



# Shepparton & Mooroopna 2050

## Regional City Growth Plan

### Community Engagement Summary Report

January 2020





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## 1.0 INTRODUCTION

### 1.1 CONTEXT AND PURPOSE

The Victorian Planning Authority (VPA) recognises that the community input is integral to achieving its vision of planning great places and is committed to undertaking robust and comprehensive engagement with the communities and other stakeholders it works with.

Community engagement on the draft *Shepparton & Mooroopna 2050: Regional City Growth Plan* (Growth Plan) occurred between 23 September and 28 October 2019.

The VPA and the Greater Shepparton City Council (council) sought feedback on any missed opportunities in the previous round of engagement (phase 1 engagement). The phase 1 engagement on the *Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities report* occurred in February 2019. Six clear themes emerged, these were:

- continue to celebrate the open space offerings in the area
- renew sites to revitalise Shepparton and Mooroopna
- resolve uncertainty around future residential and industrial land supply
- support and prioritise the delivery of infrastructure to support growth
- improve access to and use of the river and its surrounding environments
- ensure agricultural land continues to be productive.

The engagement on the draft Growth Plan focused on hearing if there are any opportunities associated with these themes that we missed. The response to the engagement process consisted of:

- 13 people completed the online survey
- 26 submissions were received via email
- 10 people attended two community pop-up sessions
- 5 direct contacts from the community (phone calls).

This community engagement report summarises and responds to the feedback received throughout the engagement process.

The engagement process was transparent, accessible and interactive. Those who responded to the previous community engagement process were directly contacted. The engagement process was also advertised through VPA and council website's and on social media.



## 1.2 PROJECT BACKGROUND

The VPA in partnership with council has prepared the draft Growth Plan.

The draft Growth Plan is a high-level document that will be used to coordinate, guide and inform the preparation and consideration of future growth in the Shepparton and Mooroopna area. It will provide opportunities for residents and visitors while ensuring Shepparton and Mooroopna become greener, sustainable and resilient to climate change.

The draft Growth Plan:

- sets out the future vision for Shepparton and Mooroopna
- guides sustainable future growth and development over the next 30 years
- identifies the steps needed to manage growth
- defines key projects and infrastructure required to support growth
- provides an improved and more certain environment for making both public and private investment decisions.

Table 1 highlights the themes that emerged from the phase 1 community engagement and the actions in the draft Growth Plan that address these themes.

**Table 1:** Phase 1 community engagement theme and draft Growth Plan response

Community Engagement Theme	Draft Growth Plan response
<b>Continue to celebrate the open space offerings in the area</b>	Action 2.3.1 to develop an open space strategy
	Action 5.2.1 to implement the Urban Forest Strategy 2017
	Action 5.4.1 to better align open space with drainage infrastructure
<b>Renew sites to revitalise Shepparton and Mooroopna</b>	Action 1.3.2 to develop a data base of available development and rental sites
	Action 1.4.1 to develop a business case for investment in health and tertiary education
	Action 3.4.1 to promote opportunities provided by the Activity Centre Zone
	Action 3.5.1 to prepare a structure plan for Mooroopna
<b>Resolve uncertainty around future residential and industrial land supply</b>	Action 1.1.1 to plan for industrial land and advocate for funding for regionally significant infrastructure
	Actions 3.1.1 to 3.1.7 to facilitate new housing in identified growth areas
<b>Support and prioritise the delivery of infrastructure to support growth</b>	Action 1.1.2 to advocate for investment in road and rail infrastructure
	Action 1.1.3 to advocate for funding for the GV Link site
	Actions 2.1.1 to 2.1.3 to improve pedestrian accessibility
	Actions 2.2.1 & 2.2.2 to invest in cycling infrastructure
	Actions 4.1.1. to 4.1.4 to support investment in transport infrastructure
	Actions 4.2.1 to 4.2.4 to support investment in public transport infrastructure
	Actions 4.3.1 & 4.3.2 to support investment in community infrastructure
Actions 6.4.1 to 6.4.4 to invest in sustainable waste management infrastructure	
<b>Improve access to and use of the river and its surrounding environment</b>	Actions 5.3.1 to 5.3.3 to increase recreation opportunities along the Goulburn and Broken River corridors
<b>Ensure agricultural land continues to be productive</b>	Actions 1.2.1 to 1.2.3 to reinforce the importance of the Goulburn Murray Irrigation District

### 1.2.1 VISION AND OUTCOMES

The vision for Shepparton and Mooroopna identified in the draft Growth Plan is that by 2050 it will:

- be a thriving regional hub with diverse and sustainable economy supported by essential infrastructure
- new residents and investors will be drawn to the area due to the affordable and liveable lifestyle
- the natural and cultural heritage significance of the area will be protected and enhanced
- engaging, transparent and financially responsible leadership will be committed to deliver positive and sustainable outcomes.

The vision will be achieved by implementing strategies and actions under six outcomes:

1. **Outcome 1** – A city for the Goulburn region
2. **Outcome 2** – A city of liveable neighbourhoods
3. **Outcome 3** – A city of growth and renewal
4. **Outcome 4** – A city with infrastructure
5. **Outcome 5** – A city that is greener and embraces water
6. **Outcome 6** – A city of innovation and resilience

### 1.3 PLANNING PROCESS

The preparation of the draft Growth plan has been informed by state and local policy and:

- the Shepparton & Mooroopna 2050 Primary School Engagement Report (2018)
- the Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report (February 2019)
- the Key Issues and Opportunities Community Engagement Summary Report (June 2019)
- the Shepparton & Mooroopna 2050: Regional City Growth Plan Background Report (September 2019) which contains complementary information provides an evidence base for this plan
- background reports
- community and stakeholder engagement.

Figure 1 outlines the planning process that has occurred.

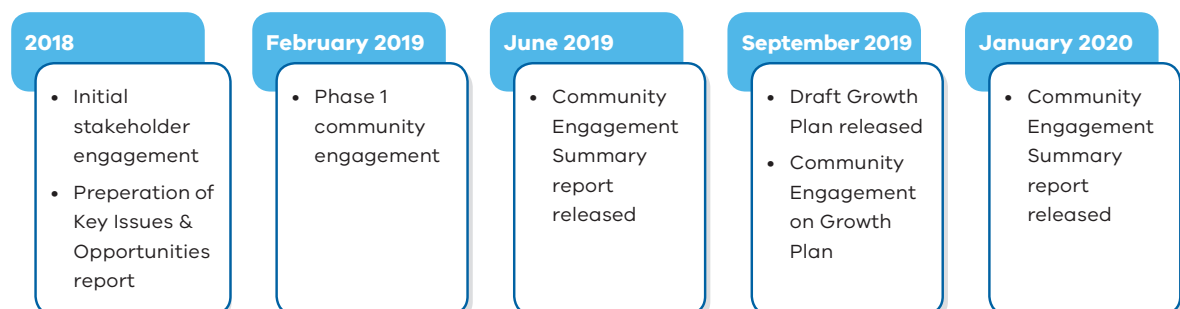


Figure 1: Project Process stages

### 1.4 PROJECT PARTNERS

The VPA worked in partnership with council to prepare the draft Growth Plan. A number of state agencies, community groups and landowners were actively involved in the development of the draft Growth Plan and were engaged with via meetings, workshops, phone calls and emails.

## 2.0 THE ENGAGEMENT PROCESS

### 2.1 METHOD OF ENGAGEMENT

Engagement on the draft Growth Plan occurred between 23 September and 28 October 2019. The draft Growth Plan was shared with the community:

- online via the VPA website
- promoted by A5 postcard (Appendix 6.1)
- promoted through Facebook advertising
- via email notification to subscribers and previous submitters
- through hard copies made available at pop-ups.

#### 2.1.1 POSTCARD

The objective of the postcard was to drive traffic to the website and to the online survey to capture community sentiment on the draft Growth Plan. The postcards were handed out at the community pop-up events to allow people to read about the project and provide feedback at a later date.

#### 2.1.2 ONLINE COMMUNICATION TOOLS

The online engagement survey was promoted through council's Facebook page with geotargeted Facebook advertisements, as well as on the VPA and council websites.

#### The Survey

An online survey was available, which was designed to capture any gaps that the draft Growth Plan may have missed from the local community and key stakeholders.

The survey received 13 responses, all sections were completed by the respondents.



### 2.1.3 COMMUNITY DROP-IN SESSION

Community engagement culminated in three pop-up sessions, which aimed to ascertain whether anything was missed from the draft Growth Plan:

- **Sunday 6 October 2019**
  - 9am – 1pm
    - Shepparton Farmers' Market, Kialla
- **Thursday 24 October 2019**
  - 10.30am – 2pm
    - At Woolworths/Aldi, Mooroopna
  - 3pm – 6pm
    - Vaughan Central, Shepparton (outside Coles and KMART)

For the community drop-in session, A1 boards were prepared to help the community understand the context and the issues and opportunities being explored. These were:

- What is the Shepparton & Mooroopna 2050: Regional City Growth Plan?
- What's included in the draft Growth Plan?
- Summary of actions under each outcome area
- Were the community involved in the development of the draft Growth Plan?
- Interactive "Have we missed anything" A1 board where community members could add sticky notes to key themes, they care about including:
  - open space
  - revitalising Shepparton and Mooroopna
  - future residential and industrial land
  - infrastructure
  - the river and environment
  - ensure agricultural land continues to be productive.
- A table of project collateral including hardcopies of draft Growth Plan, newsletter and postcards.

No one participated in the interactive activity as part of the engagement process, however approximately 250 postcards were handed out to passers-by.





### 3.0 WHAT WE HEARD

We heard from:

- 17 community members
- 5 Agencies
- 13 organisations and community groups

### 3.1 WHAT WE HEARD AND PLANNING RESPONSE

37 written submissions were received, via email and via the online survey. These have been grouped into key themes and a planning response is provided in Table 2. The themes that emerged from the submissions are:

- conflicts between farming and urban uses
- cycling, walking and horse trails
- residential land supply
- industrial land supply
- retail
- infrastructure
- Mooroopna.

**Table 2:** Online submissions received and planning response

Theme:	Condensed Respondent Comments:	Planning response
<b>Conflicts between farming and urban uses</b>	<ul style="list-style-type: none"> <li>• Farming locations next to residential and industrial areas, there are conflicts in relation to noise, traffic and spray from farming practices.</li> </ul>	<p>In response to feedback received during the consultation process, council and the VPA are undertaking the <i>Shepparton East Agricultural Land Options Study</i>. The Study will investigate possible solutions to apparent land use conflict between agricultural uses and urban development in the wider Shepparton East area.</p> <p>Council has commissioned RMCG Pty Ltd, a multi-disciplinary environmental and agricultural consultancy firm, to provide Council and the VPA with advice on the viability of agriculture in the area, comment on possible alternative farm management practices that may be better suited for the land and, critically, comment on appropriate planning responses to the existing land use conflict.</p> <p>This study is expected to be completed by the end of February 2020 and will inform the final Growth Plan.</p>
<b>Cycling, walking and horse trails</b>	<ul style="list-style-type: none"> <li>• When planning for walking and cycle paths, also consider the needs of horse riders and if these paths can be designed for them.</li> <li>• Parks Victoria need to be involved in mountain bike trail planning</li> <li>• Include reference to the Murchison to Rushworth rail trail.</li> </ul>	<p>A reference to the Murchison to Rushworth rail trail will be included in the final Growth Plan.</p> <p>The final Growth Plan will be amended to acknowledge the need to engage with Parks Victoria as part of planning for mountain bike trails.</p> <p>The final Growth Plan will also acknowledge the need to consider horse riders when planning new path infrastructure.</p>

<b>Residential land supply</b>	<ul style="list-style-type: none"> <li>• There should be consideration of development to the east.</li> <li>• There is a need for larger lot sizes in Shepparton and Mooroopna, the Kialla north or Kialla west growth corridors should be given a higher priority to meet this demand.</li> <li>• Kialla Central should be considered for shorter term growth.</li> </ul>	<p>It is anticipated that approximately 350 dwellings per annum are required to accommodate projected population growth.</p> <p>However, the land supply figures and land allocated for growth will be reviewed to ensure the Growth Plan accurately responds to the <i>Residential Land Supply and Demand Assessment</i> (September 2019) that was finalised after the draft Growth Plan was prepared. This identifies a shortage of larger lot sizes and this will be considered in the final Growth Plan.</p>
<b>Industrial land supply</b>	<ul style="list-style-type: none"> <li>• The current zoned industrial land will not be sufficient to 2050.</li> </ul>	<p>Further discussion will be included in the final Growth Plan to acknowledge the development constraints to be addressed to facilitate industrial development.</p>
<b>Retail</b>	<ul style="list-style-type: none"> <li>• Prepare a Structure Plan for the Shepparton North Activity Centre.</li> </ul>	<p>This action will be acknowledged in the final Growth Plan.</p>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• New regional airport</li> <li>• Urgency around the Bypass</li> <li>• More open space should be planned for</li> </ul>	<p>An Action will be included in Outcome 1 to acknowledge the potential to relocate the existing Shepparton Aerodrome.</p> <p>There is sufficient guidance provided in the Growth Plan in the draft Growth Plan in relation to the Bypass and planning for open space.</p>
<b>Mooroopna</b>	<ul style="list-style-type: none"> <li>• Support for the re-development of the Mooroopna hospital site</li> <li>• Increased connectivity within Mooroopna</li> <li>• Upgrade of Mooroopna train station</li> <li>• Expand existing recreation facilities</li> </ul>	<p>Further discussion will be included in the final Growth Plan to address concerns raised by the Mooroopna Community Planning Committee.</p>

## 4.0 REFLECTION AND IMPROVEMENTS

The VPA reviews every engagement event it hosts, to build on success and refine processes that did not meet expectations.

The online submission form allowed community members to leave clear and direct feedback on the Draft Growth Plan. The VPA will consider using this method of engagement again in the future. We received feedback that the A1 display boards with images and information were clear and easy to understand and had a good amount of information on them.

The location of the first pop-up outside of Woolworths in Mooroopna was perhaps a poor location. Few stakeholders stopped to talk, and we received feedback from the store manager of Woolworths indicating that the community members were not keen to talk to us at that location.

This will be improved in the future by better investigation of appropriate locations in consultation with Council. It may also be beneficial to use Eventbrite or another online booking platform to gauge interest with the local community.

New advertising mechanisms will be explored in future projects. We need to ensure community members are attracted to our events to ensure their views are adequately expressed throughout the planning process

Our marketing and communication campaign could have been improved by more effectively harnessing Council social media platforms with engaging digital content. Another factor may have been that this was the second round of consultation on the plan and that it was not sufficiently distinguished from the first round making it clear that new input was being sought from the community.

The final reflection is in relation to the engagement activity at the pop-up events. The activity assumed the general public would have a general understanding of the draft Growth Plan contents. As no one participated in this activity, we will think about simplifying the activities and marketing collateral used at engagement events in the future.

## 5.0 NEXT STEPS

All the feedback and comments received will be considered and will inform the final Growth Plan by April 2020, which will be considered for adoption by council at a future ordinary council meeting.

Following this, a planning scheme amendment will be prepared to make the Growth Plan part of the Greater Shepparton Planning Scheme. This process is likely to commence in mid-2020 and may take up to 12 months to complete. The community will also have an opportunity to provide a submission to this process. It will inform future planning projects and help council advocate for the delivery of identified infrastructure.

## 6.0 APPENDIX

### 6.1 A5 POSTCARD



## 6.2 SURVEY

Home (<https://vpa.vic.gov.au/>) > Shepparton & Mooroopna 2050 – Regional City Growth Plan – Have your say submission form

# Shepparton & Mooroopna 2050 – Regional City Growth Plan – Have your say submission form



The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council is preparing the *Shepparton and Mooroopna 2050: Regional City Growth Plan* to guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

The Growth Plan will be a high-level document that identifies the region's strengths, addresses key challenges and sets a vision to guide growth and development to 2050. The Growth Plan will be used to coordinate, guide and inform the preparation and consideration of future, more detailed local plans and planning processes.

In February 2019, the Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report was released for public comment. Six clear themes emerged from this engagement process. The actions from the Growth Plan that address these themes are identified in the table below.

The draft *Growth Plan, September 2019* document for your review is available here:

- [Draft Shepparton & Mooroopna 2050: Regional City Growth Plan](#)



*Community engagement themes and response in Growth Plan*

Theme	Growth Plan response
Continue to celebrate the open space offerings in the area	<ul style="list-style-type: none"> <li>• Action 2.3.1 to develop an open space strategy</li> <li>• Action 5.2.1 to implement the urban forest strategy</li> <li>• Action 5.4.1 to better align open space with drainage infrastructure</li> </ul>
Renew sites to revitalise Shepparton and Mooroopna	<ul style="list-style-type: none"> <li>• Action 1.3.2 to develop a data base of available development and rental sites</li> <li>• Action 1.4.1 to develop a business case for the health and education hub</li> <li>• Action 3.4.1 to promote opportunities provided by the Activity Centre Zone</li> <li>• Action 3.5.1 to prepare a structure plan for Mooroopna</li> </ul>
Resolve uncertainty around future residential and industrial land supply	<ul style="list-style-type: none"> <li>• Action 1.1.1 to plan for industrial land and advocate for funding for regionally significant infrastructure</li> <li>• Actions 3.1.1 to 3.1.7 to facilitate new housing in identified growth areas</li> </ul>
Support and prioritise the delivery of infrastructure to support growth	<ul style="list-style-type: none"> <li>• Action 1.1.2 to advocate for investment in road and rail infrastructure</li> <li>• Action 1.1.3 to advocate for funding for the GV Link site</li> <li>• Actions 2.1.1 to 2.1.3 to improve pedestrian accessibility</li> <li>• Actions 2.2.1 &amp; 2.2.2 to invest in cycling infrastructure</li> <li>• Actions 4.1.1. to 4.1.4 to support investment in transport infrastructure</li> <li>• Actions 4.2.1 to 4.2.4 to support investment in public transport infrastructure</li> <li>• Actions 4.3.1 &amp; 4.3.2 to support investment in community infrastructure</li> <li>• Actions 6.4.1 to 6.4.4 to invest in sustainable waste management infrastructure</li> </ul>
Improve access to and use of the river and its surrounding environment	<ul style="list-style-type: none"> <li>• Actions 5.3.1 to 5.3.3 to increase recreation opportunities along the Goulburn and Broken River corridors</li> </ul>
Ensure agricultural land continues to be productive	<ul style="list-style-type: none"> <li>• Actions 1.2.1 to 1.2.3 to reinforce the importance of the Goulburn Murray Irrigation District (GMID)</li> </ul>



### Have your say!

The information above identifies how the key themes heard as part of the Key Issues and Opportunities community engagement have been addressed in the Growth Plan. We want to hear if you think we have missed any opportunities associated with these themes, that should be considered for inclusion in the Growth Plan.

Please provide your comments on anything you think we've missed in the comment boxes below. Information on where to look in the Growth Plan for a response to each theme is also provided.

### Privacy

The Victorian Planning Authority values your privacy. Further details regarding privacy can be [found here](https://vpa.vic.gov.au/privacy/).

### Stakeholder contact details

Prefix

First Name \*

Second Name \*

Phone Number \*

Email Address \*

Relationship to the Project \*

- Landowner within the precinct
- Resident within the area
- General interest
- Agency/Organisation
- Other (please specify)

### Postal Address and Landowner address

Address \*

Postcode \*

Suburb \*

State \*

**Ensure agricultural land continues to be productive**

To review the Growth Plan's response to this theme, see page 19 Outcome 1 – A City for the Goulburn Region

**Please provide your feedback below:**

**Continue to celebrate the open space offerings in the area**

To review the Growth Plan's response to this theme, see page 26 Outcome 2 – A City for Liveable Neighbourhoods

**Please provide your feedback below:**

**Renew sites to revitalise Shepparton and Mooroopna**

To review the Growth Plan's response to this theme, see page 34 Outcome 3 – A City of Growth and Renewal

**Please provide your feedback below:**

**Resolve uncertainty around future residential and industrial land supply**

To review the Growth Plan's response to this theme, see page 19 Outcome 1 – A City for the Goulburn Region and page 34 Outcome 3 – A City of Growth and Renewal

**Please provide your feedback below:**

**Improve access to and use of the river and its surrounding environment**

To review the Growth Plan's response to this theme, see page 52 of the Growth Plan Outcome 5 – A City that is Greener & Embraces Water

**Please provide your feedback below:**

### 6.3 FACEBOOK POSTS



**Greater Shepparton City Council**

October 24 at 8:30 AM · 🌐

...

Do you want to have a one-on-one discussion with the Victorian Planning Authority and Council officers about the Draft Shepparton and Mooroopna 2050: Regional City Growth Plan 2019?

Today they will be around Mooroopna and Shepparton so you can have that chance. Head to the link below to find out location and times.



GREATERSHEPPARTON.COM.AU

**Draft Shepparton and Mooroopna 2050: Regional City Growth Plan Sessions**

 Daniel Lim, Michael MacDonagh and 1 other
1 Share

 Like
 Comment
 Share



Write a comment...











**SHEPPARTON AND MOOROOPNA 2050: REGIONAL CITY GROWTH PLAN -  
Community Engagement Summary Report January 2020**

# Shepparton & Mooroopna 2050: Regional City Growth Plan

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## Background Report



July 2020



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# 1 INTRODUCTION

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The Victorian Planning Authority (VPA) and Greater Shepparton City Council (Council) has prepared the *Shepparton & Mooroopna 2050: Regional City Growth Plan* (Growth Plan) to guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

The Growth Plan is a high-level and broad strategy that:

- Sets out the future vision for Shepparton and Mooroopna.
- Guides sustainable future growth and development over the next 30 years.
- Identifies the steps needed to manage growth.
- Defines key projects and infrastructure required to support growth.
- Provides certainty for public and private investment decision making.

The *Shepparton & Mooroopna 2050: Regional City Growth Plan Background Report* (Background Report) should be read in conjunction with the Growth Plan. The Background Report contains complementary information that provides an evidence base for the Growth Plan.

## 2 OUTCOME 1 – A CITY FOR THE GOULBURN REGION

### Relevant documents:

*Hume Region Planning for Freight Pilot (2013)*

*City of Greater Shepparton, Industrial Land Review (2011)*

*Shepparton Residential and Industrial Land Supply Assessment (2019)*

*Shepparton Health and Tertiary Education Precincts Action Plan (2020)*

*Shepparton Irrigation Region Groundwater Management Area Local Management Plan (2015)*

*Regional Irrigated Land and Water Use Mapping in the GMID – Dairy Evaluation (2017)*

*Goulburn Broken Regional Catchment Strategy 2013 – 2019 (2013)*

*Regional Irrigated Land and Water Use Mapping in the GMID – Summary (2017)*

*Cultural Diversity and Inclusion Strategy and Action Plan 2015 – 2018 (2015)*

*Greater Shepparton Multicultural Strategy 2019 – 2022 (2019)*

*Greater Shepparton City Council Reconciliation Action Plan (Reflect) (2019)*

*Shepparton East Agricultural Land Use Options Report (2020)*

### 2.1 Freight

Greater Shepparton has a key role within the Victorian and national freight network.

The major road routes that service Shepparton and Mooroopna are:

- Midland Highway – The Midland Highway links all major regional cities in Victoria. It extends in an arc shape from Geelong to Mansfield connecting Ballarat, Bendigo and Shepparton. It provides the only east-west connection within the immediate vicinity of Shepparton and is heavily used by trucks including B-Double and Higher Mass Limit Trucks.
- Goulburn Valley Highway – Goulburn Valley Highway is a north-south route providing connections between Central New South Wales (NSW) and Melbourne, via Seymour. It travels directly through the major retail precinct of central Shepparton.
- Shepparton Alternative Route (SAR) – The SAR is located on the eastern side of Shepparton and incorporates River Road, Doyles Road and Grahamvale Road. The SAR forms part of the inland freight route to rural NSW and Brisbane.

The road network underscores the role that Shepparton plays in performing a (predominantly eastern seaboard) national freight task. The radial nature of the road network has historically focussed all cross-town freight movements through the central commercial areas of Shepparton and Mooroopna.

Freight is an important sector as Shepparton and Mooroopna accommodate through movements for trucks travelling north as far as Brisbane and east to Bendigo and beyond. There are also a number of freight movements that start their journey in Shepparton to transport food products, both fresh and processed, within Victoria, nationally and internationally. Major industry around Shepparton has focussed its activities to the east of the town which is served by the SAR.

The economy of Greater Shepparton continues to thrive on the back of a number of service, health, food, manufacturing and tourism sectors. Activity in these sectors is placing increased pressure on existing road networks which are trying to accommodate population growth and additional demand for freight movement.

In relation to freight rail, Shepparton is serviced by a rail line linking to Melbourne and Tocomwal to the north. In addition, there are branch lines that link Toolamba to Echuca and Shepparton to Dookie.



## 2.2 GV Freight & logistics Centre (GV Link site)

Council purchased the land for the GV Link site in 2011. GV Link is a modern transport and logistics centre which is being built on a 331 hectare green field site on Toolamba Road, two kilometres south of the Midland Highway at Mooroopna, 4.7 kilometres south west of Shepparton. Current and proposed road and rail infrastructure will enable easy site access now and into the future.

As a modern transport and logistics centre, GV Link has the potential to provide significant benefits for Victoria and the Goulburn Valley including a more efficient supply chain for regional products to market, reduced congestion on roads into and around Melbourne, direct rail access to the Port of Melbourne and easier access to global markets for local businesses. There are three stages identified for GV Link:

- Stage 1 – a general freight and logistics area comprising four allotments.
- Stage 2 – an additional freight and logistics area comprising five allotments.
- Stage 3 – a true intermodal terminal connecting GV Link businesses to streamlined road transport and a high capacity modern rail terminal.

## 2.3 Industry

The current supply of industrial land that services Shepparton and Mooroopna is mainly located in the east of Shepparton and at Lemnos.

The *Industrial Land Review, City of Greater Shepparton* (2011) was an assessment of industrial land use and development in the City of Greater Shepparton, which looked at land supply, transport and other associated issues, options and future requirements.

The Review provided a framework for future site assessment and selection, and makes recommendations on actions to be taken to plan strategically for the best outcomes for industrial development in the municipality. The *Industrial Land Review, City of Greater Shepparton* (2011) was adopted by Council in July 2011 and was implemented through Amendment C162 to the Greater Shepparton Planning Scheme (Planning Scheme). This amendment introduced a number of industrial investigation areas, the areas within the scope of the Growth Plan are identified below:

- Investigation area 7 – Wanganui Road, Shepparton North. This area includes lands on the northern side of Wanganui Road and land owned by Council to the south of Wanganui Road. The land is constrained by flooding and further investigation is required to explore mitigation options to guide any future rezoning of this land. This area could be utilised for industrial uses should an increase in demand occur in the future as the land will be bounded by major transport routes.
- Investigation area 8 – Mooroopna south. All land to the south of Mooroopna in proximity to the GV Link site should be considered for inclusion in the Industrial 1 Zone. This is being held by Council as a long term industrial development option and could be a suitable site for a resource recovery precinct. The impact that the construction of the Goulburn Valley Highway Shepparton Bypass will have on traffic movement and development within the surrounding area will need to be understood.
- Investigation Area 10 – East of Doyles Road, Grahamvale. There are a number of land use interface issues to be addressed in the area. There is a mix of agriculture, residential estates such as Dobson's Estate, and the Shepparton East and Lemnos industrial areas. Further investigation is required in this area following the implementation of the Goulburn Broken Catchment Management Authority's (GBCMA) *Shepparton East Overland Flow Urban Flood Study* (2017). In addition to this, the future role and function of the SAR will need to be known and development to the east is considered inappropriate at this time. Investigations will include issues associated with present industry, potential for expansion of industrial and / or residential uses and developments, future servicing requirements and agricultural impacts.
- Investigation Area 11 – Lemnos contains a strong cluster of transport and warehousing businesses. This investigation area is intended to complement and provide for the expansion of industry in this area. It is important to note that only the site owned by Campbells Soups Australia Pty Ltd is connected to reticulated sewerage. Future industrial development in this area should be provided with reticulated services.

