



Great South Coast Regional Strategic Plan

Committee for Portland Action Items
Report 2

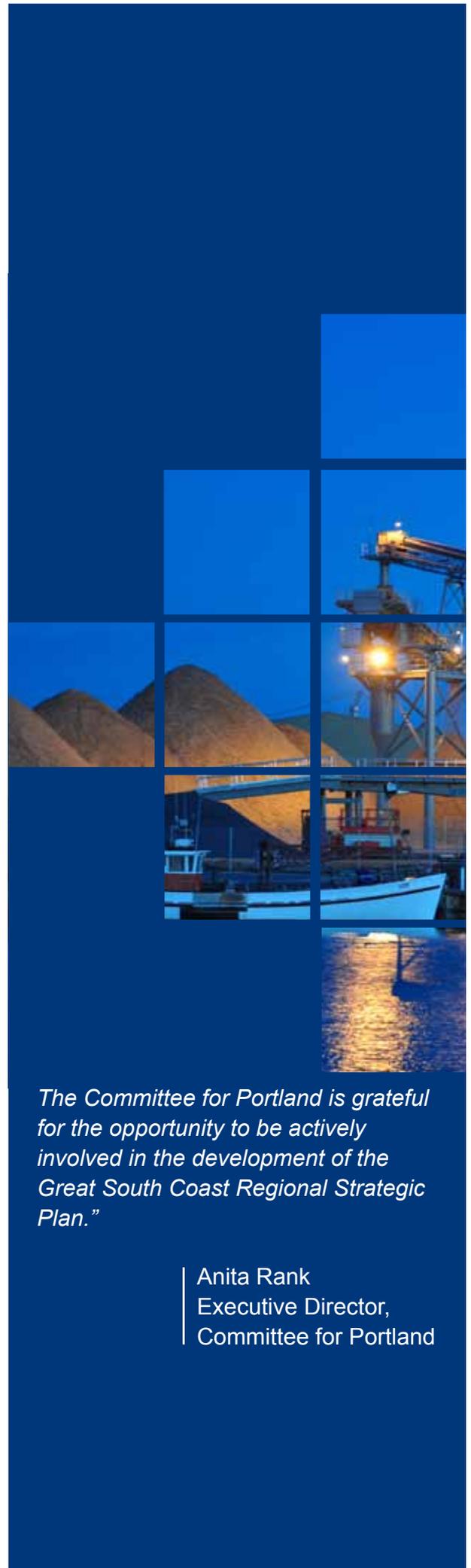


Introduction

The Committee for Portland has developed a working document that identifies the “Things to Do” tasks of the Great South Coast Regional Strategic Plan that are relevant to Portland.

These tasks have been grouped according to areas of interest. Whether it be transport, new energy or tourism the Committee for Portland has gathered information from lead agents to understand where work needs to be completed and also who’s responsibility it is for achieving these tasks. This document will assist the Committee for Portland develop priorities moving forward. Our role will be to either assist other organizations or deliver projects outlined in the Plan.

We look forward to the challenge.



The Committee for Portland is grateful for the opportunity to be actively involved in the development of the Great South Coast Regional Strategic Plan.”

Anita Rank
Executive Director,
Committee for Portland

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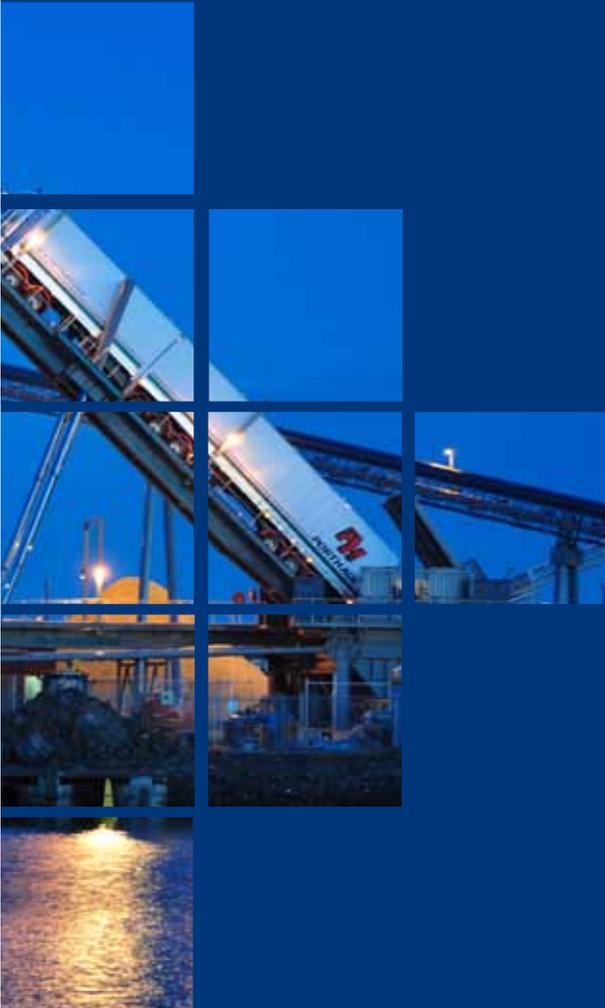
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The Great South Coast Today

Rich agricultural land, iconic national parks, bountiful waterways, dense forests, spectacular coastline, historic towns and friendly communities – the Great South Coast has a natural advantage.

