

21.0113/08/2020
C119latr**INTRODUCTION****21.01-1****Municipal Profile**

Latrobe City is part of the region traditionally owned by the Braiakaulung clan of the Gunaikurnai people. European settlement began in the Gippsland Plain in the 1840s and extended to most of the Strzelecki Ranges after 1900.

Latrobe City is now recognised as one of Victoria's four Major Regional Cities made up of four central towns: Churchill, Moe-Newborough, Morwell and Traralgon which combined form a networked city. The four central towns are supported by small and district townships. Latrobe City is the population and regional service centre for Gippsland. The municipality extends over 1400 square kilometres and is centrally located in eastern Victoria, approximately 150 kilometres east of Melbourne.

Latrobe City is currently home to approximately 74,021 (2018) residents. The population is forecast to grow by approximately 8,560 to house 82,460 people by 2030. The demographic profile is forecast to significantly change over the next 15 years, with 70% of all population growth forecast for Latrobe City is to occur in the population aged 70 and over. The working age (25-29 years), infants and pre-schooler population groups are anticipated to experience below-average growth. (Essential Economics, 2016).

Latrobe City is experiencing a period of economic restructuring associated with the change in traditional employment sectors which support Victoria's power production including manufacturing and mining. Industry diversification and employment generation are therefore major priorities of Latrobe City and the Gippsland region, drawing on the extensive natural resource base, built infrastructure and local workforce.

Latrobe City is also at the centre of a large forestry industry, which services the largest pulp and paper mill in Australia. Other industries in the area include food processing, retail, engineering, health and post-secondary education. Latrobe City is one of Victoria's strongest regional economies with a Gross Regional Product (GRP) of approximately \$4.8 billion and a total estimated annual business turnover of \$10.7 billion. Latrobe's GRP represents 1.2% of Victoria's Gross State Product.

21.01-2**Regional Profile**

The *Gippsland Regional Growth Plan 2014* (GRGP) identifies the following challenges for growth in the region:

- Sustaining and expanding economic activity through a period of diversification and transition.
- Enhancing the resilience of the regions industries to economic restructuring and supporting business to reduce carbon emissions.
- Building on tourism opportunities in the region.
- Accommodating population growth, including managing growth with consideration of resources, environment and natural hazards.
- Responding to changing community profiles including the increasingly aged population.
- Planning and adapting settlements and infrastructure to respond to the impacts of climate change, including increased risk from natural hazards.
- Improving the efficiency, reliability and service levels of the regions transport network.
- Delivering services and communications infrastructure for community, commercial and industrial users.

21.01-3 Key Planning Issues

The key planning issues that are identified in the State Planning Policy Framework of this planning scheme which Council believes it needs to address are:

- Regional Growth Plan.
- Built Environment and Settlement.
- Urban Design, Heritage and Character.
- Environmental and Landscape Values.
- Environmental Risks.
- Natural Resource Management.
- Economic Development.
- Transport and Infrastructure.

21.01-4 Strategic Vision

The 2017-2021 Council Plan reflects the clear understanding that Latrobe City's community is in significant economic and social transition. The Council Plan provides a concentrated focus on employment, economic growth, liveability, and a connected Latrobe City.

The Council Plan identifies 7 key objectives as follows:

- Support job creation and industry diversification to enable economic growth in Latrobe City.
- Encourage improved education & training outcomes in Latrobe City.
- Improve the liveability and connectedness of Latrobe City.
- Improve the amenity and accessibility of Council services.
- Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens.
- Ensure Council operates openly, transparently and responsibly.
- Grow the civic pride of our municipality and solidify Latrobe City's image as a key regional city.

21.01-5 Strategic Framework Plan

Council has prepared a Strategic Framework Plan which identifies the major strategic directions for the municipality. The Strategic Framework Plan represents the interdependencies between existing land use and development patterns, settlement hierarchy, extent of infrastructure, environmental assets and hazards. The framework plan advocates for future growth commensurate with access to services, infrastructure, transport, natural resource management and the acknowledgement of environmental risks and hazards.

Key elements of the Strategic Framework Plan include:

- Settlement Hierarchy anticipating likely growth.
- Implementation of Town Structure Plans.
- Redevelopment of the Morwell – Traralgon Corridor as a key employment precinct.
- Promotion of Rural Living precincts as an attractive lifestyle choice.
- Implementation of the Latrobe Regional Airport Master Plan, Latrobe Regional Hospital Master Plan and Federation University Master Plan.

LATROBE PLANNING SCHEME

- Location of open cut coal mines in relation to established townships.
- Location of key infrastructure and transport links including the proposed Traralgon Highway Bypass.
- Location of natural resources and environmental values including the Strzelecki – Alpine Biolink.

LATROBE PLANNING SCHEME

Latrobe City Strategic Framework Plan

