park including by managing potential land use conflicts and supporting investment in complementary tourism uses such as accommodation and hospitality located nearby.
- 1.18 Support ongoing use and development of complementary tourism uses such as accommodation and hospitality located in proximity to the Mt Baw Baw Alpine Resort.
- 1.19 Facilitate development which will support tourism experiences such as food and wine trails, cycling tours and weekend escapes.
- 1.20 Support the development and operation of knowledge tourism operators and businesses.

#### **21.09-4.2 Coastal and maritime tourism and recreation**

[Not applicable to Baw Baw]



### 3.4. BAW BAW FURTHER WORK

Further work which should be undertaken by Council has been included below and is recommended to be included as a schedule to Clause 74.02 Further Strategic Work:

- Completion of an employment land strategy including the identification of available industrial land.

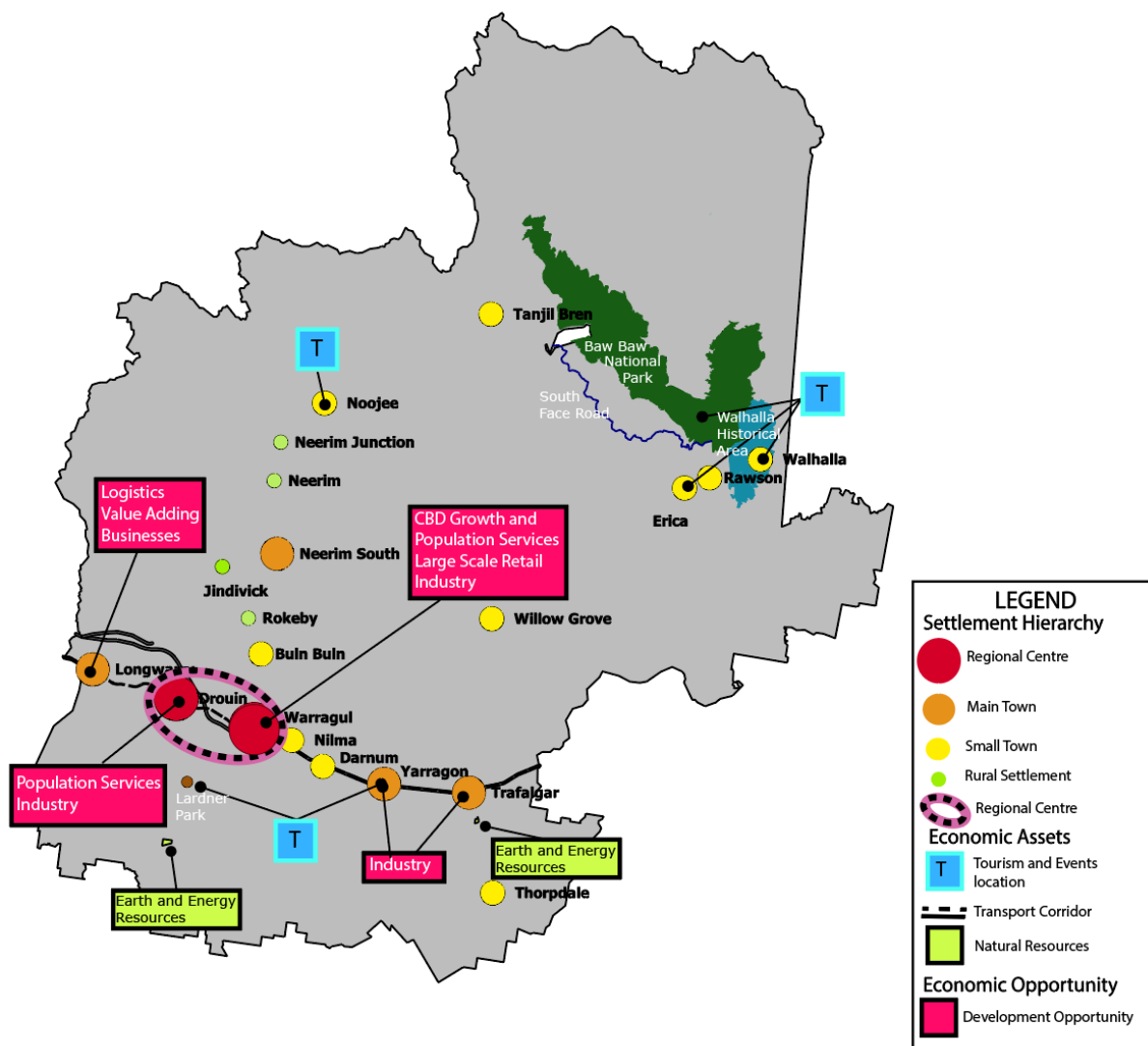
### 3.5. BAW BAW MAP

A draft map showing the location of key economic assets and employment precincts in the Baw Baw, including locations and sectors / land uses that will be supported by Council is provided below (Figure 1).

The preparation of the draft map was based upon the following:

- Gippsland Regional Growth Plan, 2014;
- Existing Settlement map (Clause 21.03-2);
- Existing Economic Development policy objectives and strategies (Clause 21.09); and
- Baw Baw Economic Development Strategy 2018-2021.

**FIGURE 1** BAW BAW ECONOMIC DEVELOPMENT MAP



Source: Urban Enterprise, 2018.

