

G21



REGIONAL GROWTH PLAN

SUMMARY



This document is a summary of the G21
Regional Growth Plan. **The full plan is available
at www.dtpli.vic.gov.au/regionalgrowthplans**

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May 2014

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MINISTER'S MESSAGE



In 2011 the Victorian Government, through the \$17.2 million Regional Centres of the Future program, advanced work across the state to support councils, communities and government authorities in planning for the future growth of their regions.

The G21 Regional Growth Plan is one of eight prepared across the state to help guide a coordinated regional response to population growth and regional change over the next 30 years.

In the May budget I announced a commitment of \$12.3 million for regional Victoria towards the implementation of regional growth plans and continuation of the Rural Council Planning Flying Squad that plays such a valued role in assisting councils with major projects, developments and statutory planning support.

Victoria's population has been projected to grow by around three million people between 2011 and 2014. It is projected that 20 to 25 per cent of that growth will be in regional Victoria – more that double the amount of growth over the previous 30 years.

In order to accommodate this growth, provide lifestyle choice and share job opportunities, we need to become a 'state of cities'.

In developing these growth plans, councils have worked with their regional counterparts and the state government to identify key environmental, cultural, recreational, economic, tourism and natural resources of value, which will be preserved, maintained or developed.

This work has already assisted councils in providing strategic information and mapping. The plans will deliver immediate outcomes, while also providing a planning framework to assist rural and regional councils to plan for population growth and ensure long-term regional land supply.

The regional growth plans will be key instruments in helping to identify future infrastructure investment needs to support local education and health services and employment opportunities.

I'd like to thank everyone who has contributed to the development of the G21 Regional Growth Plan including our local government partners and the Project Steering Committee that put the plan together. I look forward to the plan helping to shape a more prosperous future for the region.

A handwritten signature in black ink, appearing to read 'Matthew Guy' with a stylized flourish at the end.

The Hon Matthew Guy MLC
Minister for Planning

WHY WE NEED A PLAN

The G21 Regional Growth Plan has been developed in a partnership between local government and state agencies and authorities. The plan covers the municipal areas of Geelong, Queenscliffe, Surf Coast, Colac Otway and the southern portion of Golden Plains.

There will be more people living, working and visiting the region over the next 40 years with the region aspiring to reach a population of 500,000 by 2050.

The plan considers a range of land uses including agriculture, tourism, environmental assets, commercial and residential. It recommends checks and balances that need to be applied when considering future growth.

As areas change over time infrastructure and service needs also change. Long-term planning is the best way to ensure these needs are met. A regional approach to planning enables coordinated responses across municipal borders.

The plan's key land use planning directions will be implemented through the state planning system. This will provide a regional context to guide and inform councils in planning for their municipalities and support decision making at a local level.

“The G21 Regional Growth Plan provides a vision for long-term prosperity and sustainable growth.”

The G21 Regional Growth Plan:

- identifies opportunities for managing the future growth of population, employment and housing
- identifies opportunities for supporting regional level infrastructure, providing an essential contribution to the long-term sustainability of the region
- identifies natural assets which require protection.

STATE OF CITIES

“We will maximise the growth potential of Victoria by developing a state of cities which delivers choice, opportunity and global competitiveness.”



The State Government’s new metropolitan planning strategy, *Plan Melbourne*, provides a land use and transport plan to 2050.

The regional growth plans are aligned with *Plan Melbourne* through the following directions.

Plan Melbourne directions:

- 6.1. Deliver a permanent boundary around Melbourne
- 6.2. Rebalance Victoria’s population growth from Melbourne to rural and regional Victoria over the life of the strategy
- 6.3. Integrate metropolitan, peri-urban and regional planning implementation
- 6.4. Improve connections between cities



SNAPSHOT OF THE G21 REGION

The region

9000 sq km

- ▶ Geelong is Victoria's second largest city
- ▶ 4 river basins extend over the region - Moorabool, Barwon, Lake Corangamite, and Otway Coast
- ▶ 145 kilometres of coastline
- ▶ 45 conservation reserves
- ▶ 114 wetlands over 11,630 hectares.