The *Urban Development Program 2011: Regional Residential Report City of Greater Shepparton* (UDP) (2011) was undertaken by Spatial Economics Pty Ltd to provide an analysis of the supply and demand for residential and industrial land across the municipality.

It was commissioned as part of a state-wide program by the Department of Planning and Community Development in conjunction with Council. Spatial Economics Pty Ltd also updated the UDP with new data in 2015, resulting in the report known as the *Shepparton Residential and Industrial Land Supply Assessment* (2016).

Since the 2016 update, the consumption of industrial land in Greater Shepparton has exceeded expectations, due to uptake by large scale users. In addition, key residential growth areas in Shepparton and Kialla are now approaching their full capacity. A further update to the UDP is necessary to ensure that an adequate supply of residential and industrial land for the next 15 years is maintained.

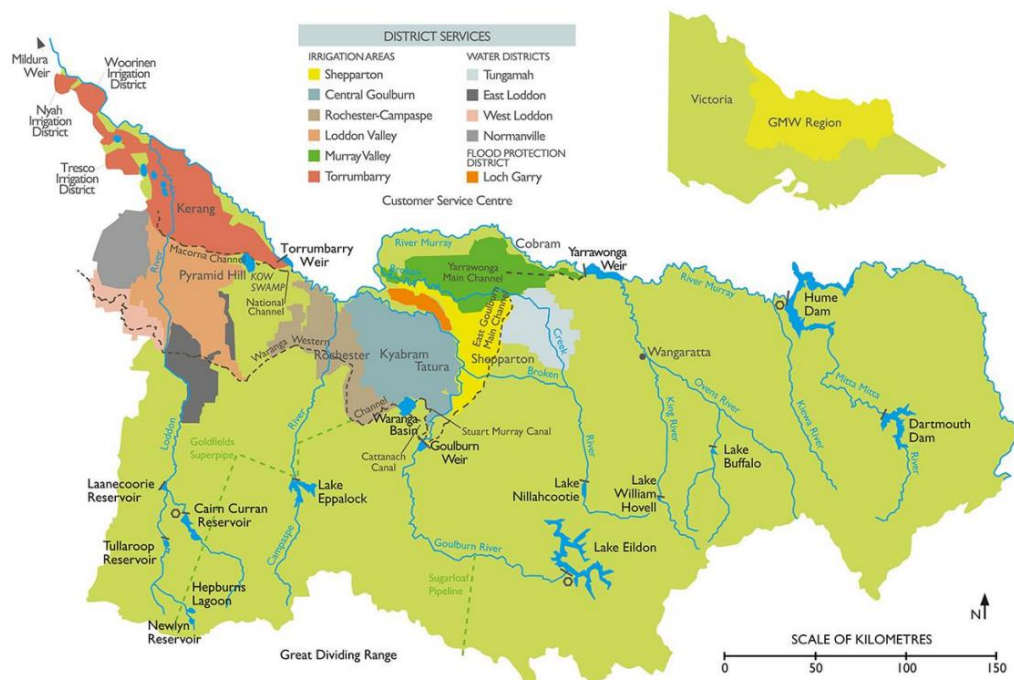
The *Industrial Land Supply & Demand Assessment* (July 2019) provided an update on industrial land supply and consumption and identifies the need for additional industrial land.

## 2.4 Goulburn Murray Irrigation District (GMID)

The Goulburn-Murray Irrigation District (GMID) system is the largest irrigation system in Victoria. It covers 9,950 square kilometres and accounts for more than 70% of water stored in Victoria and almost 90% of water used in irrigation across the State.

The GMID is made up of the Shepparton, Central Goulburn, Rochester-Campaspe, Loddon Valley, Murray Valley and Torrumbarry Irrigation Areas as identified in **Figure 1**.

Figure 1 GMID irrigation areas and G-MW region map



### 2.4.1 Goulburn Murray Irrigation District Master Plan

Initiated by the Goulburn Regional Partnership, the master plan is designed to explore the opportunities for long-term growth and prosperity across the GMID, and how this might be achieved. The Master Plan seek to develop a strategy that builds upon the resilience of the GMID through guiding the growth and development of the social, economic and environmental sustainability of the GMID into the future and delivers clear actions for implementation to ensure that the Master Plan will benefit the GMID communities going forward.

It particularly aims to address the challenges facing the GMID over the coming decades such as reduced water availability for agricultural production, high infrastructure renewal and maintenance costs, ongoing structural

adjustment, pressures on natural resources, and demographic shifts. There will also be a strong focus on mitigating the impacts of climate change and globalisation.

Once completed, the Master Plan will provide GMID decision-makers and surrounding communities with a planned approach to the future, in addressing the challenges and taking advantage of the opportunities, leading to better outcomes and stronger, more resilient communities.

This project will be led by the Goulburn Regional Partnership, with assistance and input from Regional Development Victoria (RDV) and other key government agency stakeholders as required. The Goulburn Regional Partnership was established in 2016 by the State government to provide a regional voice directly to government. RDV is a statutory agency of the Department of Jobs, Precincts and Regions.

### 2.4.2 Goulburn-Murray Water (G-MW)

G-MW is a statutory Corporation constituted by Ministerial Order under the provision of the *Water Act 1989*. Under this Act G-MW provides, manage and operate irrigation districts, water districts and water management districts.

G-MW manages both regulated and unregulated river systems that flow into the Murray and administers groundwater within this area. G-MW has over 25,000 customers and provides over 39,000 connections in a region of 68,000km. The region G-MW is responsible includes the GMID in addition to a broader area (see **Figure 1**).

In relation to development, G-MW is interested in the impact of development on:

- Surface water and groundwater:
  - quality
  - use
  - disposal
  - G-MW infrastructure
  - G-MW services.

As identified in **Figure 1**, to the east of Shepparton is the Shepparton Irrigation District and to the west is the Central Goulburn Irrigation District, there are separate water service committees that operate in these areas as identified in **Figure 2**. The water service committees are made up of customers from the region and help G-MW better understand issues facing customers.

G-MW is delivering the \$2 billion Connections Project, funded by the Victorian and Commonwealth governments. This is the most significant upgrade to the region's irrigation infrastructure in its 100-year history and is the largest irrigation modernisation project in Australia. This project will automate much of the water delivery network, replace ageing irrigation infrastructure, meet measurement compliance requirements and ensure equitable access to maintain the true value of water while also reducing the GMID footprint, making water use sustainable and preparing for future challenges and opportunities.

### 2.4.3 Goulburn Broken Catchment Management Authority (GBCMA)

The GBCMA works with communities and government agencies to manage activities to protect and improve the catchment's land, water and biodiversity. This work is guided by a Regional Catchment Strategy (RCS) which is the *Goulburn Broken Regional Catchment Strategy*. This Strategy guides efforts to sustain and restore the region's natural environment and the communities that rely on healthy waterways, landscapes and biodiversity to remain prosperous and vibrant.

The catchment area for the GBCMA is identified in **Figure 2**, which identifies Shepparton as being within the "Agricultural Floodplain" district. There is some overlap with the catchment area of the GBCMA and the GMID boundary.

The *Goulburn Broken Regional Catchment Strategy* details strategic priorities along with management measures and possible actions, some notable priorities include:

- Creating opportunities for community leaders to contribute to water policy.
- Prioritising the protection of waterway and wetlands within the modernised irrigation deliver system.
- Modernising water delivery on irrigated land to provide ecological and productivity benefits.
- Delivering farm planning to integrate ecological and agricultural productivity benefits.
- Researching costs and benefits of new options for farm production, such as energy.
- Working with landholders to protect and improved biodiversity on farms and build understanding of its contribution to sustainable and profitable farming.
- Planning and implement flood, fire and drought response and recovery.

Figure 2 Goulburn Broken Catchment Authority catchment area



## 2.5 Irrigated land and agriculture

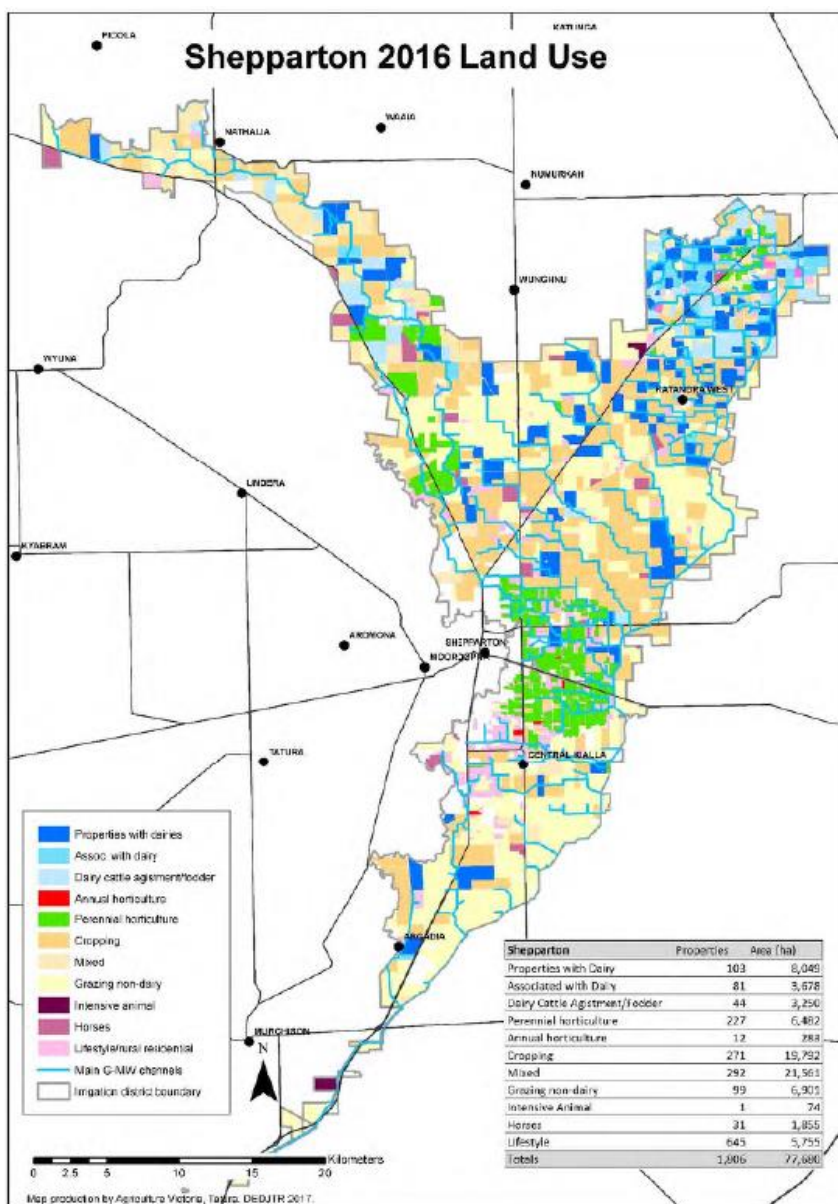
Shepparton and Mooroopna are located on the lower floodplain of the Goulburn Broken Catchment which means the soil is rich making the Goulburn Valley region one of the most productive agricultural regions and food bowls in Victoria. Approximately 25% of the total value of Victoria's agricultural production is generated in the Goulburn Valley region.

Agriculture is central to the economy of Greater Shepparton and Victoria as a whole. Primary agricultural industries in this region include dairy, horticulture, viticulture, livestock production (beef, sheep, goats, pigs and poultry), cropping, timber production and aquaculture.

Greater Shepparton’s farm gate gross value for agricultural production in 2001 was over \$400 million and one of the highest in the Goulburn Broken Catchment. This reflects the intensity and diversity of agricultural production that irrigation permits in a relatively low rainfall area. It also explains why 20 or more major food processing companies are located in and around Shepparton.

Shepparton and Mooroopna are located on the agricultural floodplains within the Goulburn Broken Catchment, so it is essential to preserve and support the industries that rely on these floodplains to secure the economic prosperity and stability of the Greater Shepparton region. **Figure 3** shows the Shepparton Irrigation Area boundary and land use extent.

Figure 3 Shepparton Irrigation Area and land uses.



### 2.5.1 Dairy

Dairy is the second most extensive land use in the GMID and accounts for around half of the irrigation water used, with the remaining used by perennial and annual horticulture, cropping and mixed farming. In summary:

- The GMID dairy industry remains an extensive land use in the GMID, as such it is a critically important component of the regional economy.
- Dairy supports more than 4,000 people working on farms supplying 16 regional processing facilities which in turn provides more than 3,000 jobs across several towns. In addition GMID dairy supports other services such as vets, dairy machinery and irrigation equipment specialists, agricultural stores, financial services and agronomists.
- In 2015 –16, the GMID produced more than 1,700 million litres of milk with a farm-gate value of more than \$740 million, an estimated \$595 million of the farm-gate value was reinvested back into the local economy.
- Dairy farms have embraced the opportunity to upgrade their irrigation infrastructure over the last five years, with 65.3% undertaking works.
- Of the dairy farmers surveyed, 46.3% had received funding from Commonwealth Government programs such as the On-Farm Irrigation Efficiency Program or State programs.
- Approximately 75% of GMID dairy farmers agreed their property would still be irrigated in the next five years.

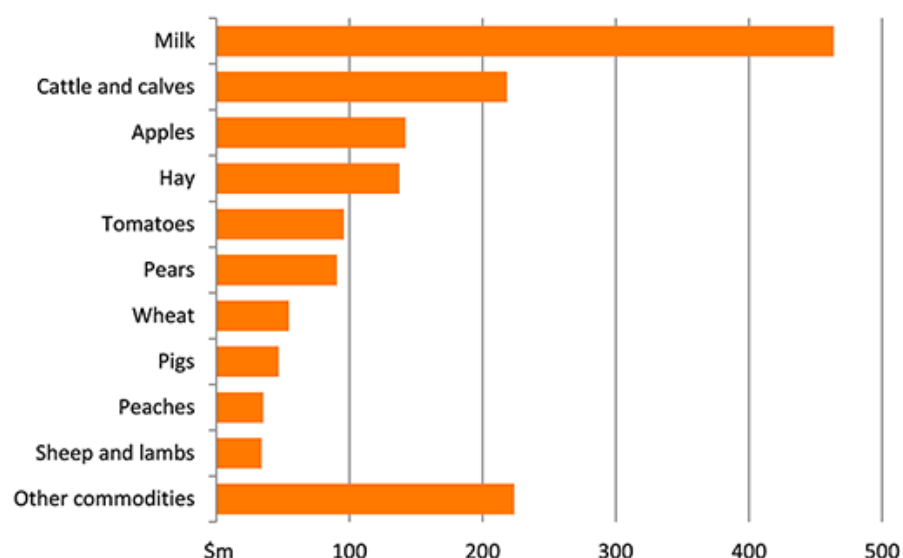
### 2.5.2 Orchards and fruit growing

Orchards and fruit growing play a key role in Shepparton and Mooroopna. They not only significantly contribute to the economy, but also have an important impact on character of the area. Mooroopna is known as the 'Fruit Salad City' and Shepparton is famous for being the home of SPC, the global canned fruit brand.

The most important commodities in the Shepparton region based on the gross value of agricultural production were milk (\$464 million), followed by cattle and calves (\$218 million) and apples (\$142 million). These commodities together contributed 53 per cent of the total value of agricultural production in the region. In 2016 –17 the Shepparton region accounted for 95 per cent (\$91 million) of the total value of Victoria's pear production. This means that along with dairy, fruit-growing is amongst the most important contributors to Victoria's economy.

Apples, tomatoes, pears and peaches had the highest value for agricultural production in 2016 – 17 as shows in **Figure 4**.

Figure 4 Value of agricultural production Shepparton region, 2016 – 17



## 2.6 Health and Tertiary Education

The health and tertiary education sectors are key components of the local economy, attracting visitors and providing opportunities for local residents. The *Shepparton Health and Tertiary Education Precincts Action Plan* (February 2020) (Action Plan) provides a framework to attract and align investment to grow Shepparton as a health and tertiary education destination. It aims to support the expansion of important health and tertiary education facilities, leading to increased employment opportunities and improved service provision for the benefit of the wider community.

There are two clusters of health and tertiary education facilities in Shepparton (See **Figure 5**). The first cluster is referred to as the Shepparton CBD Health and Tertiary Education Hub (CBD Hub).

The CBD Hub comprises La Trobe University, the Goulburn Ovens Institute of TAFE (GoTAFE) and Goulburn Valley Health (GV Health) Community Health Services infrastructure. There are also emerging health facilities including Genesis Care Radiation Therapy Centre at the corner of Edward Street and Corio Street.

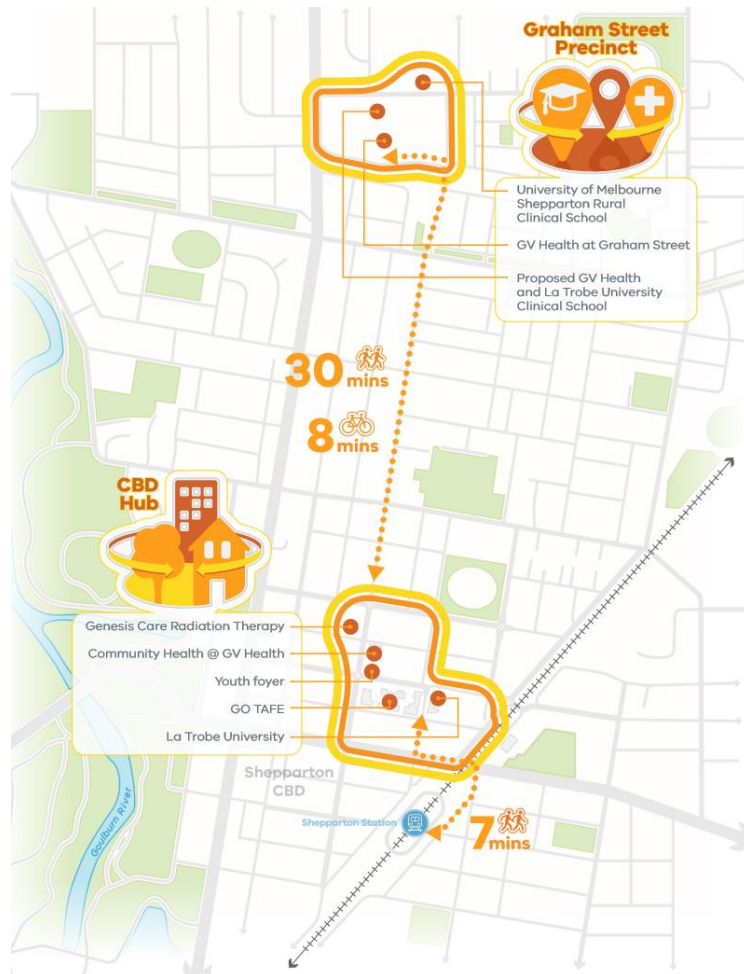
The second cluster is referred to as the Graham Street Health and Tertiary Education Precinct (Graham Street Precinct). GV Health's Graham Street Campus is the major acute referral hospital for the sub region and provides a range of acute, subacute, mental health, aged, primary health and community services across the Goulburn Sub-Region within the Hume Region and southern NSW Riverina. The University of Melbourne Shepparton Rural Clinical School is also located at Graham Street providing facilities and accommodation to support medical students in a rural placement.

There is potential for a second clinical school to be located at Graham Street. The proposed GV Health and La Trobe University Clinical Health School will support the expansion of local clinical training to create career opportunities and pathways for graduates and existing staff within GV Health. There is a willingness from GoTAFE to partner in this.

The CBD Hub and the Graham Street Precinct offer different health and education services and complement each other.

The need for a co-ordinated and collaborative approach to Health and Tertiary Education, as set out in the Action Plan, has become increasingly important due to investment in the CBD Hub with the planned extension of the facilities at GoTAFE, La Trobe University and the expansion of GV Health services at Corio Street. In addition, there has been significant investment in health and the potential for the expansion of health-related tertiary opportunities at the Graham Street Precinct.

Figure 5 health and tertiary education facilities



## 2.7 Reconciliation Action Plan

The *Greater Shepparton City Council Reconciliation Action Plan (Reflect)* (July, 2019) is an internal organisational plan that outlines Council's commitment to reconciliation and to ensuring Aboriginal and Torres Strait Islander Peoples and cultures are respected, acknowledged and celebrated.

Council worked with Reconciliation Australia over a lengthy period to draft the Plan, which now has Reconciliation Australia endorsement. The Plan was endorsed at the Ordinary Council Meeting held on 18 June 2019. The Plan is a 'Reflect' plan that enabled Council to reflect upon the work it has been doing over many years, and to identify opportunities that better benefit Aboriginal and Torres Strait Islander Peoples and the broader community.

The Plan has a strong focus on truth telling. It contains some information about the distressing and uncomfortable events that happened in the local area, as well as throughout Australia. Council feels acknowledgement of the true history of Australia must occur before true reconciliation can be achieved. The Plan contains actions in the areas of Relationships, Respect, Opportunities and Governance and Tracking Progress.

The Reflect Plan is expected to last for one year in duration, and Council are working to progress to the next level, Innovate. It is hoped the Plans convey a strong message to the community and Council staff that Council is serious about reconciliation and will further its positive work in this area.



The Reconciliation Action Plans will help achieve Council's vision for a future where Aboriginal and Torres Strait Islander Peoples have equitable access, inclusion and opportunities, and where Aboriginal and Torres Strait Islander Peoples' cultures are honoured and respected.

## 2.8 Multicultural Strategy

The *Greater Shepparton Multicultural Strategy 2019 – 2022* (2019) sets a vision to promote and facilitate good multicultural practice and leadership within and across the municipality. The strategy includes an Action Plan that focuses on the delivery of actions in three priority areas:

- valuing cultural diversity
- accessing opportunity
- enabling contribution and participation.

The strategy seeks to improve the wider community's awareness and understanding of the economic, educational, social and cultural benefits of multiculturalism.

Council adopted the Strategy at the March 2019 Council Meeting.

### 3 OUTCOME 2 – A CITY OF LIVEABLE NEIGHBOURHOODS

#### Relevant documents:

*Neighbourhood Liveability Assessment of Shepparton: The application of indicators as evidence to plan for a healthy and liveable regional city* (RMIT, 2018)

*Neighbourhood Walkability Checklist. How walkable is your community?* (Heart Foundation, 2011)

*Greater Shepparton Townships Framework Plan Review* (2018)

*Greater Shepparton Cycling Strategy 2013 – 2017* (2013)

*RiverConnect Paths Master Plan* (2015)

*Hume Region Significant Tracks and Trails Strategy 2014 – 2023* (2014)

#### 3.1 Liveability

The Healthy Liveable Cities Group at RMIT developed a Neighbourhood Liveability Assessment of Shepparton and concluded Shepparton provides a high level of liveability in many areas, particularly the central area of town, the indicator results support this including:

- Good access to services of daily activity, services for older people, GPs and supermarkets in the centre of town.
- High levels of local employment across the outer areas of town.
- Two train stations with access to capital cities.
- A walkable centre of town.
- Good access to public open space in many neighbourhoods in Shepparton.
- Good school walkability but only for schools located in the northern end of the town.

The liveability index identified issues that require further exploration to improve the liveability of Shepparton, these include:

- A large proportion of lower income households (lowest 40% of household incomes) experiencing housing stress.
- The need for greater housing diversity in the outer areas of town with current housing diversity largely only available in the centre of town.
- Low levels of Year 12 or VCA completion rates in young adults aged between 18 – 24 years with less than 50% of young adults holding this level of education in a number of neighbourhoods.
- Poor access to supermarkets and associated fresh fruit and vegetables in the outer areas of town.
- An annual EGM gambling expenditure of over \$16 million during the 2016 financial year and over 900 recorded incidents in the Shepparton postcode across a 1 year period.
- Reduced access to public transport and services across the outer neighbourhoods of town particularly in Grahamvale, Shepparton East and Orrvale.
- Reduced public transport and services across the outer neighbourhoods or town, particularly in Grahamvale, Shepparton and Orrvale.

### 3.1.1 Walkability

The Healthy Liveable Cities Group from RMIT suggests that 800 metres is a good distance for supermarket access. A large amount of Shepparton and Mooroopna's community is within 800 metres of a supermarket; however the residents living on the outer southern, northern and eastern areas of the city have greater distances to travel. Increased walking distances needed to access supermarkets contributes to car dependency and decreased walkability.

Improved streetscape amenity can enhance the walking environment; the following items are some examples from the Heart Foundation's checklist for a walkable community:

- Are there trees along the route to provide shade and a pleasant environment?
- Are the street frontages interesting and attractive?
- Is the neighbourhood free from litter and broken glass?
- Do the footpaths all link up with no missing segments?
- Are there drinking fountains in parks or open space?
- Are there places to shelter from rain or hot sun?
- Can you see other people around as you walk?
- Is the wait at pedestrian lights reasonably short?
- Do you feel safely separated from road traffic?

Figure 6 and 7 show opportunities to invest in infrastructure as outlined by the Heart Foundation checklist to encourage residents and visitors to walk as a mode of transport.