## 4. LATROBE

### 4.1. INTRODUCTION

This section contains revised policy content for Latrobe and identifies the rationale for changes.

### 4.2. SUMMARY AND JUSTIFICATION OF POLICY CHANGES

Table 2 shows:

- Each recommended policy change for the Council identified in Project 1 and within the scope of Project 2;
- The location within the base policy where changes have been made to implement the recommendation; and
- The basis / rationale for the change.

All changes are shown in Tracked Changes in the following section.

**TABLE 2** SUMMARY OF CHANGES TO LATROBE ECONOMIC DEVELOPMENT POLICY

RECOMMENDATION	PRIMARY CHANGE	BASIS FOR CHANGE	
L1	Add a sub-regional statement identifying the economic strengths and advantages of the EGZ.	21.09-1.1 (new content)	Latrobe Valley Planning Schemes Review, 2018.
L3	Under the Diversified Economy section, add policy support for industry sectors which have been identified as state and regional growth opportunities with local advantages in Latrobe, such as research and development, information technology, education, new energy production, food and fibre production and advanced manufacturing.	21.09-1.1 (new policy content and new objective 3)	Latrobe Economic Development Strategy; Align with State and regional policy
L4	Identify Latrobe's role as the Regional City for Gippsland and policy support to facilitate establishment of higher order businesses, agencies and institutions in the major towns to serve the region, including accommodation, events, education institutions, government and retail.	21.09-2.1 (new policy text and new objective 2); 21.09-4 (new strategies and new objective 2).	Align with State and regional policy
L5	Add emerging industries identified in the EDS to the policy, including advanced manufacturing, intensive agribusiness, food manufacturing, advanced manufacturing, new energy types and training and education (especially for engineering skills, expanding on the current limited reference to education and training in the policy).	21.09-1.1 (new policy content and new Objective 3); 21.09-1.2 (new Objective 3)	Latrobe Economic Development Strategy
L7	Add specific reference to the use of planning tools (such as overlays) to protect operations within existing employment area and key infrastructure assets.	No change	Best Practice

Source: Urban Enterprise, 2019.

In addition to the above changes, some policy content was also edited to improve clarity or consistency on a 'policy neutral' basis.

### 4.3. LATROBE PLANNING SCHEME POLICY CHANGES

*Does not include changes proposed by Planning Scheme Amendment C105latr*

#### 21.09 ECONOMIC DEVELOPMENT

This clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy Framework.

##### 21.09-1 Employment

##### 21.09-1.1 Diversified economy

Latrobe City, Baw Baw Shire and Wellington Shire collectively form the Latrobe Valley Economic Growth Sub-region. The Economic Growth Sub-region is a Government initiative to diversify the Latrobe Valley economy, to provide support to local businesses, to attract new investment and to facilitate job creation.

The municipalities together form a sub-regional economy with shared economic strengths and opportunities. Shared strengths include dairy, horticulture, timber production, traditional electricity generation, oil and gas, sand, stone and material extraction, manufacturing, defence and aviation, nature-based tourism and population services.

Sub-regional specialisations and advantages present a range of economic growth opportunities particularly within the sectors of healthcare and social assistance, renewable energy, agriculture and intensive agribusiness, export orientated food and fibre production, tourism including nature-based, education, manufacturing and timber production and processing.

Latrobe City is recognised as one of Victoria's four major regional centres, along with Ballarat, Bendigo and Geelong. The retail sector provides the highest employment of any sector in Latrobe City, however, Latrobe City's economy and a large proportion of its employment is related to or underpinned by brown coal electricity generation, including mining, power, manufacturing, maintenance and fabrication industries.

Population growth, technology advances, the ageing workforce, globalisation and a future low carbon economy present both challenges and opportunities. Diversification of employment opportunities is a key priority for Latrobe City and the Economic Growth Sub-region.

The *Latrobe City Economic Development Strategy 2016-2020* emphasises job creation, education and training, industry diversification and the ability to offer opportunities to prospective investors. The quality of local manufacturing and engineering expertise is a key competitive strength of Latrobe City. Key markets for employment growth are expected to be related to low emission energy resources and food production.

Local economic opportunities to capitalise on State strengths include research and development, information technology, education and training, new energy production, and advanced manufacturing.

The *Latrobe City Economic Development Strategy 2016-2020* identifies emerging industries such as education and training specifically for engineering skills as presenting economic opportunities for the municipality.

Latrobe's fertile soils also support a vibrant agricultural industry. One of Australia's largest food and beverage producers has established a state of the art dairy processing plant in Morwell.

Key existing and future employment clusters include:

- Gippsland Logistics Precinct in Morwell.
- Latrobe Regional Airport, Hospital and employment land in the Morwell – Traralgon corridor.
- Federation University in Churchill.

These employment clusters will form the focus for employment growth.

## **Objective 1**

To facilitate a vibrant and dynamic economic environment that will grow and diversify employment opportunities.

### **Strategies**

- 1.1 Provide a balanced approach to economic development taking into account economic, social and environmental values.
- 1.2 Plan for emerging and employment intensive industries which build upon existing strengths.
- 1.3 Encourage development that delivers more flexible and cost effective power generation, that meets peak electricity load demands and provides larger reserves of electricity supply capacity.
- 1.4 Facilitate private and public sector investment in diverse industries that provide job growth.
- 1.5 Maintain a cooperative and coordinated approach to economic development with other municipalities within the Economic Growth Sub-region.