Employment (top 5)

15%

Health Care and Social Assistance

14%

Retail Trade

13%

Manufacturing

12%

Construction

9%

Education and Training



Employment

98,000 jobs

78,600 jobs

in Greater Geelong

As at June 2012, there were **23,277 businesses** in the region



Living in the region

Around 294,000 people live in the region.

Over 75% of the region's population and housing activity occur in Greater Geelong.

433,000 people are expected to live in the region by 2041.

The population of Surf Coast Shire more than trebles during the peak holiday season.

Quiz questions

1. What feature attracts more than 2.5 million visitors to the G21 region every year?
2. What was the Geelong Football Club called originally, and why?
3. What is the meaning behind the name of the You Yangs?

Answers page 4

Amazing facts

The Rip Curl Pro, held at Bells Beach near Torquay, has been held every year since 1962 and is the world's oldest surfing event.

The land around Colac is the third largest volcanic plain in the world.

Amazing fact

The James Harrison Bridge spanning the Barwon River in Geelong is named in honour of the inventor of mechanical refrigeration, who was also editor of the first weekly edition, and later owner, of the Geelong Advertiser.



Images: Rip Curl Pro Zarautz Final, Tim Boal (winner 2008) / Barwon River, under the James Harrison Bridge, by Tim Moreillon <https://www.flickr.com/photos/tdm911/> / Australian Shell Duck, Western District Lakes

Environment

3 Ramsar sites

Western District Lakes, **Port Phillip Bay (Western Shoreline)** and **Bellarine Peninsula**



Health

Recent investment in the health sector includes the redevelopment of **St John of God and Geelong Hospital** in Central Geelong - in the order of \$30 million in recently completed works and a further \$167 million worth of development in progress.

The New Epworth Hospital at Waurin Ponds will provide 254 overnight inpatient beds and 9 operating theatres.

Transport



4 rail corridors connect the region to Melbourne, Adelaide, Ballarat and Warrnambool

There are 6 major highway corridors within the G21 Region:

- ▶ Princes
- ▶ Midland
- ▶ Hamilton
- ▶ Bellarine
- ▶ Surf Coast
- ▶ Great Ocean Road

AVALON AIRPORT IS VICTORIA'S SECOND MAJOR AIRPORT PROVIDING PASSENGER AND FREIGHT SERVICES



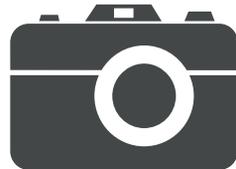
Industry and Business

The Agriculture, Forestry & Fishing sector contributes:

\$682 million

of the region's total output (June 2013)

Tourism



over **9 million** visitors to the region expected by 2030



Port of Geelong



Australia's sixth busiest port, with over 12.6 million tonnes of cargo throughput with trade shipped in or out annually

Major employers

Barwon Health, Avalon Airport, Cotton On, City of Greater Geelong, Woolworths, Department of Education and Deakin University

Quiz answers
1. The Great Ocean Road
2. Named the Pivotonians in 1878 - a reference to Geelong being the pivotal point for all shipping and railway routes in the region.
3. Aboriginal words meaning big mountain in the middle of a plain.

THE VISION FOR THE G21 REGION

The Geelong region is Australia's most desirable destination for living, visiting, working and investing; it is renowned for its vibrant cohesive community, exceptional physical environment and vigorous economy.

(Vision from the Geelong Region Plan which provides the framework and basis of the G21 Regional Growth Plan.)

PRINCIPLES TO ACHIEVE THE VISION



ABOUT THE G21 REGION

The G21 region is Victoria's largest and fastest growing region outside Melbourne. Significant natural and landscape assets frame the region's settlements and define the attractiveness, lifestyle, recreation and tourism opportunities they offer.

As Victoria's second largest city, the regional city of Geelong is the primary service centre in the south-west of the state, and plays a key support role to Melbourne. Settlements such as Ocean Grove, Torquay/Jan Juc and Colac have important roles in providing housing choice and services to smaller towns.

The region's major infrastructure links it with state, national and international networks via the national rail/freight network, the Geelong Ring Road and Princes Freeway, Geelong Port and Avalon Airport. These assets are the foundation for the region's strong economy and allow for further growth.

