

**21.08**28/08/2014  
C51**ECONOMIC DEVELOPMENT AND TOURISM****Context:**

The municipality has significant economic development and tourism potential. Wangaratta is a regional economic, employment and service centre. The municipality is a major source of regional labour that services industry and business in the broader Goulburn Valley and Murray River areas.

Tourism is a significant economic strength of the municipality. There has been rapid growth of tourism and allied support industries in the region. Key tourism attractions are viticultural and wine industries in the King Valley and Milawa areas, fine food trails centred in the Milawa area, the Wangaratta jazz and blues festival and bushranger heritage in Glenrowan. The municipality has an important role as an accommodation and touring base for the tourism attractions in the region.

**Issues:*****Economic development:***

- The municipality has economic development potential in areas of commerce, industry, agriculture, tourism, education and lifestyle
- Wangaratta offers a quality lifestyle environment for the local and regional labour force in a centrally located settlement in the upper northeastern region of Victoria

***Tourism:***

- The Wangaratta Central Activities Area is of tourism significance, including the Ford Street arts and cultural precinct and the Ovens River / Faithfull Street precinct
- There are opportunities to grow tourism destinations and support services in Wangaratta, townships and rural areas. The lack of reticulated water and sewerage services in rural townships is a potential limitation to tourism expansion in these settlements.
- The Murray to Mountains Rail Trail, extending from Wangaratta to Beechworth and Bright, provides significant tourism, economic and social opportunities for the municipality and region. Completion of the Milawa gourmet loop and the trail to the northeast of Wangaratta to link with the Murray River (Bowser to Wahgunyah section) are high priorities. Potential extension of the trail from Wangaratta to Whitfield is also a significant opportunity.
- The municipality has many roads that are used by tourists, for example tourist destinations such as the Milawa/Oxley and King Valley areas. Tourist routes contribute to the landscape and economic potential of the municipality and need to be protected from inappropriate land use and development that will compromise these values.
- The historic gold dredge at Eldorado is a significant tourist destination and experience

**Strategic directions:*****Economic development:***

- Support and encourage sustainable business growth and economic development throughout the municipality
- Support sustainable growth and development of existing local enterprises
- Attract new industry through facilitating development of investment ready industrial land supported by high standard infrastructure
- Support the further development of a thriving retail sector that meets the expectations of consumers in the catchment area
- Establish Wangaratta as the primary centre for the textiles industry in Australia

- Investigate the relocation of the existing abattoir in the Wangaratta area

***Tourism:***

- Encourage and provide a diverse range of tourist opportunities and facilities
- Promote tourism through strategic marketing of the key product strengths of food and wine, jazz, cycling, textiles and Ned Kelly
- Maintain and enhance the municipality as a significant hub for the Legends, Wine and High Country Region and for its eco-tourism experiences
- Provide efficient, cost effective and leading edge visitor information services
- Promote the lifestyle and geographic attributes of the municipality
- Encourage an expanded range of festivals and community events
- Position Glenrowan as a significant tourist destination of national and international significance in association with the Ned Kelly story
- Maintain the area as an outstanding destination for wineries and gourmet food experience, particularly in the Milawa/Oxley and the King Valley gourmet region
- Promote a wide range of accommodation facilities catering for large numbers of visitors
- Promote and develop tourism attractions and opportunities, particularly those opportunities based on local economic, geographic and community strengths
- Enhance touring route options
- Protect the landscape values and economic potential of tourist routes from land use and development that will compromise these values

**Other relevant strategies and policies:**

The following issues and clauses are relevant to this strategic direction:

- Economic and tourism potential of the Wangaratta Central Activities Area:  
Refer to Clause 21.06 *Urban Development and Central Activities Area*
- Heritage issues in Glenrowan:  
Refer to Clause 21.10 *Environmental Management and Heritage*
- Murray to Mountains Rail Trail:  
Refer to Clause 21.11 *Infrastructure and Community*
- Water and sewerage infrastructure in rural townships:  
Refer to Clause 21.11 *Infrastructure and Community*

The following policies are relevant to this strategic direction:

- 22.04-1 *Licensed premises*
- 22.04-2 *Wineries and cellar door sales*
- 22.04-3 *Public places, thoroughfares and tourist routes*
- 22.09 *Public Open Space Contributions*