

## 21.11 ECONOMIC DEVELOPMENT

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C95

### 21.11-1 Processing and manufacturing

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#### Overview

Value adding manufacturing and processing plays an important part in the future economic growth opportunities in the Shire. The lower operational costs for businesses and the unique lifestyle that the Shire offers should be promoted to attract new employment opportunities and population growth.

#### Objectives and strategies

##### **Objective 1 To attract and develop value adding opportunities to diversify the industry base and maximise employment opportunities**

- Strategy 1.1 Encourage the development of meat processing facilities as vital industries supporting the local agricultural sector
- Strategy 1.2 Promote the Leongatha, Korumburra, Foster and Mirboo North industrial precincts as locations for new manufacturing industries
- Strategy 1.3 Encourage opportunities for the expansion of industry and the provision of related infrastructure
- Strategy 1.4 Maximise the economic benefits of timber production to the municipality by supporting value adding opportunities within the Shire
- Strategy 1.5 Encourage the location of industries within existing industrial precincts

##### **Objective 2 To ensure that industries in rural areas specifically support the agricultural sector**

- Strategy 2.1 Encourage and facilitate limited value adding of primary produce at the source
- Strategy 2.2 Encourage industries in rural areas that add value to primary produce and/or provide a necessary service to the local agricultural sector
- Strategy 2.3 Encourage the development of equine and horse racing related industries around Stony Creek

##### **Objective 3 To promote emerging natural resource-based industries**

- Strategy 3.1 Encourage the use of wind, tidal, solar and methane as alternative energy sources
- Strategy 3.2 Encourage industries that develop products from the reuse and recycling of industrial waste
- Strategy 3.3 Encourage and promote niche industries such as the packaging and export of natural spring water

##### **Objective 4 To encourage well designed, sustainable industrial development that enhances the visual amenity of the neighbourhood**

- Strategy 4.1 Ensure new development is designed and constructed to be responsive to environmental standards, is safe and functional in its layout, and improves the appearance and amenity of industrial areas
- Strategy 4.2 Promote the use of passive and active energy efficient systems for commercial/industrial development

- Strategy 4.3 Encourage the provision of shared infrastructure such as car parking, power and telecommunications
- Strategy 4.4 Ensure adequate car parking, at a rate appropriate for rural and regional areas, is provided for all new industrial development

### **Implementation**

Strategies relating to processing and manufacturing will be implemented by:

### **Policy guidelines**

- Using the Industrial Development local policy at clause 22.02 to ensure that new industrial developments are designed and sited to improve visual amenity and solar efficiency and to provide adequate on site car parking and vehicular access

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

- Applying the Industrial 1 and 3 zones to existing and serviced industrial areas to accommodate existing and future industrial development

### **Further strategic work**

- Investigating the potential for development of industries within the industrial zoned land at Barry Point that will support the proposed deepwater port facility
- Investigate a development contribution framework to support industry related infrastructure provision in Leongatha and other townships as required
- Identify appropriate zones to support specific industry-related development at the Leongatha Airport and land north of the Koonwarra Saleyards east of the Great Southern Rail Trail to the South Gippsland Highway.

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## **Technology and service industry**

### **Overview**

The beauty of the Shire and its proximity to Melbourne makes it attractive to those who can telecommute or have transportable businesses in the information technology, consulting and business services sectors. The promotion of the Shire to these groups and to those seeking improved lifestyle will lead to population and economic growth.

### **Objectives and strategies**

**Objective 1 To encourage the location of service industries in towns to support the local population and provide employment opportunities**

- Strategy 1.1 Encourage the expansion of regional services in the main towns of Leongatha, Korumburra, Foster and Mirboo North

### **Implementation**

Strategies for technology and service industry will be by:

### Policy guidelines

- Applying the particular provisions of clause 52.11 Home Occupation

### Further strategic work

- Investigating the feasibility of establishing a Technology Park within the Shire

## 21.11-3

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### Office and commercial uses

#### Overview

Vibrant and functional town centres are integral to local economic development as well as servicing the needs of the business sector and the community. New commercial and industrial developments should be located within appropriate areas of the town centres to ensure that town viability is retained. There is also a need to retain a high level of services within the region to meet the needs of the community and provide employment opportunities.