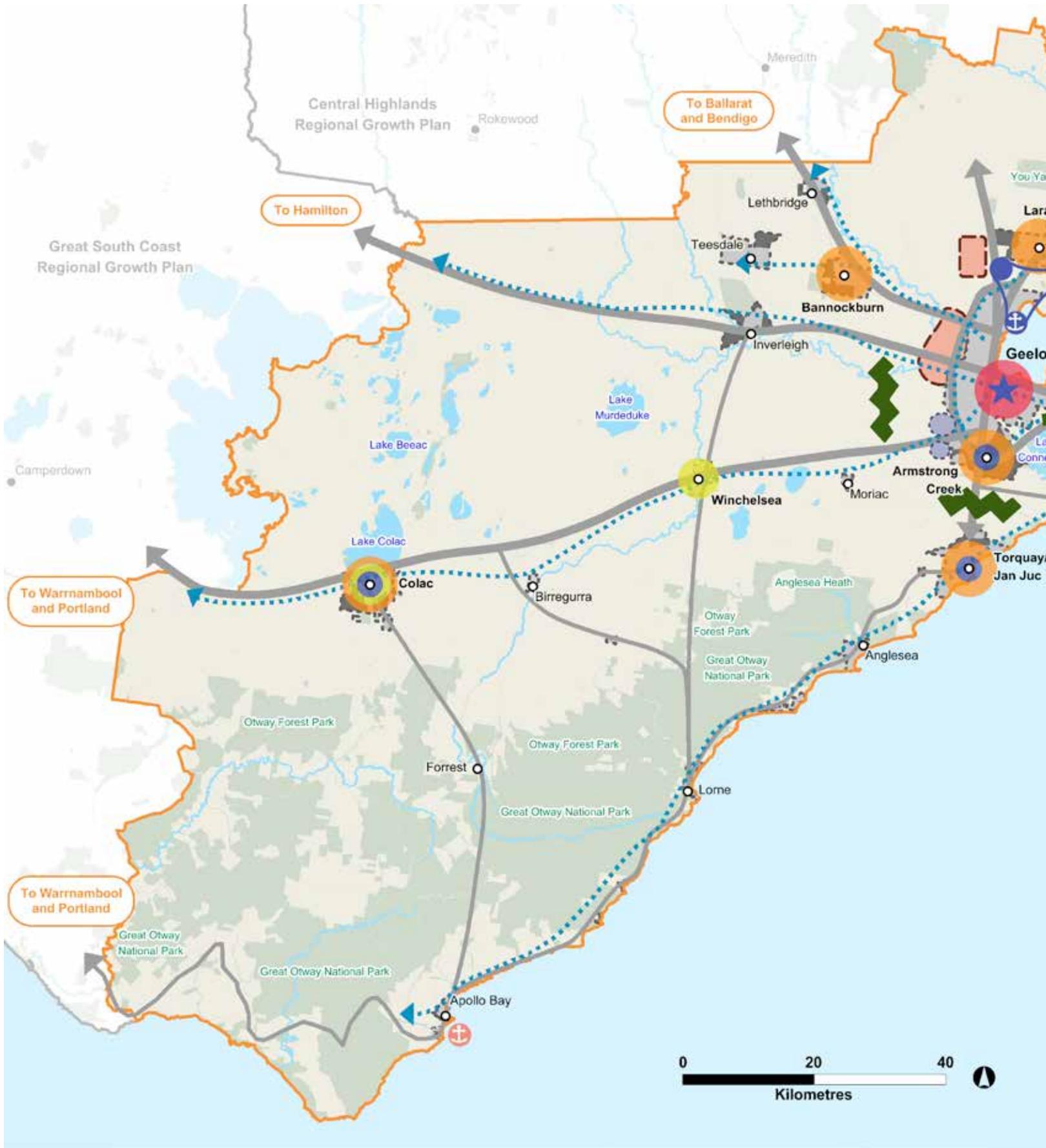
The region comprises some of the most spectacular landscapes in Victoria, including coastlines, marine areas, forests, lakes and wetlands. It is a major tourism destination, which contributes to the region's economy.

The regional growth plan seeks to address the challenges for the future by accommodating growth while protecting and building on the region's strengths.