Our City – Portland

Portland operates as a major gateway to the region by road from the west, and by sea for produce of the region.

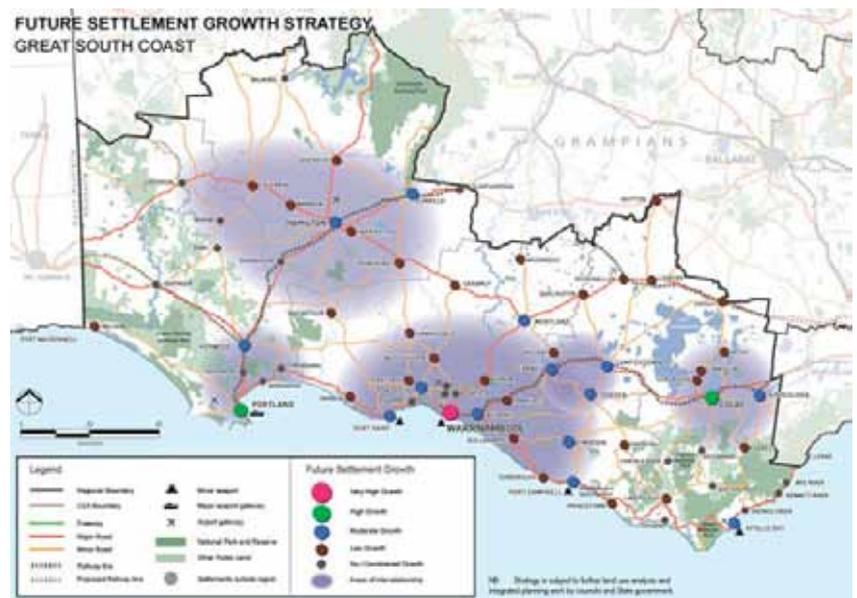
Portland has a moderate projected growth and a highly significant industrial and port related employment base that suffers from workforce shortages at times.

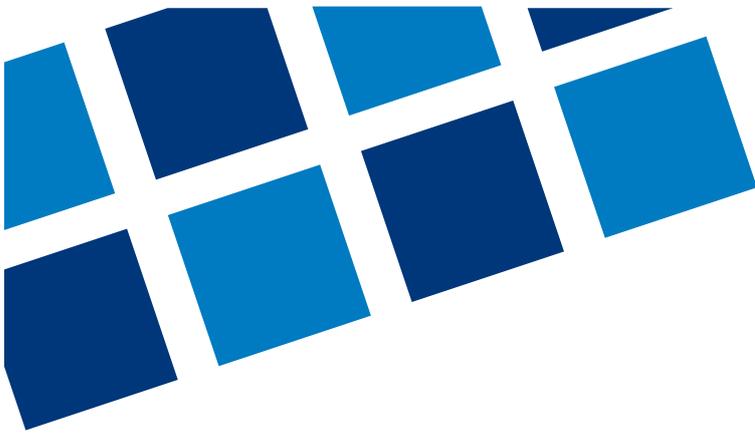
Population growth in the town is required to support the industrial growth. The town could accommodate substantial further development, although detailed study is required to determine the exact locations and any physical constraints.

Portland supports a strong recreation/tourism industry with growth and diversification potential, and combined with continued port related industrial growth and its coastal location, this indicates that moderate growth will be readily achievable. Release of more land could assist in increasing housing affordability which is considered to constrain population increase at present.

Heywood is considered to be within Portland’s ‘area of interrelationship’, as it is closely linked through industrial activity and the rail line, and each could house workers in the other town due to their relative proximity. Both towns will benefit from the proposed rail extension to Mt Gambier.

This map shows the relative proposed future growth of the region’s settlements. It is based on current growth trends, known growth constraints and opportunities, and the intent for each as a result of the implementation of the Great South Coast Regional Strategic Plan. The “areas of interrelationship” show smaller settlements the future role and growth of which is closely linked, by locational, economic and social factors, to the larger centre.





Our Aspirations

Over the next 10-15 years, we will create a thriving, multifaceted and resilient economy, while valuing our natural resources and environment. Our people will be healthy, well educated and have great lifestyle choices.

