

## 21.05 ECONOMIC DEVELOPMENT

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This Clause provides local content to support Clause 14 Natural resource management (Agriculture) and Clause 17 Economic development of the State Planning Policy Framework.

### 21.05-1 Agriculture

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#### Context and issues

The location of the Shire on the edge of the Western District represents an important critical mass of agricultural productivity particularly in terms of wool production and cropping.

Agricultural industries continue to be the major economic sector particularly extensive grazing and cropping. More than 25% of the employment in the Shire is in agriculture and forestry. These industries have been under economic pressure in recent years in common with Statewide trends in the restructuring of these industries, and there has been a tendency for farm size to increase to counteract economic pressures. This has generally happened away from areas of population growth where there has been less small-lot subdivision. The requirements of traditional agriculture are rapidly changing with practices such as high input farming techniques and improved stock through genetic enhancement.

The opportunities for agricultural diversity are limited by the Shire's climate, the availability of water and, in the northern portion of the shire, fragmentation of land for rural residential development. A critical element in the planning for agricultural uses in the Golden Plains Shire is to maintain farm size and an important land use management issue for Council and the community is the potential for conflict between sensitive uses and agricultural practices.

The Shire has recognised the potential for growth in the intensive agricultural industries and in timber production. The issue for the Shire will be how to accommodate growth in these industries while protecting the other values that are seen as important.

Forestry and timber production are increasingly significant local industries, given the climate, topography and the proximity to the Port of Geelong. Production at this stage comes mainly from pine plantations, but there is a growing demand for land for hardwood plantations. Any expansion of plantations will be on to land which is already cleared and which is currently used for grazing or cropping.

There has been a growth of intensive agricultural activities within the Shire, particularly in the wine and specialist livestock industries.

Other significant farm types are sheep and fat lambs for meat production, egg production, poultry, pastures, grasses and horticulture.

Significant infrastructure has been provided for the Food Precinct to service intensive animal industries.

Gheringhap has infrastructure opportunities that could be realised with appropriate development proposals to take advantage of the excellent access to rail and road networks.

The introduction and continued cultivation of cultural industries and events provides an opportunity for economic growth.

#### Objectives and strategies

**Objective 1 To ensure agricultural land is protected and used as an economically valuable resource.**

Strategy 1.1 Support agricultural diversity.

Strategy 1.2 Support new farming enterprises.

Strategy 1.3 Avoid sensitive uses near agricultural operations where there may be conflict.

- Strategy 1.4 Avoid use and development of rural land that is not compatible and complementary to agricultural activities.
- Strategy 1.5 Facilitate more intensive use and diversified use of rural land for higher value products, including agroforestry, which are compatible with surrounding farming practice.
- Strategy 1.6 Support sustainable horticulture production that recognises the natural and physical resource requirements and manages the potential for off-site effects such as spraydrift.
- Objective 2 To support the development of intensive animal industries.**
- Strategy 2.1 Locate intensive animal industries within or close to the Golden Plains Food Production Precinct shown on Figure 21.02-2A: Golden Plains Strategic Framework Plan
- Strategy 2.2 Support intensive animal industries in other suitable locations.
- Objective 3 To maintain farm size to allow for viable agriculture.**
- Strategy 3.1 Avoid fragmentation of land for non-agricultural purposes, including rural residential development.
- Strategy 3.2 Avoid dwellings on undersized rural lots.
- Objective 4 To facilitate more intensive use and diversified use of rural land for higher value products, including timber plantations and agroforestry.**
- Strategy 4.1 Support the development and expansion of timber production and agroforestry within areas that are capable of providing road infrastructure to both plant and harvest crops.
- Strategy 4.2 Support the expansion of timber production on cropping and grazing land, in locations with the environmental capacity to support the use.

### Implementation

The strategies for agriculture will be implemented through the planning scheme by:

### Policy Guidelines

- Local Planning Policy 22.03 – Intensive Animal Husbandry

### Application of zones and overlays

- Applying the Farming Zone to the majority of broad acre agricultural land
- Applying the Farming Zone to all agricultural land developed for plantations
- Applying the Farming Zone schedule with a 100 hectare minimum subdivision size, to prevent the fragmentation of agricultural land and ensure that lots that are created are suited to broad scale agriculture

## 21.05-2

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### Commercial

### Context and issues

The retail sectors of the Shire's urban centres have strong relationships with surrounding agricultural communities. Bannockburn is a regional shopping centre with a significant catchment. Other towns such as Inverleigh, Linton, Meredith and Smythesdale perform important local shopping and business roles.