Key features:

- the regional city of Geelong, which is the primary service centre for the state's south-west
- strong road and rail links both throughout the region, to surrounding regions, and to Melbourne
- Avalon Airport - a curfew-free domestic airport which, over the next 10 years, is planning significant growth to become Victoria's second international airport, with potential for passenger and freight links between Avalon, Melbourne and Geelong
- the Port of Geelong, Victoria's largest bulk port, handling grain, logs, fertiliser, steel, woodchips, oil and petroleum products
- strong health and higher educational institutions
- a water supply that is sufficient to meet residential and employment demand for a population of 500,000
- significant earth resources that provide energy, construction materials, landscaping and agricultural products
- significant tourism routes and assets including coastlines, national and state parks, volcanic features and lakes of international significance
- the Geelong Football Club, which creates a huge economic stimulus for the region, and whose success generates pride in the community.

THE REGIONAL GROWTH PLAN MAP





The regional growth plan map illustrates where growth is anticipated to occur in the region and the major transport, economic and social relationships between cities, centres and towns.

LEGEND

SETTLEMENT ROLE AND GROWTH

-  Reinforce the role of Geelong as a regional city and Victoria's second largest city
 -  Strengthen Central Geelong's role as a major regional city centre by supporting growth with a focus on identified infill housing opportunity areas and building on the region's health, education and research capabilities
 -  Support planned growth and reinforce the role of district towns
 -  Introduce new targeted growth nodes at Colac and Winchelsea
 -  Identification of two Further Investigation Areas in Geelong
 -  Existing urban areas
 -  Planned growth areas
 -  Designation of settlement boundaries for all towns
 -  Settlement
 -  Identification of four key settlement breaks
- Provide infrastructure and services for planned growth areas and infill development

MAJOR INFRASTRUCTURE

-  An efficient and equitable public transport, road and freight network leveraged off existing infrastructure
-  Airport
-  Port of Geelong
-  Minor port

EMPLOYMENT GROWTH

-  Maintain productive agricultural areas
 -  Development of a national transport and logistics precinct
 -  Strengthen and protect the identified existing and planned employment areas
 -  Future employment nodes
- Provide land and infrastructure for existing and future employment nodes

ENVIRONMENT

-  Maintain and enhance natural assets and infrastructure
-  Lakes and wetlands
-  Rivers

WHAT ARE THE CHALLENGES?

The growth of the region to 500,000 people and beyond, coupled with the growth of Melbourne's west, will put pressure on the region's transport, education, health and tourism infrastructure and on agricultural land and the natural environment.

As the impacts of a changing climate and increasing energy costs become apparent, how settlements are managed and developed, particularly on the coastline, will become increasingly important.

Responding to a broad range of social and economic issues such as disadvantage, skills shortages, housing choice and affordability across the community is vital. Understanding these challenges as well as opportunities is critical for developing a longer-term plan for the region.

Challenges for growth

- ▶ delivering land, infrastructure and services for identified growth
- ▶ planning for and adapting to climate change
- ▶ accommodating population growth without negatively affecting the region's unique environment and liveability
- ▶ reducing dependence on cars
- ▶ education and building skills
- ▶ providing a variety of housing choices
- ▶ managing land use conflicts
- ▶ managing the expectations of the G21 community.



LIVING IN THE G21 REGION

The regional growth plan includes the planned growth already identified across the region by the five G21 councils, which is designed to avoid areas of natural risk such as coastal inundation, bushfires and flooding.

The plan focuses growth within existing urban areas and existing planned growth areas to maintain more compact urban environments that minimise travel distances and build on existing or committed infrastructure.

The plan identifies an opportunity for Colac and Winchelsea to grow beyond current planned growth. The region's other rural and coastal settlements will continue to experience modest growth from the take-up of holiday homes, infill development and demographic changes.

Future directions

- ▶ reinforce the role of central Geelong as a regional city and Victoria's second largest city
- ▶ support the growth of Geelong with a focus on infill housing opportunities
- ▶ support planned growth and reinforce the role of district towns
- ▶ grow Colac to a town of 20,000 and Winchelsea to a town of 10,000 people
- ▶ assess two Further Investigation Areas with the potential for longer term growth
- ▶ establish four key settlement breaks between Geelong and surrounding urban areas
- ▶ designate settlement boundaries for all towns.



