

Ballarat Industrial Land Strategy

Consultation Summary Report

July 2024



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1. Introduction

1.1. Purpose of the document

The Consultation Report outlines the Council-led public consultation strategy and consultation outcomes following the release of the *Draft Ballarat Industrial Land Strategy* (May, 2024) in May – July 2024.

1.2. Project Context

The City of Ballarat has developed a *Draft Industrial Land Strategy* to plan for future industrial and commercial business activity in Ballarat.

The *Draft Industrial Land Strategy* aligns with Goal 3 “A city that fosters sustainable growth” and Goal 5 “A strong and innovative economy and city” of the Council Plan by guiding the long-term land use planning direction relating to industrial land development.

1.3. Consultation History

Community Engagement and Public Exhibition of the *Draft Industrial Land Strategy* took place from 27 May – 12 July 2024 and involved various methods including media releases, social media posts (Facebook), Ballarat Times advertisements, Draft report available via MySay, emails to local businesses (sent out by Economic Development) and stakeholders, targeted meetings, and direct phone calls to property owners. Site visits were also conducted with landowners. The focus of this report is the outcome of this exhibition

2. Consultation Strategy for the Draft Strategy

There was a total of 14 submissions received from community members (6), government stakeholders (4), development industry (2), and local small businesses (2).

Officers reviewed the submissions and prepared this Consultation Report addressing the common themes raised.

2.1. Key Stakeholders

The key project stakeholders are identified as:

- State Government departments and agencies
- Community members
- Property owners
- Business owners
- Business networks and community groups
- City of Ballarat (Councillors, Executive team, key internal departments, Project Control Group, Project Working Group).

2.2. Consultation and Communication Summary

Council engaged on the Draft Strategy in the following ways during the 6-week consultation period:

- The Draft Strategy was released to the public via Council's engagement website MySay on 27 May 2024.
- Emails sent to local businesses requesting them to provide feedback on the Draft Strategy.
- Newspaper advertisements in the Ballarat Times.
- Targeted presentation to the Committee for Ballarat.
- Social Media post informing the public about the Draft Strategy and requesting them to provide feedback submissions.
- Targeted phone calls to property owners.
- Site visits as a request of affected landowners.



3. Submissions Summary and Responses

3.1. Key Themes

There was a varying degree of submission on the Draft Strategy, which have been categorised into seven key themes:

Theme	Officer Response
Suitability of certain sites identified in the Draft Strategy for future industrial use due to flooding, heritage and topography.	Officers acknowledge that certain industrial sites (existing and proposed) have constraints at varying degrees. Further strategic planning work through a precinct plan or similar will ensure planning matters such as safety, heritage (including historical archaeological sites), flooding and other planning matters are seriously considered in any future land use change.
Suitability of alternative greenfield and brownfield industrial sites not identified in the Draft Strategy for future industrial uses.	Further strategic work is required to understand whether it is feasible to consider alternative / additional land for the use of industrial land in the Strategy.
The impact on property prices if land was to be rezoned for industrial purposes.	Any economic effects associated with land rezoning should be considered at the broader community (not individual) scale. At the broader scale, the net community benefit of ensuring available industrial land outweighs any potential financial impact.
Adequate transport access for proposed industrial precincts.	Council officers will ensure ongoing engagement with the relevant transport agencies including DTP. Technical evaluations of traffic and safety implications of a development will be undertaken at the relevant stages of the planning for future industrial sites.
The provision of adequate and appropriate sewage and water services at sites identified in Strategy.	Council officers will continue to work with CHW to ensure long term infrastructure plans include consideration of proposed industrial growth areas. Council officers will ensure further investigations at the local area level are undertaken to determine the availability and capacity of water and sewerage services for other identified precincts undergoing land use change. This will be considered as part of future precinct plans or as part of strategic justification for land rezonings.
Financial implications and lack of options for small business to buy land for business expansion or relocate.	Some industrial uses within existing industrial zoned land will remain as they are important in the local context to service the local community and provide employment close to homes. Opportunities to relocate industrial businesses in new industrial precincts are identified in the Draft Strategy, however further strategic work will be undertaken to solidify these locations.
Immediate rezoning of brownfield industrial sites for non-industrial uses.	Further strategic work is required to be undertaken to rezone industrial land identified in the Draft Strategy for alternative uses. The further strategic work is required to justify the rezoning in line with State planning policy direction.



4. Conclusions and Next Steps

There was a varying degree of concern raised by various stakeholders on a broad range of aspects in the Draft Strategy.

Key themes include:

- Concerns raised about suitability of certain sites identified in the Strategy.
- Concerns regarding the provision of adequate and appropriate sewage and water services at sites identified in Strategy.
- Requests to rezone sites identified in the Strategy.

Council officers will undertake further strategic work to respond to submissions and the Draft Ballarat Industrial Land Strategy will be updated as a result of further strategic work and submissions. Further community engagement will occur on the updated Strategy.





The Phoenix | 25 Armstrong Street South, Ballarat, VIC 3350
City of Ballarat | PO Box 655, Ballarat, VIC, 3353

☎ 03 5320 5500 🌐 ballarat.vic.gov.au

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