## **Objective 2**

To facilitate new development and employment opportunities in Latrobe.

### **Strategies**

- 2.1 Provide adequate land availability for industrial and commercial growth.

## **Objective 3**

To capitalise on Latrobe's local advantages in food and fibre production and intensive agriculture.

### **Strategies**

- 3.1 Support the development and establishment of new food and fibre manufacturing businesses, especially in large format industrial areas and in locations with high accessibility to major freight routes and logistics infrastructure.
- 3.2 Support the development of intensive agriculture businesses in suitable locations.

## **21.09-1.2 Innovation and research**

The employment investigation area within in the Traralgon West Growth Corridor will leverage off the Latrobe Regional Airport and Hospital and accommodate industry clusters linked to health, aeronautics or agriculture research and development. The strategic direction for industry in Churchill is to support the development of industry which benefits from locating in close proximity to existing or future institutions, such as Federation University.

Development of the Gippsland Intermodal Freight Terminal at Morwell will provide local industry with direct access to the national freight network. Preparations are currently underway for a large-scale logistics and distribution precinct that will adjoin the terminal site.

Council has prepared a Master Plan and Project Plan for the development of a Gippsland Logistics Precinct (GLP) \ east of Morwell. The development of the GLP will establish a centre for efficient and cost effective movement of freight to and from the Gippsland region.

Latrobe is a regional leader in information communication technology. Combining traditional with new technologies, the industry has developed a highly skilled workforce and has the capacity to service expanding local industry and business providing innovative IT solutions to commercial and

industrial businesses throughout Australia and internationally. The shared business services sector in Latrobe continues to grow with increasing numbers of private and government call centres operating across the region.

### **Objective 1**

To promote increased rail use as a model for economic viability and sustainability.

#### **Strategies**

- 1.1 Support development of the Gippsland Logistics Precinct in Morwell in a manner that maximises freight being handled by rail.
- 1.2 Facilitate a range of logistics activities on the Gippsland Intermodal Freight Terminal precinct in Morwell.
- 1.3 Implement Masterplans for the employment investigation area, Latrobe Regional Airport and Latrobe Regional Hospital within the Traralgon West Growth Corridor that accommodates industry clusters linked to health, aeronautics or agricultural research and development.

### **Objective 2**

To encourage the growth of information technology in Latrobe.

#### **Strategies**

- 2.1 Support development of information communications technology hubs and precincts in Latrobe.

### **Objective 3**

To encourage and facilitate business and employment growth in emerging research and innovation sectors, including Research and Development, new and alternative energy, advanced manufacturing and education and training.

#### **Strategies**

- 3.1 Facilitate the use of the Gippsland Hi-Tech Precinct and other related businesses and uses that seek to co-locate or complement the activities within the Precinct.
- 3.2 Facilitate establishment of new research and development facilities, including those associated with existing businesses.
- 3.3 Support growth opportunities in new and alternative energy.
- 3.4 Facilitate the development of a high-tech manufacturing precinct in suitable locations.
- 3.5 Recognise and support the ongoing operations of existing significant advanced manufacturing businesses in Latrobe.
- 3.6 Encourage development which supports education and training providers (including existing higher education institutions) and capitalises on labour force strengths in engineering.

## 21.09-2 Commercial

### 21.09-2.1 Business

Latrobe City is the retail centre for Gippsland and is home to the Traralgon Primary Activity Centre and Churchill Primary Activity Centre, MidValley Shopping Centre in Morwell, Stockland Plaza in Traralgon, the Moe Central Activity District (CAD) and the Morwell CAD. The centres are supported by main town neighbourhood activity centres and small town retail centres.

Latrobe's service industry provides for local and regional community needs, including health and medical services associated with the Latrobe Regional Hospital, the Maryvale Private Hospital and the Latrobe Community Health Service.

Latrobe City is a regional leader in information communication technology. Key areas for commercial development include information communication technology and shared business services such as call centres.

Retail floor space increases should be provided with a focus on increasing the vibrancy of town centres of the main towns so that the centres continue their role to complement each other in the retail hierarchy. Growth should occur with Morwell and Moe contributing to the majority of traditional retail format, with Traralgon servicing a market with some higher levels of disposable income, having a higher percentage of white collar workers. There is an opportunity to better define the retail hierarchy by reviewing the Latrobe City *Retail Strategy Review 2007* through activity centre planning or a municipal wide retail land use strategy.

An outcome of Latrobe City *Bulky Goods Retail Sustainability Assessment 2009* has led to the identification of two new dedicated bulky goods centres at Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon, in order to decrease expenditure leakage to competing centres outside of Latrobe.

Opportunities for Latrobe City as the regional city for Gippsland include the establishment of higher order businesses, agencies and institutions in major towns such as Traralgon Morwell and Moe, to serve the region including accommodation, events, education institutions, government and retail.

#### Objective 1

To support and facilitate development in appropriate locations for retail activities.