City of Greater Geelong

YEAR	POPULATION
2011	223,000
2021	261,300
2031	302,400

GEELONG

Regional City

Identified planned growth and strengthen Central Geelong –

Geelong is Victoria’s second largest city, providing services and employment within and outside the region. With its close proximity to Melbourne, Geelong is increasingly being seen as a major urban growth location. Higher density infill and increased housing diversity will occur in key development areas – Armstrong Creek, Central Geelong-Western Wedge, West Fyans and Waurin Ponds. Infill sites will also become available with urban regeneration of Corio/ Norlane and Whittington. No expansion of Geelong beyond identified boundaries is needed in the short-term, although provision has been made for medium to longer term growth.

Geelong has the capacity to provide employment, health and education services for some of the western Melbourne growth areas. Major employment nodes will be strengthened and protected, with infrastructure provided to support industrial node expansion. Geelong has the opportunity to be a leader in smarter technologies and production methods arising from its strengths in advanced manufacturing and knowledge and education assets.

Two Further Investigation Areas have been identified at Batesford South and Lovely Banks. Further assessment of suitability and capacity for growth and the monitoring of land supply within the region is required to determine timing of land release in the Further Investigation Areas.

BELLARINE PENINSULA (INCLUDING DRYSDALE/ CLIFTON SPRINGS, LEOPOLD AND OCEAN GROVE

The Bellarine Peninsula can accommodate another 43,000 residents in infill or identified growth areas. There will be a focus on directing growth away from smaller settlements and more sensitive coastal locations to the District Towns of Ocean Grove, Drysdale/Clifton Springs and Leopold which have infrastructure capacity and a broader range of existing services and community facilities.

LARA

District Town

Lara has capacity to accommodate an additional 17,000 residents through infill and growth area opportunities supported by an expanded town centre and proximity to major employment nodes.

Surf Coast Shire

YEAR	POPULATION
2011	26,900
2021	33,600
2031	40,900

TORQUAY/JAN JUC

District Town

Identified planned growth – Torquay/Jan Juc is the largest coastal centre in the region, acting as the gateway to the Great Ocean Road and home to an international surf industry. It has a strong relationship with Geelong, and provides services to smaller coastal and hinterland towns. Residential growth will occur in existing areas identified in council’s planning strategies. Community infrastructure and educational facilities will be provided to support planned growth. Transport infrastructure will be improved, with a connection to the Geelong Ring Road and long-term plans to upgrade the transit link from Geelong/Armstrong Creek to Torquay.

Identified planned growth – means land supply for housing and employment identified through current council planning strategies. The current identified growth areas have been selected through local planning processes that involved extensive community engagement. Comprised of residential greenfield development, known major infill opportunities and employment precincts

WINCHELSEA

Town

Identified planned growth/Targeted growth node –

Winchelsea provides services to rural communities and other small hinterland towns. It has a strong relationship to Geelong for services and employment. Longer term residential and employment growth will be encouraged, with Winchelsea expected to grow from 3700 people to approximately 10,000 people over time. Town expansion will be potentially in the south and west, with infill opportunities for low density and rural living conversions investigated. Infrastructure to support this planned growth will include key utilities and transport, including duplication of the Princes Highway from Geelong to Colac.

Colac Otway Shire

YEAR	POPULATION
2011	22,100
2021	24,400
2031	26,800

COLAC

District Town

Identified planned growth/Targeted growth node –

Colac is a service and employment centre for Colac Otway Shire and provides food production activity and services to settlements within the rural hinterland. It is the northern gateway for the Otways, the Great Ocean Road and the eastern gateway to the Great South Coast. It is expected to grow to accommodate approximately 20,000 people over the next 40 years. There will be potential town expansion to the south and west. Infill opportunities around the town centre will be investigated. Employment growth will be supported, with infrastructure support provided for industrial node expansion to the south east. Colac's health and higher education sectors will be enhanced, including the expansion of Colac Area Health Services, and completion of the Colac Beechy Precinct. Key transport infrastructure including the Princes Highway duplication and town bypass and rail services improvements, will be required.

Golden Plains Shire*

YEAR	POPULATION
2011	10,800
2021	13,900
2031	16,900

BANNOCKBURN

District Town

Identified planned growth – Bannockburn is a sub-regional hub for the south-eastern part of Golden Plains Shire, and has a strong relationship with Geelong for services and employment. It provides larger lifestyle lots and affordable housing options with services for smaller outlying towns and rural areas such as Lethbridge, Shelford and Teesdale. Investigation of infill opportunities around the town centre or low density and rural living conversions will be encouraged, with no new rural living to be provided beyond that already identified in strategic plans.

