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EMPLOYMENT POLICY

This policy applies to all land within the municipality.

MSS Context

Create an environment conducive to economic growth and wealth generation.

Policy Basis

Melton has a small but evolving employment base. The expansion of local employment opportunities in the municipality is necessary to ensure the development of a viable and sustainable community in the long term. Council has a number of innovative strategies at the corporate level to attract organisations to Melton and to provide an environment conducive to investment and economic growth. Council wishes to ensure that Melton is recognised as a competitive tourist destination which will bring economic benefits to the City.

Policy Objectives

- To attract a range of new industry and employment-generating uses to the municipality.
- To direct the majority of new employment growth to either the Melton township, Toolern Precinct Structure Plan area or the Melton East Growth Area.
- To co-ordinate the development and location of commercial centres, industrial areas and other employment opportunities in the municipality so that the length and frequency of vehicle trips is minimised.
- To encourage the provision of a range of employment opportunities for a variety of skill levels and qualifications.
- To provide the opportunity for home-based businesses that do not detrimentally impact upon the amenity or liveability of residential areas.
- To actively support the development of the thoroughbred and harness racing industries in the municipality.
- To recognise and build upon the opportunities presented by Victoria University of Technology.
- To support quality tourist developments that capitalise on and enhance the City's landscape, natural features, and economic base.

Policy

- It is local policy ("J") to;
- Ensure that a range of industrial lots is available for development.
- Facilitate the expansion of local shopping centres subject to appropriate market feasibility and analysis.
- Develop a local economic development strategy to co-ordinate marketing, tourism and industry assistance programmes.
- Preserve areas of broad hectare farming land to allow for a range of agricultural activities and pursuits by discouraging small lot excisions adjacent to productive rural enterprises.