

WELLINGTON SHIRE COUNCIL

Wellington Growth Management Strategy

Seeking community feedback!



What is the draft Growth Management Strategy (Strategy)?

The purpose of the Strategy is to develop a long-term framework to direct and manage future urban growth, with a focus on the role and growth potential of the six (6) main urban centres (Sale/Wurruk/Longford, Maffra, Stratford, Heyfield, Rosedale and Yarram).

The Strategy does not rezone land, but instead identifies preferred strategic directions and township roles to meet long term growth needs.

The Strategy also identifies priority economic development opportunities across the Shire to support future job creation and investment.

The Strategy 'as a whole' will provide Council, relevant agencies, investors and the community with clear strategic direction to support the longer term urban and economic growth of the Shire.

How do I access the draft Strategy and provide feedback?

A copy of the Strategy (and the associated background technical report) can be found on the Wellington Shire Council website www.wellington.vic.gov.au/development/planning-projects and in hard copy at local libraries (and outreach libraries).

Written submissions should be lodged by **Friday 21 June 2024** and be clearly marked – 'Draft Growth Management Strategy'.

Submissions can be emailed to strategicplanning@wellington.vic.gov.au or posted to PO Box 506 Sale, VIC 3850.

Written submissions will be considered and used to inform preparation of the final Strategy.

If you have any questions, please contact Joshua Clydesdale, Major Projects and Principal Strategic Planner on 1300 366 244.

Key Strategic Directions of Strategy

Strategic direction 1: Preserve areas of environmental and landscape significance and avoid development in areas at risk of natural hazards.

Strategic direction 2: Direct future population and housing growth to the regional centre (Sale), larger settlements (Maffra, Stratford, Heyfield, Rosedale, Yarram) and other inland/coastal settlements in accordance with existing planning policy.

Strategic direction 3: Facilitate the supply of diverse, affordable and innovative housing options to provide for residents at all stages of life and spanning all income levels.

Strategic direction 4: Support the continued diversification and expansion of the Wellington economy by providing appropriate 'job creating' land with a focus on growth in established and emerging sectors including Defence/aviation, agriculture, renewable energy and tourism.

Strategic direction 5: Create attractive built environments to strengthen the character and amenity appeal of Wellington Shire for visitors and current and future residents.

Key Economic Development Opportunities

Wellington's strong resource base, natural assets, climatic advantages and its diverse economy provide significant growth and new jobs potential. In particular, the following sectors provide opportunity to support new job creation:

- Agriculture/agribusiness expansion and diversification.
- Defence expansion.
- Renewable energy investment and supply chain opportunities.
- Tourism growth.

Finalisation of Strategy

Following the consideration of submissions, appropriate changes will be made to inform finalisation of the Strategy, which will be presented to Council for consideration at a future Council meeting.

Future implementation of the Strategy

Following finalisation of the Strategy, relevant updates will be made to the Wellington Planning Scheme via a future Planning Scheme Amendment process (involving public notification). The Strategy will also be used for advocacy purposes and to help inform more detailed planning work (e.g. more detailed housing plans for individual townships).