#### Strategies

- 1.1 Implement the Latrobe City adopted retail land use strategy.
- 1.2 Support neighbourhood shops that provide local convenience goods and services in locations accessible to local communities in accordance with Structure Plans and endorsed development plans.
- 1.3 Support new shops that do not significantly detract from the function of the existing major retail centres.
- 1.4 Encourage the distribution of new bulky goods retailing to occur in Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon East in accordance with the Morwell and Traralgon Structure Plans.
- 1.5 Plan for localised convenience retailing.

#### Objective 2

To accommodate higher order businesses, agencies and institutions within major town centres of Latrobe, especially the Traralgon Primary Activity Centre and the Moe and Morwell CADs which reflect and strengthen Latrobe City's role as the regional centre for Gippsland.

## **Strategies**

- 2.1 Direct development of regional significance to locate within the CADs of Moe and Morwell and the Traralgon Primary Activity Centre wherever possible, including major office and institutions.
- 2.2 Support uses and development which will provide support services to reinforce the regional role of the town centres and the major businesses and institutions, such as hospitality, retail services, financial services and transport access.

### **21.09-2.2 Out-of-centre development**

#### **Objective 1**

To ensure out-of-centre development does not detrimentally affect the existing and planned network of activity centres.

#### **Strategies**

- 1.1 Discourage ‘out of centre’ large format supermarkets and retail developments, unless demand can be demonstrated as well as substantiating that existing centres would not be detrimentally affected.

### **21.09-3 Industry**

#### **21.09-3.1 Industrial land supply**

The main industries in Latrobe City are related to coal, timber and food processing. Opportunities for production of biomass and algae for electricity and fuel production are expected to provide further markets for agricultural products.

In all industrial areas the strategic direction is to facilitate and support emerging and employment intensive industries. The strategic direction is to support development and use of new industry in identified locations in Morwell, the Traralgon West Growth Corridor and Traralgon. Large industrial parcels identified on Structure Plans will accommodate new large, high amenity, low density manufacturing industry.

#### **Objective 1**

To ensure that sufficient supply and adequate choice of industrial land exists to accommodate the varying needs of the different types of industry likely to emerge in the future.

#### **Strategies**

- 1.1 Require development to respond to any Latrobe City adopted industrial land use strategy.
- 1.2 Maximise the potential of the high amenity and exposure location to the north of Princes Drive and east of Tramway Road to attract appropriate industries.
- 1.3 Ensure that each urban settlement has sufficient land available of convenient and accessible industrial areas to provide local employment.
- 1.4 Retain the potential of the Morwell South Industrial Area and land within the Special Use - Brown Coal Area to support major heavy industry.

### **21.09-3.2 Industrial development siting**

#### **Objective 1**

To maximise the potential for new industry, especially those that may benefit from the coal and electricity industry.

#### **Strategies**

- 1.1 Support development of existing and new industries and infrastructure in proximity to key coal and other electricity resources.

#### **Objective 2**

Require that industry and sensitive uses are planned and designed to minimise any potential detriment or loss of amenity.

#### **Strategies**

- 2.1 Support use and development that is compatible with agricultural activity.
- 2.2 Support uses compatible with the physical capability of the land.
- 2.3 Support new industrial development that does not detrimentally affect existing and future infrastructure.
- 2.4 Encourage new industrial development to contribute positively to progressive delivery of new infrastructure.
- 2.5 Require that industrial and commercial development is of the highest quality particularly at the interface with residential land and at key township gateway locations.

### **21.09-3.3 State Significant Industrial Land**

### **21.09-4 Tourism**

#### **21.09-4.1 Facilitating tourism**

Tourism in Latrobe City is focussed around the significant natural assets and biodiversity of the Gippsland region and a range of national and international sporting events. Business tourism and conferencing is a key area of opportunity.

#### **Objective 1**

To encourage environmentally sustainable tourism opportunities and establish a point-of-difference in tourism product.

#### **Strategies**

- 1.1 Support development which supports visitation to and interpretation of the region's industrial heritage and energy production.
- 1.2 Support proposals which facilitate rural tourism associated with local produce and environments, such as farm stay, farm gate sales and activities which promote agricultural visitor experiences in rural areas.

#### **Objective 2**

To strengthen the attraction of Latrobe City as a conference and major events destination.



## **Strategies**

- 2.1 Encourage development of events and related facilities, including business events.
- 2.2 Facilitate tourism development which supports visitation to local events, including accommodation and hospitality in appropriate locations.

### **21.09-4.2 Coastal and maritime tourism and recreation**

[Not applicable to Latrobe City]

## 5. WELLINGTON

### 5.1. INTRODUCTION

This section contains revised policy content for Wellington and identifies the rationale for changes.

### 5.2. SUMMARY AND JUSTIFICATION OF POLICY CHANGES

Table 3 shows:

- Each recommended policy change for the Council identified in Project 1 and within the scope of Project 2;
- The location within the base policy where changes have been made to implement the recommendation; and
- The basis / rationale for the change.

All changes are shown in Tracked Changes in the following section.

