

21.06

19/05/2016
C5

ECONOMIC DEVELOPMENT

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

21.06-1

20/01/2011
C2

Business activity

Overview

A number of French Islanders are self-employed through their farm holdings or through the provision of a visitor service (or a combination of both). The limited number of commercial and community activities on the Island is reflective of both low population and low visitor levels.

Key issue

- Providing a limited amount of commercial activity to meet the needs of the local community and tourists, while recognising the Island’s limited ability to sustain new commercial activities.

Objective 1

To encourage a limited amount of business activity to meet the needs of the community and visitors to the Island.

Strategy 1.1

Support the provision of local goods and services.

Strategy 1.2

Encourage the diversification of business activity only in accordance with the capability of the Island’s population, visitors and infrastructure to support such activity.

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Tourism

Overview

French Island attracts around 6000–8000 visitors annually. Access constraints to and around the Island, combined with a limited number of tourist services and recreational opportunities, contribute to the relatively low tourist numbers.

Tourist accommodation facilities on the Island include private lodges, the former prison farm, private camping grounds and camping locations in the National Park.

Key issues

- Responding to a potential increase in visitors to the Island and the demands and effects of this increase on environmental values and infrastructure, including the provision of adequate tourism services.
- Minimising the impacts of tourism on the environmental values of the Island, particularly the coastal areas.
- Balancing new tourism opportunities with established agricultural practices.
- Managing the opportunity for new tourism ventures.

Objective 1

To provide opportunities for recreation and tourist activities, consistent with the Island’s infrastructure and conservation values.

Strategy 1.1

Support environmentally sustainable tourism services and facilities.

Strategy 1.2

Ensure that recreational and tourist-related activities compliment and do not adversely impact on the environmental values of the Island.

Strategy 1.3

Discourage tourism activities that place unreasonable stress on the Island’s infrastructure, in particular access requirements and waste management.

Strategy 1.4

Ensure tourism activities do not have an unreasonable impact on the Island’s natural resources, including water.

Strategy 1.5

Encourage tourism activities that benefit other Island activities and support the economic sustainability of the Island.

Objective 2

To ensure tourism uses do not compromise the primary agriculture use of rural land.

Strategy 2.1

Ensure tourism uses do not diminish future opportunities for agriculture.

Strategy 2.2

Require tourism proposals to incorporate measures to minimise the impact on agricultural uses (existing or future).

Strategy 2.3 Encourage low scale, unobtrusive use and development of land for tourism purposes.

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Implementation

These strategies will be implemented by:

Zones and overlays

- Apply the Rural Activity Zone to sites currently operating as a tourist facility to reflect existing uses and to ensure that locations identified for tourist use are managed effectively.
- Supporting the Significant Landscape Overlay to ensure that new development is appropriate in scale and compatible with the landscape values of the Island.
- Supporting the Environmental Significance Overlay which protects and conserves those sites valued for their significance from inappropriate or incompatible development.

Further work

- Investigating the application of the Rural Activity Zone to areas that are appropriate for more intensive rural and tourist related activities.

Reference documents

Sites of Zoological Significance in the Westernport Region (D L Andrew 1984)

National Strategy for Ecologically Sustainable Development (Government of Australia, Ecologically Sustainable Development Steering Committee 1992)

Sites of Botanical Significance in the Westernport Region (Opie et al. 1984)

Port Phillip and Westernport Regional Catchment Strategy (Port Phillip Regional Catchment Management Authority 2013)

State Environment Protection Policy no. W-28 (The Waters of Western Port Bay and Catchment) (Victorian Government, Ministry for Conservation 1979)

French Island Heritage Review 2009 (RBA Architects and Conservation Consultants 2009)

French Island National Park Management Plan (Parks Victoria 1998)

Melbourne Area, District 2 Review: Descriptive Report (Land Conservation Council 1991)

Melbourne Area, District 2 Review: Final Recommendations (Land Conservation Council 1994)

Waters of Western Port Bay and Catchment (State Environment Protection Policy 1979)

Victorian Coastal Strategy (Victorian Coastal Council 2014)

Western Port Bay Strategy (Westernport Regional Planning and Coordination Committee 1992)