

21.17 ECONOMIC DEVELOPMENT

02/11/2017
C98

21.17-1 Industry, Retail and Commerce

19/12/2013
C70

Overview

There are many existing and new industries which are important to the economic wellbeing of the Shire. These include horticulture, dairying, timber production, fishing, tourism, the oil and gas industry and brown coal production. The promotion of a greater diversity in the Shire's industrial, retail and commercial sectors is important in securing a more robust economic profile. Retail provision in the Shire is focused on the main settlements including Sale.

Objective 1

To expand and diversify the regional economy and increase employment.

Strategies

- Support the establishment of new industries and businesses, and the expansion of existing operations in appropriate locations.
- Support new and innovative rural and other industries to help achieve a diverse regional economy.
- Facilitate the establishment of a future homemakers centre, bulky goods retailing and associated uses in the area north of Cobains Road and east of the Princes Highway in Sale.
- Facilitate oil and gas production and exploration.
- Facilitate economic development opportunities to locate where they can benefit from the Basslink Electricity Interconnector.

Objective 2

To generate employment within a framework of ecologically sustainable development.

Strategies

- Support business enterprises which utilise the Shire's natural resources in a sustainable manner.
- Ensure commercial, retail and industrial development minimises the impacts of their operations on the community and the local environment.
- Ensure commercial, retail and industrial development is adequately serviced by necessary infrastructure.
- Encourage businesses and industries which are reliant on road and rail infrastructure to locate on, or close to, the Princes Highway and South Gippsland Highway transport corridors.
- Provide and maintain appropriate buffer areas between industrial and residential land.
- Encourage the full development of existing commercial and industrial zoned land to maximise infrastructure efficiencies, except on sites of heritage significance.

Objective 3

To protect and reinforce the role of existing commercial centres in a manner appropriate to their function.

Strategies

- Encourage development which consolidates and beautifies the ‘main street’ shopping centres in each of the main towns across the Shire.
- Provide sufficient, well located, and attractive land for the expansion of industrial and commercial activities in each of the main towns.
- Ensure retail centre developments provide adequate car parking and access.
- Encourage local convenience shopping facilities in new residential areas.
- Ensure that further development of existing industrial areas and any future industrial areas incorporate streetscape and landscape treatments, particularly where such sites are highly visible to town centres and/or entries.
- Enhance the physical and commercial connection of the Sale CBD to the Princes Highway and the Port of Sale cultural precinct.
- Promote a compact retail centre for the main commercial centre of Sale.

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Agriculture

Overview

Agriculture is a major industry within the Shire, producing approximately \$430 million worth of agricultural commodities and employing approximately 1,758 people in 2012. Although dairying is the key component of this sector, vegetable growing is increasing attracted to the water security of the Macalister Irrigation District. The Wellington community benefits directly and indirectly from the ongoing prosperity of this important industry.

Objective 1

To support the contribution that agriculture and rural industries make to the regional economy.

Strategies

- Ensure agricultural activity is based on the capability of land to support such use or development.
- Encourage agricultural activities such as horticulture and dairying in areas of high agricultural quality.

Objective 2

To discourage the use or development of high quality agricultural land that would be incompatible with sustainable agricultural use of the land.

Strategies

- Protect and retain land classified as ‘high quality’ and ‘very high quality’ in the “*Assessment of Agricultural Quality of Land in Gippsland*” (1984), in agricultural production, particularly in and around the Macalister Irrigation District.
- Protect agricultural land by limiting fragmentation into small rural lots and rural living areas especially in environmentally sensitive areas.
- Facilitate more intensive and diversified use of rural land for higher value products, including horticulture, viticulture, intensive animal husbandry and agroforestry, where environmental conditions permit.
- Ensure that use or development in rural areas, including advertising, is compatible with, and has an association with the surrounding agricultural activity.

- Protect high quality agricultural land by discouraging its use and development for dog breeding and boarding facilities, particularly in the Macalister Irrigation District.
- Ensure use and development adjacent to main roads in rural areas is related to agriculture.
- Discourage subdivision which re-aligns boundaries to create small lots for dwellings, particularly in irrigated areas.

Objective 3

To promote and develop opportunities for value adding industries, plantation timber production, eco-tourism and cultural tourism.

Strategies

- Encourage development which adds to and diversifies existing agricultural activities.
- Facilitate more intensive and diversified use of rural land for higher value products, including horticulture, viticulture, intensive animal husbandry and agroforestry, where environmental conditions permit.

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Timber

Overview

The timber industry plays an important role in the Shire's economy and employs approximately 400 people. The Shire hosts seven timber mills, two treated pine mills and processing plants, and two large trucking contractors that service the industry. It also supplies timber to mills located at Maryvale in the Latrobe Valley and continues to be a significant employer across the region. The potential for expansion of timber plantations in rural areas across the Shire makes this industry an important one, with employment, economic, social, and environmental 'flow on' benefits for the Wellington community.

Objective

To achieve sustainable development within the timber industries.

Strategies

- Encourage the establishment of value adding timber production activities, such as timber mills in rural areas which minimise impacts on the surrounding environment.
- Encourage activities such as timber production and agroforestry on marginal agricultural land such as land with steep slopes (but less than 30 degrees), cleared land and areas with poor soil structure, perched water tables, salinity and erosion.
- Encourage the careful application of farm forestry to address groundwater and salinity issues.