Figure 6 Walkable catchment to schools, train stations and local activity centres

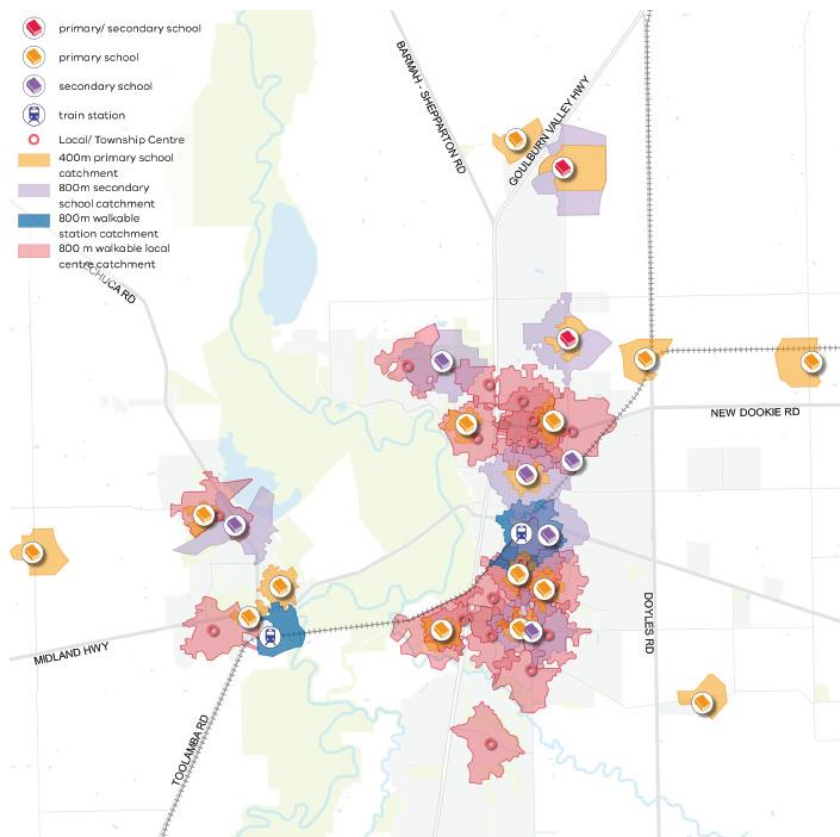
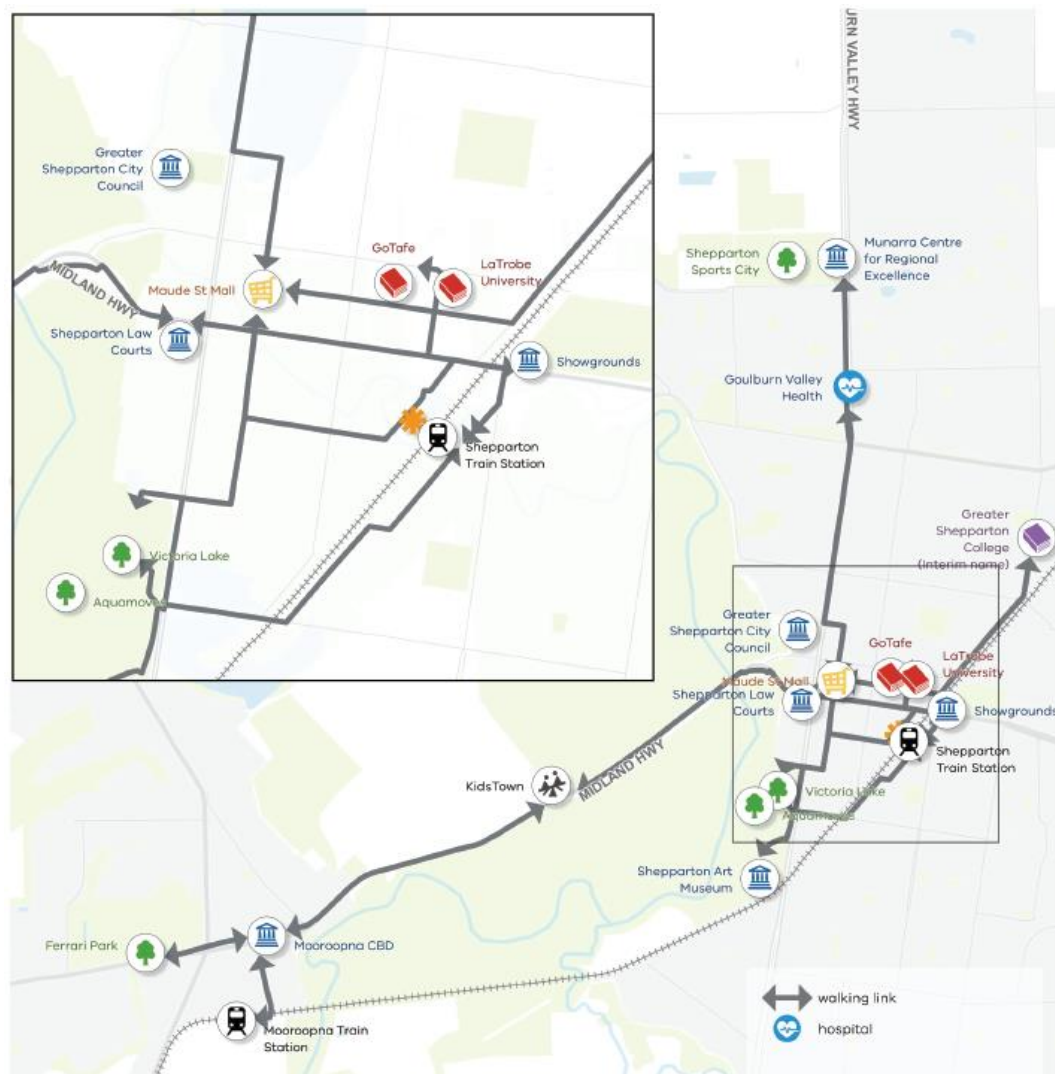


Figure 7 Key pedestrian links to destinations



### 3.1.2 Cycling

The *Greater Shepparton Cycling Strategy 2013 – 2017* (2013) sets the current vision for cycling infrastructure in Greater Shepparton. This document requires updating to account for infrastructure that has been built and prioritise future investment.

The Growth Plan identifies a number of opportunities to strengthen Shepparton and Mooroopna as a cycling destination. These are discussed in the Growth Plan and include investment in the Shepparton BMX track, the Shepparton Regional Park, Mount Major Mountain Bike Course and the Shepparton to Seymour trail via Nagambie.

## 3.2 Community Planning Program

Council is committed to developing community plans for small towns, localities and neighbourhoods.

A Community Plan is a written document that identifies a community's strengths and outlines how those strengths can be utilised to build capacity and enable empowerment for the future. A Community Plan captures the priorities a community has identified are important to a strong future.

The Community Plan process involves community representatives engaging their community through consultation, in order to gain their views on future opportunities for their town, locality, or neighbourhood. A Community Plan belongs to the community and Council aims to work to assist the community to implement the relevant areas of the plan by providing advice and information on engaging stakeholders and seeking funding from Council, governments, and other sources.

### 3.3 Greater Shepparton Townships Framework Plan

The *Greater Shepparton Townships Framework Plan Review (2019)* focuses on the nine townships that the *Greater Shepparton Housing Strategy (2011)* provided framework plans for. The purpose of the review is to complement and build upon the work undertaken through the Housing Strategy in 2011, and to update the framework plans for each of the townships within the municipality.

The outcome of this work will be the revised framework plans for the townships, to be implemented through Amendment C212.

The townships that are included in the Review are:

- Congupna
- Dookie
- Katandra West
- Merrigum
- Murchison
- Tallygaroopna
- Tatura
- Toolamba and Old Toolamba
- Undera.

The Housing Strategy also provided a framework plan for Shepparton East. At the commencement of the Growth Plan project there was a proposal to consider Shepparton East as part of the Growth Plan project boundary. As the project evolved, the focus was directed to the urban areas of Shepparton and Mooroopna and Shepparton East was not included in the Growth Plan project boundary. Shepparton East has not experienced substantial change since the preparation of the Housing Strategy and, as such, its anticipated that no major changes are required to the framework plan in the short term. However, there is a need to confirm this via a review and implement the framework plan into the Planning Scheme.

Any future updates to the Shepparton East framework plan will be picked up by the review of the *Greater Shepparton Townships Framework Plan Review (2019)*.

### 3.4 Electronic Gaming Machines (EGMs)

The prevalence and location of EGMs was identified by the Healthy Liveable Cities Group from RMIT as something to improve on for the liveability of residents. Five major venues with EGMs are located in the centre of Shepparton, one to the south near Kialla, and another venue is located in Mooroopna. All venues are located within, or in very close proximity of a neighbourhood identified as having the highest level of socio-economic disadvantage in Victoria. In total, approximately \$16.4 million was expended on EGMs in Shepparton between July 2016 and June 2017.

A number of councils have prepared gaming policies and implemented these in the local planning section of their respective planning schemes. Generally, the objectives of these policies are similar and include to:

- Minimise the harms that arise from gaming.
- Discourage new gaming machines in vulnerable or disadvantaged area.
- Minimise opportunities for convenience gaming.

- Locate gaming machines where the community has a choice of non-gambling entertainment or recreation activities with the gaming venue and local area.
- Protect the amenity of areas surrounding gaming venues.

Examples of Gaming policies to refer to include City of Ballarat and Cardinia Shire Council.

## 4 OUTCOME 3 – A CITY OF GROWTH AND RENEWAL

### Relevant documents:

*Greater Shepparton Housing Strategy (2011)*

*Greater Shepparton Affordable Housing Strategy 2020 – Houses for People (2020)*

*Mooroopna West Growth Corridor Structure Plan (2009)*

*Mooroopna West Growth Corridor Development Contributions Plan (2009)*

*Shepparton North East Precinct Structure Plan (2019)*

*Shepparton North East Development Contributions Plan (2019)*

*Shepparton East Agricultural Land Use Options Report (2020)*

### 4.1 Housing Strategies

The *Greater Shepparton Housing Strategy (2011)* has informed the planning of growth areas in Shepparton and Mooroopna. This includes the Shepparton North and South growth corridors; development of these corridors is nearing completion. The Housing Strategy has also informed the development of additional growth corridors: Mooroopna West, Shepparton North East and Shepparton South East.

The Housing Strategy also identified a number of investigation areas as having potential for residential or industrial development. These areas were included in the Planning Scheme by Amendment C93.

The *Greater Shepparton Affordable Housing Strategy: Houses for People (2020)* has emphasised the need for diversity of housing types and sizes in residential growth corridors, to cater for evolving changes in demographics, household configuration and lifestyle preferences.

#### 4.1.1 Residential investigation areas

The Planning Scheme provides guidance for the development of and reflects the status of investigation areas. The investigation areas that are within the scope of the Growth Plan are identified in **Table 1**.

**Table 1** Residential Investigation Areas

Investigation area	Overview from Greater Shepparton Planning Scheme	Status
1 – Kialla Paceway & Shepparton Greyhound racing environs	This area surrounds and includes the greyhound and trotting facilities and is directly adjacent to the Shepparton South Growth corridor. There is potential to extend services to this land. However, future residential development within this area will be dependent on amenity issues such as lighting, noise, odour and dust being addressed to ensure that the long term interests of the racing facilities are protected.	Identified for development as part of Amendment C199, gazetted on 15 March 2019.  This Amendment supported a mix of low density residential and equine related activities.
2 – Raftery Road, Kialla	The land is adjacent to the Shepparton South Growth Corridor and is situated between the Seven Creeks and Goulburn River corridors. Development is currently restricted by the 8ha	Identified in the Growth Plan for residential development.

	minimum lot size under the Rural Living Zone. Higher density development is dependent on issues relating to servicing, flooding and the environmental assets of the two river corridors being resolved.	
3 – Adams Road area, Kialla	This area is directly adjacent to the Kialla Lakes Estate though is significantly impacted by flooding. The potential to develop this land to a more intensive residential use is dependent on this issues being resolved.	Identified for development as part of Amendment C195, gazetted on 17 August 2017.  This Amendment rezoned the land to the Urban Growth Zone. A PSP and DCP will need to be prepared.
4 (also identified as investigation area 10) – East of Grahamvale Road	There are a number of land use interface issues to be addressed in this area. There is a mix of agriculture, residential estates, such as Dobson’s Estate, and the Shepparton East and Lemnos industrial areas. Further investigation is required in this area following finalisation of the Industrial Strategy. Investigations will include issues associated with present industry, potential for expansion of industrial and / or residential uses and developments, future servicing requirements and agricultural impacts.	Identified in the Growth Plan as not being suitable for residential or industrial development and reinforces as forming part of the Goulburn Murray Irrigation District as productive farm land.

## 4.2 Existing Growth Areas

### 4.2.1 Mooroopna West Growth Corridor

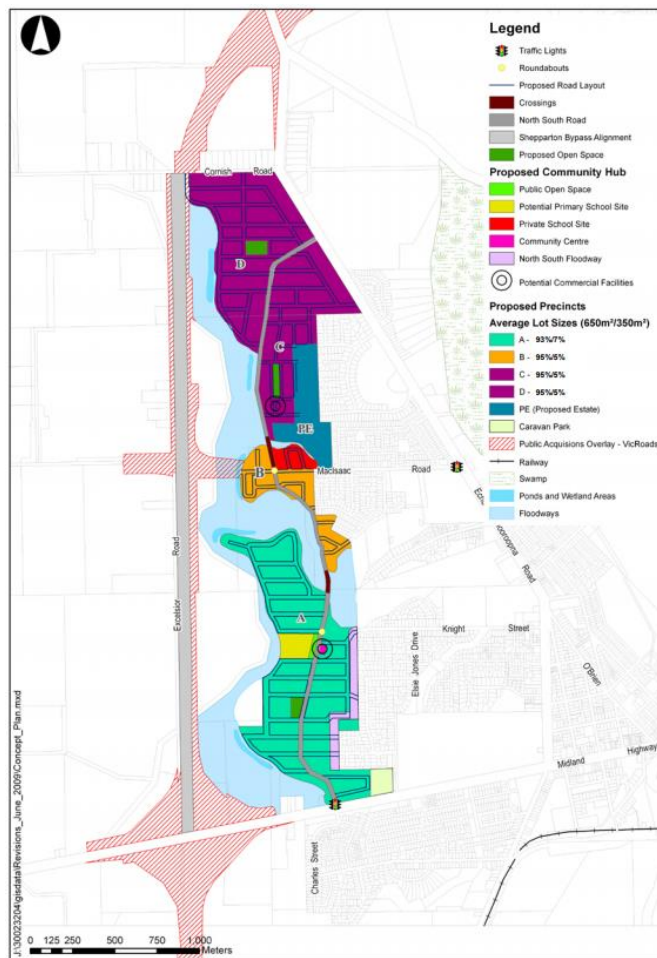
The Mooroopna West Growth Corridor comprises 260 hectares of developable land and is bound by the established urban area of Mooroopna to the east, Cornish Road to the north, the proposed Goulburn Valley Highway Shepparton Bypass reservation along Excelsior Avenue to the west and the Midland Highway to the south. Development of this corridor has commenced and is it predicated to support a residential population of approximately 4,000 based on a total lot yield of 1,600 lots.

Planning for this corridor is guided by the *Mooroopna West Growth Corridor Structure Plan* (2009) and *Mooroopna West Growth Corridor Development Contributions Plan* (2009).

The proposed Structure for Mooroopna West is identified in **Figure 8**.



Figure 8 Mooroopna West Growth Corridor Development Plan



#### 4.2.2 Shepparton North East Growth Corridor

The Victorian Planning Authority (VPA) in partnership with Council has prepared the *Shepparton North East Precinct Structure Plan* (NEPSP) and *Shepparton North East Development Contributions Plan* (NEDCP). The PSP applies to approximately 177 hectares of land to the north east of the Shepparton CBD and is generally bound by Ford Road to the north, Grahamvale Road (SAR) to the east, a G-MW drainage reserve to the south and Verney Road to the west.

The PSP will deliver approximately 1,500 dwelling and cater for a population of 4,000 people.

The Future Urban Structure for the Precinct can be seen in **Figure 9**.

Figure 9 Shepparton North Future Urban Structure



#### 4.2.3 Shepparton South East Precinct Structure Plan

The VPA and Council are preparing the Shepparton South East Precinct Structure Plan (SEPSP) and South East Development Contributions Plan (SEDCP) which applies to approximately 385 hectares of land to the south east of the Shepparton CBD. The Precinct is bound by the Midland Highway (Benalla Road) to the north, Doyles Road (SAR) to the east, Broken River to the south and existing residential development to the west.

Once fully developed, it is anticipated that the SEPSP will accommodate approximately 2,500 lots and cater for a population of 6,000 people. The SEPSP is being finalised and it is anticipated that it will be placed on public exhibition in early 2020.

## 4.3 Future Growth Areas

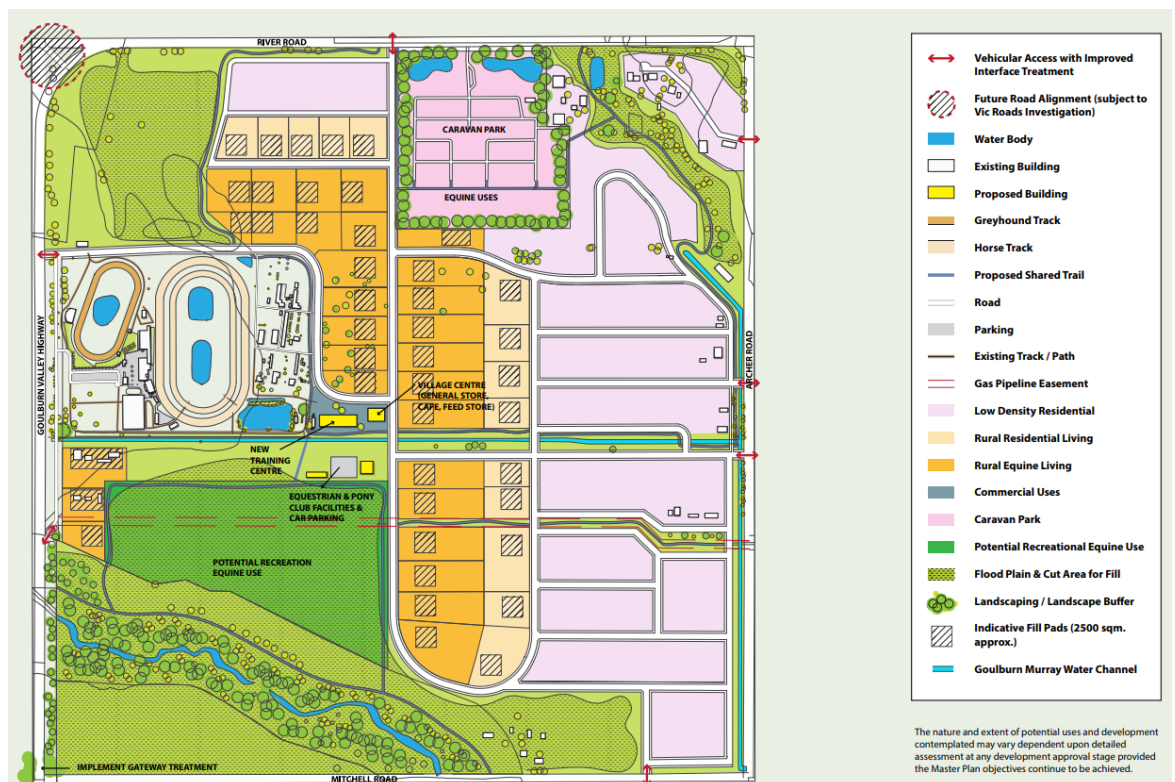
### 4.3.1 Kialla Raceway Development (previously Investigation Area 1)

A Master Plan was prepared for Investigation Area 1 and adopted by Council on 17 October 2017. Amendment C199 implemented the findings of the Master Plan into the Planning Scheme and was gazetted on 15 March 2018. The Master Plan is the first stage of strategic work which supports a mix of low density residential and equine related activities.

The Master Plan can be seen in **Figure 10**.

This area is now identified as the Kialla Raceway Development for development in the medium term (5 – 10 years). This growth area has the potential to deliver approximately 350 dwellings.

Figure 10 Master Plan for Kialla Raceway development



### 4.3.2 Kialla West Growth Corridor (previously Investigation Area 2)

Investigation Area 2 applies to an area of land along Raftery Road in Kialla. The land is adjacent to the Shepparton South Growth Corridor and is situated between the Seven Creeks and Goulburn River corridors. This Investigation Area is currently unresolved in the Planning Scheme. The Growth Plan affirms this as an appropriate location for development subject to a more detailed planning process. This Growth Area has the potential to deliver approximately 800 dwellings.

### 4.3.3 Kialla North Growth Corridor (previously Investigation Area 3)

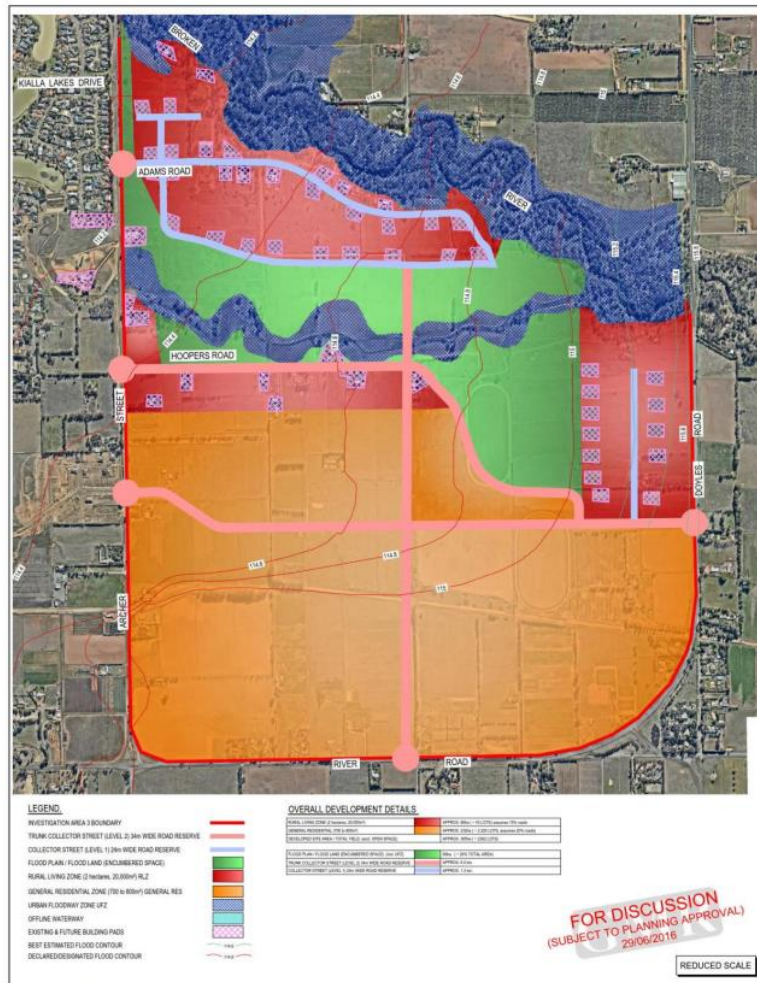
This area is directly adjacent to the Kialla Lakes Estate though it is significantly impacted by flooding. A model of flood behaviour and conceptual master plan were prepared, which informed a planning scheme amendment to identify this land for residential development. Amendment C195 rezoned Investigation Area 3 to the Urban Growth Zone Part A to safeguard the area for future development as a strategic residential growth corridor.

The Growth Plan affirms this as a location suitable for development. A precinct structure plan and development contributions plan will need to be prepared to facilitate the development of the land.

The Precinct is anticipated to deliver approximately 2,000 dwellings and cater for a population of approximately 5,000 people.

The Master Plan for the site is identified in **Figure 11**.

**Figure 11** Master Plan for Kialla North Growth Corridor



#### 4.3.4 Long term future growth

The Kialla Central area, Radio Australia Site and Shepparton Airport are identified for long term future growth. It is not expected that these areas will develop for 10+ years.

### 4.4 Investigation Areas 4/10 – East of Doyles Road

The location of investigation areas 4/10 is located to the east of Doyles Road outside of the current settlement boundary as shown in **Figure 12**. As outlined in the Growth Plan, this area has not been shown for development and is being reinforced as important agricultural land. This is supported by the *Shepparton East Agricultural Land Use Options Report* (2020), which concluded the following key findings:

- Shepparton East has an ideal combination of natural attributes for high-value agriculture, including excellent soil types, Mediterranean climate and access to a secure supply of high-quality water.

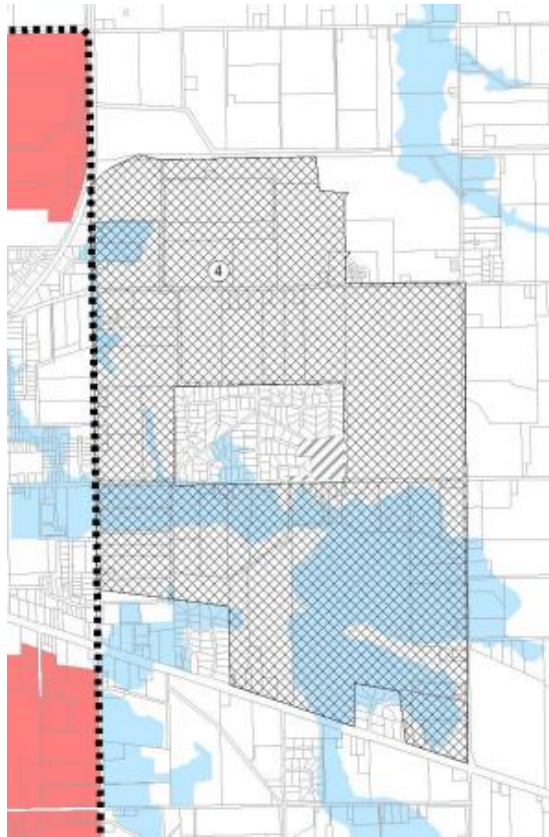
- Farm businesses are establishing new orchards affirming the productive potential of the area.
- The irrigation network servicing Shepparton East has largely been modernised which facilitates farm amalgamation, adaptation to climate change, and adoption of new technology practices.
- There are some residential and industrial land uses adjacent to Shepparton East, while not ideal from a land use conflict risk point of view, the residential estates are contained and well defined.
- Complaints regarding noise from the use of scare gun and gas guns in Shepparton East are received by Council from residential neighbours from time to time. There have been no ongoing disputes.
- EPA guidelines provide clear standards and thresholds for operation of farm machinery, frost fans and scare guns and from the low number of complaints it would appear that farmers are operating within the guidelines. The risk assessment did not identify any high priority risks that reduce the viability of agriculture in Shepparton East.
- Based on the current land ownership and a comparison with industry statistics, farm businesses in Shepparton East are considered to be at the smaller end of the spectrum of farm business sizes.
- An assessment of farm size, land values, land use conflict and planning policy on the viability of farming in Shepparton East found that farm size to be the most significant factor currently impacting farm viability.
- The biggest barrier to increasing farm scale is the uncertainty created by ambiguous planning policy, in particular the identification of Shepparton East as investigation areas for residential and industrial development. If agriculture is to be maintained in Shepparton East, it is critical that businesses are able to increase scale, by increasing the size of the farm, switching to higher value horticultural commodities or more intensive production systems such as protected horticulture.

The preparation of the Study by RMCG included a significant amount of research and analysis. A community workshop was also held which land owners from the Shepparton East were able to attend, a survey was conducted in addition to phone interviews.

A number of physical and land use constraints were also considered to determine that this land is not suitable for urban development:

- according to the *Shepparton East Overland Flow Urban Flood Study (2017)*, a large portion of the site is subject to overland flooding.
- as part of the G-MW Connections Program, there has been considerable investment in irrigation infrastructure to support the current farming practices and reinforce the land as forming part of the GMID.
- according to usage data from G-MW, the majority of land holdings are still accessing irrigation infrastructure and actively farming their land.
- the SAR is adjacent to the site on the western boundary and is a major freight route. This road is identified for potential duplication and is considered a logical eastern growth boundary for the city.
- Land supply areas can be accommodated within the settlement boundary without the need to open up a precinct in the east.

Figure 12 Location of Investigation Areas 4/10



## 4.5 Infill Development

The *Shepparton CBD Strategy* was finalised in October 2008 and was implemented through Amendment C92. The Amendment zoned the Shepparton CBD to the Activity Centre Zone (ACZ), which defined a number of precincts each with a unique vision. An *Addendum to the Shepparton CBD Strategy* (2016) provided the strategic justification to rezone Benalla Road and the Marketplace to the ACZ through Amendment C192.

The ACZ encourages increased densities and improvements to public realm and connections in the Shepparton CBD. There is still scope for the vision of the *Shepparton CBD Strategy* (2008) and the ACZ to be realised but much of this is left to developers proceeding with development of key sites.

The Growth Plan identifies the need for a stand alone strategic document to be prepared for Mooroopna as there is not currently a strategic document that provides guidance for the established areas of the town.

## 5 OUTCOME 4 – A CITY WITH INFRASTRUCTURE AND TRANSPORT

### Relevant documents:

*Greater Shepparton Movement and Place Strategy - Vision and Objectives Paper (2017)*

*Shepparton CBD Inner East Link Road, Network Traffic Modelling Assessment and Mitigations Report (2020)*

*Wanganui Road and Ford Road, Shepparton: Feasibility Study Design Report (2018) (Draft Report)*

### 5.1 Road Projects

#### 5.1.1 Goulburn Valley Highway Shepparton Bypass

Construction of the Goulburn Valley Highway Shepparton Bypass is the next logical step in providing a fully duplicated highway from Shepparton to Melbourne..

The full 36km four lane Shepparton Bypass is estimated to cost just over \$1.3 billion in 2016 dollars. In order to make the investment affordable, Council endorsed a five stage Bypass proposal at its Ordinary Council Meeting held in May 2016. The current priority is Stage 1 – Midland Highway to the Goulburn Valley Highway in Shepparton North – a total distance of 10.05kms.

The stages are as follows:

- Stage 1 – 10 kilometres of single lane carriageway in each direction and a Goulburn River bridge crossing between the Midland Highway and Wanganui Road to bypass the centre of Shepparton and Mooroopna.
- Stage 2 – 10 kilometres of single lane carriageway in each direction linking Stage 1 at Wanganui Road with the Goulburn Valley Highway at Congupna.
- Stage 3 – 16 kilometres of single lane carriageway in each direction and a Goulburn River Bridge linking Stage 1 at the Midland Highway with the Goulburn Valley Highway near Toolamba.
- Stages 4 and 5 will duplicate the entire route.