*The southern part of Golden Plains Shire (including Lethbridge and Bannockburn) is within the G21 Regional Growth Plan. The northern part of the shire is within the Central Highlands Regional Growth Plan.

Borough of Queenscliffe

YEAR	POPULATION
2011	3,300
2021	3,400
2031	3,600

QUEENSCLIFF

Town

Limited growth – Queenscliff is a small town on the Bellarine Peninsula that offers coastal recreation, food and wine experiences and holiday accommodation. It provides an important harbour and ferry link to the Mornington Peninsula. Queenscliff will continue to play an important tourism role, however growth will be limited to identified settlement boundaries.

REGIONAL ECONOMY

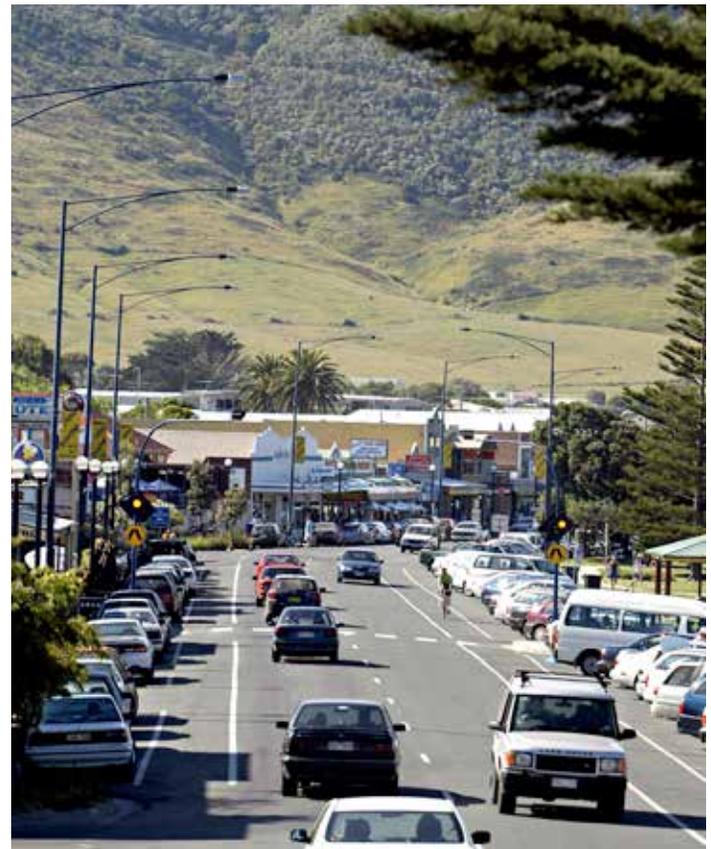
To build the G21 region's economy, planning for employment growth needs to occur alongside planning for population. A broad range of employment options will help develop a resilient and robust economy. This will contribute to the overall liveability and attractiveness of the region and the health and wellbeing of the population. An anticipated 80,000 jobs will be required to support and facilitate predicted regional population growth.

Economic and employment growth in the region is expected to focus on existing core infrastructure strengths and vocational opportunities, including the following sectors:

- education, research and health with a focus on Deakin University and primary health providers
- services, freight and logistics based around Geelong Port, Avalon Airport and the Geelong Ring Road Employment Precinct
- agriculture and food processing
- advanced manufacturing
- tourism
- the emerging low carbon/sustainability sector.

Future directions

- ▶ strengthen and protect existing and planned employment areas including tourism precincts and district town activity centres
- ▶ maintain productive agricultural areas
- ▶ identify new employment nodes, including a new Education, Health and Research Hub at Deakin University, the long term potential employment hub at Waurin Ponds South (subject to further investigation), and the expansion of industrial employment areas in Colac and Winchelsea (subject to more detailed planning).



ENVIRONMENT AND HERITAGE

The regional growth plan ensures that the region's natural and aesthetic assets and lifestyle are maintained and enhanced. This includes the coastline and beaches, wetlands, marine parks, township settings, national and public parks and reserves.

