21.09-1  ECONOMIC DEVELOPMENT

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

21.09-1.1 Economic growth

Overview

The key drivers of the economy in Melton are the retail trade, education and training, construction, health care, manufacturing and public administration. From an economic development perspective, Melton is well located with strong connections to a range of key strategic assets and economic generators including:

- Melbourne Airport to north-west and Avalon Airport to the south.
- Melbourne CBD and the Port of Melbourne to the east via the Western Hwy and train line.
- The State Significant Western Industrial Precinct.
- The three largest Victorian regional cities; Ballarat, Bendigo and Geelong.
- The Regional Rail Link.

A range of major proposed infrastructure investments will further expand local economic opportunities including:

- The Outer Metropolitan Ring Road will provide strong north-south connections, improving links with Werribee (and Geelong) to the south and the Airport, Sunbury and the northern growth corridor to the north.
- The proposed Western Intermodal Freight Terminal (WIFT).
- The duplication and electrification of the Melton Railway Line.

The economic development priorities Council has identified are:

- The expansion of the education sector including secondary schools, alternate forms of education and the attraction of tertiary institutions.
- Improving transport options to access employment, education, other services and recreational activities is a priority.
- Growing the economic role of existing, planned and proposed Activity Centres.
- Maximising economic opportunities in the planned Toolern Metropolitan Activity Centre through facilitating innovative developments and developing partnerships with State and Federal government.

21.09-1.2 Key issues

- Fostering a strong and diverse local economy that results in business growth, encourages new investment and leads and responds to change.
- Creating a city that provides opportunities for lifelong learning, local employment and education opportunities.
- Leveraging on the City of Melton’s locational attributes and population characteristics.
- Providing improved infrastructure and services to support economic growth.
21.09-1.3 Objectives and strategies

Objective 1  To create a diverse economy that fosters business growth, encourages new investment and leads and responds to change.

Strategy 1.1 Facilitate proposals that will foster economic development and growth
Strategy 1.2 Support the co-location of business, education and research.
Strategy 1.3 Support the preparation of Precinct Structure Plans for employment areas and the release of additional land for employment purposes.
Strategy 1.4 Facilitate transit oriented development at the following railway stations:
- Melton
- Toolern
- Rockbank
- Mt Atkinson (as identified in the Mt Atkinson and Tarneit Plains Precinct Structure Plan 2016.)
Strategy 1.5 Facilitate additional educational facilities including local tertiary options.
Strategy 1.6 Facilitate start up and small businesses including home based businesses conducted from a dwelling in appropriate locations.
Strategy 1.7 Support new business opportunities provided through the introduction of recycled waste water including opportunities to increase the viability of agricultural production.
Strategy 1.8 Support economic development, tourism and rural enterprises which are compatible with and ancillary to rural uses in rural areas.

21.09-1.4 Implementation

The strategies will be implemented through the planning scheme by:

Policy guidelines

When deciding on an application for use and development which creates employment or is within a commercial or industrial zone, the following local policy will be considered, as appropriate:

- Clause 22.06 Retailing Policy, to encourage the growth and development of vibrant and dynamic retail centres.

Further strategic work

- Preparing a Structure Plan for Melton South.
- Preparing an Urban Design Framework for the Toolern Mixed Use and Employment area.
- Preparing an Urban Design Framework for the ‘Hopkins Road Business Precinct Commercial Area’ and the ‘Western Freeway Commercial Area’ as identified on plan 6 of the Mt Atkinson and Tarneit Plains Precinct Structure Plan.
- Preparing an Urban Design Framework for the Plumpton Business and Industrial Precinct.

Other actions

- Facilitating partnerships and cross council alliances to attract future innovative and emerging industries.
- Advocating for the State and Federal government to partner with Council in the planning for and provision of services for Toolern Metropolitan Activity Centre.
- Advocating for the preparation of Precinct Structure Plans for employment areas with the State Government and the Victorian Planning Authority.
21.09-2
Gaming and liquor venues

Overview

Whilst recognising the legitimacy of gaming and liquor venues locating in the city, Council’s priority is building community capacity, connectedness and social capital and making communities more resilient to the negative effects of gaming and alcohol.

The City of Melton has several pockets of socio-economic disadvantage (as defined by the SEIFA Index of Relative Socio-economic Disadvantage). The people in these areas of disadvantage are particularly vulnerable to gambling related vulnerabilities which include financial stress, social isolation, family violence and being time poor. Gaming revenue records indicate that the city has a high gaming expenditure per adult and per gaming machine relative to other metropolitan municipalities.

21.09-2.2 Key issues

- Minimising the harmful impacts of gaming and alcohol on the health and wellbeing of the community.
- Recognising the possible health, social and economic consequences for community wellbeing.

21.09-2.3 Objectives and strategies

Objective 1  To minimise the adverse impacts of liquor venues and gaming venues on the community.

Strategy 1.1 Manage the spread of venues across the municipality.
Strategy 1.2 Manage the location, design and operation of licenced premises and gaming machines to reduce their harmful social and amenity impacts.
Strategy 1.3 Facilitate development of non-gaming forms of entertainment for communities, particularly in growth areas.
Strategy 1.4 Consider the possible health, social and economic implications of gambling when considering applications for electronic gaming machines.

21.09-2.4 Implementation

The strategies will be implemented through the planning scheme by:

Further strategic work

- Giving effect to the City of Melton Electronic Gaming Machine Planning Policy Project 2017 in the planning scheme, to guide the assessment of applications considered under Clause 52.28 to install and use gaming machines.
- Preparing an electronic gaming local planning policy to guide the consideration of applications.

