



www.rdv.vic.gov.au/industrialland

Audit of Industrial Land in Provincial Victoria

Regional Development Victoria
Department of Innovation, Industry and Regional Development
121 Exhibition Street, Melbourne
Telephone (03) 9651 9467
Email rdv@rdv.vic.gov.au

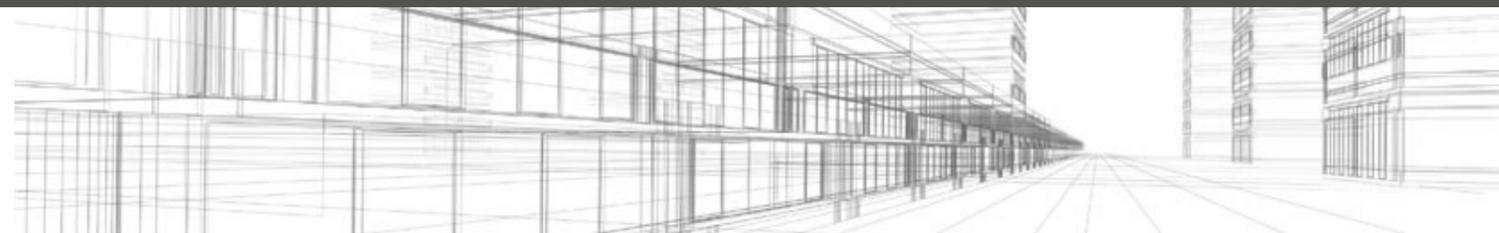
Website www.rdv.vic.gov.au

Published by the Victorian Government, August 2008.

© Copyright State of Victoria 2008

Design by RU Advertising, Ballarat. Aerial photography by Katrina Lawrence Photography.

Printed by





MAKING PROVINCIAL VICTORIA READY FOR BUSINESS

MINISTERS' MESSAGE

If we are to continue attracting industry to regional Victoria, we will need to ensure that the future supply of industrial land meets the needs of our growing economy.

Thanks to this statewide audit, we now have a complete picture of all existing industrial land in regional Victoria, which will assist regional and rural councils and the Victorian Government in planning for growth over the next five to 10 years.

The audit results, available through an online portal, will also be a valuable resource for developers and businesses looking to establish operations in regional Victoria.

The audit was undertaken by the Department of Planning and Community Development on behalf of Regional Development Victoria. It was funded through the *Regional Infrastructure Development Fund* as part of the Victorian Government's Provincial Victoria Statement *Moving Forward* – our \$502 million action plan to drive growth in regional Victoria.

We are indebted to the 46 provincial councils who participated in the audit, providing key insights that will inform the strategic planning of land use and help us keep moving forward in provincial Victoria, making it an even better place to live, work and invest.



Jacinta Allan

JACINTA ALLAN
Minister for Regional and Rural Development



Justin Madden

JUSTIN MADDEN
Minister for Planning

A COMPLETE MAP OF INDUSTRIAL LAND IN PROVINCIAL VICTORIA

The Victorian Government's audit of industrial land has created a comprehensive picture of all land in regional Victoria currently zoned for industrial use.

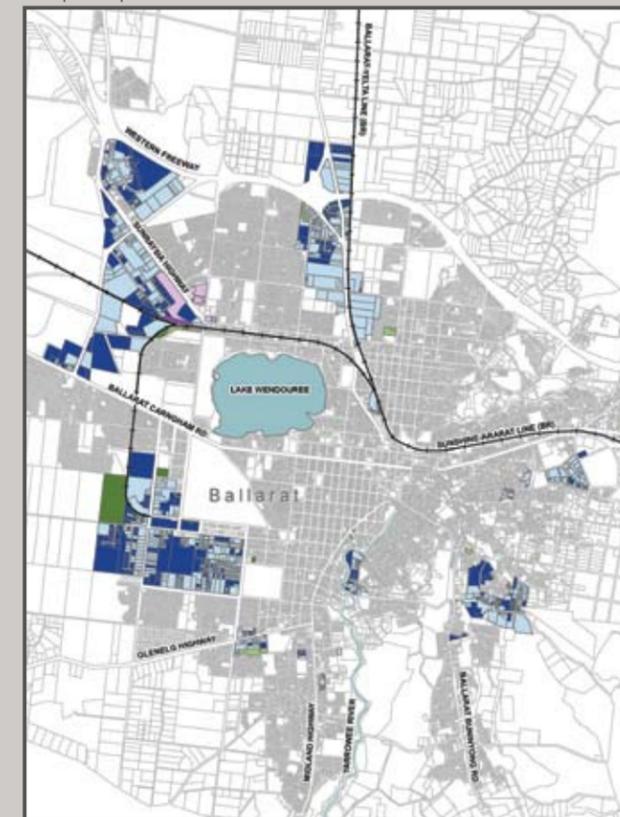
This is the first time such an audit has been undertaken and the result is an online resource that will be an indispensable planning tool for local councils, property developers, business and industry.

An online database, searchable by town and region, provides detailed information on the industrial land available in more than 160 Victorian towns across the State – from Alexandra to Yackandandah.

Visit www.rdv.vic.gov.au/industrialland to find:

Maps of the industrial land in each town and whether it is vacant or occupied.

Sample map: Ballarat



Schedules with detailed information, including:

- any conditions or limitations on use of the land
- access to infrastructure (transport, water energy), and
- key facts about the region, including the major towns and distances to them, population size, and the main industries and employers.

Reports: The complete land audit report can be downloaded along with reports on the take-up of industrial land and the major trends and issues.

Key findings of the industrial land audit

- Rising demand for industrial land is typically stimulated by drivers such as: expansion or relocation of existing local businesses; relocation of industry from Melbourne; population growth; competition from other land uses (e.g. increased demand for residential land); growth in the retail sector pushing other businesses from town centres; and the availability of a variety of appropriately zoned lot sizes.
- Across provincial Victoria there are approximately 21,925 hectares of land zoned for industrial purposes.
- Large stocks of industrial land are concentrated in the Gippsland region, the Bendigo and Ballarat corridor regions, the north east of Victoria and around Portland in the south west.
- Within the centres of larger urban areas (with populations over 35,000) there are few parcels of industrial land of more than five hectares – over 90 per cent are smaller than one hectare.
- Visit www.rdv.vic.gov.au/industrialland for more findings.

The *Regional Infrastructure Development Fund* can assist councils to develop industrial land in provincial Victoria. See www.rdv.vic.gov.au for more information.