

**21.04**23/08/2018  
C45**ECONOMIC DEVELOPMENT**

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

**21.04-1**23/08/2018  
C45**Agriculture**

Agriculture is the Shire's largest and most important industry. Agricultural industries in the Shire contribute approximately 19% of all agricultural production in Victoria and generate approximately \$479 million worth of product. The industry employs approximately one third of the Shire's workforce. Milk production, wool and meat production and cropping are the largest agricultural enterprises in the Shire. The dairy industry in particular makes a significant contribution at a state and national level.

Generally, the use of agricultural land by farming enterprises is divided into four main areas:

- Sheep in the central portion of the Shire.
- Sheep, beef and cropping in the north of the Shire.
- Dairying and sheep in a band from Glenormiston in the north to Curdies Inlet in the south.
- Dairying in a band from Camperdown in the north to Princetown in the south.

Local dairy farmers in the south have the advantage of fertile volcanic soils and reliable rainfall, while the flat plains in the north of the Shire provide ideal conditions for cropping and sheep farming.

Forestry and timber production will become increasingly significant local industries consistent with the Federal Government Strategy to treble timber production by 2020. Sustainable timber production is supported where it is sited to manage the condition of the natural resource base, in regard to salinity and erosion.

The Shire's natural environment and agricultural productivity will continue to provide opportunities for further agricultural diversity. This will present significant opportunities for major processing and value adding to local products.

The protection and enhancement of the agricultural industry is linked to the Shire's environmental and economic wellbeing. Given the importance of agriculture to the local economy, the preservation of agricultural land is necessary for the sustainable development of primary production within the Shire. Unplanned urban growth into productive agricultural land may compromise the viability of the industry and must be avoided.

**Objective 1**

To protect agricultural land.

**Strategies**

- 1.1 Facilitate the outcomes associated with the processing and value adding of agricultural products.
- 1.2 Avoid land use conflicts between agricultural and sensitive land uses.
- 1.3 Protect the natural and physical resources upon which agricultural industries rely.
- 1.4 Avoid non-agricultural land use and development in rural areas that prejudices the productive use of agricultural land.
- 1.5 Facilitate sustainable agricultural industries that incorporate best management practice.
- 1.6 Maintain land for agricultural production.
- 1.7 Improve land management practices associated with sustainable agricultural production.
- 1.8 Avoid the fragmentation of productive agricultural land.
- 1.9 Avoid rural living and hobby farm land use and development in productive agricultural areas.
- 1.10 Support agricultural activities within the Heytesbury dairy settlement area.
- 1.11 Support the establishment of plantations in areas subject to salinity and erosion.

## Objective 2

To support the diversification of agriculture, the development of agroforestry and the processing of agricultural products grown in the municipality.

### Strategies

- 2.1 Encourage the expansion of timber production on cropping and grazing land, where road infrastructure requirements allow.
- 2.2 Support timber processing and value adding industries.
- 2.3 Facilitate the development of an agri-tourism base throughout the Shire.

## Objective 3

To promote sustainable horticultural production.

### Strategies

- 3.1 Minimise the potential off-site impacts of horticultural production.
- 3.2 Minimise the impact of greenhouses, igloos and other structures associated with horticultural production on important landscapes.

### Implementation

These objectives and strategies will be implemented in the planning scheme by:

#### Using policy and the exercise of discretion

To provide for dwelling excisions and small lot subdivision in agricultural areas in accordance with the Local Policy at Clause 22.01:

#### Application of zones and overlays

- Applying the Farming Zone to all agricultural areas.

#### Further strategic work

- Review the outcome of the Animal Industries Advisory Committee and incorporate into the Corangamite Planning Scheme where appropriate.

## 21.04-2

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## Tourism

Tourism forms a significant and growing part of the Shire's economic base. Over 2.6 million people visit the Shire annually, with many making day trips from Melbourne and other parts of Victoria.

Tourism development in the Corangamite Shire is inextricably linked to the quality of natural and cultural attractions. The management of the natural and manmade assets on which the tourism industry relies is important to this sector.

The Great Ocean Road, which runs through the southern end of the Shire, is renowned for its scenic and biodiversity values. Port Campbell National Park and Bay of Islands Coastal Park form a linear reserve along the coastline that enhances the aesthetic appeal of the natural environment. The Shipwreck Coast, encompassing the Twelve Apostles, London Bridge and Loch Ard Gorge, are among Australia's best-known features. Further inland, the Lakes and Craters region form part of the Victorian Volcanic Plain bioregion. Bullen Merri and Lake Gnotuk are both internationally recognised for their scientific, environmental and landscape significance.

There are opportunities to expand the nature-based and eco-tourism activities in the Shire in a manner that protects the pristine and iconic natural environments.

## Objective 1

To sustainably manage regionally significant tourism attractions, such as the Great Ocean Road, lakes, waterways and volcanic cones.