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Aviation

Overview

Aviation related companies are based around the RAAF Base at East Sale and the West Sale Airport. The airfields are important assets and provide opportunities for the establishment of a range of aviation related businesses and value-added industries in the region. The "Parkside" Aerodrome near Yarram provides an important transport facility for that area.

Objective 1

To capitalise on the opportunities afforded by the East Sale RAAF base to the Shire's employment and economic profile.

Strategy

- Support the development of aviation related industries on, or in close proximity to, aerodromes.

Objective 2

To ensure that the safety and efficiency of airfield operations is not prejudiced by any new use or development of land nearby.

Strategy

- Ensure that land use or development around aerodromes does not impact upon their existing and future use.

21.17-522/06/2017
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Tourism in the Shire has significant potential for growth, particularly cultural and eco-tourism. Further promotion and development of the Wetlands, creation of tourist routes across the Great Dividing Range, promotion of farm based tourism and marketing of the rural and natural environment are all important for the growth of this industry.

Greyhound racing plays an important role in Wellington, with the Shire hosting the highest number of racing dog trainers in the State outside of Bendigo. The Sale Greyhound Racing Club contributes positively to the Shire's economy in encouraging regional tourism and providing employment opportunities.

In addition, a significant opportunity to improve tourism capture within the municipality is associated with the potential development of the Port of Sale cultural precinct. Should development occur in connection with the arts, entertainment and cultural activities, potential exists to attract an increased number of visitors to the area, thereby enhancing economic activity.

Objective 1

To encourage the development of tourism around the Shire's natural environment, and cultural and heritage assets.

Strategies

- Encourage rural based tourist activities that do not adversely impact upon legitimate agricultural activities, lead to fragmentation of high quality agricultural land or cause adverse impacts on the Shire's natural resources.
- Facilitate high quality tourist use and development which links to the agricultural economy, natural environment, and heritage of the Shire.
- Facilitate tourism in areas with favourable natural attributes, access and infrastructure.
- Encourage low impact and ecologically sustainable tourism development which enhances connectivity with local pedestrian and cycle paths to encourage physical activity.
- Promote the natural environment as a strength for the Wellington community and its visitors, particularly through sustainable eco-tourism.
- Ensure the environmental capability and suitability is considered in tourist developments along the coastline and lakes foreshore.

Objective 2

To promote Sale, and the Shire, as tourist destinations through initiatives such as the Wetlands Centre.

Strategies

- Facilitate the concentration of urban type tourist and commercial recreation development in established centres.
- Support the redevelopment of the Sale Golf Club into a high quality 18 hole championship golf course, including redevelopment of the clubhouse and provision of tourist accommodation.
- Facilitate appropriate development within the Port of Sale cultural precinct.
- Facilitate economic opportunities presented by the high number of racing dog trainers within the Shire and establish Sale as the regional headquarters for greyhound racing in eastern Victoria.

Objective 3

To promote and develop opportunities for eco-tourism and cultural tourism.

Strategy

- Encourage eco-tourism and cultural tourism developments which is appropriate to the area and cognisant of the environmental constraints.

Implementation

These economic development strategies will be implemented by:

Using zones, overlays, policy and the exercise of discretion

- Applying appropriate zones and overlays
- Applying the *Special Water Supply Catchment Areas* policy at Clause 22.01
- Applying the *Rural* policy at Clause 22.02
- Applying the *Heritage* policy at Clause 22.03
- Applying the *Car Parking* policy at Clause 22.04
- Applying the *Aerodrome and Environs* policy at Clause 22.05
- Applying the *Coal Resources* policy at Clause 22.06
- Applying the *Coal Buffers* policy at Clause 22.07
- Require proposed industrial areas expansions to be subject to investigation into the feasibility of infrastructure provision and an assessment of the potential impact of such use on any nearby residential areas.
- Use “*Assessment of Agricultural Quality of Land in Gippsland*” (1984) or any other relevant assessment as a basis for determining land capability.
- Implement the Wellington Economic Development and Tourism Strategy 2011-15 or any superseding document.

Further Strategic Work

- Identify potential development sites for the promotion of timber-related activities as well as value adding dairy related and food process industries (eg. Yarram and Heyfield for timber related activities and Maffra for milk).
- Review industrial land adjacent to residential areas (including the Stratford industrial estate) and where appropriate apply the Industrial 3 zone.
- In association with the relevant department, prepare an amendment to plot the alignment of the Latrobe Valley Outfall Sewer onto the planning scheme maps.

- Investigate the appropriateness of rezoning rural land into Rural Conservation zone.
- Identify land for the purposes of any future noxious industrial process, taking into account the appropriate buffer distances and other environmental concerns.
- Review all land included in a Public Acquisition Overlay for which Council is the acquiring authority.
- Review planning scheme controls to facilitate the implementation of incentives for improved Macalister Irrigation District irrigation practices.
- Council to pursue with the Department of Environment and Primary Industry a review the coal related provisions in Clauses 21 and 22 and to contribute to that review.