**TABLE 3** SUMMARY OF CHANGES TO WELLINGTON ECONOMIC DEVELOPMENT POLICY

RECOMMENDATION	PRIMARY CHANGE	BASIS FOR CHANGE
<b>W1</b>	Add a sub-regional statement identifying the economic strengths and advantages of the EGZ.	21.09.1-1 (new content)
<b>W3</b>	Add an overarching vision and objective for economic and employment growth in Wellington Shire based on the EDS and the existing Planning Policy Framework.	21.09-1.1 (new content)
<b>W4</b>	Provide stronger identification of the resource-based nature of the Gippsland economy and Wellington Shire's pivotal role in this, including across timber, oil and gas and agriculture.	21.09-1.1 (new content, new objective 3)
<b>W5</b>	Increase focus on spatial locations within which certain economic uses will be encouraged, particularly relating to rural areas and specialised employment areas.	Addition of Map
<b>W6</b>	Introduce greater support for existing industry strengths and supporting infrastructure, including defence, oil and gas and MID, including business types which provide support to these as part of the supply chain.	21.09-1.1 (new content, new objectives 2, 3 and 5)
<b>W7</b>	Opportunity to strengthen emerging economic directions in policy to reflect latest EDS, such as renewable energy, intensive agriculture and nature-based tourism (including identification of further work required where justification for specific strategies and spatial locations for these industries is not available).	21.09-1.1 (new content, new objective 5) 21.09-1.2 (new content and Objective 2) 21.09-4.1
<b>W9</b>	Consider separating greyhound racing opportunities from tourism section and adding greater reference to nature-based tourism opportunities such as Tarra Bulga, Gippsland Lakes.	21.09-4.1 (new content)
<b>W11</b>	Provide greater spatial direction identifying the location in which certain economic activity types should be encouraged.	Addition of Map
<b>W12</b>	Identify and map specialised employment / economic areas (existing or future). Potential areas which could be included are Port of Sale, RAAF Base, West Sale Aerodrome precinct, Port Albert.	Addition of Map

Source: Urban Enterprise, 2019.

In addition to the above changes, some policy content was also edited to improve clarity or consistency on a 'policy neutral' basis.

## 5.3. WELLINGTON PLANNING SCHEME POLICY CHANGES

### 21.09 ECONOMIC DEVELOPMENT

#### 21.09-1 Employment

##### 21.09-1.1 Diversified economy

Wellington Shire, Latrobe City and Baw Baw Shire collectively form the Latrobe Valley Economic Growth Sub-region (the Economic Growth Sub-region). The Economic Growth Sub-region is a Government initiative to diversify the Latrobe Valley economy, to provide support to local businesses, to attract new investment and to facilitate job creation.

The municipalities together form a sub-regional economy with shared economic strengths and opportunities. Shared strengths include dairy, horticulture, timber production, traditional electricity generation, oil and gas, sand, stone and material extraction, manufacturing, defence and aviation, nature-based tourism and population services.

Sub-regional specialisations and advantages present a range of economic growth opportunities particularly within the sectors of healthcare and social assistance, renewable energy, agriculture and intensive agribusiness, export orientated food and fibre production, tourism including nature-based, education, manufacturing and timber production and processing.

The *Wellington Economic Development Strategy 2016-2022* identifies a vision for a diverse and sustainable economy, to connect residents and businesses with one another and markets through strengthening existing industries and ensuring Wellington is well placed to take advantage of new economic opportunities.

The economy is linked to the natural resource base and productive agricultural land of the area. While natural resources provide significant economic opportunities, it is important to ensure natural assets are used sustainably and are protected. There are many existing and new industries which are important to the economic wellbeing of the Shire and provide employment opportunities. These include defence, aviation, health, education, manufacturing, horticulture, dairying, intensive agriculture, timber production, forestry and forestry support, fishing, tourism, the oil and gas industry, brown coal production, mining support and environmentally sustainable green energy. The promotion of greater diversity in the Shire's industrial, retail and commercial sectors is important in securing a more robust economic profile.

#### Objective 1

To expand and diversify the regional economy and increase employment.

#### Strategies

- 1.1 Support emerging and employment intensive industries.
- 1.2 Support use and development associated with the Economic Growth Sub-region that will increase employment opportunities and diversify industry.
- 1.3 Provide a cooperative and coordinated approach to economic development with other municipalities within the Economic Growth Sub-region.
- 1.4 Support establishment of new industries and businesses, and expansion of existing operations in appropriate locations.
- 1.5 Support new and innovative rural and other industries to help achieve a diverse regional economy.
- 1.6 Facilitate economic development opportunities to locate where they can benefit from the Basslink Electricity Interconnector.

- 1.7 Facilitate development and diversification of local vegetable processing industries where possible to ensure immediate opportunities for employment and output growth for the Maffra and Boisdale area and other suitable locations.
- 1.8 Encourage provision of natural gas infrastructure in Heyfield to support business and industry.
- 1.9 Facilitate development of value-adding and employment generating timber industries in Heyfield and Yarram.

## **Objective 2**

To support economic activity and development within existing sectors of economic strength including agriculture, defence and oil and gas.

### **Strategies**

- 2.1 Support development and business activities which complement defence activities, including training, manufacturing and research and development.
- 2.2 Facilitate development which supports the agricultural, defence and oil and gas industries and supply chains, including industrial and commercial business activities.

## **Objective 3**

To enhance Wellington's strengths in natural resource-based industries and protect natural assets important for the economic wellbeing of the Shire.