The 2017/18 State Budget allocated \$10.2 million over three years to undertake a business case, preparatory works and land acquisition for Stage 1 of the Shepparton Bypass, and the upgrade of the Ford Road, Goulburn Valley Highway and Wanganui Road intersection. The works on this upgrade are scheduled to commence in mid-2020. The Commonwealth Government has recently committed \$208 million for the construction of Stage 1 of the Shepparton Bypass.

#### 5.1.2 Shepparton Alternative Route (SAR)

The SAR is an important arterial connection running north to south on the eastern side of Shepparton and forms a major connecting route with regional Victoria, New South Wales and southern Queensland.

The SAR links the Goulburn Valley Highway from the Grahamvale Road intersection at Congupna, continuing along Doyles Road and River Road before connecting again with the Goulburn Valley Highway on the southern edge of Shepparton.

Intersections along the SAR are being progressively upgraded to ensure the current and future role and function for the SAR is catered for.

### 5.1.3 Wanganui Road and Ford Road, Shepparton: Feasibility Study Design Report 2018 (Draft Report)

The purpose of the investigation was to detail how Ford and Wanganui Roads could be upgraded to cater for the potential expected increases in traffic volumes and serve as a key east-west future arterial route connecting Stage 1 of the Shepparton Bypass with the SAR (Grahamvale Road). It was envisaged that a final report would provide the elements needed to effectively advocate for future government funding as part of a future State Government budget process.

A Draft Report was released for public comment in early 2018. Council subsequently undertook further targeted consultation with land owners and occupiers of land adjacent to four community-suggested alternative alignments that submitters felt could also serve as the east-west arterial route. In total, 123 submissions were received by Council for all three consultation phases. In late 2019, it was understood that Council would consider an updated draft report in early 2020.

However, this work was superseded by that undertaken by the Department of Transport over the course of 2019 and early 2020. As a result, Council resolved to transfer all relevant material relating to the upgrade of Ford and Wanganui Roads to the Department of Transport for consideration at the Ordinary Council Meeting held in June 2020.

### 5.1.4 Major Road Projects Victoria

In mid-2018, the responsibility for planning and designing changes to the arterial road network across Victoria was transferred from Regional Roads Victoria (RRV) to Major Road Projects Victoria (MRPV). MRPV is a dedicated government body charged with planning and delivering major road projects for Victoria.

MRPV merged the business case for all three projects listed above into the Bypassing Shepparton business case. To inform the business case, RRV and MRPV completed further planning studies on the wider Shepparton and Mooroopna road network in 2018 and 2019 to inform all future arterial road upgrades. A critical component of these planning studies was the completion of an updated integrated transport model in mid-2019. This information will inform all future planning and design work for road upgrades across Shepparton and Mooroopna. MRPV also undertook additional design reviews for all three projects to ensure that the routes comply with recently updated standards for arterial roads.

The business case is expected to be submitted to the Department of Transport for consideration in a future State Government budget process.

### 5.1.5 Shepparton CBD Inner East Link Road (interim name)

The purpose of this study is to prepare a traffic impact assessment, to understand the issues and opportunities involved in establishing the Shepparton CBD Inner East Link Road (interim name), which would effectively realise an eastern bypass of the city centre as envisaged by the *Shepparton CBD Strategy (2008)*.

The road is designed to provide a safe and efficient alternative route to Wyndham Street for vehicles, pedestrians and cyclists travelling between the south and north-east of the Shepparton CBD, and assist in catering for the future traffic needs of the City.

In partnership with the Department of Transport and RRV, Council prepared the *Shepparton CBD Inner East Link Road, Network Traffic Modelling Assessment and Mitigations Report (2020)*.

The report recommended the upgrading of five key intersections along the route at a cost of \$15.3 million.

## 5.2 Greater Shepparton Movement and Place Strategy

The *Greater Shepparton Movement and Place Strategy (MAPS)* is being prepared to provide a framework for positive changes to the physical assets and operations of the transport network. MAPS aims to provide a comprehensive understanding of the existing and future transport requirements. The strategy will take a holistic approach to the provision of an improved transport system for various modes including walking, cycling, public transport, driving and freight movements.



The *Greater Shepparton Movement and Place Strategy - Vision and Objectives Paper 2017* provides the long-term vision and objectives of the MAPS based on community and stakeholder feedback and analysis of data and trends related to transport in Shepparton.

The Draft MAPS is expected to be prepared in early 2021 once the wider arterial road investigations being undertaken by Department of Transport, MRPV and RRV are completed over the coming months.

## 5.3 Public Transport

### 5.3.1 Rail

The upgrade of the existing passenger rail services between Seymour and Shepparton is imperative to the delivery of better rail connectivity to Melbourne for residents of Greater Shepparton. In 2017, the State Government allocated \$43.5 million (of which \$33 million was for capital works) towards improved passenger rail transport. The works comprise Stage 1 of three stages required to realise the Shepparton Line Upgrade and have recently been completed. In May 2018, the State Government allocated a further \$313 million towards achieving Stage 2 of the Shepparton Line Upgrade. Stage 2 includes signalling crossing loop extension at Murchison East, 59 level crossings between Donnybrook and Shepparton, platform extensions, stabling to house VLocity trains at Shepparton and the preparation of a business case to finalise the scope and costs for Stage 3.

Stage 3 will allow for nine return services using VLocity trains. It is understood that Stage 3 will be realised soon after the completion of Stage 2.

In the long term, it will be essential that Shepparton services are routed through a new heavy rail link via Melbourne Tullamarine Airport. Further work will be required to secure commitment from the State and Commonwealth Governments to ensure sustainable regional transport solutions.

The Department of Transport is preparing the *Shepparton Rail Freight Planning Study*. The study will lead to enhanced freight capacity, ensuring the benefits for both freight and passenger services are maximised. Currently underway, the \$10 million study is jointly funded by the Victorian and Commonwealth governments and includes a \$9 million package of rail freight infrastructure upgrades.

### 5.3.2 Community Hub

What makes a successful community hub:

- Know the local context you are planning within.
- Use an evidence-based approach.
- Scope and create partnerships early.
- Engage with your community.
- Co-locate your hub with open/outdoor space.
- Provide a mix of programmed and informal space.
- Being mindful of the scale and size of the hub.
- Include consideration of “other” spaces such as storage, wet and dry areas, waiting area, reception area – access points.

There is an opportunity to co-locate a youth component in the community. Youth unemployment and disadvantage is a key issue that needs to be addressed. Council will work with community representatives and NGOs to assist in developing a Youth hub in the Shepparton CBD. The development of the Youth Hub should respond to the needs of Greater Shepparton’s youth, and have regard to the new GOTAFE skills and Jobs Centre to ensure that there is not an overlap in services. Work with the community and organisations such as the Lighthouse Project and Rumbalara to ensure this facility provide the appropriate services to meet young people needs. In developing a business case, the following should be considered:

- Support NGOs undertaking community consultation activities to determine the role and services provided at the Youth Hub.
- Identify appropriate sites, including opportunities for co-location with the Health and Tertiary Education Hub.
- Seek Commonwealth and State Government funding, as well as philanthropic donations to help establish the Youth Hub.

## 6 OUTCOME 5 – A CITY THAT IS GREENER AND EMBRACES WATER

### Relevant documents:

*Shepparton East Overland Flow Urban Flood Study (2017)*

*Shepparton Mooroopna Flood Mapping and Flood Intelligence Project Report March (2019)*

*Urban Forest Strategy (2017 – 2037) (2017)*

### 6.1 Flood Studies

#### 6.1.1 Shepparton Mooroopna Flood Mapping and Flood Intelligence Project (2019)

The purpose of the *Shepparton Mooroopna Flood Mapping and Flood Intelligence Project Report (March 2019)* is to update the flood intelligence and mapping tools contained within the existing *Shepparton Mooroopna Floodplain Management Study: Floodplain Management Plan October 2002*. The Report was funded by the Commonwealth and State Governments, and Council. It seeks to update the existing information on flood risk within the Shepparton-Mooroopna area. The project involved detailed hydrological and hydraulic modelling of the Goulburn River, Seven Creeks and the Broken River, producing flood mapping and flood intelligence information.

In line with State and regional flood strategies, a priority outcome of the project was to share the updated flood mapping and intelligence information with stakeholders and the wider community.

At the Ordinary Council Meeting held on 18 September 2018, Council resolved to release a draft for public comment commencing on Monday 24 September and concluding on Wednesday 7 November 2018. At the Ordinary Council Meeting held on 19 March 2019, Council resolved to adopt the Report; to prepare and exhibit a planning scheme amendment to include the findings and recommendations of the Report; and to adopt the *Greater Shepparton City Council Municipal Flood Emergency Plan (2018)*.

A planning scheme amendment is required to implement the findings and recommendations of the Report. Further consultation will be undertaken as part of the planning scheme amendment process, in accordance with the *Planning and Environment Act 1987*.

#### 6.1.2 Shepparton East Overland Flow Urban Flood Study (2017)

The *Shepparton East Overland Flow Urban Flood Study (2017)* was commissioned by the GBCMA to investigate overland flooding in the Shepparton East area, including the issues that caused and/or exacerbated flooding as a result of the localised intense storm activity experienced in 1993 and in 2012.

A planning scheme amendment is required to implement the findings and recommendations of the Study. Further consultation will be undertaken as part of the planning scheme amendment process, in accordance with the *Planning and Environment Act 1987*.

## 6.2 Urban Forest Strategy

The *Urban Forest Strategy (2017 – 2037)* (2017) sets ambitious targets for Council to achieve the following by 2037:

- Increase urban forest canopy cover in each town (includes Shepparton and Mooroopna) to 40%.
- Reduce the number of vacant street tree sites to zero.
- Improve urban forest diversity by age and useful life expectancy.
- Increase the number of biodiversity links through each towns' street and road network.
- Include urban trees in all major Council infrastructure projects at planning, design and implementation phase.
- Ensure best practice urban tree management is being delivered across all Council programs.

The Strategy also audited towns to identify gaps in street tree cover in order to achieve the target to reduce the number of vacant street tree sites to zero and provides guidance on species diversity and street tree species across the municipality.



The Urban Forest Strategy aims to improve Greater Shepparton's overall liveability through equitable best practice tree planting transforming residential streets from the above image to the below.

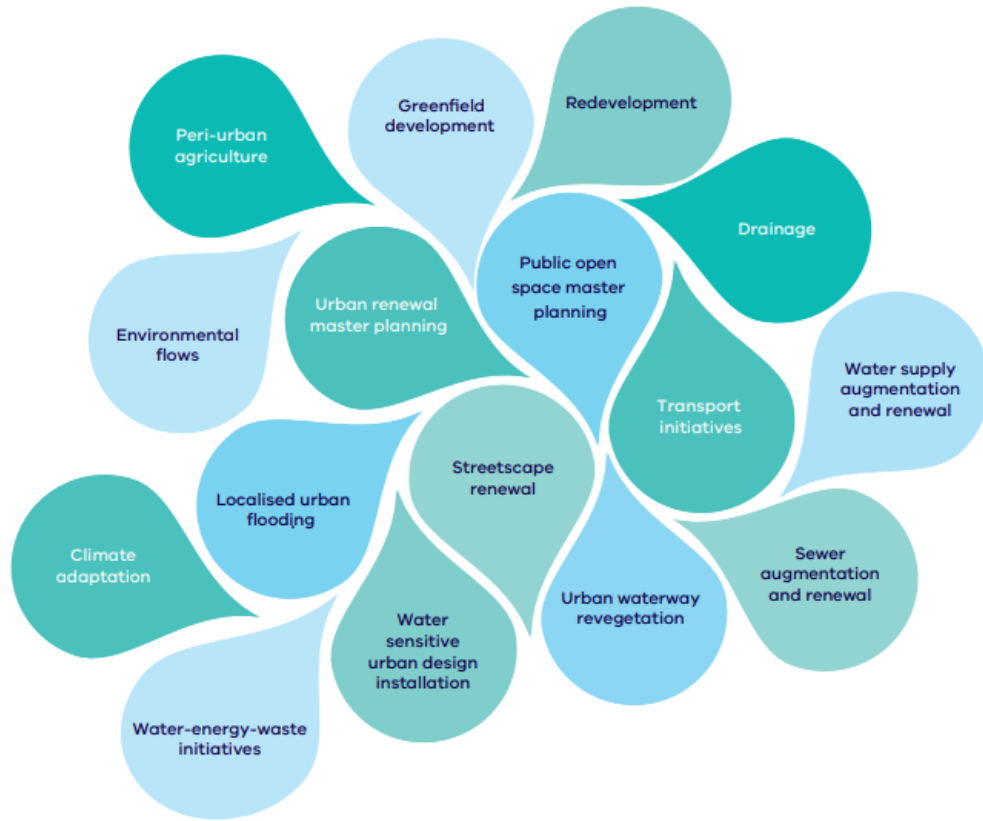


## 6.3 Integrated Water Management (IWM)

A number of councils have prepared IWM Plans for their municipal areas. An IWM Plan explores options and sets out recommendations for future water management. It has the potential to deliver on liveability and community benefits by developing an approach to whole or urban water cycle management, including stormwater management, wastewater, water supplies and waterways.

The DELWP *Integrated Water Management Framework* (2017) identifies examples of opportunities that can be leveraged by IWM as identified in **Figure 13**.

Figure 13 Opportunities that can be leveraged by IWM



## 7 OUTCOME 6 – A CITY OF INNOVATION AND RESILIENCE

### Relevant documents:

*Solar Energy Facilities Design and Development Guidelines* (2019)

*Renewable Energy Action Plan* (2017)

Community Engagement and Benefit Sharing in Renewable Energy Development (2017)

Solar Energy Facilities – Design and Development Guidelines (2019)

Advice on Automated and Zero Emissions Vehicles Infrastructure (2018)

*Parliament of Victoria Inquiry into electric vehicles* (2018)

*Turning Waste into Energy* (2017)

*Victoria's Climate Change Act* (2017)

<https://arena.gov.au/renewable-energy/hydrogen/>

<https://www.energy.vic.gov.au/renewable-energy/victorian-hydrogen-investment-program>

<http://www.invest.vic.gov.au/opportunities/hydrogen-energy-supply-chain>

### 7.1 Environmentally Sustainable Design (ESD)

Council is partnering with fifteen other councils to deliver the Sustainable Design Assessment in Planning Process project. This project seeks to improve the consideration of ESD principles during the subdivision approval process. This project was successful in receiving funding through the Collaborative Councils' Sustainability Fund Partnership for the second stage. The councils are working collaboratively to:

- Define 'best practice' ESD with respect to greenfield subdivision and determine how it should be measured.
- Establish a framework to enable assessment of ESD in subdivisions.
- Develop a suite of tools and a model for collaborative implementation, with transferability across the State.

The project provides a basis to progressively improve sustainability of subdivisions without creating an unreasonable burden on land developers or homeowners.

### 7.2 Environmental Upgrade Finance (EUF)

EUF is a council-based financing mechanism enabling business owners to better access finance for environmental upgrades to existing non-residential buildings. Under an EUF agreement, a lender provides finance to a building owner and council collects repayments through the rates system. Greater Shepparton is a participating council, so can administer EUF finance.

### 7.3 Renewable energy

Victoria's *Climate Change Act 2017* establishes a target for Victoria to have net zero greenhouse gas emissions by 2050. Victoria's Climate Change Framework makes it clear that moving to a clean energy supply by

increasing renewable energy generation is a key pillar of the State's approach to emissions reduction. There are many opportunities for Greater Shepparton to be a regional leader in this area.

### 7.3.1 Solar

Greater Shepparton has received applications for a number of large-scale solar energy facilities. Solar energy provides a clean source of energy generation and contributes to the reduction of greenhouse gas emissions which will establish Greater Shepparton as a leader in sustainability in Victoria.

Due to Greater Shepparton's strong agricultural sector and availability of land, it is ideal to co-locate solar farms with agricultural production. This helps to stabilise farm incomes, which can fluctuate due to changing commodity prices and climatic patterns.

When well-sited and carefully designed, solar energy facilities have minimal impacts on surrounding communities, the environment and on agricultural activities. However, significant land use change can raise concerns across communities about potential impacts, which is why public engagement will be an important part of the development process.

The DELWP *Solar Energy Facilities – Design and Development Guidelines* (2019) must be considered when contemplating the most appropriate location for solar energy facilities. Consideration should be given to:

- relevant government policy
- appropriate site location – analysis of opportunities and constraints
- regulatory requirements
- best practice design and development features
- and early and effective community engagement.

Further strategic considerations include:

- policy context, zones and overlays
- agricultural values including irrigation infrastructure impacts
- heritage and Aboriginal cultural values
- landscape values and visual amenity
- biodiversity and native vegetation
- access to the Victorian electricity grid
- other infrastructure requirements
- cumulative effect of solar energy facilities in the area.

#### Protecting Agricultural Land

Strategies to protect agricultural land are set out in all Victorian planning schemes. Clause 14.01 Agriculture: Protection of agricultural land includes the objective to protect the State's agricultural base by preserving productive farmland.

Key measures are outlined, including the need to:

- Protect strategically important agricultural and primary production land from incompatible uses.
- Protect productive farmland that is of strategic significance in the local or regional context.
- Avoid permanent removal of productive agricultural land from the State's agricultural base without consideration of the economic importance of the land for the agricultural production and processing sectors.

The Farming Zone (Clause 35.07) sets out decision guidelines for 'agricultural issues and the impacts from non-agriculture uses'.

Productive farmland that is of 'strategic significance' represents the most productive farming land in the State. This productivity arises from a combination of land attributes and economic factors. Most rural land is not considered to be strategically significant agricultural land.

When making decisions on the appropriate location of solar energy facilities, councils should require permit applicants to provide an assessment of:

- The agricultural quality of the proposed site.
- The amount of strategically significant agricultural land in the council area and in the region (the regional assessment should include impacts across the area defined by the Regional Growth Plan boundaries, unless otherwise determined by the Council).
- The potential impact of removing this land from agricultural production. The proponent should lodge a report on this assessment with the permit application. Strategically significant agricultural land may include other elements – these criteria have been adapted for use specifically in relation to solar energy facility development.

#### **Irrigated Land**

Agricultural land, particularly irrigated land, is a valuable resource, and successive governments have invested heavily in improving agricultural production, including by modernising irrigation infrastructure.

Areas serviced by modernised irrigation infrastructure are designated as strategically significant agricultural land. Careful planning is needed to ensure areas of high agricultural significance are not negatively impacted by solar facilities and do not become fragmented or unworkable as a regional resource. Proponents should demonstrate that the solar energy development will have limited impacts on the significant investments, such as the GMID, that have been made by the Victorian and Commonwealth governments to upgrade irrigation infrastructure, supporting agricultural production in the region.

G-MW suggests that there are large tracts of farming land outside the declared GMID where the siting of solar farms:

- Would not impact on the irrigated agriculture which typically has higher economic returns and is vitally important for our regional communities and the regional, State and national economy.
- Would not compromise the public investment in modernised irrigation delivery infrastructure.
- Would not compromise regional development objectives to retain and attract the return of water usage in the GMID.
- Would not impact on the communities in the GMID which are typically more densely settled than dry land areas.

### **7.3.2 Solar Homes**

Created as a portfolio entity within DELWP, Solar Victoria is responsible for the delivery of the Victorian Government's Solar Homes Program.

The program is a key initiative of the Victorian Government's commitment to reduce energy costs, boost energy supply, create new jobs in the renewables sector and tackle climate change. In the first year of program operations, over 33,000 households have taken up the program offering and installed Solar PV and Solar Hot Water systems. This rapid take up highlights the willingness of Victorians to adopt renewable energy technology, take charge of their power bills and to create a better future.

Over 10 years, the Solar Homes Program will enable the installation of solar panels, solar hot water systems or batteries on 770,000 homes across the State, resulting in over one million Victorian homes powered by renewable energy.

The program will help hundreds of thousands of Victorian households to cut their power bills all while promoting and maintaining the highest standards in safety and quality possible using accredited providers and approved products.



The Solar Homes Program will cut Victoria's carbon emissions by almost four million tonnes – the same as taking one million of Victoria's 4.6 million cars off the road – and generate an eighth of Victoria's 50 per cent target for renewable energy by 2030.

## 7.4 Transport Energy

### 7.4.1 Electric energy

The Central Victorian Greenhouse Alliance is partnering with a number of regional councils (including Greater Shepparton), the EV Council Australia and DELWP to develop a business case for providing a network of public electric vehicle charging infrastructure across the State.

#### **Investment into renewable transport energies in regional areas:**

Investment in technological innovations for the diversification of transport energy sources should be explored. The *Parliament of Victoria Inquiry into electric vehicles* (May, 2018) identified that regional communities rely heavily on fuel. Alternative transport energy sources could provide the fuel security regional communities need. This should include considerations of energy sources such as electric and hydrogen fuel sources for transport energy.

#### **Increase in peak energy demand:**

In the absence of any demand management, incentives and other mechanisms for managing charging behaviour, a battery electric vehicle fleet is likely to cause large increases in peak electricity demand due to a high proportion of people charging their vehicle at the end of the day when they arrive home. On top of this, given the forecast emissions profile of Victoria's energy sector, unless the additional electricity demand for battery electric vehicles comes from zero emissions sources, they could actually lead to an overall increase in greenhouse gas emissions in Victoria.

### 7.4.2 Hydrogen fuel

There are great renewable energy opportunities, including zero emission vehicles, in regional Victoria. Greater Shepparton could be a potential hub for this to lead the way for a more sustainable future.

#### **What is hydrogen?**

Hydrogen is the most common chemical in the universe. It can be produced as a gas or liquid, or made part of other materials, and has many uses such as fuel for transport or a way to store electricity. When it is produced using renewable energy or processes, hydrogen becomes a way of storing renewable energy for use at a later time when it is needed. The only by-products of hydrogen fuel in vehicles is pure water and heat without all the toxic emissions from petrol making it, in theory, a zero emissions fuel.

The hydrogen economy cycle consists of three key steps:

- hydrogen production
- hydrogen storage and delivery
- hydrogen consumption – converting the chemical energy of hydrogen into other forms of energy.

#### **Victorian Hydrogen Investment Program**

The Victorian Government is ensuring Victoria captures the benefits of a green hydrogen economy through the Victorian Hydrogen Investment Program (VHIP).

VHIP sets out a clear pathway to developing the Victorian hydrogen sector across three activity streams:

- **Market testing:** Through the Request for Industry Submissions process, the Victorian Government will determine the current extent of market interest and opportunity for hydrogen, including status of potential projects. This process will inform future investment programs.

- Industry development: The Victorian Government will conduct extensive stakeholder consultation through a Hydrogen Industry Development Discussion Paper. This will build a solid understanding of the sector's primary drivers, barriers, opportunities for growth and other capabilities. The Discussion Paper will be used to create a Victorian Hydrogen Industry Development Plan.
- Victorian Government investment program: The Victorian Government will provide funding to leverage hydrogen research, trials, pilots and demonstrations, creating a strong base of industry knowledge, skills and seed funding.

## 7.5 Sustainable Waste Management

### 7.5.1 Waste to energy

Waste to energy facilities can play an important role in an integrated waste management system. Only a handful of waste to energy facilities currently operate in Victoria and only four per cent of waste is diverted to energy recovery. Most of those use organic feedstocks to generate energy they use on site.

Waste to energy facilities can support Victoria's energy transition by providing a small amount of distributed, reliable, partly renewable energy. Waste to energy generation is considered 'renewable energy' where organic waste (biomass) is used as the feedstock.

Waste to energy facilities can add a small volume of supply, and improve both the reliability and diversity of Victoria's energy mix. For example, mass combustion waste to energy facilities provide reliable, dispatchable electricity. On-site generation and consumption can reduce demand from the electricity and gas grids.

#### **Proposed old Heinz factory waste-to-energy plant**

A waste-to-energy facility has been proposed for the old Heinz factory in Girgarre. It is expected to process 23,382 tonnes of dairy waste per year from the nearby dairy industry, and 3475 tonnes of food products, 2421 tonnes of fruit and vegetables and 722 tonnes of supermarket and grocery waste. This waste will generate power for a new dairy factory.

The collection radius includes Bendigo, Shepparton, Echuca and areas in New South Wales.

The site was chosen due to the large amount of fruits and vegetables that are produced in the Goulburn Valley which would provide sources of uncontaminated organic waste streams.

### 7.5.2 Composting facilities

Shepparton is already home to a commercial scale composting facility. It is run by Western Composting Technology who constructed the facility as their flagship plant in October 2008. The Shepparton facility collects and recycles green waste, garden waste and commercial food waste into usable compost products. Products are sold to wholesalers who blend with their own soil conditioners and additives to help grow fresh produce and for use in landscaping. Each year, the Shepparton plant processes 20,000 tonnes of food and organic waste from approximately 49,000 households, and 2,000 tonnes of solid commercial food waste.

There is potential for the addition of more composting facilities in the Shepparton region. This will reduce landfill waste whilst also providing employment opportunity for the area.



Shepparton & Mooroopna 2050: Regional City Growth Plan  
Background Report

July 2020



GREATER  
SHEPPARTON



# Shepparton & Mooroopna 2050

Regional City Growth Plan

July 2020



## Acknowledgement of Traditional Owners

We acknowledge the traditional owners of the land which now comprises Greater Shepparton, we pay respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

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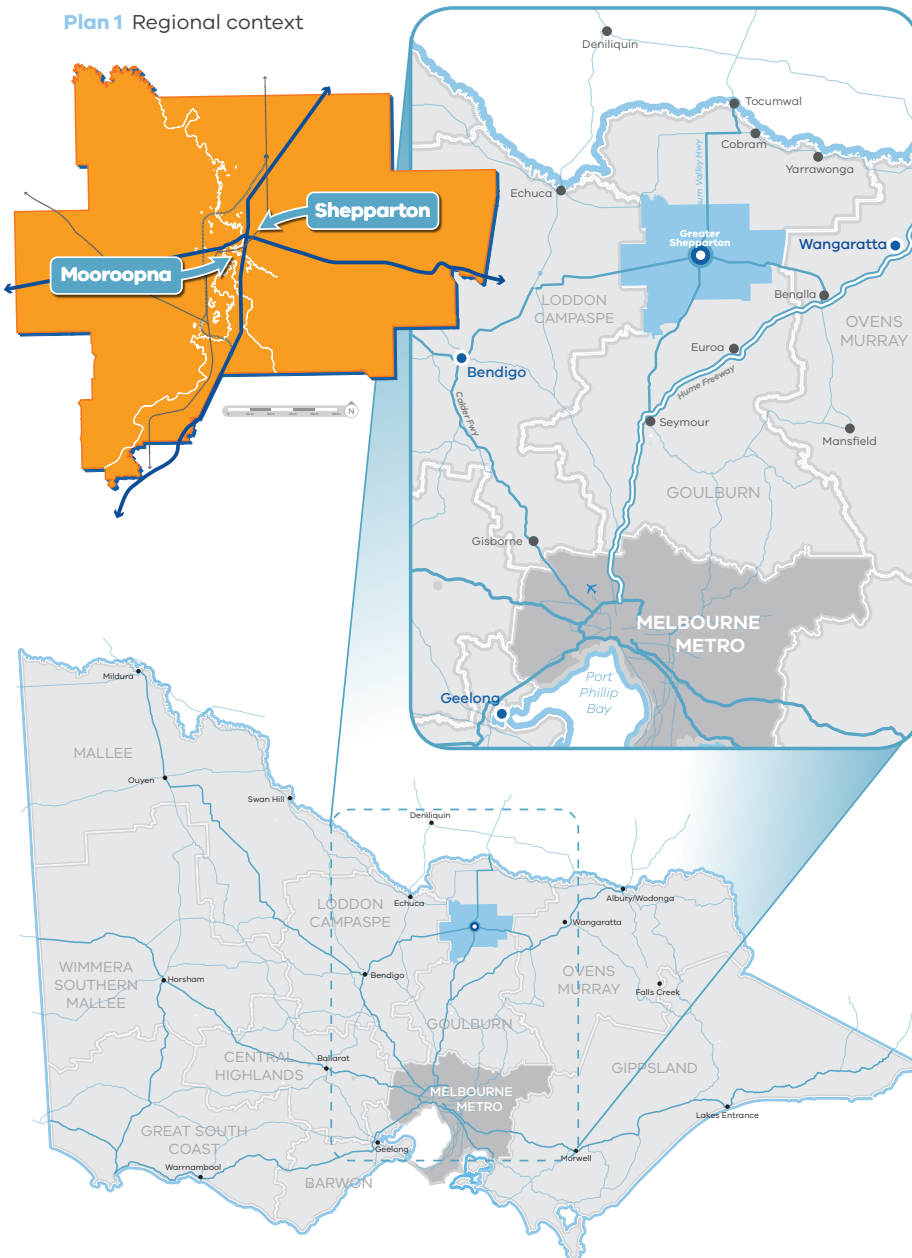
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## Acronyms

ACZ	Activity Centre Zone
Council	Greater Shepparton City Council
CBD	Central Business District
CVGA	Central Victorian Greenhouse Alliance
GVWRRG	Goulburn Valley Waste and Resource Recovery Group
DELWP	Department of Environment, Land, Water and Planning
DoT	Department of Transport
DJPR	Department of Jobs, Precincts and Regions
EPA	Environmental Protection Authority
GBCMA	Goulburn Broken Catchment Management Authority
GBGA	Goulburn Broken Greenhouse Alliance
GMID	Goulburn Murray Irrigation District
G-MW	Goulburn Murray Water
GOTAFE	Goulburn Ovens Institute of TAFE
GV Health	Goulburn Valley Health
IWM	Integrated Water Management
UGZ	Urban Growth Zone
VIF	Victoria in Future
VPA	Victorian Planning Authority

Plan 1 Regional context



## EXECUTIVE SUMMARY

The Victorian Planning Authority (VPA) in partnership with Greater Shepparton City Council (council) has prepared the *Shepparton and Mooroopna 2050: Regional City Growth Plan (Growth Plan)* to guide the sustainable development of the Shepparton-Mooroopna urban area to the year 2050.