#### Objectives and strategies

##### **Objective 1 To encourage businesses which generate employment opportunities and provide goods and services to meet the needs of the community**

- Strategy 1.1 Encourage the establishment of new offices to service the region
- Strategy 1.2 Encourage retail facilities offering higher order goods within Korumburra and Leongatha

##### **Objective 2 To strengthen the commercial capacity of existing town centres**

- Strategy 2.1 Encourage retail and office activities to locate in precincts identified in the local area structure and framework plans at clause 21.15 for each town
- Strategy 2.2 Discourage the establishment of office and retail developments outside existing business precincts
- Strategy 2.3 Encourage and support new investment through the redevelopment of existing retail facilities within town centres identified on the township structure and framework plans at clause 21.15 and the promotion of new retail facilities on key redevelopment sites within established town centres
- Strategy 2.4 Encourage the visual improvement of town centre business precincts to attract new commercial development
- Strategy 2.5 Support commercial development that enhances the amenity of the towns and is safe and functional in its layout

#### Implementation

Strategies relating to office and commercial uses will be implemented by:

### Policy guidelines

- Using the Advertising Sign local policy at clause 22.01 to ensure that the design and siting of advertising signs complements the streetscape and individual building lines, particularly in heritage places and precincts

### Application of zones and overlays

- Applying the Commercial 1 Zone to the existing commercial areas of the major towns to concentrate office, retail and other commercial activities within the existing commercial centres
- Applying the Township Zone to the existing commercial areas of the small towns to concentrate commercial and retail activities within and adjacent to the existing town centres
- Applying the Design and Development Overlay to the Leongatha town entrance to provide an attractive and distinctive town approach

### Further strategic work

- Investigating the need to apply a Design and Development Overlay to the entrances to all towns within the Shire
- Developing a commercial development policy to ensure that the design and siting of commercial development is of a high standard and enhances the amenity of the surrounding area

## 21.11-4

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### Tourism

#### Overview

Tourism is fast becoming a significant employer and generator of economic activity within the Shire. The region boasts one of the State's major icons, Wilson's Promontory National Park, and borders the internationally recognised Phillip Island. The quality of the Shire's rural landscapes, spectacular coastal areas and environmental features, and numerous historic and culturally significant sites are major tourism attractions. The South Gippsland region provides a diverse range of recreational and tourism related experiences, such as festivals, Coal Creek Heritage Village, Grand Ridge Road scenic drive, Grand Ridge Brewery and the Nyora Speedway. Growth opportunities exist in eco-tourism and various types of agricultural and farming activities can also provide services to the tourism industry through the development of agri tourism.

#### Objectives and strategies

##### **Objective 1 To encourage a diverse range of tourism opportunities**

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|--------------|---|
| Strategy 1.1 | Encourage the development of eco-tourism and agri-tourism, building on the Shire's natural assets and agricultural land use |
| Strategy 1.2 | Promote the development of new or expanding tourism enterprises that are ecologically sustainable                           |
| Strategy 1.3 | Encourage outdoor education and adventure type tourism activities   |
| Strategy 1.4 | Encourage the development of tourism and education packages based on sustainable energy projects                            |

- Strategy 1.5 Encourage the development of a major tourist accommodation facility within reasonable proximity of Wilson’s Promontory
- Strategy 1.6 Encourage the development of bed and breakfast, cabin, homestead and motel accommodation in appropriate locations
- Objective 2 To recognise the importance of the Shire's natural environment and built form to the tourism industry**
- Strategy 2.1 Protect and promote the Shire’s heritage assets, coastline, environmental qualities, rural landscape and agricultural produce for their tourism value
- Strategy 2.2 Encourage a high standard of streetscape amenity for residential and commercial centres within the Shire
- Objective 3 To promote and encourage tourism use and development in the Rural Activity Zone that is compatible with agricultural production and the environmental attributes of the area**
- Strategy 3.1 Implement the policy contained in the *Rural Tourism Development Strategy* 2010 and those aspects of the *Rural Land Use Strategy* 2011 related to tourism

### **Implementation**

Strategies relating to tourism will be implemented by:

### **Further strategic work**

- Developing and implementing a tourism strategy for the Shire