The environments between urban areas play important roles in:

- water supply, agricultural production and long term food security
- recreational pursuits
- economic activities, including tourism, airfields, stone and mineral resource extraction and opportunities for alternative energy sources and carbon farming
- supporting significant landscape and geological features and natural resources such as waterways, coasts, Ramsar wetlands, remnant vegetation and habitats
- framing settlements and creating the distinctive character and settings valued by the G21 community.

Growth and development activity avoids important rural and employment buffers and significant natural assets.

Future directions

- ▶ maintain and enhance natural assets
 - ▶ protect and build on natural assets by maximising key opportunities to link and rehabilitate ecosystems, and enable sustainable and planned productive uses
 - ▶ sustain the health of our natural assets by considering future challenges in the management, planning and development of these assets
- ▶ build resilience and the environmental condition of the region's parks and reserves
- ▶ establish four key settlement breaks between Geelong and surrounding urban areas.



REGIONAL INFRASTRUCTURE

The G21 region has significant infrastructure assets which provide the foundation for growth. For the region to grow to 500,000 people and beyond however, major infrastructure improvements will be required both now and in the future.

An implementation plan has been developed by the G21 Geelong Region Alliance in partnership with state government departments and agencies. It identifies the region's funding priorities for critical infrastructure and will influence future infrastructure and service provision.

Future directions

- ▶ an efficient and equitable transport network leveraged off existing infrastructure, to support regional growth, move freight and enable more people to live, work and participate in the region
- ▶ provision of infrastructure and services for planned growth areas and infill development
- ▶ development of a national transport and logistics precinct
- ▶ strengthening central Geelong by continuing to develop it as a major regional city and Victoria's second city by supporting growth in the education, health and services sector, increasing the number of people living in the city and delivering key outcomes such as the convention and exhibition centre, Yarra Street Pier, Cultural Precinct and Vision II initiatives
- ▶ provide land and infrastructure for existing and future employment nodes across the region to enable people to work within close proximity to home, to promote economic growth and support the development of agriculture and tourism
- ▶ the rollout of the National Broadband Network to support the current functions and growth of the education, health and services sector in addition to other businesses and residents
- ▶ build on the region's capability in education, knowledge and research. Support the growth of Deakin University, the Gordon, Barwon Health and other major education and health service providers and research organisations such as CSIRO
- ▶ efficient and cost-effective roll out of water infrastructure and services.

DELIVERING REGIONAL GROWTH

The G21 Regional Growth Plan has identified a series of actions that will help realise the vision for the region over the next 30 years. Some of these things will happen almost immediately, others will evolve over time.

Outcomes:

- ▶ a vibrant and healthy Central Geelong
 - ▶ increased housing densities and infill developments in urban areas and locations that are accessible to shops, transport networks and other community services and facilities
 - ▶ longer term additional growth within Colac and Winchelsea
- ▶ a strong economy
 - ▶ provision of more diverse employment opportunities within the region
 - ▶ new opportunities in farming, fisheries and energy in a changing climate
 - ▶ new infrastructure and services that support new and existing areas
 - ▶ an efficient and effective transport network
 - ▶ the development of a national transport and logistics precinct
 - ▶ protection of the region's natural assets and the essential character of the region.





FURTHER READING AND INFORMATION

www.dtpli.vic.gov.au/regionalgrowthplans

G21 Regional Growth Plan

G21 Regional Growth Plan Background and Engagement Reports

G21 Geelong Region Plan - available at www.g21.com.au

G21 Regional Growth Plan Implementation Plan, December 2013 – available at www.g21.com.au

Cover images (clockwise from top left)

1. Great Ocean Road, image courtesy of Visions of Victoria
2. Colac, image courtesy of Colac Otway Shire
3. Queenscliff – Sorrento ferry and pier, image courtesy of Visions of Victoria
4. Port of Geelong, image courtesy of Victorian Regional Channels Authority
5. Dairy industry, image courtesy of Colac Otway Shire
6. Geelong Foreshore, image courtesy of Department of Infrastructure and Regional Development
7. Sunflowers, You Yangs, image by Vanessa Brady
8. Golden Plains Farmers' Market at Bannockburn, image courtesy of Golden Plains Shire

Table of contents image: Apollo Bay Harbour, image courtesy of Alan Carmichael

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