The location of Shepparton and Mooroopna is identified on **Plan 1**.

The Growth Plan is a high-level and broad strategy that:

- sets out the future vision for Shepparton and Mooroopna
- guides sustainable future growth and development over the next 30 years
- identifies the steps needed to manage growth
- defines key projects and infrastructure required to support growth
- provides certainty for public and private investment decision making.

The Growth Plan addresses key challenges to guide housing, employment, infrastructure, services and other opportunities for residents and visitors while ensuring Shepparton and Mooroopna become greener, sustainable and resilient to climate change.

The Growth Plan aims to maintain and enhance the unique attributes of Shepparton and Mooroopna and sets a vision for how the urban area will grow and change until the year 2050.

The vision for Shepparton and Mooroopna is that by 2050 it will:

- Be a thriving regional hub with infrastructure to support social and economic wellbeing.
- Offer an affordable and liveable lifestyle with diverse economic opportunities for residents and investors.
- Embrace the natural environment and conserve places of cultural heritage significance.

- Celebrate the functional and recreational opportunities associated with water.
- Be a leader in renewable energy generation and climate change adaptation.

The vision will be achieved by implementing strategies and actions under six outcomes.

Each outcome includes an objective to support the delivery and highlight the key opportunities required to implement the Growth Plan vision.

As the Growth Plan sets a long-term vision to 2050, making precise growth projections is difficult. Sequencing of new growth fronts should be continuously reviewed every 5 years based equally on supply and demand analysis and on the ability to deliver needed infrastructure.

The Growth Plan is an overarching strategy, it makes recommendations on identified opportunities for urban growth and other initiatives to achieve the vision for Shepparton and Mooroopna. The areas identified for growth have been determined through a review of the residential and industrial investigation areas identified as part of the *Greater Shepparton Housing Strategy (2011)* and the implementation of the *Industrial Land Review (2011)*. This review considered land supply needs and development constraints to conclude the most appropriate areas for residential and industrial development.

The proposed growth areas are conditional on relevant council resolutions, Planning Minister support (where planning scheme amendments are required) and a range of further assessments that will occur at the appropriate time.

Other actions in the Growth Plan will be implemented by council programs and government partnerships.

## A GROWTH PLAN FOR SHEPPARTON AND MOOROOPNA

Located in the Goulburn Valley region of Victoria, approximately 180 kilometres to the north of Melbourne, Shepparton and Mooroopna combine to form the state's fourth largest regional city. The City is positioned at the junction of the Goulburn Valley Highway and the Midland Highway and forms part of the Newell Highway corridor that provides links to Melbourne and Brisbane. Shepparton forms part of the State rail network with both V/Line passenger services and freight services. The urban centre provides a broad commercial, administrative and industrial base for the region, offering services and facilities for a local population of more than 65,000 people across the municipality, and a wider catchment of more than 100,000 extending as far as Deniliquin in New South Wales.

Our community is diverse, including one of the state's largest populations of Aboriginal and Torres Strait Islander Peoples outside metropolitan Melbourne, and people from over 30 nationalities, speaking more than 50 languages, each of which adds its cultural values to Greater Shepparton's rich character.

Shepparton and Mooroopna have been shaped by a diverse array of factors. For thousands of generations, Aboriginal Peoples managed and protected the land. The initial European explorations by Hume and Hovell in 1824 introduced successive waves of immigration that have shaped settlement patterns, developing and expanding farming and agricultural practices, including innovative irrigation systems, and the development of food processing and related industries.

Rail and road transport networks consolidated Shepparton and Mooroopna as a central hub and continue to be a major contributor to the local economy, as well as agriculture, manufacturing, construction, education, and health and community services.

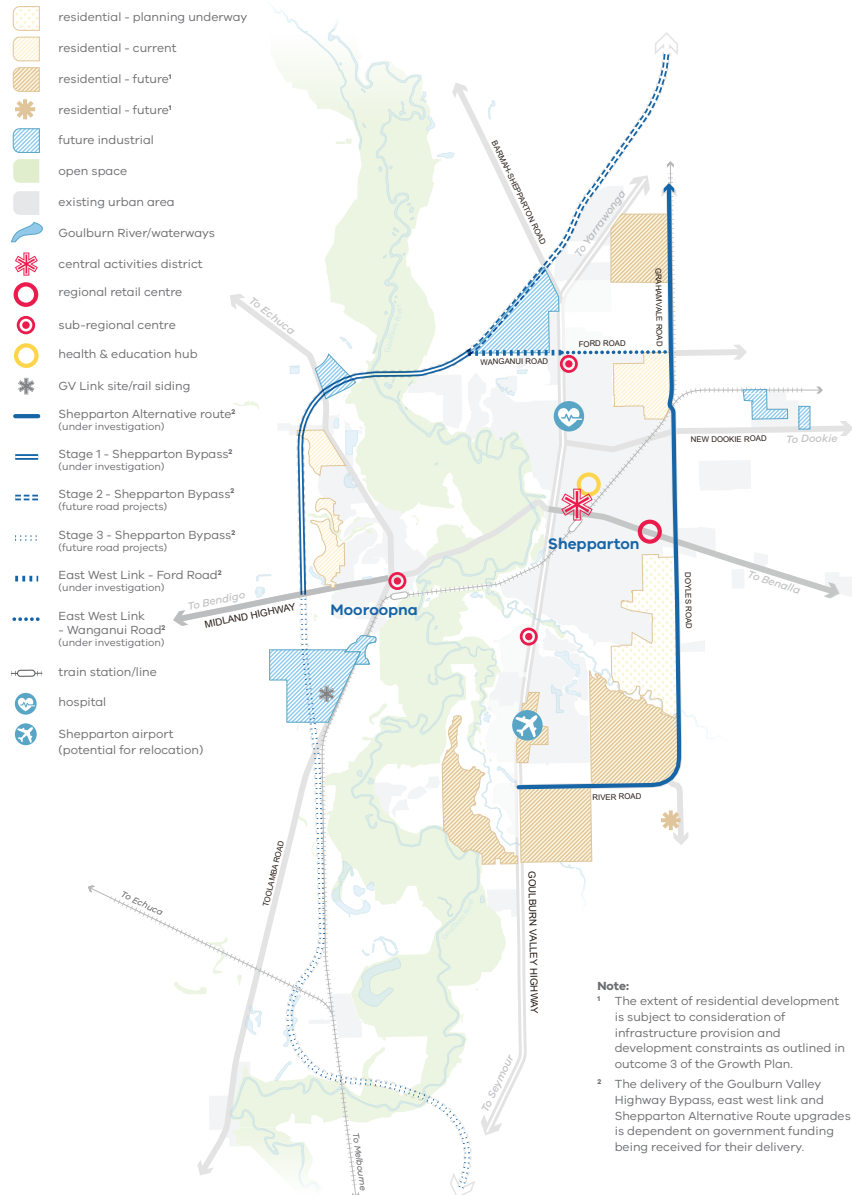
Shepparton and Mooroopna offer both rural and urban lifestyles, enhanced by access to natural landscapes, arts and cultural events, unique heritage places, extensive sporting facilities, and community amenities such as Victoria Park Lake and the Shepparton Regional Park.

Water has been a key influence on the development of Shepparton and Mooroopna, through both the pioneering irrigation practices that have enabled the towns' growth and the flooding that has devastated the area in 1916, 1974 and 1993. The sustainable use of irrigation water and the appropriate management of development adjacent to riverine floodplains are vital to the continued growth of Shepparton and Mooroopna.

Shepparton and Mooroopna's economy is adapting to meet state, national and global trends including investment in health, education, renewable energy and agriculture. Being at the forefront of these trends will ensure the regional city continues to be an attractive location to live and invest.



Plan 2 Framework plan



## INTRODUCTION

### Why do we need a Growth Plan?

The current overarching plan for Shepparton and Mooroopna is the *Greater Shepparton 2030 Strategy* (2006). This document provides a blueprint for building sustainable economic activity and maximising the quality of life in Shepparton and Mooroopna. Since the finalisation of this Strategy, Shepparton and Mooroopna have experienced a significant amount of growth, supported by investment in infrastructure from the Victorian and Federal Governments.

The Growth Plan articulates a comprehensive work plan for guiding future growth and development, and to ensure alignment and common purpose between state, regional and local planning decisions.

### Community Engagement

In early 2018 initial consultation on the Growth Plan commenced and included:

- engagement with state government agencies and authorities
- meetings with community organisations
- consultation with secondary school students
- consultation with primary school students
- responding to a range of enquiries from the community.

### Key issues and opportunities report

This engagement informed the preparation of the *Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report* (February, 2019) which was released for public comment from 22 February to 25 March 2019. Three main avenues were used to gather feedback:

- interactive online story map
- community priorities survey
- written feedback.

The VPA and council received approximately 225 comments online, 50 written submissions and had conversations with approximately 90 community members. This feedback was summarised in the Engagement Summary Report.

### Draft Growth Plan

Consultation on the draft Growth Plan occurred between 23 September and 28 October 2019. An online survey and written feedback were the two main avenues used to gather feedback. The VPA and council received 37 written submissions, via email and via the online survey. This feedback was summarised in the *Draft Growth Plan Community Engagement Summary Report* (January 2020).

### Strategic context

#### State Policy

Growth and development in Shepparton and Mooroopna is supported by state planning policy. The development of the Growth Plan is informed by:

- The *Hume Regional Growth Plan* (2014) which identifies Shepparton as a regional city and major growth location to service the Hume region.
- Plan Melbourne 2017-2050* (2017) which identifies Shepparton as one of ten regional cities for Victoria where significant growth will be supported.

#### Local Policy

Local planning policy identifies Shepparton (together with Mooroopna and Kialla) as the largest urban centre in the city of Greater Shepparton where growth and higher order services and facilities will be focussed. Shepparton is the largest city in northern Victoria and serves an immediate catchment of 120,000 people. Shepparton provides essential services to an estimated additional 100,000 people across an area that extends into the southern reaches of New South Wales.



Community Engagement at the Shepparton Summer City Market, February 2019.



### How has the Growth Plan been prepared?

Preparation of the Growth Plan has been informed by state and local policy and:

- the *Shepparton & Mooroopna 2050: Regional City Growth Plan Key Issues and Opportunities Report* (February, 2019)
- the *Shepparton & Mooroopna 2050: Regional City Growth Plan Background Report* (September, 2019) which contains complementary information that provides an evidence base for this plan
- the *Key Issues and Opportunities Community Engagement Summary Report* (June, 2019)
- the *Shepparton & Mooroopna 2050 Primary School Engagement Report* (2018)
- the *Draft Growth Plan Community Engagement Summary Report* (January 2020)
- background reports
- community and stakeholder engagement.

### How will the Growth Plan be implemented?

The Growth Plan will be implemented as a Background Document with associated policy changes in the Planning Policy Framework section of the Greater Shepparton Planning Scheme. Development contributions will be collected through development contributions plans and other planning mechanisms as appropriate to pay for needed infrastructure. Planning permit applications will be guided by approved precinct plans and development plans. Other actions will be implemented through non-planning processes such as council programs and state government partnerships.

### Key tasks in the development of the Growth Plan



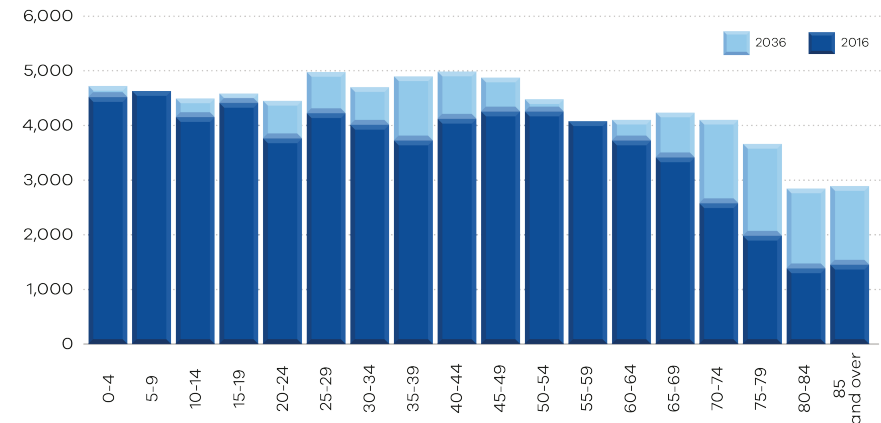
### Growth context

#### Current drivers

The current population of the City of Greater Shepparton is 66,010 and it is anticipated to grow at an average annual growth rate of 0.9% out to 2036, for a projected population

of 77,690 (Victoria in Future, 2019)<sup>1</sup>. The age groups that made up the population in 2016 and are anticipated to be represented in 2036 are identified in **Figure 1**.

Figure 1 Greater Shepparton population by age cohort 2016 – 2036



Source: Victoria in Future, 2019

#### Future trends

Land and housing affordability are one key driver of population growth in Shepparton and Mooroopna. Other key drivers include:

- Access to quality education including a range of public and private primary and secondary schools and tertiary education facilities.
- Several regional facilities including health and legal services and government offices and services.
- A thriving agricultural industry with a range of supporting businesses and services.
- A supportive and welcoming location for migrant settlement.

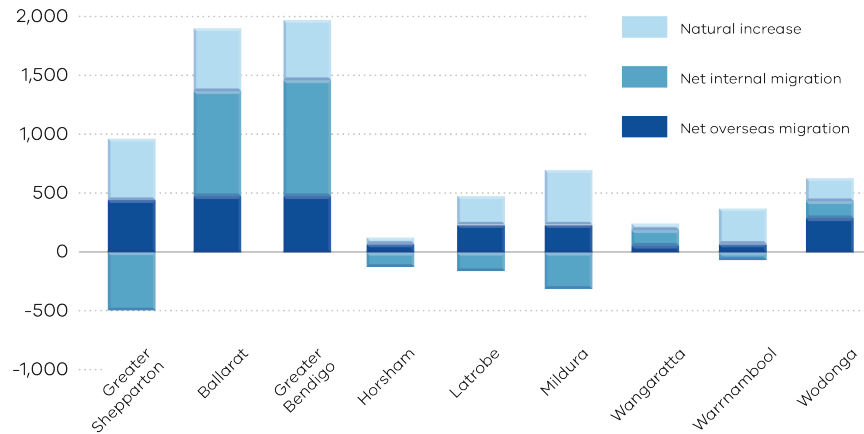
In regional Victoria, the main driver of population growth is net overseas and interstate migration (**Figure 2**). This trend is likely to increase with proposed federal government policies encouraging migrants to settle in regional areas.

Increased jobs numbers resulted in the City of Greater Shepparton having the lowest unemployment rate in 10 years, recorded in December 2018 (**Figure 3**). Continued job growth will attract new residents to Shepparton and Mooroopna supporting population growth and economic vitality.

The Federal Government in association with several other consortia have proposed high-speed rail options to connect Shepparton with Melbourne and Sydney. These improved connections would result in an increased population growth rate, impacting on Shepparton and Mooroopna's existing infrastructure and services. There is currently no funding commitment for this infrastructure, and it's considered unlikely construction will occur before 2050.

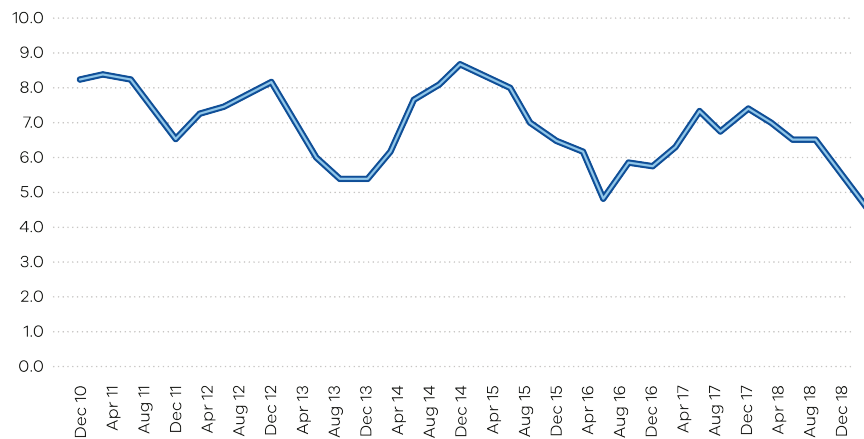
<sup>1</sup> Figures pre-date any known potential impact of Covid-19 on population projections.

Figure 2 Victorian regional cities components of population change 2016



Source: ABS cat. 3218

Figure 3 Greater Shepparton unemployment rate 2010 – 2018



Source: Commonwealth Department of Employment

### How to read the Growth Plan

The Growth Plan is a long-term plan to guide the future of Shepparton and Mooroopna, it includes:

**10 principles**  
that underpin a long-term vision for Shepparton & Mooroopna

**6 outcomes & objectives**  
to drive Shepparton & Mooroopna as a thriving regional hub

**28 strategies**  
that set out how the outcomes will be achieved

**66 actions**  
outlining how each strategy will be approached & delivered

### Shepparton and Mooroopna's unique attributes

Shepparton and Mooroopna include unique attributes that make the area desirable to live and visit, including:

- the Goulburn River and Broken River and associated Shepparton Regional Park
- KidsTown adventure playground
- Victoria Park Lake precinct
- Shepparton and Mooroopna train stations with connections to Seymour and Melbourne
- tertiary education opportunities, including La Trobe and Melbourne University and Goulburn Ovens Institute of TAFE (GOTAFE)
- a range of government and private primary and secondary school opportunities
- a large category 1 regional hospital (Goulburn Valley Health)
- a calendar of festivals and events, including the Shepparton Festival and Converge on the Goulburn
- a diverse and prosperous farming and agricultural industry
- a welcoming location for migrant settlement
- an expanding solar energy industry
- Shepparton Art Museum (SAM).

These attributes are highlighted and strengthened by the Growth Plan.

### Timing Key

- immediate/ongoing: next **12 months**
- short term: **1-5 years**
- medium term: **5-10 years**
- long term: **10+ years**

## VISION

The vision for Shepparton and Mooroopna was developed through engagement with council and key stakeholders. A single vision has been developed as both Shepparton and Mooroopna will contribute to the development of a prosperous regional hub.

The vision for Shepparton and Mooroopna is that will by 2050 it will:

Be a thriving regional hub with infrastructure to support social and economic wellbeing.



Offer an affordable and liveable lifestyle with diverse economic opportunities for residents and investors.



Embrace the natural environment and conserve places of cultural heritage significance.



Celebrate the functional and recreational opportunities associated with water.



Be a leader in renewable energy generation and climate change adaptation.



## PRINCIPLES

The vision for Shepparton and Mooroopna is underpinned by 10 principles. Throughout the Growth Plan, the following icons are identified in the outcome chapters to show principles that are being implemented.



### 1. An inclusive and healthy community

Community infrastructure will enable gathering, sharing, and learning. Diverse public open space types will allow passive and active recreation by a variety of users.



### 2. A healthy environment

The retention and addition of trees and natural spaces will remain a priority. The recreational opportunities associated with the environment and water will be promoted.



### 3. Protection of productive agricultural land

Growth will be directed away from productive agricultural land. The region's agricultural offering will be strengthened.



### 4. Efficient use of resources

Renewable energy sources, water sensitive urban design and active transport opportunities will be prioritised. Reuse, recycling and other sustainable waste management will be promoted.



### 5. Sustainable water management and use

Conservation and efficient use of water will be encouraged. River environments will continue to be protected from pollutants.



### 6. Resilient and sustainable neighbourhoods

Growth will be directed to neighbourhoods with good access to services, jobs and amenities.



### 7. Integrated transport networks

Investment in a comprehensive transport network including road, rail, freight, cycling and pedestrian infrastructure will ensure a connected and economically robust city. Advocate for continued investment in public transport infrastructure.



### 8. A city of centres

The existing hierarchy of commercial centres will be strengthened. Connections to service hubs between towns with the wider region will be strengthened.



### 9. A thriving and diverse economy

The city will build on its strengths and achieve its economic potential across a range of employment sectors. New businesses will be attracted to the city and existing businesses supported to grow.



### 10. Develop attractive and distinctive places

A wide variety of sporting, recreational, art and cultural activities will be encouraged in key precincts with contemporary facilities. Places of cultural and heritage significance will be valued and conserved.

## OUTCOMES

Six outcomes have been developed to drive Shepparton and Mooroopna as a thriving regional hub. Each outcome is supported by an objective which outlines what to strive towards to achieve the Growth Plan vision.

The outcomes and objectives are underpinned by 28 strategies that outline how the outcome will be achieved and 61 actions that outline how the strategies will be approached and delivered.

### 1. A city for the Goulburn Region

**Objective 1** – To strengthen the city's unique economic and physical attributes to attract residents, visitors and investment.



### 2. A city of liveable neighbourhoods

**Objective 2** – To ensure areas of high liveability are protected and enhanced and opportunities to improve community wellbeing are delivered.



### 3. A city of growth and renewal

**Objective 3** – To provide sufficient land supply and urban renewal opportunities to ensure affordable and attractive living options are maintained.



### 4. A city with infrastructure and transport

**Objective 4** – To deliver a diverse and connected transport supporting vehicles, cyclists, pedestrians and public transport.



### 5. A city this is greener and embraces water

**Objective 5** – To ensure "greening" is at the forefront of decision making and sustainable water consumption is prioritised.

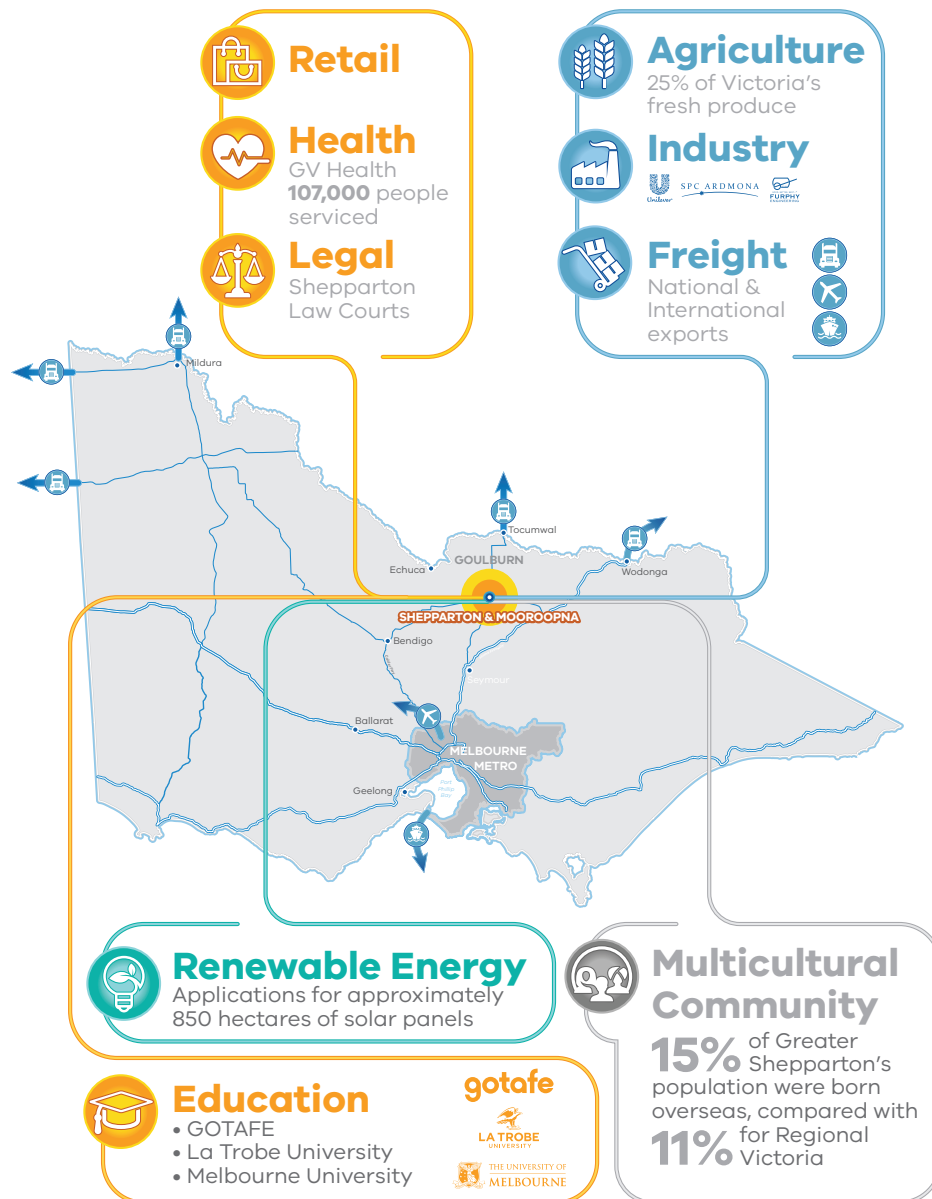


### 6. A city of innovation and resilience

**Objective 6** – To ensure adaptation to climate change and a robust economy for continued prosperity in times of change.



Figure 4 Service hub



## OUTCOME 1 - A city for the Goulburn Region

Principles:

Greater Shepparton is recognised as the food bowl of Victoria with its economy being driven by agriculture, particularly fruit, vegetable and dairy products. The allocation of sufficient industrial land and investment in road and rail infrastructure will support the agricultural sector and the growth of existing, and the attraction of new, food processing and freight businesses.

