

**21.07 ECONOMIC DEVELOPMENT**08/12/2016  
C37

This clause provides local content to support Clause 17 (Economic development).

The Council Plan 2013-2017 is committed to the following environmental and natural resource management issues:

- *Identify opportunities to focus economic development in outlying communities*
- *Prepare a thematic history of Mansfield in accordance with Guidelines of Funding received from State Government*

**21.07-1 Commercial, retail and industrial development**08/12/2016  
C37**Overview****Retail**

Retail expenditure per resident in Mansfield Shire is notably higher than regional Victorian averages. The data estimated that on average, over \$13,010 is spent per resident, compared to the average regional Victorian resident of \$11,754.

The data shows that residents spend a higher proportion of income on bulky goods; apparel, homeware and leisure; and groceries and liquor.

It is estimated that over \$79.1 million of retail expenditure has been undertaken in Mansfield Shire in 2011; 60% attributed to local resident's food expenditure (or \$47.7 million), with the remaining 40% attributed to local resident's non-food expenditure (\$31.4 million).

Accounting for impact of tourism visitor expenditure reveals that an estimated \$86 million can be attributed to visitor expenditure which would give a total retail spend of approximately \$165 million.

**Industrial development**

Mansfield Township is the only location that provides significant industrial development opportunities. There are 90 hectares of industrial zoned land. The industrial areas are relatively fragmented and are poorly connected via suitable heavy vehicle routes.

There has been very little recent activity in Mansfield Township's industrial land sector, reflecting the existing situation in which any latent demand cannot be realised because of the lack of available land for sale or lease.

The situation has not changed significantly since 2007 when the *Audit of Industrial Land in Provincial Victoria* identified just two vacant properties.

Council supports the development of land at Lakins Road to provide new industrial land.

**Key Issues**

- The need to increase the supply of industrial land.
- Reinforcing Mansfield as the main centre for retail and commercial opportunities.

**Objective 1**

To ensure there is sufficient retail/commercial and industrial land to meet demand.

**Strategies**

- Strategy 1.1 Plan for the release of more industrial land to service existing demand.
- Strategy 1.2 Consolidate the retail/commercial shopping centre core of Mansfield Township.

**21.07-2**  
08/12/2016  
C37

## **Agriculture**

### **Overview**

Agriculture remains a significant contributor to the local economy with the major agricultural pursuits being timber processing, pasture seed production, wool production, prime lamb and beef production. In 2011 Mansfield Shire contributed over \$43.7 million in total gross value of agriculture; this represents 2.4% of total gross value of agriculture in the Hume Region.

It is essential that productive agricultural land be maintained and remains agriculturally viable to ensure the ongoing ability to farm is protected. It is equally important that only marginal rural land, in areas with a minimal visual impact on the rural amenity of the Shire, be developed for small scale rural or rural living style development.

Most agricultural land has a moderate agricultural land capability rating which is best suited to grazing and crop production.

### **Key Issues**

Supporting the continued growth of the agricultural sector.

### **Objective 1**

To diversify the agricultural base to include the development of viticulture, horticulture, and more intensified agricultural pursuits.

### **Strategies**

- Strategy 1.1 Ensure rural planning can facilitate the diversification of the agricultural sector.

**21.07-3**  
08/12/2016  
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## **Tourism**

### **Overview**

Mansfield Shire has a number of drivers for tourist visitation. These include:

- Lake Eildon and rivers
- Mount Buller/Stirling
- Food and wine tourism
- Nature-based tourism
- On and off road bicycle tourism.

Diversifying the tourism base is an important goal of creating a year-round tourism destination.

## **Key Issues**

- Maximising tourism visitation while maintaining the attributes that attract tourists.

## **Objective 1**

- To attract high quality tourism development that is conducive to the environmental attributes of the area and is empathetic to the character of the Shire.
- To minimise the negative impact that tourism can have on the built and natural environment.

## **Strategies**

- Strategy 1.1 Development should be designed to be unobtrusive and ensure that current environmental and aesthetic values are retained and not degraded.
- Strategy 1.2 Support Mount Buller as Victoria's premier snow skiing destination.
- Strategy 1.3 Tourism development should be avoided in areas prone to high fire risk, flooding and erosion.
- Strategy 1.4 Discourage ribbon tourism development along the foreshore of Lake Eildon and Lake Nillahcootie as well as the Alpine Approaches. Tourism development associated with these areas will be encouraged to locate in existing settlements.
- Strategy 1.5 Encourage the development of quality affordable short and long term accommodation for visitors and temporary staff.
- Strategy 1.6 Investigate a designated large vehicle parking area for peak periods in the Mansfield township.

## **Implementation**

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

### **Policy guidance**

- Development should benefit the local economy by improving linkages between development, commercial operators and service providers.
- Tourism development should take into account the landscape features of the surrounding area and be sited and designed in a manner which complements the landscape character of the area.
- Tourism development in rural areas should demonstrate compatibility with surrounding agricultural uses. Generally these activities will include bed and breakfasts, host farms or tourist uses related to the agricultural use of the land, and/or natural setting.
- Tourism use and development should be located in areas that are highly accessible and preferably serviced with sealed road access.
- Internal access to sites should be all weather and constructed in a manner which minimises any negative impact on the environment.
- Advertising signs for tourism uses should relate to the land on which the sign is located. Directional signs will be allowed in accordance with the VicRoads/Tourism Victoria Guidelines for Tourist Signs.