21.09-3
Industry

Overview

The City of Melton currently has a small amount of industrial land, however it is likely to play an increasingly significant role in accommodating and driving industrial and commercial development in the Western Region over the next 20 years.

The City’s industrial/commercial areas contain a wide variety of industries with the largest proportion in the construction industry followed by transport, postal and warehousing. There are also several sites with licences for extractive industry which should be protected from the encroachment of incompatible land uses.
21.09-3.2 Key issues

- Providing sufficient land for industrial and production related uses.
- Ensuring that industrial and extractive industry precincts are protected from encroachment by incompatible land uses.
- Providing high quality industrial sites within the city.

21.09-3.3 Objectives and strategies

**Objective 1** To ensure sufficient industrial land is available and there are ample opportunities for industry to invest to support the growth and resilience of the local economy.

- Strategy 1.1 Avoid non-industrial uses on industrial land that will compromise the viability of the area for industrial use.
- Strategy 1.2 Support a transition towards economies that seek a greater dependence on knowledge, information and high skill levels.

**Objective 2** To provide attractive built form in industrial areas.

- Strategy 2.1 Require industrial developments to be high quality built form design.
- Strategy 2.2 Support built form that includes colours, materials, and architectural features and finishes that add visual interest and enhance the streetscape in industrial areas.
- Strategy 2.3 Require appropriate landscaping to be incorporated into the site layout of industrial developments, and where appropriate also included within the public realm.

**Objective 3** To minimise conflict between industrial and other uses.

- Strategy 3.1 Minimise the off-site impacts of extractive industry.
- Strategy 3.2 Require the development of sensitive uses to be directed away from industrial areas.
- Strategy 3.3 Require adequate separation distances between sensitive land uses and industry.

21.09-3.4 Implementation

The strategies will be implemented through the planning scheme by:

**Policy guidelines**

When deciding on an application for use and development for industry, the following local policy will be considered, as appropriate:

- Clause 22.15 Industrial Design Guidelines

**Further strategic work**

- Preparing a planning scheme amendment to implement the *Industrial Design Guidelines 2016* to reinforce good design principles for development located within an Industrial 1 or 3 Zone or a Commercial 2 Zone.
- Preparing an Urban Design Framework for the Toolern Mixed Use and Employment area.
- Preparing an Urban Design Framework for the ‘Hopkins Road Business Precinct Commercial Area’ and the ‘Western Freeway Commercial Area’ as identified on plan 6 of the *Mt Atkinson and Tarneit Plains Precinct Structure Plan*.
- Preparing an Urban Design Framework for the Plumpton Business and Industrial Precinct.

21.09-4 Tourism

**Overview**

Tourism contributes only 2.1% to the local economy with the highest proportion of those jobs in the retail trade, accommodation and food services. Scope exists to increase this percentage through expanding the local tourism industry adding value and supporting the local economy.
The city’s natural charms, heritage buildings and harness racing activities already attract a significant number of visitors to the area. There are also tourism opportunities yet to be realised, such as tourism arising from boutique agricultural activities and associated food production. Proximity to Melbourne Airport and the large land holdings available provide an untapped opportunity for ‘big ticket’ tourism developments.

The visitor economy extends beyond the activities and economic impact of leisure tourists to encompass visitors travelling for work, education and visiting friends and family. There is scope to further leverage off the opportunities this presents.

21.09-4.2 Key issues

- Optimise the economic benefits available from the visitor economy.
- Promote the natural attractions and locational advantages of the City of Melton for tourism.
- Protect the natural and heritage assets on which tourism depends.
- Reinforce the existing Leakes Road Tourist Precinct as a key tourism generator.

21.09-4.3 Objectives and strategies

Objective 1 To support quality visitor services that capitalise on and enhance the City’s landscape, heritage natural features, and economic base.

Strategy 1.1 Create a key focal point or destination for visitors within Toolern Creek, Toolern Regional Park, Kororoit Creek, and Deanside wetlands precinct, Mt Kororoit, Mt Atkinson and Mt Cottrell.

Strategy 1.2 Support agricultural related agritourism, tourism and rural living in the Black Hill Road – Mount Aitken Road Precinct.

Strategy 1.3 Support conservation initiatives and small scale tourism uses in Toolern Vale Hills.

Strategy 1.4 Facilitate local tourism industries which add value to the local economy.

Strategy 1.5 Support the implementation and connection of the trail and open space network to provide an additional tourism offer within the western region.

Strategy 1.6 Support the tourism focus at Leakes Road Tourist Precinct.

Strategy 1.7 Require development at Leakes Road Tourist Precinct to mitigate any adverse impacts upon the habitat and survival of the Growling Grass Frog.

Strategy 1.8 Recognise the economic benefits through tourism that retention and adaptive re-use of heritage assets offers.

21.09-4.4 Implementation

The strategies will be implemented through the planning scheme by:

Policy guidelines

Further strategic work

- Investigating the development of a local policy to support areas of tourism associated with meaningful agricultural pursuits in appropriate areas within the green wedge.

21.09.5 Reference documents

*Economic Development and Tourism Plan 2014-2030*

*City of Melton Industrial Design Guidelines 2016*

*Investment Attraction Strategy 2016-2019*

*Moving Melton – Melton Integrated Transport Strategy November 2015*

*Employment Land Supply Review September 2013*

*Economic Development and Tourism Plan: Background Report 2013*