Irrigation is critical to support the agricultural industry. The Goulburn Murray Irrigation District (GMID) is the largest irrigation system in Victoria and accounts for more than 70% of water stored in Victoria and almost 90% of water used in irrigation across the State.<sup>2</sup> Encourage ongoing investment in the GMID will ensure the prosperity of the agricultural industry and co-depending sectors continues.

Greater Shepparton is a service hub for northern Victoria and southern NSW (Figure 4). The city is becoming an increasingly popular location for businesses and government agencies to locate. Marketing appropriate leasable sites will be important to support this trend.

Visitors are attracted to the city to access health, retail, education, legal and government services. These sectors should be supported and encouraged to expand to continue to meet community needs. Council has adopted the *Commercial Activity Centres Strategy* (November, 2015) to ensure the Shepparton Central Business District (CBD) remains the primary focus for retail and commercial investment in the region. The Mooroopna CBD is identified as a sub-regional centre, its role is to serve an immediate catchment in the surrounding urban area, and the rural and regional hinterland.

Council and others have moved forward with significant initiatives to establish Greater Shepparton as a university city. If effectively established, the community will be able to adapt to the changing environment and maintain skills relevant to the advancement of the region. Locally based knowledge and skills can sustain a stable local labour force that drives innovation to the benefit of local based industries. Considerable investment in health infrastructure is also

underway. \$229 million was provided for stage 1 expansion of the GV Health Graham Street campus, with \$2 million committed to complete planning works for stage 2. \$26 million has also been received for an integrated cancer centre.

The *Shepparton Health and Tertiary Education Precincts Action Plan* (February 2020) has been prepared to continue to drive Shepparton as a health and tertiary education destination.

The city's key industries and services are supported by a diverse population. This cultural diversity makes the city unique, celebrating this and ensuring community awareness and understanding of the economic, educational, social and cultural benefits of multiculturalism is central to the city's future. *The Greater Shepparton Multicultural Strategy 2019 – 2022* (2019) has been developed to assist in achieving this vision.

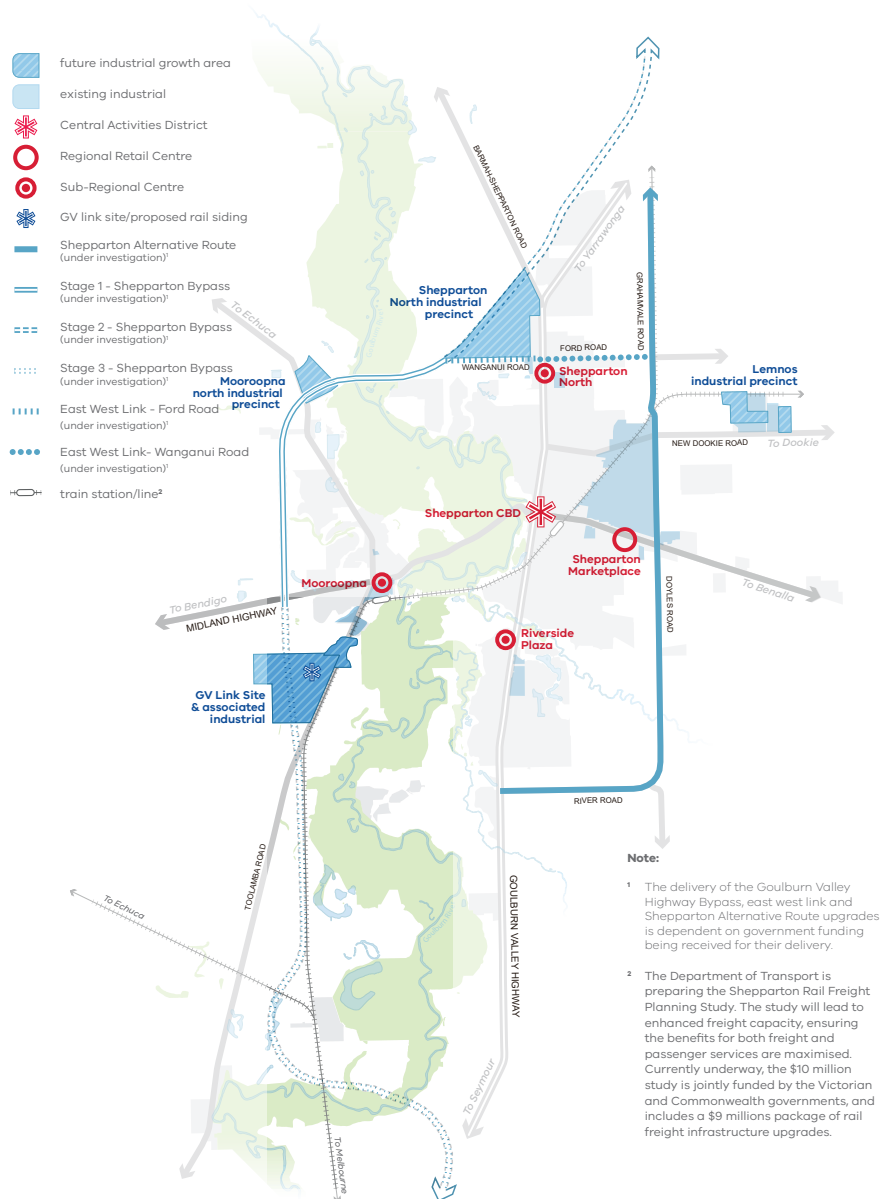
The Yorta Yorta Nation Aboriginal Corporation are the Registered Aboriginal Party (RAP) for the Shepparton and Mooroopna area. The City of Greater Shepparton has a higher portion of people who identified as Aboriginal and Torres Strait Islander (3.4%) compared with the regional Victoria average (1.8%)<sup>3</sup>. However, anecdotal evidence shows that this is underrepresented, and this figure is nearly three times this.

The *Greater Shepparton City Council Reconciliation Action Plan (Reflect)* (July, 2019) is an internal organisational plan that outlines Council's commitment to reconciliation and to ensuring Aboriginal and Torres Strait Islander Peoples and cultures are respected, acknowledged and celebrated. Meaningful relationships and partnerships with the Aboriginal and Torres Strait Islander community should continually be developed for an inclusive and empowered community.

<sup>2</sup> Goulburn Murray Irrigation District, GMW Connections Project Fact Sheet 10

<sup>3</sup> id the population experts, Indigenous profile, 2016, <https://profile.id.com.au/shepparton/population>

Plan 3 Industrial Growth Areas



**Note:**

- The delivery of the Goulburn Valley Highway Bypass, east west link and Shepparton Alternative Route upgrades is dependent on government funding being received for their delivery.
- The Department of Transport is preparing the Shepparton Rail Freight Planning Study. The study will lead to enhanced freight capacity, ensuring the benefits for both freight and passenger services are maximised. Currently underway, the \$10 million study is jointly funded by the Victorian and Commonwealth governments, and includes a \$9 millions package of rail freight infrastructure upgrades.



Industrial investigation areas

The planning scheme identifies a number of industrial investigation areas as potential locations for growth, subject to significant issues or constraints being resolved. These investigation areas were identified as part of Amendment C162 City of Greater Shepparton Industrial Land Review (2011). Investigation areas 7 to 11 are within the scope of the Growth Plan. Investigation areas 12 and 13 are located in Tatura and have not been resolved, these are beyond the scope of the Growth Plan. Investigation areas 7, 8, 9 and 11 are identified in **Action 1.1.1** of the Growth Plan as suitable locations for industrial development, subject to the resolution of development constraints. Investigation area 10 is also identified as a residential investigation area and is not considered appropriate for urban development, this is discussed in **Outcome 3** of the Growth Plan.

Industrial Land

The *Industrial Land Supply & Demand Assessment* (2019) concludes Greater Shepparton is currently experiencing a rapid increase in the consumption of industrial land and currently has insufficient zoned industrial land for the medium to long term.

Several industrial investigation areas are currently identified in the planning scheme. It is considered these are all appropriate for industrial development, subject to a number of development and infrastructure constraints being resolved.

The future industrial growth areas are identified on **Plan 3** and **Table 1**. Investment in road and rail infrastructure is extremely important to support the development of the proposed industrial growth areas. This infrastructure will be dependent on funding from State or Federal Government. Advocating for this infrastructure will be essential in driving the growth of the industrial sector.

Each of the future industrial area's will require a structure plan and associated infrastructure funding mechanism to support their development.

Table 1 Industrial growth areas

NAME	DEVELOPMENT CONSTRAINTS	ZONING	LIKELY USES
Shepparton north industrial precinct (previously Investigation Area 7)	Access to the surrounding road network	Currently in the Farming Zone, requires rezoning for an industrial purpose.	Future uses will leverage off strategic location adjacent to proposed transport infrastructure.
GV Link Site and associated industrial land (previously investigation Area 8)	Flooding and servicing	GV Link Site is zoned Special Use Zone to identify its role as a transport and logistics centre. The future industrial area required rezoning for an industrial purpose.	Uses that complement the GV Link Site such as transport, automotive services, and food storage and distribution.
Mooroopna north industrial precinct (previously Investigation Area 9)	Servicing infrastructure	Industrial 1 Zone.	Future uses will leverage off strategic location adjacent to proposed transport infrastructure.
Lemnos industrial precinct (previously Investigation Area 11)	Requires connection to reticulated sewerage	Existing industrial land in Industrial 1 Zone, future industrial area requires rezoning for an industrial purpose.	Expansion of the existing transport and warehousing businesses.

**Objective 1** – To highlight Shepparton and Mooroopna’s unique attributes to attract people and investment to enhance strategic advantages.

**Strategy 1.1** Facilitate the expansion of the freight and industrial sector

Action	Timeframe	Responsibility
<b>1.1.1</b> Plan for industrial land in the locations identified on <b>Plan 3</b> by and in <b>Table 1</b> by resolving development constraints and advocating for regionally significant infrastructure.	Short	Council
<b>1.1.2</b> Advocate for investment in the road and rail infrastructure identified on <b>Plan 3</b> to strengthen freight and industry as key economic drivers.	Medium	Council
<b>1.1.3</b> Advocate for funding to deliver the Goulburn Valley Freight & Logistics Centre (GV Link site) and associated rail siding.	Long	Council

**Strategy 1.2** Reinforce the importance of the Goulburn Murray Irrigation District (GMID) to encourage ongoing investment

Action	Timeframe	Responsibility
<b>1.2.1</b> Support the preparation of the GMID Master Plan to ensure the long-term growth, sustainability and prosperity of the GMID.	Immediate	Council, DJPR, GBCMA & GMW
<b>1.2.2</b> Prepare a communication and media program to increase awareness and understanding of EPA guidelines and farm management practices.	Medium	Council, GBCMA, EPA & GMW
<b>1.2.3</b> Develop an agricultural brand for the region which highlights key strengths and investment attraction opportunities.	Medium	Council, DJPR, GMW and the GBCMA

**Strategy 1.3** Explore the relocation of the current Shepparton Airport site

Action	Timeframe	Responsibility
<b>1.3.1</b> Continue to explore a suitable location and advocate for funding to re-locate the existing Shepparton Airport.	Long	Council

**Strategy 1.4** Strengthen and support the growth of the business community

Action	Timeframe	Responsibility
<b>1.4.1</b> Update the <i>Greater Shepparton Economic Development, Tourism &amp; Events Strategy 2016 – 2020</i> (2016) to support existing and attract new businesses.	Short	Council
<b>1.4.2</b> Develop and maintain a database of available development sites and rental floorspace to streamline enquiries with government agencies and businesses.	Short	Council
<b>1.4.3</b> Prepare a structure plan for the Shepparton north sub-regional centre.	Short	Council

**Strategy 1.5** Strengthen the city as a leading tertiary education and health service hub

Action	Timeframe	Responsibility
<b>1.5.1</b> Implement the <i>Shepparton Health and Tertiary Education Precincts Action Plan</i> (February 2020).	Short	Council, GV Health, La Trobe University and GOTAFE
<b>1.5.2</b> Develop a business case for the Shepparton Clinical Health and Education Precinct to attract investment.	Short	Council, GV Health, La Trobe University and GOTAFE



## OUTCOME 2 - A City Of Liveable Neighbourhoods



Liveability reflects the wellbeing of a community and includes the many characteristics that make a location a place where people want to live now and into the future. A liveable place is one that is safe, attractive, socially cohesive, inclusive and environmentally sustainable.

Approximately 71% of people in Greater Shepparton travel to work by car slightly higher than the average of 67% across regional Victoria<sup>4</sup>. Designing Shepparton and Mooroopna's streets to be walking and cycling friendly will encourage the community and visitors to walk and cycle, reducing car dependency.

The Shepparton and Mooroopna landscape is relatively flat and ideal for cycling. Investing in infrastructure to enhance cycling as a safe and convenient transport option for both commuting and recreational purposes will contribute to health and wellbeing, reduce congestion and promote environmental sustainability. This investment should include a broad range of cycling opportunities including strategic cycling corridors, principle bicycle network, BMX, mountain biking and regional trails to establish the city as a cycling destination.

Shepparton and Mooroopna include a comprehensive open space network. Existing open space assets should be protected and enhanced to continue to contribute to liveability. Funding for enhancements should be prioritised to areas of most need.

Council facilitates a community plan program in townships and neighbourhoods. A number of communities across Shepparton have developed community plans. A community plan is a written document that identifies a community's strengths and outlines how these strengths can be utilised to build capacity and enable empowerment in the future. The community plan process helps foster social connections, which is particularly important in new growth areas where a community is emerging.

The network of townships that surround Shepparton and Mooroopna play an important role in supporting liveability. Detailed consideration of these townships falls beyond the scope of this document however they should be acknowledged as providing community infrastructure, employment and alternative and often more affordable housing options for Shepparton and Mooroopna's residents. Planning for these townships is considered in the *Greater Shepparton Townships Framework Plan Review (2019)*. This process should be supported and reviewed where appropriate in the future.

Five major venues with electronic gaming machines are in the centre of Shepparton, with an additional venue in Mooroopna. All venues are located within, or in close proximity of a neighbourhood identified as having the highest levels of socio-economic disadvantage in Victoria.

Greater Shepparton is subject to a gaming machine cap imposed by the Victorian Commission for Gambling and Liquor Regulation. However, additional guidance is required to ensure the location and opening hours of future venues minimises the harm from gaming and does not negatively affect the amenity of locations.

Several actions within the Growth Plan will also have positive liveability impacts particularly around improving access to public transport and community infrastructure, and better utilisation of the river environment for recreation.

<sup>4</sup> id the population experts, Method of travel to work, 2016, <https://profile.id.com.au/shepparton/travel-to-work>

**Objective 2** – To ensure areas of high liveability are protected and enhanced and opportunities to improve community wellbeing are delivered.

### Strategy 2.1 Improve streetscape amenity for a more walkable community

Action	Timeframe	Responsibility
<b>2.1.1</b> Advocate for funding to deliver a pedestrian overpass at Shepparton Railway Station to improve pedestrian accessibility and connection to the CBD.	Medium	Council and DoT
<b>2.1.2</b> Prioritise the allocation of capital works funding for accessibility and streetscape improvements to activity centres, schools and train stations to encourage walkability.	Medium	Council and DoT
<b>2.1.3</b> Prioritise the allocation of capital works funding for streetscape improvements on the key pedestrian links to encourage residents and visitors to walk to key attractions.	Medium	Council and DoT

#### Shepparton Railway Precinct Master Plan

The Master Plan was prepared by Spiire Australia Pty Ltd and finalised in 2017 to set a vision for the station to be a welcoming destination that is well integrated with, and accessible to, the Shepparton CBD.

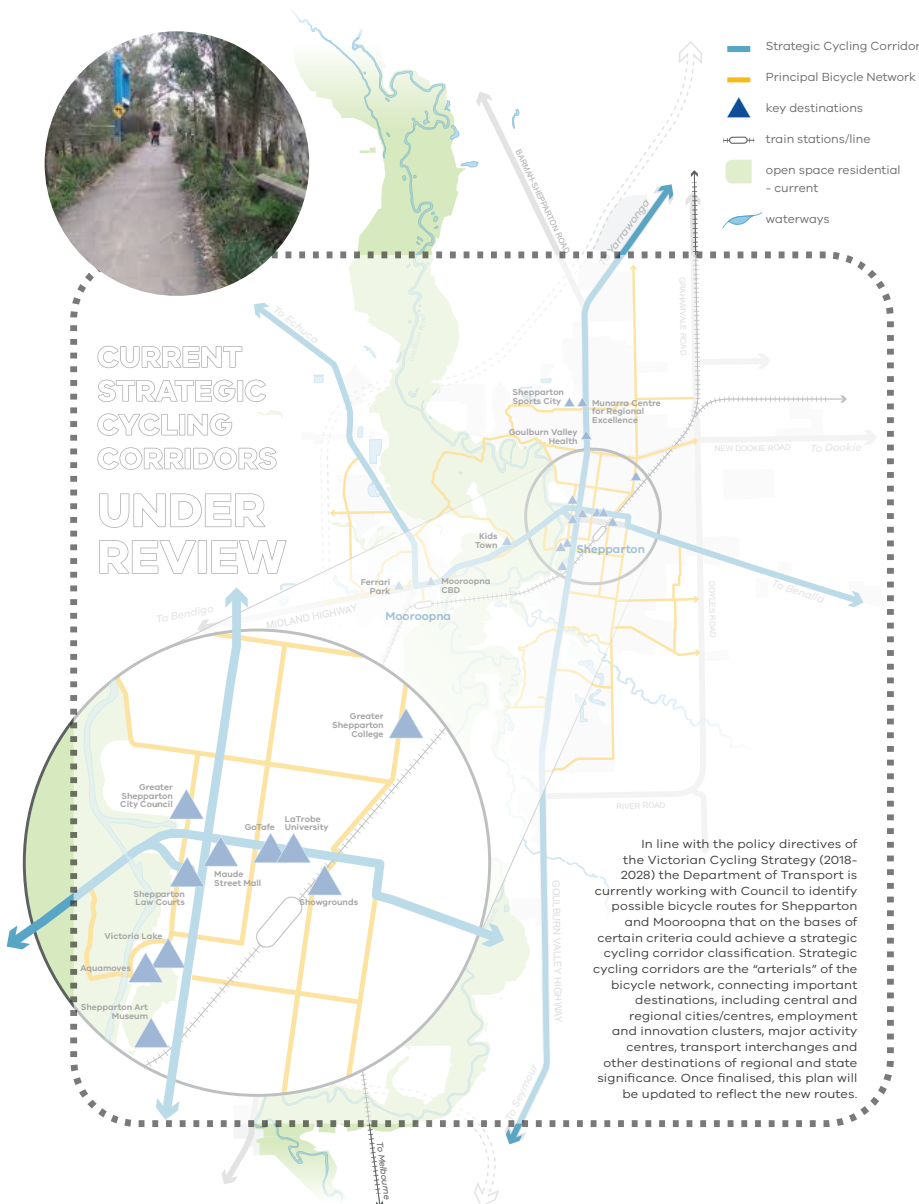
A key piece of infrastructure required to deliver this vision is a pedestrian overpass to allow access to Shepparton Station from Hoskin Street. Arcadis Pty Ltd prepared the *Shepparton Railway Station Pedestrian Overpass Concept Plan (2019)* which includes architectural drawings and artist impressions of the overpass to assist council to advocate for funding for the delivery of this project.

Shepparton Station pedestrian overpass artist impression - view from east (station car park), prepared by Arcadis Pty Ltd, 2019





Plan 4 Cycling Corridors



In line with the policy directives of the Victorian Cycling Strategy (2018-2028) the Department of Transport is currently working with Council to identify possible bicycle routes for Shepparton and Mooroolpna that on the bases of certain criteria could achieve a strategic cycling corridor classification. Strategic cycling corridors are the "arterials" of the bicycle network, connecting important destinations, including central and regional cities/centres, employment and innovation clusters, major activity centres, transport interchanges and other destinations of regional and state significance. Once finalised, this plan will be updated to reflect the new routes.

Strategy 2.2 Support the city as a cycling destination

Action	Timeframe	Responsibility
2.2.1 Update the <i>Greater Shepparton Cycling Strategy 2013 – 2017</i> (2013) to reinforce local and regional connections. Include the connections to key destinations identified on <b>Plan 4</b> .	Medium	Council and DoT
2.2.2 Advocate for funding to deliver township connections and enhance the existing cycling opportunities identified on <b>Plan 5</b> to develop the city as a regional cycling destination.	Medium	Council and DoT

Regional cycling destination

Shepparton BMX track

The BMX Australian National Championships have been held at the Shepparton BMX track four times in the past 10 years, including the 2019 championships held in May. The track recently benefited from a redevelopment after receiving \$635,000 from the Victorian Government. The 2019 Championships attracted approximately 3,000 athletes and their support teams to Shepparton and is estimated to have injected \$3.8 million into the local economy. The 2020 BMX World Cup event was hosted at the track.

Mount Major Mountain Bike Course

*The Greater Shepparton Economic Development, Tourism & Events Strategy 2016 – 2020* (2016) identifies updates to this mountain bike destination as a future minor project for consideration. Continued improvements to the course, trail head facilities and accessibility via Mt Major and TV Access Road is required to enhance the course and attract visitors. Melbourne University and the Goulburn Valley Mountain Bike Club and Parks Victoria are key stakeholders in this project and should be consulted with to assist with funding applications.

Shepparton Regional Park

*The RiverConnect Paths Master Plan* (2015) outlines a network of walking and cycling trails within the Shepparton Regional Park. The project provides the opportunity to connect people with the Goulburn River as well as proving a means for connecting people to an understanding of culture and knowledge through interpretive signage. The delivery of any off-road cycling trails should look to make these multi-purpose for horse riders.

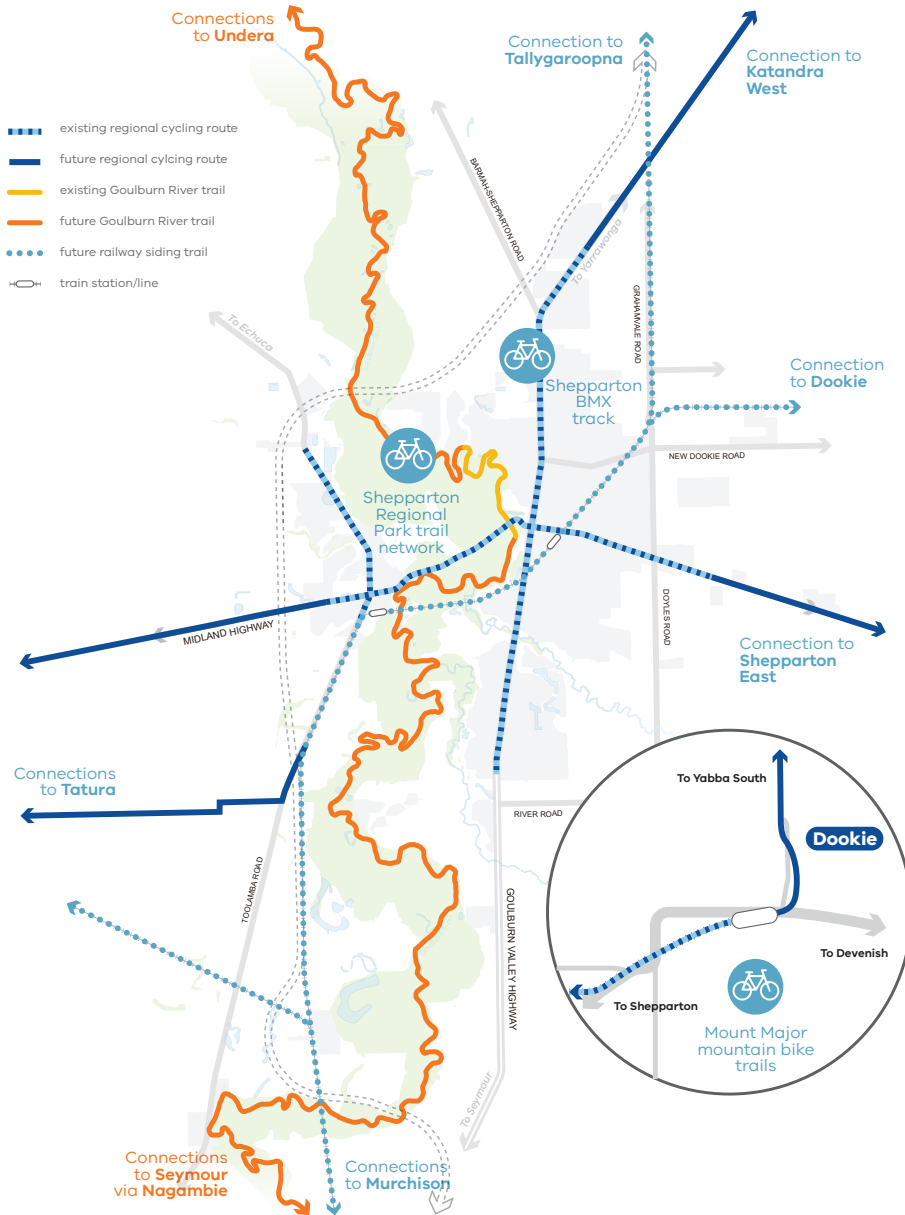
**Outcome 5** of the Growth Plan discusses this network and identifies opportunities for expansion.

Shepparton to Seymour trail via Nagambie

*The Hume Region Significant Tracks and Trails Strategy 2014 – 2023* (2014) identifies a cycling connection from Shepparton to Seymour via Nagambie. The path would follow the Goulburn river so would be an attractive recreational path. This connection is costed at approximately \$174 million.



Plan 5 Regional cycling destination



**Strategy 2.3** Enhance Shepparton and Mooroopna's open space network by prioritising investment in improvements

Action	Timeframe	Responsibility
2.3.1 Prepare an audit and funding prioritisation strategy for all council's open space assets and prepare an open space strategy to direct capital works investment in areas of most need.	Medium	Council

**Strategy 2.4** Maintain the Community Planning program

Action	Timeframe	Responsibility
2.4.1 Implement the Community Planning program in the recently completed and future growth areas identified in <b>Outcome 3</b> of the Growth Plan.	Ongoing	Council

**Strategy 2.5** Respond to change in the townships within Greater Shepparton to define a vision for their future

Action	Timeframe	Responsibility
2.5.1 Implement the <i>Greater Shepparton Townships Framework Plan</i> (2019) in the Greater Shepparton Planning Scheme and ensure ongoing reviews to this plan to ensure it responds to changing needs and priorities for the townships.	Ongoing	Council
2.5.2 Review the Framework Plan for the Shepparton East township.	Short	Council

**Strategy 2.6** Minimise negative social and economic impacts from gambling by regulating the number and location of gaming premises

Action	Timeframe	Responsibility
2.6.1 Prepare a Greater Shepparton Gaming Policy and implement in the Greater Shepparton Planning Scheme.	Medium	Council

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# OUTCOME 3 - A City Of Growth and Renewal



## Existing growth areas

The *Greater Shepparton Housing Strategy* (2011) has informed the planning of growth areas in Shepparton and Mooroopna. The current growth corridors for Shepparton and Mooroopna are identified in **Table 2**.

**Table 2** Current residential growth areas

Growth corridor	Strategic document	Ultimate supply (dwellings)
<b>Mooroopna West</b>	Mooroopna West Structure Plan and Growth Corridor Development Contributions Plan	1,600
<b>Shepparton North East</b>	Shepparton North East Precinct Structure Plan and Development Contributions Plan	1,500
<b>Shepparton South East</b>	Shepparton South East Precinct Structure Plan and Development Contributions Plan	2,500
<b>Total</b>		<b>5,600</b>

## Future growth areas

Victoria in Future (VIF) 2019 estimates Greater Shepparton will require approximately 350 new dwellings per annum to accommodate projected population growth. This equates to approximately 6,000 dwellings to 2036<sup>5</sup>.

The current growth corridors (see **Table 2**) will provide an ultimate dwelling supply of 5,600, which is expected to accommodate approximately 15 years supply. State policy directs that councils should provide for a minimum of 15 years land supply.

