



SETTLEMENT ROLE AND GROWTH



Warrnambool - Regional city

Reinforce the role of Warrnambool as the key population and employment centre for the region with key links back to the cities of Geelong and Melbourne. Focus major development to designated growth areas to the north-west, north and north-east, while supporting the CBD as the primary location for retail, services and facilities. As Warrnambool attracts new higher order services, facilities and service industries, the growth of Warrnambool will produce economic and social benefits for the region.

Portland - Regional centre

Support Portland to service the region's south west and for the Port of Portland to be a national and international gateway for exports. Support Port development linkages to Heywood. Support CBD growth to the north and residential development within existing township boundaries. Support opportunities to diversify the economy that take advantage of natural, heritage and infrastructure assets, including increasing industrial land supply.

Hamilton - Regional centre

Support Hamilton to service the region's north west and surrounding areas. Expand research and development, processing and logistics. Support CBD redevelopment and residential development within existing township boundaries. Attract people and businesses to take advantage of connections to the north and quality education facilities and lifestyle.

District town

Reinforce the role of district towns in supporting local communities, industry and services. Support the connections from district towns to regional centres and cities. Focus urban development within existing townships and minimise intrusion into surrounding areas of high agriculture value, environmental quality or natural hazard.

Growth

Support possible population growth while maintaining the role of settlements

CONNECTIVITY



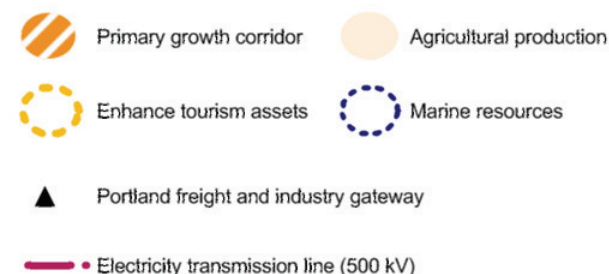
Key transport links (road, rail and sea freight)

Investigate improvements to the road and rail networks and port infrastructure to improve access and connectivity. Ensure transport provision facilitates growth in the key locations identified in this plan. Provide access for freight and goods to ports and markets. Support connections to adjacent regional cities and regional centres, including Mt Gambier, Horsham, Ballarat, Colac and Geelong.

Improved regional connections

Improved road connections and improved rail services to and from Warrnambool will facilitate its growth and support increased visitors to the region from Geelong and Melbourne. Improved road and rail connections to and from the west, north and north-east, to Hamilton and Portland, will support tourism, freight, industry and community connections.

ECONOMIC DEVELOPMENT



Primary growth corridor

Support higher economic and/or population growth within the corridor by capitalising and building on existing connections, strengths and infrastructure. Direct population growth to existing towns, utilise existing residential land supply and enhance connections, services and infrastructure. Support industrial development, including adequate zoned and serviced land. Support increasing prosperity through education, innovation, productivity, and diversifying the economy. Investigate opportunities in food and fibre, alternate energy sources, mining, tourism and the service, education, health and retail sectors. Improve key connections from Portland to Hamilton and beyond, and connections from Warrnambool to Geelong.

Agricultural production

Sustainably manage areas of high quality agricultural land to support growth in food production. Support higher value-adding and diversification of existing industries and land uses including the forestry, dairy, meat, grain, mineral sands, energy and tourism sectors, where they build on existing infrastructure and do not compromise the region's agricultural, environmental and cultural heritage significance.

Enhance tourism assets

Support the development of the tourism sector in iconic locations.

Marine resources

Investigate potential for alternative energy sources, including wave and gas.

ENVIRONMENT



Areas containing high value terrestrial habitat

Sustainably manage the region's environmental assets and encourage greater connectivity between areas with high natural values. Ensure significant landscapes are recognised and protected.