

21.05 SUSTAINABLE GROWTH

--/20--
C50

21.05-1 Overview

--/2012
C—50

Strathbogie Shire is a strategically located rural municipality supporting a diverse rural community served by the townships of Euroa, Nagambie, Violet Town, Avenel, Longwood, Ruffy and Strathbogie.

The Shire abuts the municipalities of Benalla, Murrindindi, Mitchell, the City of Greater Bendigo, the City of Greater Shepparton and the Campaspe Shire. 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 Highway traverse the Shire, providing excellent accessibility and community facilities. The Shire is represented by seven Councillors, who are elected representing their particular Ward. The Shire's administration is based in Euroa. The Council's administrative structure is able to provide a comprehensive service to each investor through co-ordination of the development approval process, including mobile services.

Strathbogie Shire is the home to many specialist enterprises including, equine, poultry and pig, wine and food, and other specialist rural industries. These businesses meet with Council on issues specific to each industry, generally directed toward employment generation and capital investment within the Shire.

Lake Nagambie and Nagambie Township is the “jewel in the crown” for the future growth due to its proximity to Melbourne (only one and half hours away by car) and its static water supply which feeds the irrigation district of the Goulburn Region, and is targeted by recreational and sporting users. Avenel Township and Mangalore Airport compliment the potential growth and attraction of development opportunities in the Nagambie/Avenel region.

Strathbogie Shire has a rural economic base of wool, grain and cattle production, extensive vineyards at Nagambie and throughout the Strathbogie Ranges and a wide range of intensive cool climate horticultural enterprises.

Tourism in the shire is largely focused around Lake Nagambie; however in addition to the lake attraction, other key tourist destinations are the wineries, heritage buildings, sky diving and paragliding, cycling and exploring the environmental features and following the history of Ned Kelly.

Key Issues

- Drought, climate change and reduced water availability.
- Global economics.
- Lack of appropriate industrial zoned land in the Shire's major urban centres to meet the needs of new industries in terms of lot sizes, location and availability of services.

21.05-2 Strengthening a capable workforce

--/2012
C—50

Objective 1

Improve, expand and retain a skilled workforce and stimulate business and job growth.

Strategies

- Support industries abilities to promote local careers and the determination of future skill needs.
- Foster links between schools, employers and education providers.
- Assist the region to implement a plan for workforce development that expands the availability of engineering and planning expertise in the region.

Implementation

- Undertake a feasibility study to address infrastructure issues in the shire that impact on business development.
- Target appropriate sustainable business and industry to locate and expand in the Strathbogrie Shire.
- Support schools to employer program.

21.05-3 Adapting and diversifying agriculture

--/2012
C-50

Objective 2

Support the next generation of agriculture opportunities.

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.

Implementation

- Explore the Rural Activity Zone and Schedule to the Farming Zone to better support emerging agricultural industries.
- Investigate the application of the Special Use Zone in significant locations to promote a variety of uses that support agriculture and tourism.
- Consider existing adjoining land used with undertaking land rezoning.

21.05-4 Research and Innovation

--/2012
C-50

Objective 3

Facilitating research and innovation in tourism, manufacturing and industry to encourage new and evolving businesses.

Strategies

- Examine and support opportunities to develop new and innovative community enterprise initiatives.
- Support proposals for research into sustainable uses of sustainable intensive agriculture, renewable energy and advanced agricultural technologies.

Implementation

- Direct industrial development in areas capable of supporting it through access to appropriate labour and material resources, infrastructure, services and proximity to transport links.

21.05-5 Information Communication Technology and Energy Infrastructure

--/2012
C-50

Objective 4

Develop information and communication technology that builds on existing competitive advantages and creates new opportunities. Support renewable energy research, development and growth.

Strategies

- Encourage National Broadband Network (NBN) rollout within the Strathbogie Shire.
- Establish Strathbogie Shire as a centre of excellence for renewable energy technology and infrastructure.
- Encourage research and facilities for non carbon based renewable energy power generation.
- Support the extension of natural gas to Nagambie, Avenel and Violet Town.
- Capitalise on the wind energy potential of the Strathbogie Ranges.

Implementation

- Investigate potential for commercial grade solar and bio fuel production.
- Investigate an Environmental Protection Overlay or Significant Landscape Overlay to protect areas in the Strathbogie Ranges that are suitable for wind generation from non compatible development.
- Undertake a future energy audit to determine areas of the municipality that could be boosted by renewable energy sources.

21.05-6 Tourism

--/2012
C-50

Objective 5

Encourage sustainable tourism development.

Strategies

- Encourage tourism related development that supports towns, promotes employment and recreational opportunities.
- Facilitate development of the tourism sector through strategies that protect the natural environment, heritage and town character, promote tourist related industries and strengthen tourism links with surrounding municipalities located in the region.
- Encourage tourism associated with a rural pursuit.
- Investigate the potential use of the Euroa showgrounds for other activities, such as the promotion of the wine industry, festivals or tourism related activities.
- Investigate greater access to the Goulburn River near Nagambie to encourage tourism to the area.
- Support commercial use of the Goulburn River.
- Encourage the Regatta Centre in Nagambie as a water sport centre.

Implementation

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

21.05-7 Transport

--/2012
C50

Objective 6

To take advantage of the access that the Shire has to great transport networks.

Strategies

- Protect and facilitate operation and development of the Mangalore Airport.
- Base large development in areas with the highest quality transport network.
- Enhance transport links between settlements.
- Encourage the use of the rail network.
- Support public transport services between Euroa and Nagambie.

Implementation

- Consider the quality of road network on all development applications.
- Encourage the development of a Master Plan for Mangalore Airport.
- Review the Airport Environs Overlay to ensure that it is applied in the relevant locations.
- Consider the transport network for large development applications.
- Advocate for more regular passenger trains to stop at Euroa and Avenel.
- Undertake an Integrated Transport Strategy to investigate services between settlements and larger adjoining centres.

21.05-8 Commercial and Retail

--/2012
C50

Objective 7

Support retail development and growth within town centres.

Strategies

- Encourage a variety of retail and commercial enterprises in appropriately zoned areas.
- Encourage niche retail.

Implementation

- Provide for appropriately zoned land in the town centres of Violet Town, Euroa, Avenel and Nagambie for retail and commercial purposes.
- Prepare an Economic Development Strategy for the whole Shire.