Considering some growth planning will involve the preparation of precinct structure plans that take time to complete (2 to 3 years), it's

necessary to commence forward planning for future land release. This is supported by the *Residential Land Supply Demand Assessment* (2019). A diversity in growth fronts will allow flexibility to respond to influences and changes in supply and demand.

The *Greater Shepparton Housing Strategy* (2011) identified a number of residential investigation areas that remained unresolved at the time of preparing the Growth Plan. A key outcome of the Growth Plan was to resolve the status of these investigation areas to alleviate uncertainty. The investigation areas considered and their status at the time of preparing the Growth Plan are identified in **Table 3**.

**Table 3** Investigation Areas considered for residential growth

Investigation Area	Has any strategic planning work been completed to date?	Is this investigation area within the settlement boundary?
<b>1</b> – Kialla Paceway & Shepparton Greyhound racing environs	Yes – identified for a mix of low density residential and equine related activities.	Yes
<b>2</b> – Raftery Road, Kialla	Yes – a model of flood behaviour to show the extent of developable land.	Yes
<b>3</b> – Adams Road area, Kialla	Yes – the land has been rezoned to the Urban Growth Zone.	Yes
<b>4</b> – East of Grahamvale Road (also identified as Investigation Area 10 – discussed in <b>Outcome 1</b> of the Growth Plan).	No	No

<sup>5</sup> Figures pre-date any known potential impact of Covid-19 on population projections.



Investigation areas 1, 2 and 3 had all gone through a strategic planning process to be identified for growth, therefore are reinforced in the Growth Plan as future short-and medium-term growth areas. These areas will accommodate approximately 3,300 dwellings. These areas are expected to provide an additional 10 years residential land supply.

The Shepparton aerodrome and the former Radio Australia site were identified as strategic long-term growth opportunities. Similarly land at Kialla Central is identified in the Housing Strategy as long term future growth, this is

affirmed in the Growth Plan. Considering the residential supply provided by the current, short-and medium-term growth areas, these strategic opportunities should be looked at in the long term.

Investigation area 4 is not required from a residential land supply perspective. This land will remain in the Farming Zone and reinforced as viable agricultural land as supported by the *Shepparton East agricultural land use option report* (2020).

The future residential growth areas are identified in **Table 4**.

**Table 4** Future residential growth areas

GROWTH AREAS	TIMING	SUPPLY	KEY DEVELOPMENT CONSTRAINTS
Kialla North Growth Corridor (formerly investigation area 3)	Short	2,150	Flooding, drainage, access and servicing.
Kialla West Growth Corridor (formerly investigation area 2)	Medium	800	Flooding, access, bushfire and servicing.
Kialla Raceway Development (formerly investigation area 1)	Medium	350	Flooding, drainage and access.
Kialla Central	Long	To be confirmed	Servicing and community infrastructure.
Radio Australia Site	Long	To be confirmed	Community infrastructure, native vegetation, heritage, drainage and access.
Shepparton Airport	Long	To be confirmed	Drainage and access.

**Short term (1 – 5 years)**

**Kialla North Growth Corridor**

The Kialla North Growth Corridor is within the Urban Growth Zone but needs a Precinct Structure Plan and Development Contributions Plan prepared to support development. The key issues that need to be addressed include an appropriate flooding and drainage solution, servicing and access onto Archer, River and Doyles Roads. The potential widening of the Shepparton Alternative Route will need to be considered as part of the detailed planning of this growth area. It's anticipated to provide approximately 2,150 dwellings, however this number might be reduced due to drainage and flooding issues.

**Medium (5 – 10 years)**

**Kialla West Growth Corridor**

The Rural Living Zone currently applies to the land and is subject to a current 8-hectare minimum lot size requirement. A model of flood behaviour has been prepared to show the extent of developable land. This requirement will remain until a Precinct Structure Plan and Development Contributions Plan have been prepared to facilitate a low-density residential estate. Standard residential density will be considered if flooding, access, bushfire and servicing constraints can be resolved. The density of this growth corridor must be respectful of the existing context of the area. The location of standard density is most likely to be supported to the south of the precinct.

**Kialla Raceway Development**

Further work is required to support the rezoning and development of this area including an appropriate flooding and drainage solution, servicing and resolving access onto River Road. The potential widening of the Shepparton Alternative Route will need to be considered as part of the detailed planning of this growth area. This area will include a mix of low density and equine-related low-density development. This development will deliver approximately 350 dwellings.

**Long (10+ years)**

**Kialla Central**

The Kialla Central area currently includes a small number of low-density residential lots and a primary school. Dependant on land supply needs, a Kialla Central Structure Plan should be prepared in the long term to:

- Investigate the most appropriate land use mix in the area.
- Determine the need for additional community infrastructure.
- Investigate servicing.
- Review the application of surrounding existing residential zones and the densities proposed in these.
- Review the most appropriate zone for the land to the west of Kialla Central bound by Central Kialla Road, Mitchell Road, Archer Road and River Road having regard to housing needs and development constraints applying at the time.

**Radio Australia Site**

The former Radio Australia site is located at 490 Verney Road, Grahamvale. Subject to land supply needs, this site is considered appropriate for long term development as:

- It is all in one ownership
- It is not being actively farmed.
- It has not received recent investment in irrigation infrastructure.

A development plan would need to be prepared to support the development of this site to consider issues including:

- The provision of community recreation facilities to support the existing schools on the west side of Verney Road.
- Native vegetation.
- Heritage.
- Safe pedestrian access across Verney Road.
- An appropriate buffer to ensure farming operations to the east and south are not compromised.
- Drainage.

**Shepparton Airport**

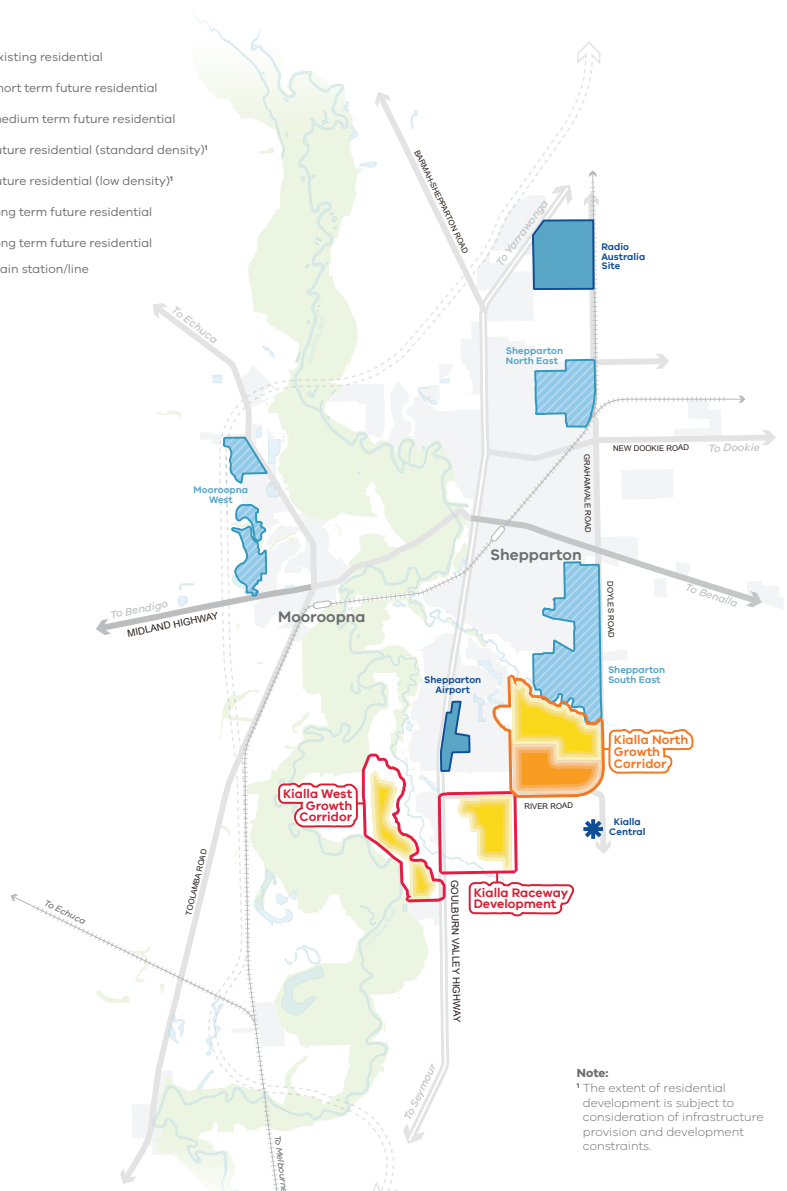
To take advantage of opportunities for both passenger and freight movements, there is a desire to look to relocate the Shepparton Airport. If this relocation occurs, there would be a strategic redevelopment site available. A development plan and infrastructure contributions mechanism would need to be prepared to support an appropriate development depending on land supply and community needs.





Plan 6 Residential growth corridors

- existing residential
- short term future residential
- medium term future residential
- future residential (standard density)<sup>1</sup>
- future residential (low density)<sup>1</sup>
- long term future residential
- long term future residential
- train station/line



**Note:**  
<sup>1</sup> The extent of residential development is subject to consideration of infrastructure provision and development constraints.

**Objective 3** – To provide sufficient land supply and urban renewal opportunities to ensure affordable and attractive living options are maintained.

**Strategy 3.1** Facilitate new housing in identified growth areas around the City

Action	Timeframe	Responsibility
<b>3.1.1</b> Prepare and implement the Shepparton South East Precinct Structure Plan and Development Contributions Plan in the planning scheme.	Immediate	VPA and council
<b>3.1.2</b> Prepare a Precinct Structure Plan and Development Contributions Plan for the Kialla North growth corridor.	Short	Council and proponent
<b>3.1.3</b> Prepare a Structure Plan and infrastructure contributions mechanism for the Kialla Raceway Development.	Medium	Council and proponent
<b>3.1.4</b> Maintain the current 8-hectare minimum lot size requirement, until a Precinct Structure Plan and infrastructure contributions mechanism for the Kialla west growth corridor have been prepared.	Medium	Council and proponent
<b>3.1.5</b> Prepare the Kialla Central Structure Plan	Long	Council
<b>3.1.6</b> Support the Shepparton Airport as a long-term strategic development site if relocation of this asset is realised.	Long	Council
<b>3.1.7</b> Support the development of the Radio Australia site as a long-term strategic redevelopment site.	Long	Council and proponent

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**Infill development**

**Heritage**

Council has prepared the *Greater Shepparton Heritage Study II* (2019) which is an amalgamation of the 2007, 2013 and 2017 studies. Further work is required to understand gaps in local heritage

significance, particularly in Mooroopna. A study on 20th Century Heritage is also required to ensure this component of Shepparton and Mooroopna's built form heritage is identified and protected.

**Strategy 3.2 Identify and protect Shepparton and Mooroopna's built heritage**

Action	Timeframe	Responsibility
<b>3.2.1</b> Complete a heritage gap assessment to understand gaps in sites with local heritage value, particularly potential sites in Mooroopna. Implement this assessment in the Planning Scheme.	Medium	Council
<b>3.2.2</b> Complete an assessment to identify sites of 20th century heritage significance and implement in the Planning Scheme.	Medium	Council

**Shepparton**

There are several opportunities for revitalisation and renewal of key development sites in central Shepparton. Higher density housing in the Shepparton CBD will help contribute to economic prosperity and affordability. This aligns with the delivery of the Affordable Housing Policy that council has prepared. This policy seeks to build capacity in council staff and propose innovative measures to enable housing diversity and the provision of affordable housing in Greater Shepparton.

Council is in the process of planning and implementing several improvements to the CBD including streetscape, traffic management and commercial works along key retail strips in Vaughan and Maude Streets (including Maude Street Mall), as well as the Shepparton Court Precinct and the proposed Shepparton Railway Station Precinct. Higher density housing aligns with this suite of revitalisation projects.

The delivery of these projects and their sub components represent a significant coordinated investment in Shepparton's CBD, generating economic stimulus and ongoing economic benefits estimated at up to \$113 million. The Shepparton Law Courts development received \$73 million in the 2014/15 Victorian State Budget. This development is now complete and provides a regional headquarters for court services for the Hume region.

In the Shepparton CBD, the Activity Centre Zone (ACZ) has been applied as a flexible and facilitative zone to encourage a mix of uses and more intensive development close to facilities and services. The ACZ outlines development opportunities in the Shepparton CBD that have not been realised to their full potential. The extent of the ACZ application, the vision for each precinct and some infill development opportunities are identified in **Figure 5**. Selected renewal sites in the Shepparton CBD include:

- car park site: 84-90 High Street
- CFA building on Maude Street: 266-268 and 270 Maude Street
- vacant site: 3 Sobraon Street
- Pizza Hut site: 525-535 Wyndham Street
- vacant site: 517-523 Wyndham Street
- car park site: 57 and 59-65 Welsford Street
- car park site: 36-50 Marungi Street.

**Strategy 3.3 Support compact dwellings developing in the Shepparton CBD for housing diversity, affordability and deliver on the CBD revitalisation.**

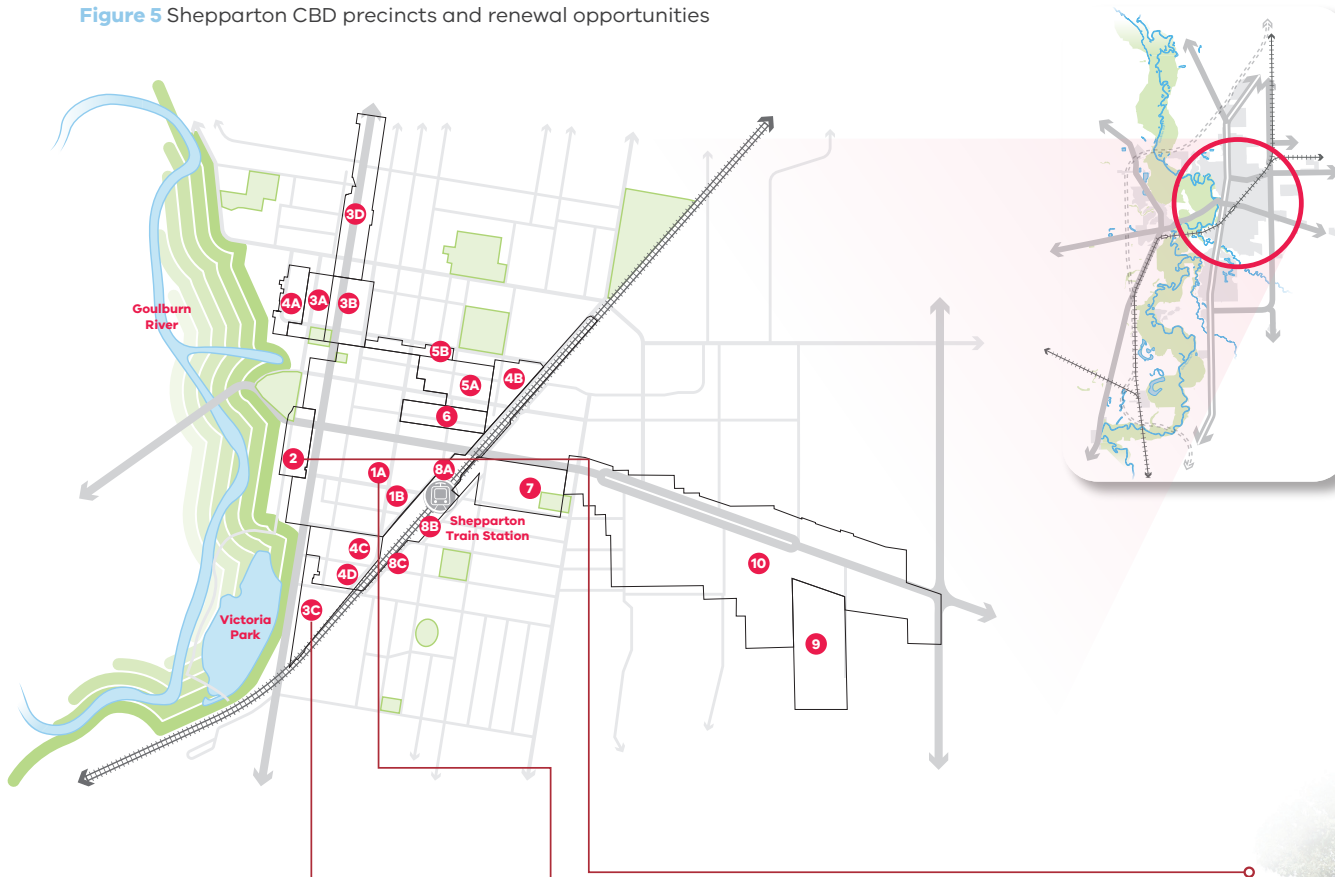
Action	Timeframe	Responsibility
<b>3.3.1</b> Implement the <i>Affordable Housing Strategy 2020 – Houses for People</i> to encourage diverse and affordable housing stock.	Short	Council

**Strategy 3.4 Reinforce the planning tools that currently provide guidance in the Shepparton CBD to facilitate more compact dwellings, including townhouses and apartments.**

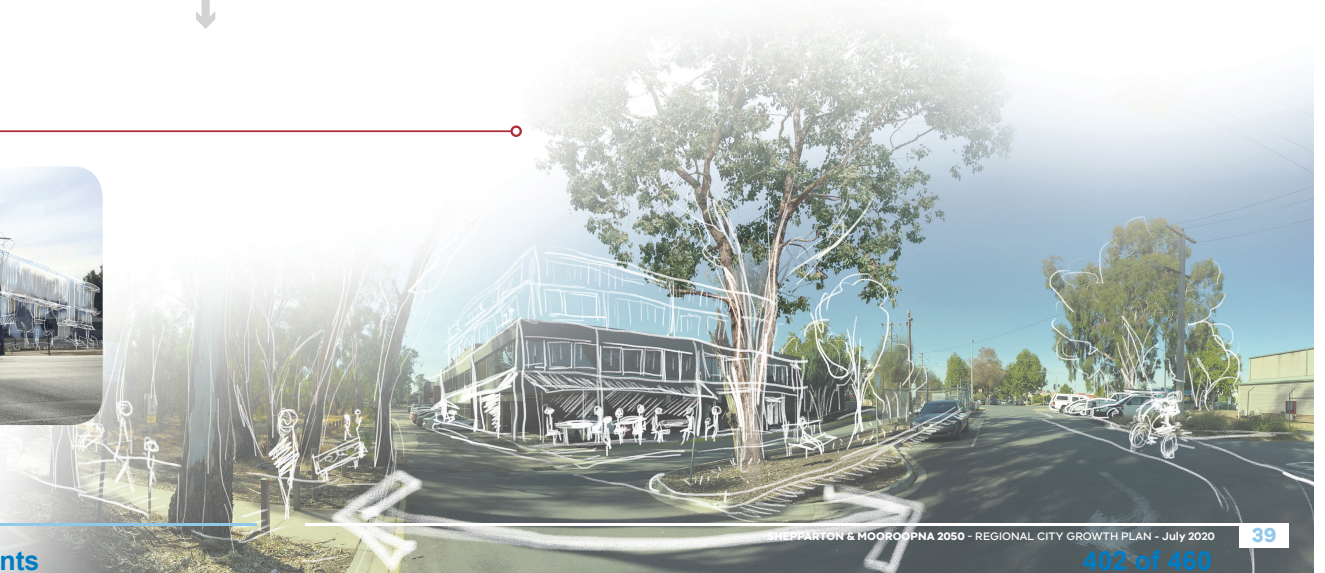
Action	Timeframe	Responsibility
<b>3.4.1</b> Promote the potential development opportunities allowed by the Activity Centre Zone (ACZ) as the planning tool that applies to the Shepparton CBD as identified in <b>Figure 5</b> .	Ongoing	Council



Figure 5 Shepparton CBD precincts and renewal opportunities



Precinct number	Precinct name	Preferred building height (m)	Suggested uses
1A	Retail core	-	Major anchor stores, specialty retail, cinemas, entertainment, dining, higher-density residential on upper levels
1B		7	
2	Office	-	Office, cafe, residential on upper levels
3A	Office, Retail and Residential	7-11.5	Medium-Density residential, commercial, office, peripheral retail
3B		-	
3C		11.5-20.5	
3D		Less than 9	
4A	Residential/ Redevelopment	11.5	Medium-density residential
4B		-	
4C		11.5-20.5	
4D		Less than 15	
5A	Office and Higher Density Residential	-	Small offices, service businesses, small peripheral retail, higher density residential on upper levels
5B		7	
6	Shepparton Tertiary Education Precinct (STEP)	15	Post-secondary and tertiary education, community and student-related facilities, higher-density residential
7	Rowe Street East Mixed Use	-	Public space/plaza, retail, commercial
8A	Railway and adjoining land	-	Commercial, residential
8B/BC		11.5	
9	Shepparton Marketplace	-	Retail complementary to Precinct 1 (offices only where ancillary to retail operations)
10	Benalla Road Enterprise Corridor	-	Non-retail and large format retail uses



**Mooroopna**

Development in the established areas of Mooroopna is not currently guided by a strategic plan. Infill development opportunities in Mooroopna are influenced by flooding constraints, however there are opportunities for revitalisation and better connectivity within the town. Opportunities to be captured in a future strategic planning document are identified on **Figure 6**. Other opportunities include higher density housing, increased tree canopy, Watt Street bridge improvements and down grading McLennan Street for a pedestrian and cyclist focus.

Renewal of the old Mooroopna hospital site is a significant opportunity for the town. A vision showing the potential for this site is identified in **Figure 6**. Future development of this site will need to consider heritage, flooding constraints and access.

**Strategy 3.5** Strengthen the unique vision of Mooroopna through the preparation of its own strategic planning document

Action	Timeframe	Responsibility
<p>3.5.1 Prepare a Mooroopna Structure Plan to identify housing needs, supporting infrastructure, connections and opportunities for change and urban renewal and the opportunities identified on <b>Figure 6</b>.</p>	Short	Council



**Figure 6** Mooroopna opportunities

- upgrade parks and reserves
- improved connections
- potential intersection upgrade (to be investigated)
- improved pedestrian connections
- Mooroopna Hospital potential renewal site
- Mooroopna High School site
- waterways
- Stage One bypass





## OUTCOME 4 - A City With Infrastructure and Transport

Principles: 

Shepparton and Moorooopna have benefitted from significant investment from all tiers of government including funding towards passenger rail improvements, road projects and community infrastructure. The current total value of committed funding for major projects equates to approximately \$950 million.

The resolution of road infrastructure upgrades and projects is still ongoing with council working with the Department of Transport (DoT) and the local community to understand needs and priorities. Much of the delivery of this road infrastructure remains unfunded and will be subject to future budget processes.

The Goulburn Valley Highway Shepparton Bypass received \$10.2 million over three years in the 2017/18 State Budget for pre-planning works and land acquisition. The Federal Government has committed \$208 million to deliver Stage 1 of the Bypass. Stage 1 will include the construction of a 10km road and a Goulburn River bridge crossing to bypass the centre of Shepparton and Moorooopna. Commitment for funding for the delivery of Stages 2 or 3 of the Bypass has not been received.

The use of Ford and Wanganui Roads as the east west link connecting Stage 1 of the Bypass and the Shepparton Alternative Route (SAR) (River Road, Grahamvale Road and Doyles Road) was established in council policy in 2006. There is no current funding commitment for the delivery of this road project.

Upgrades to the SAR are currently being investigated, including potential duplication. There is currently funding to deliver roundabout upgrades at the intersection of the SAR and Old Dookie Road and New Dookie Road. No further funding for additional upgrades to this road have been committed at this stage.

Council is progressing work on the Shepparton CBD Inner East Link Road (interim name) to divert through traffic out of the CBD and respond to the transport needs associated with the Greater Shepparton Secondary College.

A third stage of funding is required to deliver the Victorian Government's election announcement of nine return train services between Melbourne and Shepparton daily. Investment in public transport frequency and network connectivity should continually be advocated for to ensure services meet the demands of population growth. This should be in the form of network coverage for buses and timetable frequency for trains and buses. Shepparton and Moorooopna stations are not covered by the myki ticketing system, advocating for their inclusion will provide a more efficient service for patrons.

Community infrastructure provision across Shepparton and Moorooopna has generally been identified as part of the delivery of individual growth corridors, through localised strategic planning documents or in response to funding announcements. A holistic audit of existing and proposed community infrastructure is required to understand gaps and opportunities for needs in the future.

Enhancing opportunities for young people was a key theme heard as part of engagement processes to assist in addressing youth unemployment and disadvantage. The development of a youth hub was identified as a potential major project in the *Greater Shepparton Economic Development, Tourism & Events Strategy 2016 – 2020* (2016). It is recommended that a youth space be incorporated into a broader community hub that also supports the Shepparton CBD Health and Tertiary Education Hub.



### Community hubs

Future development of community hubs should be designed so they can adapt and respond to changing community needs over time. Integrating shared spaces, multipurpose community rooms, community services, sport and recreation and should consider integration of other infrastructure such as a primary school. Community hubs should be accessible after hours and contain flexible spaces to adapt to changing demographic needs in the community over time.



**Major projects**

There are a number of major projects that have recently been delivered or have recently received funding for delivery. Other projects are part-funded or require funding. Council will continue to advocate for funding for these projects.

