

# FACT SHEET: GROWTH IN OUR REGION

Victoria is growing, and so are our neighbouring regional cities Geelong and Ballarat. By 2035 we will see housing and even new towns emerge along parts of our Shire borders.

This presents Golden Plains Shire with a unique opportunity to carefully capture flow on growth and secure benefits locally and for the whole Shire community - benefits that align with many aspirations of our Community Vision 2040.



## WHY IS OUR REGION GROWING?

Melbourne is growing and people need homes to live in. To manage this, the State Government requires that every council area in Victoria provides its share of housing (enough to meet the State Government's 15-year growth projections, called Victoria in Future (ViF)).

**Melbourne's population is now larger, and growing faster, than Sydney's! By 2033, it will have an estimated 6.1 million people.**

Melbourne's suburbs and Victoria's regional cities will need to provide the most because they already have existing services and infrastructure to support it (or that can be built on).

## WHAT ABOUT GROWTH IN OUR SHIRE?

Here in Golden Plains, we also need to provide for growth, but to a lesser extent. Council already has plans in place to meet our 15-year ViF projected growth of 2.0% (an extra 9,950 people from 2021 to 2036), mainly in the southeast around Bannockburn.

However, an Independent Housing Needs Assessment conducted in 2022, found that growth pressure is likely to be higher, around 3.1% per year (an extra 15,000 people between 2021 and 2036).

This is because we are located between Geelong and Ballarat, and are a 'peri-urban' shire, meaning we are on the fringe of metropolitan Melbourne and within 100km to the CBD. Visit [goldenplains.vic.gov.au](http://goldenplains.vic.gov.au) or call us to get a copy of the assessment.

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2051

## VICTORIA IN FUTURE PROJECTIONS

	2020 - 25	2025 - 30	2030 - 35	2035 - 40	2040 - 45	2045 - 50
Annual growth %	2.4%	2.2%	2.0%	2.0%	2.0%	2.0%
New houses per year	240	250	250	276	305	337



**+8,064**  
NEW HOUSES



**+21,047**  
POPULATION

## POLICY INTERVENTION - SPATIAL ECONOMICS PROJECTIONS

	2020 - 25	2025 - 30	2030 - 35	2035 - 40	2040 - 45	2045 - 50
Annual growth %	2.6%	3.2%	3.6%	3.7%	3.4%	2.5%
New houses per year	260	366	494	610	651	573

(From Housing Needs Assessment)



**+14,417**  
NEW HOUSES



**+37,629**  
POPULATION

## WHAT DOES THIS MEAN FOR GOLDEN PLAINS SHIRE?

This potential for additional growth means two things for our Shire:

1. We have a unique opportunity to secure more benefits for our community by accommodating some of this flow on growth into our Shire.

These benefits can help us work towards the Community Vision 2040 such as:

- Providing the population to attract investment in new and upgraded infrastructure and community services like health, education and recreation.
- A stronger local workforce to support our important regional industries to grow.
- A larger, more diverse community to inspire new businesses and entertainment options, and sustain our local sports clubs and community groups.
- More local jobs and career pathways through a stronger economy.
- Broadening our small rate-base - or joint pool of funding – to invest in the services, facilities and upgrades our community wants right across the Shire.
- Providing a stronger case to advocate for State and Federal Government investment into our Shire.

2. If we don't plan for the potential additional growth, it may happen anyway and we will be on the back foot, which can lead to less favourable outcomes.

This can result in outcomes such as:

- Growth happening in areas where it is not suited or at higher risk of bushfire or flooding.
- Townships growing without investment in services or facilities so residents can't access what they need to live well.
- The character and historical attributes of rural townships being lost to development
- Loss of important cultural, environmental or agricultural features and landscapes
- Development that is not suited to a changing climate.
- Missed opportunities to reinvigorate and enhance existing township.

**To maximise the benefits of growth and at the same time protect our historic townships, natural landscapes and the lifestyle our community loves, we need to plan carefully.**



## WHAT IS COUNCIL DOING?

Council is currently developing a Growing Places Strategy (GPS) – a plan that sets out where additional housing could go between now and 2050, based on the independent potential growth projections for our Shire.

It is a high-level plan that shows where future housing and population growth could be located – what we call the ‘future growth scenario’. It also includes an action plan outlining the work that needs to happen to support this growth.

### This may include things like:

- Changes to the planning scheme, including new structure plans for towns
- Developing plans for community facilities, services, infrastructure, transport and open spaces
- Cultural heritage assessments
- Economic development assessments
- Environmental and sustainability plans
- Advocacy and funding requirements

This means everyone involved in delivering the housing, facilities, infrastructure and services to support that growth, can start planning now so it is coordinated and sustainable.

## HOW IS THE PLAN DEVELOPED?

Developing the GPS will take time and involves many different steps.

Council’s role is to develop the GPS and include it in the planning scheme (or ‘rule book’). The State Government (Minister for Planning) has to approve it first.

### Developing the GPS - six key stages:

Stage 1: Background research

Stage 2: Developing and testing a future growth scenario

Stage 3: Preparing and consulting on a draft GPS and action plan

Stage 4: Adopting a final GPS

Stage 5: Preparing and consulting on a Planning Scheme Amendment to incorporate the GPS into the Golden Plains Planning Scheme (the ‘rule book’)

Stage 6: Submitting the Planning Scheme Amendment to the Minister for Planning for final approval.

Once approved there is a range of other steps that need to happen before any new housing is built – like rezoning land, developing more detailed township plans (called ‘Structure Plans’), and landowners will need to apply for permits.

**Implementing the GPS is a long-term process and will not happen for some years.**

# WHEN CAN THE COMMUNITY PROVIDE FEEDBACK AND INPUT?

The Community's 2040 Vision is the fundamental guide being used to develop the GPS. This will help ensure the plan is contributing to achieving the future Golden Plains that the community wants.

The following Strategic Directions and Objectives are fundamental principles of the Growing Places Strategy:



## COMMUNITY

- Proud
- Safe
- Inclusive
- Connected
- Engaged
- Resilient
- Supported
- Contributing



## LIVEABILITY

- Health and Wellbeing
- Rural and Urban Living
- Country Feel
- Active and Passive Recreation
- Services, Facilities and Activities
- Connected Transport



## SUSTAINABILITY

- Environmental Stewardship
- Value and Preserve Ecosystems, Nature and Cultural Heritage
- Responsible Attitudes and Behaviours
- Clean and Green Future



## PROSPERITY

- Learning, Education and Training
- Shopping, Goods and Services
- Employment Opportunities and Pathways
- Supporting Local Producers and Business
- Advocacy and Partnerships

In addition, each of the steps involved, from developing the GPS through to considering specific development proposals (Planning permit applications), includes the opportunity for community input and feedback.

At each stage, the community will be able to provide input on different things. Generally, the further in the process, the more specific or detailed the feedback will be.

For example, when developing the GPS, feedback will be about the general location of housing growth, its too early to be talking about exactly where in a town the housing might go, exact amounts, or how the housing might look. These aspects will be able to be influenced further in the process.

Stay up to date and get involved - visit our consultation webpage [www.goldenplains.vic.gov.au/consultations](http://www.goldenplains.vic.gov.au/consultations) or look for updates in the Golden Plains Gazette or e-gazette. You can also call the Strategic Planning team to ask to be added to the mailing list on **03 5220 7111**.