### Strategies

- 1.1 Support quality tourist developments of high quality architectural design in association with the landscape, environmental and the heritage values of rural and urban areas.
- 1.2 Ensure tourism activities provide for sustainable resource management.
- 1.3 Support tourism-based activities that reflect the character, heritage and uniqueness of the Shire's townships.
- 1.4 Support tourism development where it can be demonstrated that the development achieves the following attributes:
  - Provides an economic benefit for the region.
  - Encourages the growth of the tourism sector in the Shire.
  - Preserves land of high scenic quality.
  - Can be appropriately serviced by infrastructure.
  - Are of a high quality design.
  - Recognises the importance of the natural and built environment.
  - Is sensitively designed and located in the landscape to avoid adverse visual impacts.
  - Does not compromise the attraction to tourism opportunity sites.
- 1.5 Facilitate greater dispersal of tourism throughout the Shire including the coastal hinterland.

### Objective 2

To focus coastal related tourism use and development in township locations or on identified sites which have specific tourism attributes.

### Strategies

- 2.1 Support the development of accommodation and tourist product in accordance with the Shipwreck Coast Master Plan.
- 2.3 Facilitate the use and development of nominated tourism opportunity sites set out in Table 1 to this clause generally in accordance with their preferred use.
- 2.4 Avoid the subdivision of land comprising identified tourism opportunity sites in Table 1 to this clause.

### Objective 3

To promote tourism accommodation, activities and services that will attract visitors to the Shire, serve the needs of tourists and showcase local produce and features.

### Strategies

- 3.1 Facilitate tourism uses, development and activities that generate local employment opportunities.
- 3.2 Encourage specific and limited land uses that fulfil identified tourism needs and opportunities.
- 3.3 Provide a range of accommodation options, activities, experiences and events that encourage people to stay for longer periods.
- 3.4 Support the diversification of the tourism activities.
- 3.5 Facilitate the development of an agri-tourism base throughout the Shire.
- 3.6 Support the integration of tourist and agricultural activities where they complement the operation of agricultural and related industries.

### Implementation

These objectives and strategies will be implemented in the planning scheme by:

#### Application of zones and overlays

- Applying the Rural Activity Zone to identified tourism opportunity sites.
- Applying the Special Use Zone to identified tourism opportunity sites.
- Applying the Design and Development Overlay – Schedules 5 to identified tourism opportunity sites.

Table 1

Tourism opportunity site	DDO5 map reference	Preferred use(s)
Glenelg Highway, Skipton, Lot 2 LP78265, Parish of Skipton	N/A	Camping and caravan park
Mt Widderin Caves, Lots 4 and 5 TP810977, Parish of Borriyalloak	N/A	Group accommodation, Interpretation centre
Mt Elephant, Derrinallum, Lot 1 TP886368, Parish of Geelengla	Map 1	Food and drink premises (other than Hotel and Tavern), Interpretation centre
658 Purrumbete Estate Road, Lake Purrumbete, Lot 2 TP234554, Parish of Purrumbete South	N/A	Function centre, Group accommodation, Motel, Restaurant, Tavern
'Glenormiston College', Crown Allotment 5, Parish of Glenormiston	N/A	Education centre, Function centre, Residential building
'Berry World', Lot 1 TP166179, Parish of Timboon	N/A	Convenience shop, Restaurant
Barrett Street, Timboon, Lot 2 LP205437 and Lot 1 LP88072, Parish of Timboon	N/A	Camping and caravan park, Group accommodation, Residential hotel
'Scotts Creek General Store', Lot 1 TP684191 Township of Scott's Creek	N/A	Convenience shop, Group accommodation, Restaurant, Tavern
'Camp Cooriemungle', Crown Allotment 10d Section C, Parish of Waarre	N/A	Camping and caravan park, Group accommodation
'Peterborough Airfield', Lot 2 TP834074, Parish of Timboon	Map 2	Airport, Group accommodation, Heliport
Port Campbell West, 268 Great Ocean Road, Port Campbell, Lot 1, TP174312 and Lot 1, TP 245419, Parish of Paaratte	Map 3	Group accommodation, Host farm, Residential hotel
Booringa Road, Princetown, Lot 2 PS508387, Parish of Waarre	Map 4	Group accommodation, Residential hotel
'Glenample Homestead', Lots 17 and 18, TP130811, Parish of La Trobe	Map 5	Camping and caravan park, Interpretation centre, Residential hotel, Restaurant
'Kangarooobie, Princetown, Gellibrand Lower', Lot 1 TP251582, Lot 1 TP231273 and Crown Allotment 141, Parish of La Trobe	N/A	Backpackers' lodge, Group accommodation, Residential hotel
Moonlight Head West, Lots 1 and 2, PS500657 and Crown Allotments 27 and 33, Parish of Wangerrip	N/A	Backpackers' lodge, Bed and breakfast, Group accommodation, Residential hotel
Moonlight Head East 2, Crown Allotment 38, Parish of Wangerrip	Map 6	Backpackers' lodge, Bed and breakfast, Group accommodation, Residential hotel

**21.04-3**23/08/2018  
C45**Commercial and Industrial Areas**

Camperdown is a regional shopping centre with a significant retail and service catchment. Other towns such as Cobden, Terang and Timboon perform an important local shopping and business roles. Derrinallum, Lismore, Port Campbell, Simpson and Skipton provide general commercial services to its residents, with Port Campbell and Princetown catering particularly for its residents and visitors.