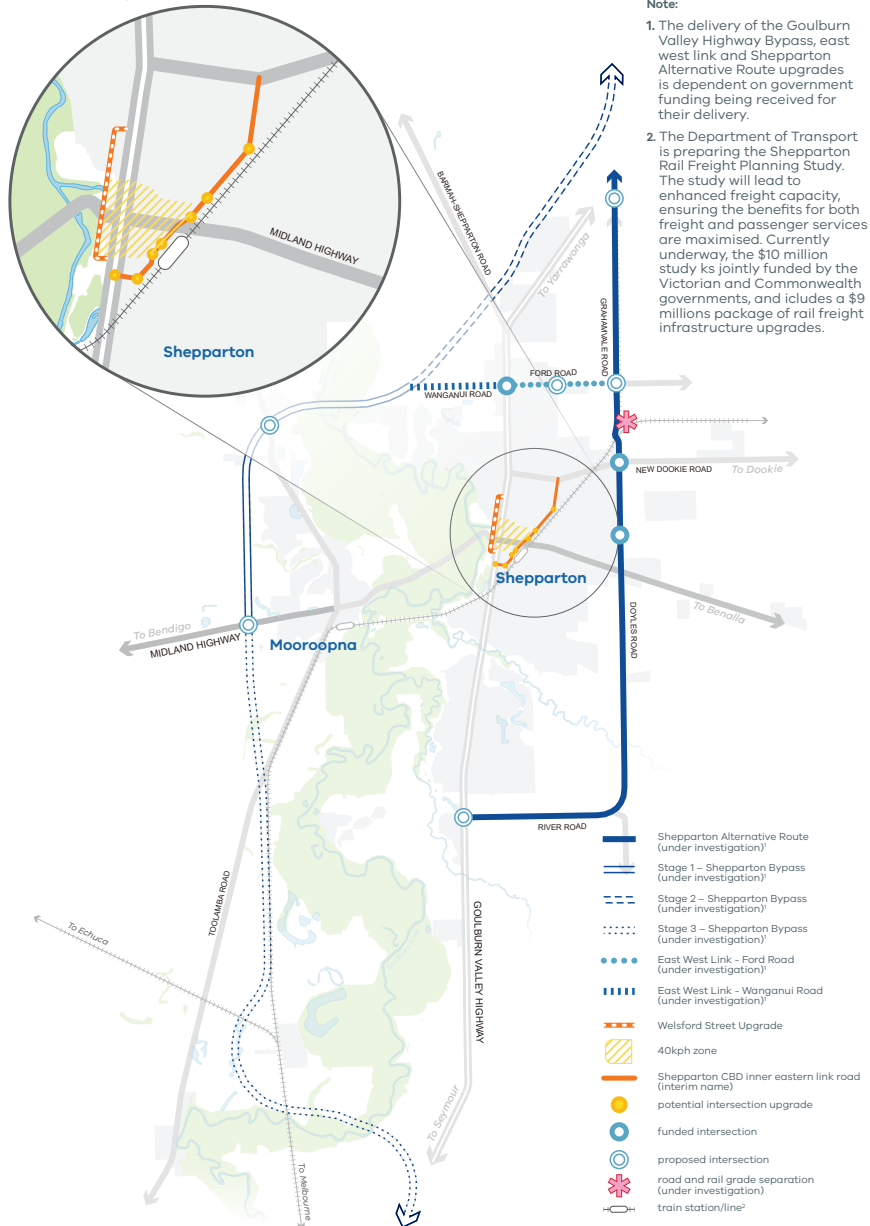


FUNDED		
Project	Amount (approximate)	Principles implemented
Shepparton Railway Freight Planning Study	\$10m	
Shepparton Art Museum (SAM)	\$49.9m	
Shepparton Education Plan and the Greater Shepparton Secondary College	\$1m (planning work), \$20.5m (Shepparton Education Plan) and \$119m (Greater Shepparton Secondary College)	
Goulburn Valley Health Expansion	\$229.3m – Stage 1 \$2m – Stage 2 (planning work)	
Goulburn Valley Health Integrated Cancer Centre	\$26m – integrated cancer centre	
University of Melbourne's Rural Clinical School	\$6m	
Fish Hatchery	\$7m	

PART FUNDED			
Project	Current contribution (approximate)	Amount Required (approximate)	Principles implemented
Munarra Centre for Regional Excellence	Stage 1 – \$23m	Stage 2 – \$28 m and \$5m from the University of Melbourne with the land provided by Council for a total cost of \$56m.	
Passenger rail improvements	Stage 1 – \$43.5m Stage 2 – \$313m	Stage 3 – To be confirmed.	
Bypassing Shepparton Business Case	Stage 1 – \$10.2m (State funding for early works) and \$208m (Federal funding for construction)	To be confirmed	
Ford and Wanganui Roads	\$100m	To be confirmed	
La Trobe University Shepparton Campus Expansion	\$7m (La Trobe University), \$5m (Federal) and \$300,000 (Council)	\$7m (State funding)	
Museum of Vehicle Evolution (MOVE)	\$2.5m (Federal) \$1.25m (Council) \$1.25m (Private)	\$3.75m (State funding)	
Community Health @ GVHealth (Corio Street, Shepparton)	\$4m	\$30m	

FUNDING REQUIRED		
Project	Amount Required (approximate)	Principles implemented
Vibert Reserve Pavilion Redevelopment	\$3.2m	
RiverConnect Paths Master Plan	Route 3 – \$223,644 Route 5 – \$1.8m Routes 1, 2 and 4 – To be confirmed	
Aquamoves Master Plan April 2020	\$31.7m	
Greater Shepparton Affordable Housing Strategy	\$10m	
Lemnos Industrial Precinct	To be confirmed	
Shepparton Railway Station Precinct – Pedestrian Overpass and Shared Pathway Linkages	\$18.8m (overpass) \$4.7m (shared pathway linkages) (to be met in full by Council or part with Victorian State Government funding)	
GV Link Freight & Logistics Centre Stage 1	\$15.2m (ultimate configuration)	
GV Health and La Trobe University Clinical School	\$22m	
Shepparton CBD revitalisation: Maude Street Mall redevelopment	\$19m	
Shepparton Sports and Event Centre Redevelopment Stage 1	\$59m	
Shepparton Airport relocation	To be confirmed	
Building a Better Shepparton Roads initiative (Includes Shepparton CBD Inner East Link Road)	\$26.4m	
Tech School	To be confirmed	
Family and Baby Unit	To be confirmed	

Plan 7 - Transport



**Objective 4** – To deliver a diverse and connected transport network supporting vehicles, cyclists, pedestrian and public transport.

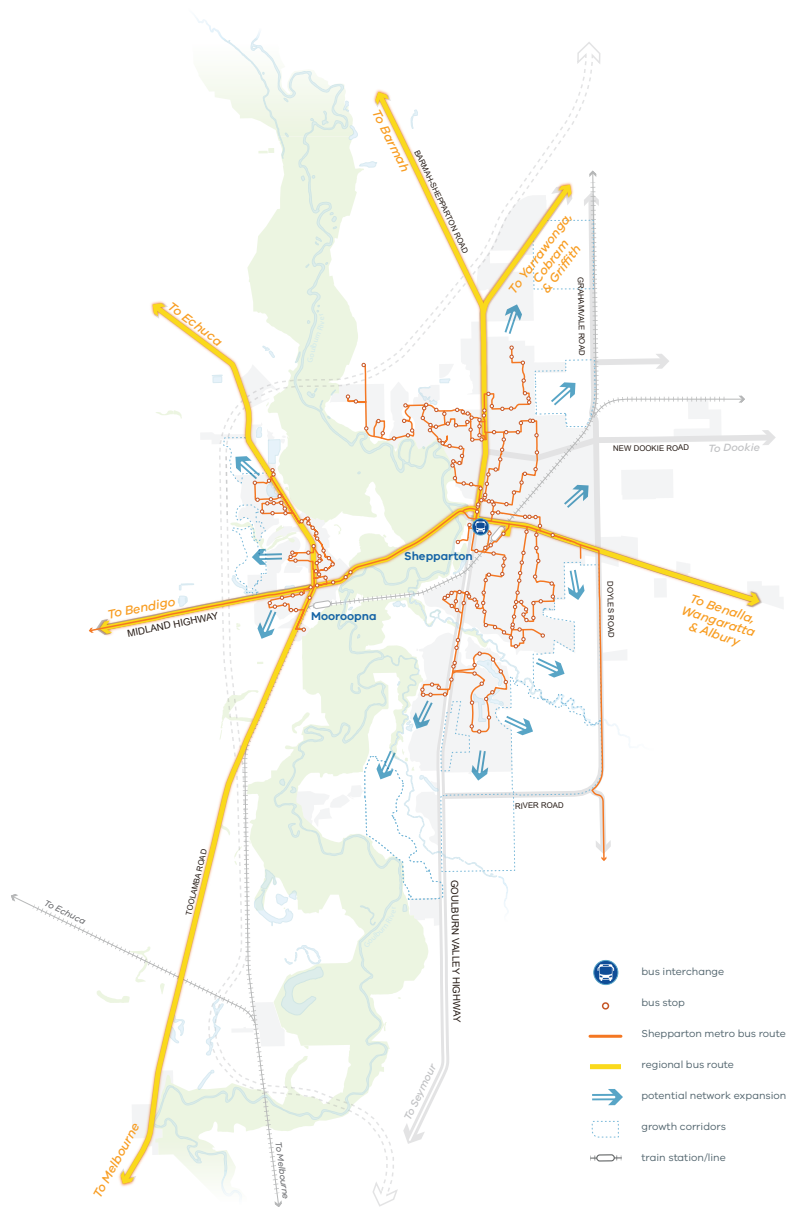
**Strategy 4.1** Support investment in transport infrastructure

Action	Timeframe	Responsibility
4.1.1 Advocate for upgrades to Shepparton Railway Station as identified in the <i>Shepparton Railway Precinct Master Plan</i> (May, 2017).	Ongoing	Council
4.1.2 Continue to work with the Department of Transport and Major Road Projects Victoria to advocate for funding for major road projects (as identified on <b>Plan 7</b> ).	Ongoing	Council
4.1.3 Finalise the Traffic Impact Assessment Report (TIAR) for the Shepparton CBD Inner East Link Road (interim name) to divert traffic out of the CBD and respond to the transport needs associated with the Greater Shepparton College.	Immediate	Council, DET and DoT
4.1.4 Prepare a Movement and Place Strategy to understand the roles and challenges facing the transport system for all transport modes both now and into the future.	Short	Council and DoT

**Strategy 4.2** Improve public transport connections and frequency

Action	Timeframe	Responsibility
4.2.1 Advocate for improvements to the current bus network and inclusion of expansion areas identified in <b>Plan 8</b> .	Short	Council
4.2.2 Advocate for a review of the bus timetabling in Shepparton and Mooroopna for more frequent services and coordination with train services.	Short	Council
4.2.3 Advocate for Stage 3 and continued improvements to the passenger rail line from Shepparton to Melbourne to achieve a service every hour each way.	Medium	Council
4.2.4 Advocate for Shepparton and Mooroopna to be included in the Myki ticketing system.	Medium	Council

Plan 8 - Bus network



- bus interchange
- bus stop
- Shepparton metro bus route
- regional bus route
- potential network expansion
- growth corridors
- train station/line

Strategy 4.3 Direct community infrastructure to locations of most need.

Action	Timeframe	Responsibility
4.3.1 Prepare a Community Infrastructure Plan including an audit of existing Community Infrastructure to identify gaps and infrastructure needs.	Short	Council
4.3.2 Prepare a business case for a community hub in the Shepparton CBD that includes a 'youth hub' component and other services to support the Health and Tertiary Education Hub.	Medium	Council



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## OUTCOME 5 - A City that is Greener & Embraces Water

Principles:



Shepparton and Mooroopna are in the Goulburn Broken catchment. The city is situated on the Goulburn River and the meeting of the Broken River and Seven Creeks. Many areas within the city are flood prone and are located on the river floodplain. However, it is not just the rivers that pose a risk of flooding to Shepparton and Mooroopna, many properties are also at risk from stormwater flooding.

Several flood studies have been prepared, the implementation of these will ensure development decisions will consider recent data on both overland and stormwater flooding risks.

Investment in water security for the region is underway. The Connections Project is a \$2 billion Project to modernise the irrigation network in the region. The project is generating water savings and has benefits for the farmers, environment and broader region.

The Goulburn Murray Irrigation District (GMID) Master Plan project will include an analysis of existing data regarding water availability and set a sustainable vision for the region. Strategy 12 of the Growth Plan outlines the importance of supporting this project for a sustainable agricultural sector.

Council has prepared the *Urban Forest Strategy 2017 – 2037 (2017)* which sets a number of targets including increasing urban forest canopy across Greater Shepparton to 40% and reducing the number of vacant street tree sites across the city to zero.

The delivery of this strategy should be prioritised and integrated into decision-making processes to deliver a greener more liveable city for residents and attract visitors and new businesses.

RiverConnect is a joint initiative of Council and the GBCMA (in conjunction with several partner organisations) which aspires to see the Goulburn and Broken River systems recognised as the life and soul of the Shepparton and Mooroopna communities. The Yorta Yorta Nation Aboriginal Cooperative is a key partner in this project. This initiative should continue to be invested in and prioritised to ensure the river environment is protected and enjoyed to its full potential.

Drainage infrastructure should identify as an engineering asset as well as an open space opportunity. This design of drainage infrastructure should align with open space to contribute to liveability and sustainability outcomes. Guiding principles should be prepared and implemented in a local planning policy in the planning scheme to ensure this expectation is communicated upfront to developers to alleviate discussions at the planning permit stage.

The management of water resources was a key concern raised by stakeholders as part of the Growth Plan process. Integrated Water Management (IWM) considers all elements of water management, supply and disposal in a single system. A council IWM Plan could consider waterway health, stormwater harvesting, water sensitive urban design, water conservation and would support existing council strategies such as the Urban Forest Strategy. Considering Shepparton and Mooroopna's hot and dry climate, IWM will be an important principle in how the urban-area will remain resilient and green in the future.



### Connections Project

The project is funded by the Victorian and Federal governments to generate water savings by creating a world leading delivery system that boosts irrigator productivity and fosters healthy waterways and wetlands. The majority of Goulburn-Murray Water (G-MW) irrigation infrastructure immediately surrounding Shepparton and Mooroopna has now been modernised as part of this project.

It is estimated that the project will deliver an average annual water saving of 429GL will be achieved and irrigation water use efficiency will be increased from 70% to at least 85%.

**Objective 5** – To ensure investment in “greening” is at the forefront of decision making and sustainable water consumption is prioritised.

### Strategy 5.1 Strengthen the city’s resilience to floods

Action	Timeframe	Responsibility
<b>5.1.1</b> Implement the <i>Shepparton &amp; Mooroopna Flood Mapping and Flood Intelligence Project (2019)</i> and the <i>Shepparton East Overland Flow Urban Flood Study (2017)</i> in the Greater Shepparton Planning Scheme.	Short	Council and GBCMA

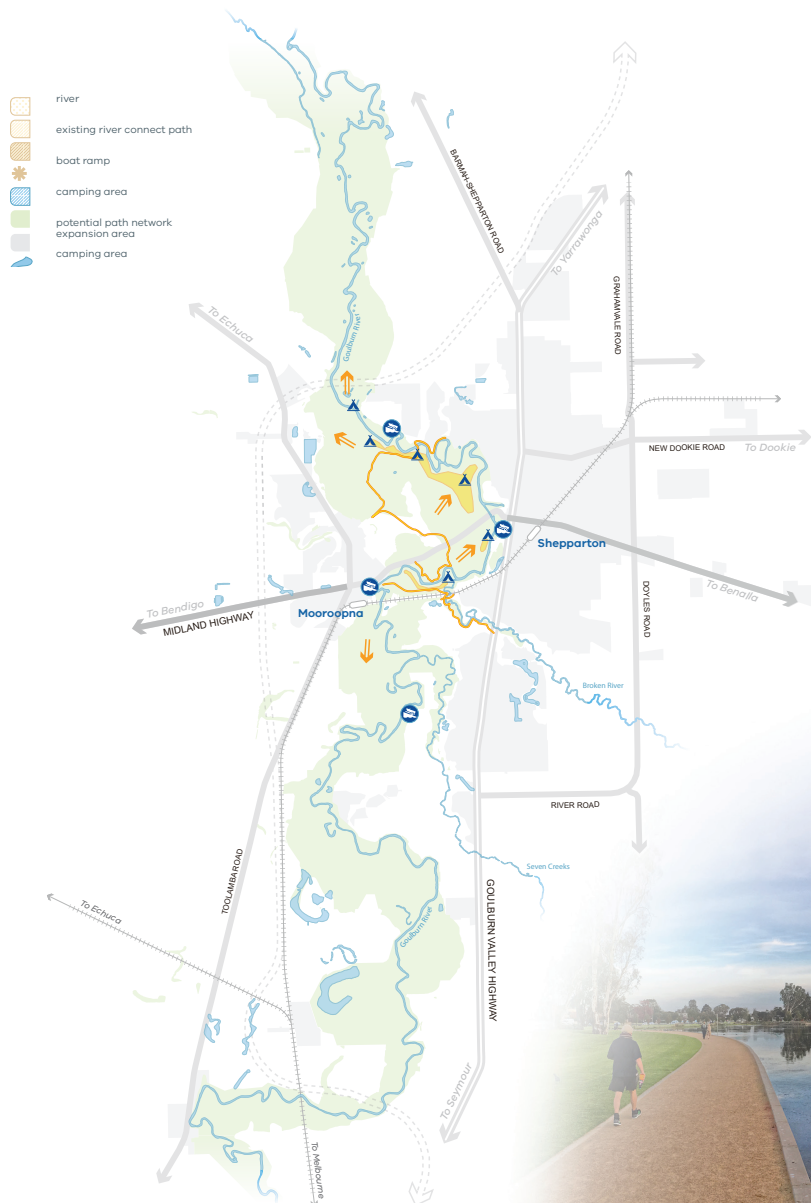
### Strategy 5.2 Implement the Urban Forest Strategy to achieve a greener city

Action	Timeframe	Responsibility
<b>5.2.1</b> Continue to allocate budget to implement this strategy and advocate for grants that assist in achieving the identified actions.	Ongoing	Council
<b>5.2.2</b> Allocate budget to plant new trees, replace missing and renew street trees particularly in the Shepparton and Mooroopna CBD's	Ongoing	Council

### Strategy 5.3 Provide increased recreation opportunities along the Goulburn and Broken river corridors

Action	Timeframe	Responsibility
<b>5.3.1</b> Deliver the gaps in the proposed trail network identified in <b>Plan 9</b> and explore engaging a trail building company to establish the Shepparton Regional Park as an off-road bike trail destination.	Medium	Council, GBCMA, DELWP and Parks Victoria
<b>5.3.2</b> Develop a camping policy and subsequent marketing material to identify new and formalise existing camping locations (see <b>Plan 9</b> ) to attract visitors.	Short	Council and GBCMA
<b>5.3.3</b> Review current boat ramp locations with the intent of improving access, functionality and identification of new locations if required (see <b>Plan 9</b> ).	Short	Council and GBCMA

Plan 9 - Embrace the river



**Strategy 5.4** Improve the alignment of open space with drainage infrastructure

Action	Timeframe	Responsibility
5.4.1 Develop and implement a local planning policy that provides guidance on aligning open space with drainage infrastructure to inform the design of council infrastructure and subdivision applications.	Medium	Council & GMW

**Strategy 5.5** Strengthen Greater Shepparton's approach to Integrated Water Management (IWM)

Action	Timeframe	Responsibility
5.5.1 Seek funding from DELWP to prepare an Integrated Water Management Plan to establish a vision and goals to guide IWM initiatives across Greater Shepparton.	Medium	Council, DELWP, GMW & GBCMA



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## OUTCOME 6 - A City of Innovation and Resilience

Principles:



**Outcome 3** of the Growth Plan outlines the importance of increased living opportunities to meet diverse housing needs in the Shepparton and Moorooopna CBDs. Ensuring development at increased densities (such as units and apartments) includes Environmentally Sustainable Design (ESD) principles will have benefits such as reducing running costs and improve comfort and health through thermal efficiency, orientation and natural lighting.

Several Victorian councils have included ESD policies in the Planning Policy Framework sections of their planning schemes. These policies have successfully provided a framework for consideration of sustainable design elements as part of the planning application process.

Council is partnering with eight other regional councils to deliver the ESD for subdivisions in regional Victoria. This project seeks to improve the consideration of ESD principles during the subdivision approval process.

Council also supports ESD in existing commercial buildings as an Environmental Upgrade Finance (EUF) participating council. This initiative should be promoted through existing economic development partnerships.

Greater Shepparton is well placed to play a more significant role as a leader in renewable energy generation. Large scale solar farms have been approved within Greater Shepparton and it is likely applications for this infrastructure will continue. Solar farms should be supported in locations consistent with Victorian government policy. The expansion of the solar energy sector has the potential to transform Greater Shepparton into a renewable energy baseload storage hub.

In addition to large scale solar farms, there are missed opportunities for Solar PV on rooftops for the residential and commercial sector. The Victorian Government Solar Homes program provides an opportunity to harness this technology.

Industry, freight and agriculture are key components of Shepparton and Moorooopna's economy. The city needs to be at the forefront of opportunities for innovation in these sectors to ensure these economic drivers are resilient to change and are at the forefront of national and global trends.

Investment in technological innovations for the diversification of transport energy sources should be explored. The Parliament of Victoria Inquiry into electric vehicles (May, 2018)<sup>6</sup> identified that regional communities rely heavily on fuel. Alternative transport energy sources could provide the fuel security regional communities need. This should include considerations of energy sources such as electric and hydrogen fuel sources for transport energy.

The Central Victorian Greenhouse Alliance is partnering with a number of regional councils (including Greater Shepparton), the EV Council Australia and DELWP to develop a business case for providing a network of public electric vehicle charging infrastructure across the state.

The Goulburn Valley Waste and Resource Recovery Group has prepared an *Implementation Plan (2017)* as the key guiding document for waste and resource recovery for councils in the Goulburn Valley region. Agricultural production and associated industries present a challenge and an opportunity for sustainable waste management. Composting and waste to energy are opportunities for sustainable waste management associated with these industries.

The *Shepparton Climate Adaptation Plan* (December 2016) states that Shepparton and Moorooopna are likely to experience increased average temperatures in all seasons, continuing decrease in winter rainfall and harsher and longer fire seasons.

The Goulburn Broken Greenhouse Alliance (GBGA) and the Goulburn Broken Catchment Management Authority (GBCMA) have completed the Climate Smart Agricultural Development (CSAD) project. The CSAD examined the anticipated impacts of agricultural related climate change to 2050. This study included 17 commodities in the groups of Cropping, Forestry, Fruit, Pasture and Vegetable. The study modelled the crop response for current conditions and included crop biology, soils, terrain, irrigation and climate factors.

Individuals and industry groups will need to consider transition planning to ensure agricultural practices adapt to the impacts of climate change that are identified in the CSAD project.

<sup>6</sup> Parliament of Victoria, May 2018, [https://www.parliament.vic.gov.au/images/stories/committees/SCEI/Electric\\_Vehicles/EIC\\_58-19\\_Text\\_WEB.pdf](https://www.parliament.vic.gov.au/images/stories/committees/SCEI/Electric_Vehicles/EIC_58-19_Text_WEB.pdf)



**Objective 6** – To ensure adaptation to climate change and a robust economy for continued prosperity in times of change.

**Strategy 6.1** Support Environmentally Sustainable Design (ESD) principles in new and existing buildings and subdivisions

Action	Timeframe	Responsibility
<b>6.1.1</b> Prepare an Environmentally Sustainable Design (ESD) policy and implement in the planning scheme.	Short	Council, Sustainability Victoria
<b>6.1.2</b> Continue to work with partner organisations to implement the Environmentally Sustainable Design (ESD) for Subdivisions project	Ongoing	Council
<b>6.1.3</b> Promote Environmental Upgrade Finance (EUF) as an initiative supported by council through existing marketing and promotion avenues.	Ongoing	Council

**Strategy 6.2** Support and store electricity generation using renewable sources

Action	Timeframe	Responsibility
<b>6.2.1</b> Require the installation of solar panels on all public buildings.	Ongoing	Council
<b>6.2.2</b> Increase community use of Solar PV by promoting the 'solar homes' initiative.	Ongoing	Council and Solar Victoria
<b>6.2.3</b> Support and encourage large scale solar energy farms in locations consistent with the guidance provided in the <i>Solar Energy Facilities Design and Development Guidelines</i> (July, 2019).	Ongoing	Council, GMW, GBCMA and DELWP
<b>6.2.4</b> Establish Greater Shepparton as a renewable energy baseload storage hub.	Long	Council

**Strategy 6.3** Create opportunities for Shepparton to be a leader in electric and hydrogen fuel sources for transport energy

Action	Timeframe	Responsibility
<b>6.3.1</b> Support the business case for the electric vehicle charge network for regional Victoria.	Short	Council, CVGA, GBGA, EV Council Australia and DELWP.
<b>6.3.2</b> Explore the inclusion of hydrogen filling stations and electric vehicle charging stations in industrial areas, the GV Link site and key tourist destinations.	Long	Council and DoT
<b>6.3.3</b> Investigate transitioning all local government vehicles to a zero emissions fleet and plant by using renewable fuel sources such as hydrogen or electric.	Long	Council and DoT

**Case study:**

**Moreland City Council hydrogen refuelling station**

The Victorian Government has committed \$1 million to help Moreland City Council implement a renewable hydrogen refuelling station to transition local government vehicles to a zero emissions fleet. The council has also partnered with Toyota Australia to trial two hydrogen fuel cell powered Mirais as part of its ongoing investigation of options to provide a zero-emissions transport fuel for its commercial vehicle fleet. The council is also investigating an initiative to develop a Renewable Hydrogen Refuelling Station on Council land and trial 'zero emissions' waste trucks.



**Strategy 6.4** Strengthen the sustainable waste management industry

Action	Timeframe	Responsibility
<b>6.4.1</b> Increase the diversion of recoverable materials from landfills by identifying opportunities for sustainable waste management practices.	Short	Council and GWRRG
<b>6.4.2</b> Assess the potential of appropriate waste to energy investment in addressing the regions organic material for sustainable energy production.	Medium	Council and GWRRG
<b>6.4.3</b> Support opportunities to aggregate and/or consolidate organics to support investment for new or expanded facilities.	Long	Council and GWRRG
<b>6.4.4</b> Support a circular economy model for sustainable waste management that links businesses to facilitate innovative reuse and recycling initiatives.	Long	Council and GWRRG

**Case study:**

**The City of Kingston ASPIRE program – Circular waste management economy**

ASPIRE is an online waste "match-making" tool that has been developed in response to manufacturing companies providing feedback on waste disposal costs, particularly those associated with increasing landfill levies. The online service provides an opportunity for companies to exchange waste and provide alternatives to resource disposal.

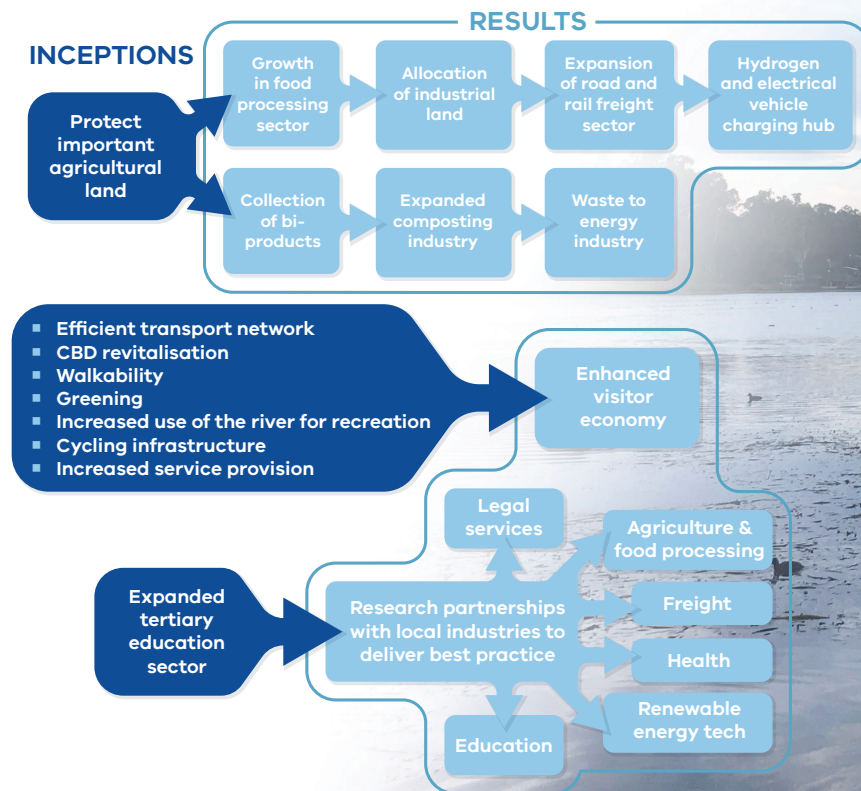
Casafico, a sustainable building product supply company has benefited from the program by accessing a continuous stream of waste paper and polystyrene from the Wrapping Paper Company and Kingston Council. This has re-directed this waste from conventional recycling methods for re-use in the building sector.



**Economic Resilience**

The Growth Plan outlines a number of Actions to achieve the vision for Shepparton and Mooroopna. A number of the actions within the Growth Plan will contribute to the city having a robust and resilient economy ensuring employment opportunities and prosperity. These opportunities are captured in the economic resilience road maps in **Figure 7**.

**Figure 7** Economic resilience road maps



**IMPLEMENTING THE VISION**

The Growth Plan identifies a number of actions to support implementation. The Growth Plan is for a long timeframe for which it is difficult to make precise growth projections. Therefore, sequencing of growth fronts should be continuously reviewed based on supply and demand analysis and equally on the ability to deliver needed infrastructure. Subject to approval by council, the delivery of proposed growth corridors can be brought forward if supported by appropriate assessments.

Other actions in the Growth Plan will be implemented by council programs and government partnerships

The Growth Plan should be reviewed every 5 years to track the progress of implementation and ensure delivery and investment decisions are accurately reflected.



**SHEPPARTON AND MOOROOPNA 2050 - July 2020**  
Regional City Growth Plan