

## **21.06 SUSTAINABLE ECONOMIC GROWTH**

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### **21.06-1 Overview**

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Strathbogie Shire is strategically located on a number of national road and rail transport links, supported by diverse rural communities of Euroa, Nagambie, Violet Town, Avenel, Longwood, Ruffy and Strathbogie.

The Shire abuts the municipalities of Benalla, Mansfield, Murrindindi, Mitchell, Greater Bendigo, Greater Shepparton and Campaspe. In recent times, Strathbogie Shire has experienced increasing interest from the Melbourne and Shepparton property markets, particularly in the Strathbogie Ranges, Avenel and Nagambie.

Both the Hume Freeway and the Goulburn Valley Freeway traverse the Shire, providing excellent accessibility within the municipality and beyond. Mangalore Airport has the potential to provide multi-modal opportunities for transport, food processing and logistics industries.

Strathbogie Shire is home to many specialist enterprises including equine, poultry, pig, and other specialist industries. Strathbogie Shire has a rural economic base of wool, grain and cattle production, extensive vineyards at Nagambie and throughout the Strathbogie Ranges, as well as a wide range of intensive cool climate horticultural enterprises.

The Council will need to consider the future industrial growth and development for all communities within the Shire and make provision in its Planning Scheme to accommodate future growth.

Tourism in the Shire consists of sporting and recreational activities on Lake Nagambie, wineries, heritage buildings, sky diving and paragliding, cycling and exploring the environmental features and following the history of Ned Kelly.

#### **Key Issues**

- Environmental impacts on the economy.
- Lack of appropriate industrial zoned land in the Shire.
- Shortage of skilled workforce for specific industries within the Shire.

### **21.06-2 Adapting and diversifying agriculture**

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#### **Objective**

To support and encourage the retention and diversification of agriculture.

#### **Strategies**

- Promote and encourage the ongoing growth of the food and wine sectors.
- Promote and encourage the ongoing growth of the equine industry.
- Minimise conflicts at the urban fringe/agricultural land interface.
- Support sustainable intensive agriculture.
- Provide new opportunities for existing and emerging agricultural practices and complimentary industries.
- Recognise the role of smaller land holdings in fostering agricultural innovation.

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**Tourism**

**Objective**

To promote the Shire as a tourism destination.

**Strategies**

- Encourage tourism related development that supports towns, promotes employment and recreational opportunities.
- Support new and existing tourism developments that promote key attributes of the Shire such as the natural environment, heritage, town character and niche/boutique industries.
- Support the strengthening of tourism links with surrounding municipalities.
- Recognise the benefits of Lake Nagambie and Goulburn River for tourism opportunities.
- Encourage tourism developments associated with rural pursuits.
- Encourage the Regatta Centre in Nagambie as a water sports centre.

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**Transport**

**Objective**

To recognise and maximise the transport networks and facilities within the Shire.

**Strategies**

- Protect the operation of the Mangalore Airport.
- Encourage industry to locate in areas within close proximity to recognised transport networks.
- Encourage transport links between settlements.

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**Commercial and Retail**

**Objective**

To support retail and commercial/industrial development within the Shire.

**Strategies**

- Encourage the retention of existing retail and commercial/industrial businesses.
- Encourage a variety of new businesses in the Shire.
- Encourage new retail development within town centres.
- Direct industrial development in areas where required infrastructure, services and transport links are available.

## **21.06-6 Implementation**

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The strategies will be implemented through the planning scheme by:

### **Scheme Implementation**

- Implement the recommendations of the Strathbogie Shire Industrial Land Review (2008).
- Apply appropriate zones and/or overlays in locations suitable for rural industries and tourism uses.
- Review and update the planning scheme provisions relating to the Mangalore Airport including:
  - The extent of the Airport Environs Overlay;
  - The suitability of the Special Use Zone Schedule 1; and
  - Whether a complementary provision such as a Design and Development Overlay should also be applied.
- Undertake this review in consultation with the Airport Owners and the local community.
- Apply appropriate zones to land in the town centres of Violet Town, Euroa, Avenel and Nagambie for retail and commercial purposes.

### **Others actions of Council**

- Prepare a tourism strategy for the Municipality.
- Prepare a tourism strategy for water based tourism at Nagambie.

### **Future strategic work**

- Investigate the application of the Rural Activity Zone.
- Encourage the Airport Owners to complete the review of the Mangalore Airport Development Plan (2005) in consultation with Council.
- Prepare an Economic Development Strategy for the Shire.