### **Strategies**

- 3.1 Encourage the establishment of value adding timber production activities, such as timber mills in rural areas which minimise impacts on the surrounding environment.
- 3.2 Facilitate oil and gas production and exploration and support continuing production from the region's oil and gas fields.
- 3.3 Recognise and support the contribution of agriculture and rural industries to the regional economy.

## **Objective 4**

To facilitate employment within a framework of ecologically sustainable development.

### **Strategies**

- 4.1 Support business enterprises which utilise Wellington's natural resources in a sustainable manner.
- 4.2 Require commercial, retail and industrial development to minimise the impacts of their operations on the community and the local environment.
- 4.3 Encourage businesses and industries which are reliant on road and rail infrastructure to locate on, or close to, the Princes Highway and South Gippsland Highway transport corridors.
- 4.4 Encourage full development of existing commercial and industrial zoned land to maximise infrastructure efficiencies, except on sites of heritage significance.

## **Objective 5**

To support growth, development and diversification of the agricultural sector.

## **Strategies**

- 5.1 Recognise and protect the Macalister Irrigation District as critical infrastructure underpinning the agricultural sector.
- 5.2 Encourage development which adds to and diversifies existing agricultural activities.
- 5.3 Facilitate more intensive and diversified use of rural land for higher value products, including horticulture, viticulture, intensive animal husbandry and agroforestry, where environmental conditions permit.

### **21.09-1.2 Innovation and research**

Aviation related companies are based around the RAAF Base at East Sale and the West Sale Airport. The airfields are important assets and provide opportunities for the establishment of a range of aviation related businesses and value-added industries in the region.

Renewable energy production presents opportunities for Wellington to capitalise on Gippsland's potential to be a future leader in new, low emission energy technologies such as biomass.

#### **Objective 1**

To capitalise on the opportunities afforded by the East Sale RAAF base and the West Sale Airport to the Shire's employment and economic profile.

#### **Strategy**

- 1.1 Support the development of aviation related industries on, or in close proximity to the West Sale and East Sale aerodromes.

#### **Objective 2**

To support development in the emerging renewable energy sector.

#### **Strategy**

- 2.1 Encourage the establishment of low emissions energy technologies such as renewable energy including biomass in suitable locations.

### **21.09-2 Commercial**

#### **21.09-2.1 Business**

#### **Objective 1**

To protect and reinforce the role of existing commercial centres in a manner appropriate to their function.

#### **Strategies**

- 1.1 Encourage development which strengthens and beautifies the 'main street' shopping centres in each of the main towns across the Shire.
- 1.2 Provide sufficient, well located, and attractive land for the expansion of industrial and commercial activities in each of the main towns.
- 1.4 Support local convenience shopping facilities in new residential areas.
- 1.5 Improve the physical and commercial connection of the Sale CBD to the Princes Highway and the Port of Sale cultural and civic precinct.
- 1.6 Promote a compact retail centre for the main commercial centre of Sale.

## **Objective 2**

To provide a sustainable business environment in Heyfield for existing and future retail, commercial, and tourism based uses.

### **Strategies**

- 2.1 Facilitate the consolidation of the George and Temple Street commercial areas into a single commercial area.
- 2.2 Support retail expansion and some ancillary office and residential uses on the eastern side of Temple Street.
- 2.3 Support the long-term expansion of the existing supermarket.
- 2.4 Facilitate improved signage and town entry treatments.

## **21.09-2.2 Out-of-centre development**

### **Objective 1**

To plan for appropriately located bulky goods centres.

### **Strategies**

- 1.1 Facilitate establishment of a future homemakers centre, bulky goods retailing and associated uses in the area north of Cobains Road and east of the Princes Highway in Sale.

## **21.09-3 Industry**

### **21.09-3.1 Industrial land supply**

### **Objective 1**

To facilitate supply of industrial land within Wellingtons towns that is appropriate for the nature of the industry in terms of location and scale.

### **Strategies**

- 1.1 Provide suitable land for the development of future noxious or offensive industries such as food and animal processing industries, together with appropriate value adding industries.
- 1.2 Facilitate development in accordance with the Sale and Wurruk Strategy Plan and West Sale Industrial Strategy Plan (Figure 1).
- 1.3 Facilitate the westward expansion of the existing Wurruk Industrial Estate to make provision for new industrial demand.
- 1.4 Facilitate the establishment of the West Sale Airport area as an industrial precinct, whilst ensuring that current and future aerodrome functions and environmentally significant features are not adversely affected.
- 1.5 Facilitate establishment of a multimodal interchange/transport and logistics hub in the West Sale Airport area, commensurate with economic development initiatives and commercial interest.
- 1.6 Support the establishment of an industrial area for large scale industry south of the West Sale Airport and Princes Highway in the long term, unless demand arises for this to occur sooner.
- 1.7 Encourage development of existing industrial land in Maffra, Stratford and Yarram.

