

Live Work Latrobe

Live Work Latrobe will provide a long term plan for Latrobe City by setting a direction for future growth; recognising and protecting its assets; and planning to respond to the changing industry and employment opportunities for the region. The project will develop three long term strategies to guide future housing, industrial land use and employment, and rural land use in the municipality.

Extensive community consultation and engagement has been undertaken within Latrobe City to inform the development of the three strategies. A summary of the findings is described below.

Who did we engage through the project?

Engagement by people

Around 35% of participants were aged between 20–39 years old and over 40% were aged between 40–49 years old.

Over 70% of participants who completed a survey were female.

Over 80% of participants are working. Jobs described were diverse in terms of technical specialty and field – ranging from factory work to owning a small business.

Over 50% of survey respondents have lived in Latrobe for over 20 years.

Participants identified themselves from 12 postcodes which covers over 70 different locations.

Engagement by amount

Over
370
people were engaged through the project

152
people attended a listening post (15 posts across the municipality)

43
people attended workshops held in Traralgon, Morwell and Moe

148
people completed a survey

12
people prepared a submission

22
people attended a one-on-one meeting

What did we hear?

When preparing the Policy Directions Paper, the Latrobe community told us to:

Reposition Latrobe's role as a thriving regional centre by attracting new industries that create more employment opportunities that go beyond the energy sector.

Plan for a greener and cleaner future and celebrate the natural environmental features that make Latrobe an attractive place to live.

Support diversified farming that will create a new niche in agritourism for Latrobe.

Encourage well designed and different types of housing to be built in new developments or in renewal sites that assist people to age or stay in place.

Build new housing including affordable and social housing should be located close to existing community infrastructure and be serviced by public transport.

Ensure new housing is located in appropriate areas to balance the rural character of Latrobe.

Strengthen and grow community networks and connections through more shared open spaces, walking and cycling paths, and places for people to meet.

Continue to support our existing farming industries that positively contribute to the local, state and national economies.

Take a more systematic approach when reviewing permits within the farm zone that look at productivity not just lot size.

Build on the existing skills and resources in Latrobe to transition into new and more sustainable industries such as advanced manufacturing and renewable energy.

Encourage greater flexibility and diversity in the job market to ensure all residents have access to local employment opportunities.

Generate opportunities to enhance the community and health service industry to respond to the needs of aging population and create new employment opportunities.

More information

The Live Work Latrobe team would like to thank everyone who generously contributed their time, ideas and energy to the project.

Keep checking the project website for further information and project updates –

www.latrobe.vic.gov.au/liveworklatrobe