

**21**19/10/2017  
C97**MUNICIPAL STRATEGIC STATEMENT****21.01**19/10/2017  
C97**Introduction****21.01-1**19/10/2017  
C97**Municipal profile**

Latrobe City Council ('Latrobe') is a large regional city extending over 1400 square kilometres which is centrally located in eastern Victoria, approximately 150 kilometres east of Melbourne.

Latrobe City is part of the region traditionally owned by the Braiakaulung clan of the Gunaikurnai people. European settlement began in the Gippsland Plain in the 1840's and extended to most of the Strzelecki Ranges after 1900.

The population of Latrobe in 2013 was estimated at 73,846 people. The population is predicted to steadily increase reaching approximately 95,000 people by 2036. The median age of the population is 39 years with 35% of residents in the 0 -24 age group and only 12% aged over 65 years.

Latrobe is made up of four central towns: Churchill, Moe-Newborough, Morwell and Traralgon which are supported by the smaller rural townships of Boolarra, Glengarry, Toongabbie, Tyers, Traralgon South, Yallourn North and Yinnar.

Latrobe has traditionally been recognised as the centre of Victoria's electricity industry, which is derived from one of the largest brown coal reserves in the world. Latrobe City is also at the centre of a large forestry industry, which services the largest pulp and paper mill in Australia.

Other industries in the area include food processing, retail, engineering, health and post-secondary education. Latrobe is one of Victoria's strongest regional economies with a Gross Regional Product (GRP) of approximately \$4 billion and a total estimated annual business turnover of \$10.3 billion. Latrobe's GRP represents 1.8% of Victoria's Gross State Product.

The *Gippsland Regional Growth Plan 2014* (GRGP) identifies the following challenges for growth in the region:

- Sustaining and expanding economic activity through a period of diversification and transition.
- Enhancing the resilience of the regions industries to economic restructuring and supporting business to reduce carbon emissions.
- Building on tourism opportunities in the region.
- Accommodating population growth, including managing growth with consideration of resources, environment and natural hazards.
- Responding to changing community profiles including the increasingly aged population.
- Planning and adapting settlements and infrastructure to respond to the impacts of climate change, including increased risk from natural hazards.
- Improving the efficiency, reliability and service levels of the regions transport network.
- Delivering services and communications infrastructure for community, commercial and industrial users.

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C97**Key issues and influences**

The key planning issues that are identified in the State Planning Policy Framework of this planning scheme which Council believes it needs to address are:

- Regional Growth Plan.

- Settlement.
- Environmental and Landscape Values.
- Environmental Risks.
- Natural Resource Management.
- Built Environment and Heritage.
- Housing.
- Economic Development.
- Transport and Infrastructure.

### **21.01-3 Vision and strategic framework plan**

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The Council Vision is outlined in *Latrobe 2026*:

*In 2026 the Latrobe Valley is a liveable and sustainable region with collaborative and inclusive community leadership.*

Sustainability, Liveability and Leadership are the three core principles that encompass Councils commitment to achieving its vision, as outlined above. To aid in the attainment of this vision, the *Council Plan 2013 – 2017* sets out five key themes to guide Council in its endeavours:

- Job creation and economic sustainability.
- Appropriate, affordable and sustainable facilities, services and recreation.
- Efficient, effective and accountable governance;
- Advocacy for and consultation with the community; and
- Planning for the future.

Council has prepared a Strategic Framework Plan which identifies the major strategic directions for the municipality. Key elements of the Strategic Framework Plan include:

- Implementation of Town Structure Plans.
- Promotion of significant Rural Living areas.
- Implementation of the Latrobe Regional Airport Master Plan, Latrobe Regional Hospital Master Plan and Federation University Master Plan.
- Location of open cut coal mines in relation to established townships.
- Key transport links including the proposed Traralgon- Highway Bypass.
- Location of key environmental features and significant infrastructure.