There is significant levels of escape retail expenditure to the major regional centres of Warrnambool, Ballarat, Colac and even Geelong and Melbourne. Whilst higher order retail expenditure will continue to be made outside the Shire, it is important that the Shire's retail centres continue to provide good service and that physical improvements are made to increase shopper and visitor comfort and convenience. The strength and vitality of each commercial area is dependent on the

consolidation of further retail development within each centre. The vibrancy of each township will be enhanced by developing diverse retail centres. Small businesses and new retail and hospitality will be encouraged to locate in township areas.

The industrial base of the Shire builds on the strength of the agricultural sector, with a number of large dairy and grain manufacturers located within the Shire. Major dairy processing plants at Camperdown, Cobden and Simpson underline the integral link between industrial operations and employment and the Shire's agricultural activities. The manufacturing, construction and road freight transport sectors are also significant employers. The Shire is well placed to attract large industrial developments to support the nationally significant dairy production industry given its supplies of vacant industrial land. Dairy processing, grain production, wholesale trade and transport and distribution industrial activity is encouraged.

### **Objective 1**

To promote the Shire as an attractive and desirable place to work, live, visit and invest.

### **Strategies**

- 1.1 Facilitate local employment opportunities.
- 1.2 Support land use and development which increase employment diversity.
- 1.3 Support land use and development which increase employment opportunities through the development of new industrial areas.
- 1.4 Provide appropriate landscaping and urban design treatments in commercial and industrial development.
- 1.5 Support commercial and industrial activity that can provide a service and/or processing function for the agricultural industry.
- 1.6 Recognise the development of the digital economy and the National Broadband Network as an opportunity for business growth in township and rural areas, particularly for service industries.

### **Objective 2**

To maintain and strengthen township retail centres.

### **Strategies**

- 2.1 Promote the Camperdown, Cobden and Terang cluster as the regional commercial centre for the Shire.
- 2.2 Facilitate the establishment of small businesses in township areas.
- 2.3 Facilitate the growth of commercial and retail businesses in township areas.
- 2.4 Avoid out-of-centre commercial development.

### **Implementation**

These objectives and strategies will be implemented in the planning scheme by:

### **Application of zones and overlays**

- Applying the Industrial 1 Zone to industrial land.
- Applying the Commercial 1 Zone in townships for existing retail and office precincts.
- Applying the Commercial 2 Zone to all peripheral business precincts.

### **Further strategic work**

- Commission a Commercial Areas Study to provide strategic direction on opportunities for commercial land use and development.
- Identify options to provide land use buffer areas around odourous industrial facilities.

## **21.04-4**

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### **Stone and Gas Resources**

The Shire contains significant stone and gas resources that make a substantial contribution to the Shire's economy. Gas reservoirs exist both on and offshore in the southern part of the Shire. These have the potential to provide a significant proportion of south-eastern Australia's demand for

energy resources. Access to these resources offers significant benefits to the region by increasing the potential for industrial development through connection to the main gas transmission network and providing improved security of supply.

The location of these resources encourages the establishment of local processing facilities. This enables the potential supply of natural gas to the Shire's towns and customers adjacent to the pipeline routes. This supply would stimulate business investment in the Shire and provide localised benefits to the community.

Some parts of the Shire are rich in raw materials. Many of these areas are yet to be properly surveyed, identified and explored. It is important that planning identifies and protects land for future resource extraction.

### **Objective 1**

To promote the sustainable extraction of natural resources.

### **Strategies**

- 1.1 Facilitate the establishment of natural gas processing and storage facilities.
- 1.2 Ensure the safe and effective operation of natural gas processing and storage facilities.
- 1.3 Require the development and ongoing operation of gas processing plants and storage facilities to be designed and maintained in a manner that recognises the character and amenity of the surrounding area.
- 1.4 Provide direct access to natural gas for the local community, where feasible.

### **Objective 2**

To identify and protect land for future resource extraction.

### **Strategies**

- 2.1 Protect gas processing facilities from encroachment by sensitive land uses.
- 2.2 Support the development and ongoing operation of gas processing plants and storage facilities.

### **Implementation**

These objectives and strategies will be implemented in the planning scheme by:

#### **Application of zones and overlays**

- Applying the Special Use Zone, Schedule 1 to the Waarre Road, Port Campbell Gas Processing Facility.
- Applying the Special Use Zone, Schedule 2 to the Heytesbury Gas Facility – Timboon.
- Applying the Special Use Zone, Schedule 3 to the Brumbys Road, Port Campbell – BHP Minerva Gas Processing Plant.
- Applying the Special Use Zone, Schedule 4 to the Waaree Road, Port Campbell – Woodside Gas Processing Plant.

#### **Further strategic work**

- To identify and protect land required for future resource extraction.
- Investigate options to provide land use buffer areas around gas plant facilities.