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ECONOMIC DEVELOPMENT

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Overview

The prosperity of a community is directly linked to the health of its existing enterprises.

Casey has significant regional competitive advantages, which, if properly managed and sustained, will provide positive social, economic and environmental outcomes for the City. These advantages include significant population and housing growth, a regional CBD at Fountain Gate-Narre Warren, tertiary education facilities, potential for the development of a strong commercial sector, tourism and eco-tourism opportunities, a productive and diverse rural sector, a strong equine sector, extractive industrial resources, and locational advantages as a gateway to Gippsland and to the Melbourne metropolitan area.

As we move into the 21st century, one vision is gaining increasing support: jobs of the future will be based around knowledge. Knowledge-based jobs are linked to areas of high liveability. Knowledge-based business and industry require universities and other technology-related infrastructure at their core, which provides Casey with opportunities for securing knowledge-based jobs in “technology precincts” based around its tertiary education and related facilities.

There is an opportunity to create at least 10,000 such jobs alone in a high-density technology precinct based around the Federation University, TAFE College and Casey Hospital in Berwick.

The benefits of the creation of new knowledge-based job opportunities within Casey will have broader flow-on effects throughout the whole community, by diversifying and improving local employment opportunities, encouraging a more skilled and flexible workforce, and securing a strong and diverse economic base for the City of Casey well into the future.

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Objective 1

To facilitate the creation of knowledge-based jobs in Casey.

Strategies

- 1.1 Foster employment and investment opportunities to create knowledge-based jobs.
- 1.2 Support the development of a broad range of learning centres to address emerging skills’ needs, with a focus on knowledge-based sectors.
- 1.3 Facilitate the development of the Berwick Health and Education Precinct as a high-density, technology precinct based around the Federation University, Chisholm Institute of TAFE and Casey Hospital campuses in Berwick.
- 1.4 Facilitate the development of ‘Minta Farm’ in Berwick as a high-amenity, integrated employment precinct that incorporates office, research, manufacturing, learning and living components.
- 1.5 Facilitate the development of new industry and business parks in Cranbourne West to provide a diverse range of employment opportunities, including large-lot traditional and “advanced” manufacturing to take advantage of access to Western Port Highway.
- 1.6 Facilitate the development of the Fountain Gate-Narre Warren CBD Metropolitan Activity Centre as a premier, large, diverse, densely developed CBD to provide a focus for the Casey and wider regional community.
- 1.7 Encourage a diverse, densely developed business and employment corridor along the road and rail corridor from Dandenong to Pakenham.

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Objective 2

To take advantage of Casey’s competitive edges to create local employment opportunities across a diverse economic base to secure a sustainable and prosperous future.

Strategies

Economic opportunities

- 2.1 Enhance economic prosperity through the development of a broad, diverse and sustainable business and industrial base to increase business investment and employment opportunities.
- 2.2 Manage development of Casey’s undeveloped urban areas to maximise their development potential.

CASEY PLANNING SCHEME

2.3 Encourage the sustainable growth of home-based businesses.

Activity centres

- 2.4 Realise the significant potential of the Fountain Gate-Narre Warren CBD Metropolitan Activity Centre and Cranbourne Town Centre Principal Activity Centre as centres of metropolitan and regional significance, providing a broad range and high intensity of activities that maximise their future capacity.
- 2.5 Promote leading practice activity centre development that provides for economically robust centres with a vibrant community focus, and which can evolve to accommodate changing needs.

Rural activities

- 2.6 Support the consolidation and expansion of horse-related activities in Casey.
- 2.7 Encourage the growth of sustainable land and resource industries and markets.
- 2.8 Protect productive farming by ensuring that high quality agricultural land is retained for agricultural purposes, and is not eroded or prejudiced by inappropriate urban land uses and development.
- 2.9 Support farming and rural-based businesses to ensure their ongoing viability is maintained and to encourage environmentally sustainable land management practices.

Tourism

- 2.10 Harness and sensitively manage the eco-tourism potential of Tooradin Village.
- 2.11 Support the ongoing eco-tourism opportunities of the Royal Botanic Gardens Cranbourne.
- 2.12 Develop Wilson Botanic Park as a significant tourist attraction.
- 2.13 Recognise and promote emerging tourism and eco-tourism opportunities within Casey, ensuring that the design and development of tourist-related facilities reflects the farming and environmental attributes of the locality.

Sand and stone resources

- 2.14 Protect future options to extract sand and stone resources in Extractive Industry Interest Areas.
- 2.15 Manage existing sites shown on the Local Area Maps for both their extractive/filling potential as well as for their potential parkland use.
- 2.16 Maintain appropriate separation distances between extractive industries and any sensitive uses to protect residential amenity and ensure valuable resources are not sterilised.

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Implementation

These strategies will be implemented by the following measures:

Policy guidelines

- Using the Retail Policy at Clause 22.01 to consolidate the role of the Fountain Gate-Narre Warren CBD as a Metropolitan Activity Centre, and the Cranbourne Town Centre as Principal Activity Centres and the hierarchical development of all other designated activity centres.
- Using the Industrial Development Policy at Clause 22.03 to provide for the development of local employment centres and to ensure new industrial development achieves a high standard of visual amenity.

Application of zones and overlays

- Applying the Industrial 1 Zone to preserve industrial land for industrial uses and to protect against inappropriate commercial development.
- Applying the Industrial 3 Zone to industrial land adjacent to residential areas to protect these areas from inappropriate industrial uses, where appropriate.
- Applying the Commercial 1 Zone to activity centres with a primary retail function, or with an office and commercial function.
- Applying the Commercial 2 Zone to activity centres with an office and manufacturing function, or with a restricted retail, manufacturing and service business function.
- Applying the Mixed Use Zone to activity centres with a mixed use function, including employment centres and community activity clusters.

- Applying the Green Wedge Zone and Green Wedge A Zone to the rural areas of Casey outside the Urban Growth Boundary to recognise local agricultural and environmental attributes, maintain the viability of rural industry and facilitate sustainable land management practices.
- Applying the Activity Centre Zone to activity centres of metropolitan and regional significance to ensure the use and development of the centres are consistent with adopted structure plans.

Further strategic work and other actions

- Undertaking a detailed program of further strategic work and other actions set out in the *Casey C21 Strategy*.
- Encouraging local businesses to embrace new technology in order to gain a competitive advantage.
- Promoting links between Council, businesses, Government and educational institutions within Casey to facilitate the transfer of new ideas and opportunities and promote local business opportunities.
- Reviewing the *City of Casey Activity Centres Strategy* and Retail Policy at Clause 22.01, along with associated references in the Municipal Strategic Statement, to reflect the activity centre network set out in Plan Melbourne.

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Reference documents

Casey C21: A vision for our future (City of Casey, 2002).

Casey C21: Building a Great City (City of Casey, 2011).

City of Casey Activity Centres Strategy (City of Casey, in association with Ratio Consultants Pty Ltd, 2006).

Council Plan 2009-2013 (City of Casey, 2009).

Melbourne Supply Area – Extractive Industry Interest Areas Review, Technical Record, 2003/2 (Geological Survey of Victoria, 2003).

South East Growth Corridor Plan (Growth Areas Authority, 2012).

Fountain Gate-Narre Warren CBD Structure Plan (City of Casey, 2018).