- 1.8 Encourage industrial development east of Fulton Road in Maffra as noted on the strategy plan as a first phase.
- 1.9 Investigate the most appropriate land use for Farming Zone land west of Fulton Road in Maffra, including investigation of options for industrial uses on part of the land and retaining appropriate buffers between industrial and residential land uses.
- 1.10 Assess the suitability of the land north of Stratford – Bengworden Road for potential industrial use and rezone appropriately.
- 1.11 Encourage industrial development on the land on the corner of Church Road and Livingston Road, Yarram as noted in the strategy plan, as a first phase.
- 1.12 Facilitate retention and expansion of timber processing industries within Heyfield.
- 1.13 Encourage any new large-scale industries and industries with adverse amenity potential in Heyfield to locate east of Weir Road in the Industrial Activity Precinct.
- 1.14 Provide and maintain appropriate buffer treatment to land identified for future growth in Heyfield.
- 1.15 Encourage light industrial uses to remain on industrial land in Firebrace Road closest to the Heyfield town centre.
- 1.16 Protect timber processing industries around Heyfield by requiring sensitive activities in close proximity to provide suitable noise attenuation measures.
- 1.17 Facilitate the redevelopment of the old Murray Goulburn factory site in Commercial Road, Yarram.

**Figure 1 West Sale Industrial strategy plan**





## **21.09-3.2 Industrial development siting**

### **Objective 1**

To appropriately design and site industrial areas so as to positively contribute to the town and streetscape.

### **Strategies**

- 1.1 Require incorporation of appropriate streetscape and landscape treatments in the development of industrial areas, particularly where such sites are highly visible to the town centre and town entries.
- 1.2 Ensure future industrial development in Sale, Wurruk and Longford achieves high standards of design, affords appropriate buffers from sensitive uses and appropriately mitigates off-site impacts to both sensitive and non-sensitive surrounding uses.
- 1.3 Require well designed industrial areas in Stratford with frontage and visibility of buildings to the Princes Highway.

## **21.09-3.3 State significant industrial land**

## **21.09-4 Tourism**

### **21.09-4.1 Facilitating tourism**

Tourism in the Shire has significant potential for growth, particularly cultural, agri-tourism and eco-tourism. Further promotion and development of the Wetlands, coast, mountains and other nature based tourism, creation of tourist routes across the Great Dividing Range, promotion of farm based tourism and marketing of the rural and natural environment and the development of tourist facilities are all important for the growth and diversification of this industry and the Wellington economy.

The Sale Greyhound Racing Club plays an important role in Wellington Shire, encouraging regional tourism and providing employment opportunities.

A significant opportunity to improve tourism capture within the municipality is associated with the potential development of the Port of Sale cultural and civic precinct, including arts, entertainment and cultural activities. Other opportunities include niche markets including recreational vehicles (RVs), fishing, boating and four-wheel driving.

### **Objective 1**

To encourage the development of tourism around Wellington's natural environment, and cultural and heritage assets.

### **Strategies**

- 1.1 Facilitate rural based tourist activities that do not adversely impact upon legitimate agricultural activities, lead to fragmentation of high quality agricultural land or cause adverse impacts on the Shire's natural resources.
- 1.2 Facilitate high quality tourist use and development (including sustainable eco-tourism) to capitalise on areas with favourable natural and heritage attributes, access and infrastructure.
- 1.3 Support low impact and ecologically sustainable tourism development which enhances connectivity with local pedestrian and cycle paths to encourage physical activity.

- 1.4 Require that environmental capability and suitability is considered in tourist developments along the coastline and lakes foreshore.
- 1.5 Support development that will promote Heyfield as a “RV Friendly” location.
- 1.6 Promote Heyfield as the ‘tourist gateway’ to the Alpine National Park and Lake Glenmaggie.
- 1.7 Ensure that land in close proximity to the Gippsland Plains Rail Trail is utilised, where appropriate, for tourist accommodation to support the use of the Gippsland Plains Rail Trail.
- 1.8 Facilitate tourism use and development in and around Dargo and Licola.
- 1.9 Support enhancement of the Heyfield Wetlands to provide passive recreation opportunities, walking, cycling and meeting places, along with tourist information for the Alpine National Park.
- 1.10 Facilitate development of ‘cottage’ based tourism in Briagolong, particularly along the main roads of the town and subject to such development being compatible with the amenity and character of the locality.
- 1.11 Facilitate “sustainable” tourism uses in Rosedale within the rural activity area north of the western town approach of the highway.
- 1.12 Facilitate nature-based tourism in appropriate locations especially near the Gippsland Lakes and Tarra Bulga National Park.

## **Objective 2**

To promote Sale as a tourist destination.

### **Strategies**

- 2.1 Facilitate concentration of urban-type tourist and commercial recreation development in established centres.
- 2.2 Support redevelopment of the Sale Golf Club into a high quality 18 hole championship golf course, including redevelopment of the clubhouse and provision of tourist accommodation.
- 2.3 Facilitate appropriate development within the Port of Sale cultural and civic precinct.

## **Objective 3**

To support the role of Greyhound racing in Wellington’s economy.

### **Strategies**

- 3.1 Support the growth and expansion of greyhound racing within the region including encouraging the redevelopment of the Sale Greyhound Racing Club.
- 3.2 Support development that contributes to establishing Sale as the regional headquarters for greyhound racing in eastern Victoria.

## **21.07-4.2 Coastal and maritime tourism**

### **Objective 1**

To promote coastal tourism in areas with attractive natural attributes and appropriate access and infrastructure.

