

**21.07**03/08/2006  
C9**INDUSTRIAL DEVELOPMENT**

All Maryborough's industrial areas are fully serviced or able to be serviced. A range of industrial lot sizes and locations are available for new businesses/industries and expansion of existing industries. Major industrial estates are R J Hamer Estate, AG Leech Estate, Sutton Road Industrial Grouping, Maryborough Enterprise Centre, Flagstaff industrial area, and an existing industrial zoned area adjacent to Carisbrook. An industrial/business estate is proposed at Carisbrook at the ex Council depot site and two new industrial areas are proposed at Simson and Flagstaff industrial areas (subject to the air emission overlay controls).

Manufacturing is the major and growing employment sector. There has been an increased tendency for clustering of local manufacturing industries. In the future it will be particularly important to foster a diverse economic base to cushion against any negative external threats or global market changes. Diversity will strengthen the Shire's economic and expertise base and attract new investment.

Box ironbark forests within the shire are recognised as significant sources of durable timbers, honey, eucalyptus oil, gold and extractive industries. The advent of local woodcraft and furniture manufacturing (particularly in native timbers) could lead to some native timber farm forestry and additional timber craft industries.

Major mining exploration is being undertaken in the shire. There is one major gold mining project currently operating in the shire located at Dunolly.

**Issues**

- Downstream opportunities for local meat and poultry industries.
- A cluster of woodworking and woodcraft businesses have recently developed as a new niche industry.
- Maryborough has had recent success in attracting small and medium sized enterprises and substantial expansion of existing businesses.
- Continuing positive structural change in unemployment levels.
- Maryborough is a centre for honey production.
- Research and development opportunities in the manufacture of gold detectors.
- Growing national and export demand for specialised local products, including food products (honey, confectionery, chicken) paper products and books, skins, engineering, and meat products.
- Spare manufacturing and urban development infrastructure capacity, particularly effluent and sewerage treatment with low augmentation costs.
- Improved targeting of vocational (TAFE) training facilities (new campus) to match industry needs has occurred.
- Varying scales and types of gold mining ventures, including fossicking and prospecting, are still active in the shire.
- Emergence of the manufacture of innovative building products (eg Mega Anchor Building Systems) as niche industry.

**Objective 1**

- Assist existing and new industries by making available an adequate supply of serviced industrial land with good road access.

## **Strategies**

- Continue to develop and promote an export orientated and diversified manufacturing base.
- Assist in expansion of Maryborough's printing industry (on existing sites).
- Further develop Maryborough as a centre for innovative and affordable housing.
- Encourage the planned development of industrial estate areas with high standard landscaping and attractive entry treatments.
- Facilitate location of industry in townships by facilitating suitable industrial sites.
- Protect the amenity of residential and industrial areas in the Loch Street/Johnson Street area.
- Facilitate establishment of industries within air emission overlay areas at Flagstaff and Havelock/Simson.
- Encourage the supply of serviced industrial land for expansion of existing industries eg. printing industry, Penney and Lang Abattoirs.

## **Objective 2**

Identify and maximise opportunities for innovative enterprise development based on Maryborough's economic strengths and expertise base.

## **Strategies**

- Identify suitable industrial sites for the future location of new enterprises involved in the manufacture of new building products.
- Encourage expansion of local, regional and national value added and finished product industries.
- Encourage gold mining, exploration activities and operation of existing quarries within an appropriate environmental framework.
- Promote the development of the existing cluster of woodworking and woodcraft businesses as a new niche industry.
- Promote the potential of the Maryborough Enterprise Centre as a manufacturing and industrial "incubator" complex for new and smaller businesses.
- Strengthen links between regional education institutions (recent TAFE campus Ballarat University linkages) and local industry to ensure training is matched to industry needs.
- Encourage the development of Maryborough's primacy as a centre for honey production.
- Encourage improvements to the Maryborough trotting complex at Carisbrook.
- Assist the development of a noodle wheat enterprise and other value added products in horticulture and viticulture and cut flowers.
- Encourage development of a poultry abattoirs and finished poultry product processing in the Shire to serve regional needs.
- Investigate land capabilities for agriculture and water resources (both underground and recycled water capacities).

## **Implementation**

These strategies will be implemented by:

- Application of Industrial 3 zone at the interface of residential and industrial areas in the Loch Street/Johnson Street area.
- Application of an Industrial 1 zone and prepare development plan for the industrial/business estate at the ex-Carisbrook Depot site.
- Application of an Industrial 2 zone for the Penney and Lang abattoirs.
- Application of Township zoning in smaller townships that provides opportunities for industrial and business development.
- Use of township structure plans to identify land use opportunities for industrial development.
- Use of an Industrial Development local policy to facilitate well planned and designed industrial areas.
- Use of Industrial Development local policy to ensure that industrial development in rural zones satisfies criteria relating to environmental management, amenity and infrastructure.

## **Undertake further strategic work**

- Investigate the potential for re-use of effluent from Maryborough sewerage treatment plant for horticultural enterprises.
- Further investigate the option for more direct access for industrial traffic between the Ballarat Road and the AG Leech Estate.
- Implement, with VicRoads, the most appropriate heavy vehicle road by-pass of Maryborough.