Retail expenditure occurs outside of the Shire to major regional centres of Ballarat, Colac, Geelong and Melbourne. In the longer term additional floor space will be required for retail use and development in Bannockburn

## Objectives and strategies

### Objective 1 To consolidate commercial development in Townships.

- Strategy 1.1 Locate commercial development in Bannockburn in commercial zones.
- Strategy 1.2 Avoid commercial development in Bannockburn in other locations.
- Strategy 1.3 Avoid restricted retail development and big box retail development on highways.
- Strategy 1.4 Support commercial development in the Township Zone.

## Implementation

The strategies for commercial will be implemented through the planning scheme by:

### Application of zones and overlays

- Applying the Commercial 1 Zone to commercial areas in larger townships.
- Applying the Township Zone to facilitate appropriate commercial development smaller townships.
- Applying the Commercial 2 Zone in Smythesdale.

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## Industry

### Context and issues

The Golden Plains Shire has a moderate manufacturing base with employment in the manufacturing industry representing approximately 14.7% of jobs in the Shire.

A number of industrial sites throughout the Shire established to provide land for industrial use and development remain vacant.

This reveals that:

- a significant proportion of small scale industrial uses are located within town areas either on individual sites or as part of a residential land use largely due to historic reasons and operator preference.
- existing developable industrial zoned land has been mostly taken up; remaining existing industrial zoned land is within inappropriate or located in non-preferred areas, or may lack necessary infrastructure.
- there is competition for industrial land provided by the larger urban areas of Geelong, Ballarat and the Melbourne Metropolitan area.

The completion of the Geelong Ring Road is expected to place increased pressure for industrial land, particularly in the south-eastern area of the Shire.

The introduction of the Farming Zone has limited the scope for considering potential industrial uses in rural areas.

Geelong, Ballarat and Metropolitan Melbourne have an effect on the location of industrial development.

## Objectives and strategies

### Objective 1 To ensure a sufficient supply of land suitable for industrial use.

- Strategy 1.1 Support locations for new industrial development in areas that are strategically sound or identified for industrial development.
- Strategy 1.2 Support use of vacant industrial land within urban areas.
- Strategy 1.3 Support rezoning of vacant industrial land where it can be demonstrated it is not suitable for industrial use within urban areas.

### Objective 2 To encourage the development of value-adding industries within the Shire and the servicing of industry by local enterprises

- Strategy 2.1 Provide for industrial use and development which adds value to products grown and produced locally.
- Strategy 2.2 Support sustainable value adding industries and service industries, particularly those which relate to the agricultural base, forestry and natural resources.

### Implementation

The strategies for industry will be implemented through the planning scheme by:

#### Application of zones and overlays

- Applying the Industrial 1 Zone to existing industrial precincts.

## 21.05-4

### Tourism

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#### Context and issues

Tourism in Golden Plains Shire is a relatively small industry sector with significant capacity to grow. Tourism attractions include wineries and cellar doors, with the majority located around the Moorabool Valley Wine Region; cafes and restaurants; gourmet food and produce; farmers' markets including the Golden Plains Farmers' Market, events and festivals such as the Golden Plains and Meredith Music Festivals; as well as heritage sites and equestrian facilities.

There is a lack of tourism accommodation in the Shire, with opportunities to increase accommodation offerings across the region, particularly around the Moorabool Valley.

#### Objectives and strategies

##### Objective 1 To support and improve tourism opportunities in the Shire.

- Strategy 1.1 Facilitate development of infrastructure which support arts and cultural activities and events.
- Strategy 1.2 Locate tourism accommodation in the RAZ1 around the Moorabool Valley.
- Strategy 1.3 Support tourism accommodation in other locations.
- Strategy 1.4 Support use and development which adds value to products grown and produced locally.
- Strategy 1.5 Support wineries, other beverage producers and speciality food producers.

### Implementation

The strategies for tourism will be implemented through the planning scheme by:

#### Application of zones and overlays

- Applying the Rural Activity Zone to designated areas in the Moorabool Valley

## 21.05-5

### Reference documents

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Golden Plains Rural Land Use Strategy (January 2008) (PB).