## **Strategies**

- 1.1 Encourage the concentration of coastal tourist and commercial recreation development in established centres and ensure development along the coastline and lakes foreshore is located on environmentally suitable sites.
- 1.2 Support major tourism uses or developments which are not dependent on a coastal location to develop within the main existing townships of Loch Sport and Port Albert.
- 1.3 Facilitate a diversity of commercial activity in coastal areas, particularly where it is related to environmentally sustainable tourism.

## **Objective 2**

To enhance Loch Sport's role as a boating centre.

## **Strategies**

- 2.1 Support facilities that promote and enable boating visitation to Loch Sport from other boating centres in the Gippsland Lakes network.

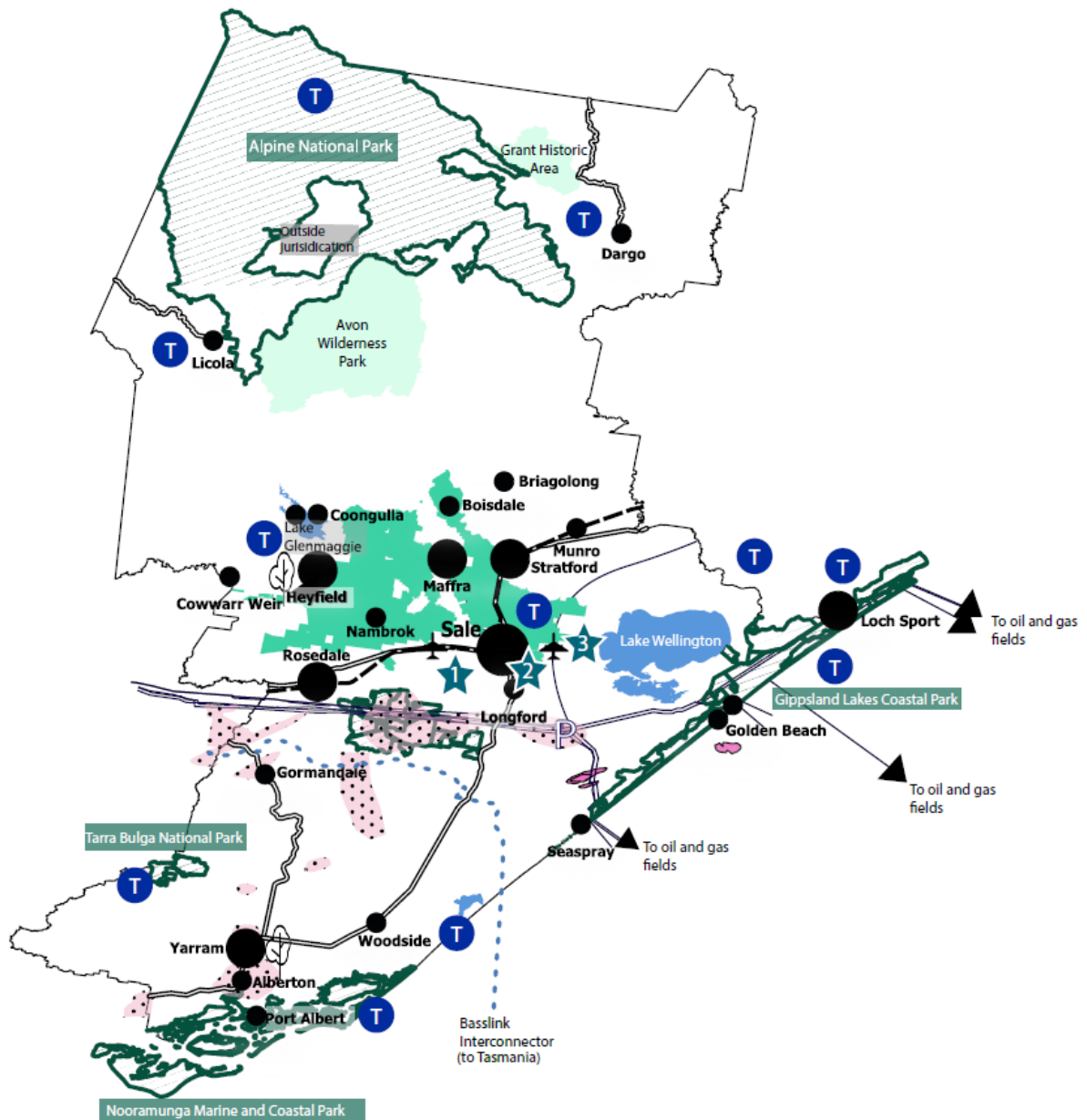
#### **5.4. WELLINGTON MAP**

A draft map showing the location of key economic assets, opportunities and employment precincts in Wellington, including locations and sectors / land uses that will be supported by Council is provided overleaf (Figure 2).

The preparation of the draft map was based upon the following:

- Existing Strategic Framework Land Use Plan (Clause 21.03-2);
- Existing Economic Development policy objectives and strategies (Clause 21.09); and
- Wellington Economic Development Strategy 2016-2022.

**FIGURE 2** WELLINGTON ECONOMIC DEVELOPMENT MAP



Source: Urban Enterprise, 2018.



**Urban Enterprise**

Level 1 302-304 Barkly Street,  
Brunswick VIC 3056

(03) 9482 3888

[www.urbanenterprise.com.au](http://www.urbanenterprise.com.au)