Portland will become a major generator of alternative energy, through innovative and pragmatic development of its wind, gas, wave and geothermal energy sources. We will improve public transport, telecommunications and social networks to support living in smaller rural settlements, particularly for our growing elderly population. Region wide broadband Internet access will improve the competitive position of our businesses and industries and increase lifelong learning opportunities. Our road, rail and airport infrastructure will be upgraded to facilitate the anticipated growth in the agriculture, forestry, manufacturing industries and attract further investment, and will also improve safety conditions for our residents and visitors. Our community

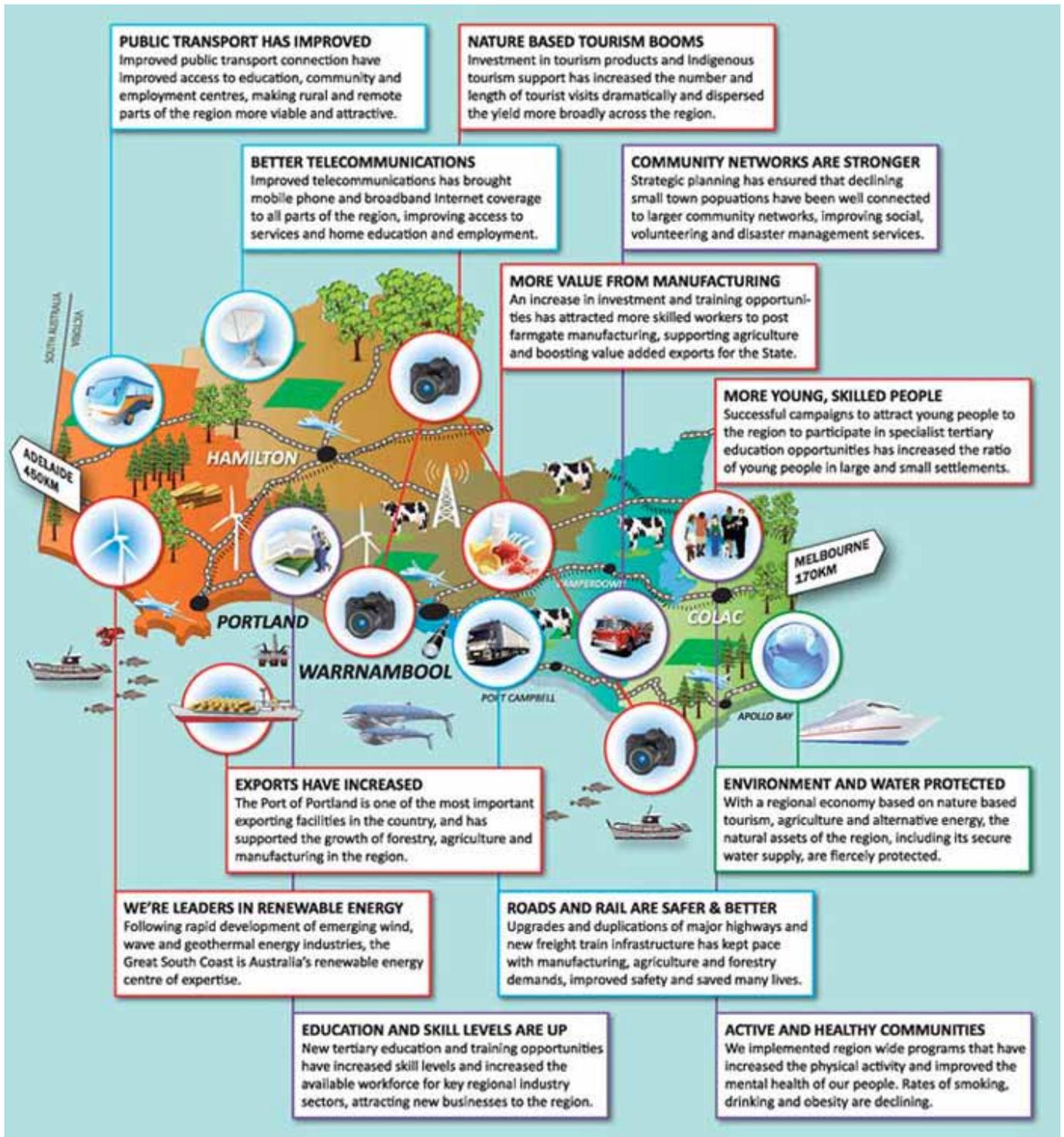
networks will have boosted volunteerism and created strong disaster management teams right across the region and livability will be enhanced by our accessible parks and trails networks.

Portland functions as the nationally significant seaport gateway to global markets for the region and beyond. The predicted economic growth of the town is significant, primarily in its port related industrial base, but there is potential also in tourism and new energy servicing roles, and this growth needs to be supported by retention of the labour market and infrastructure improvements.

Emerging Challenges

Recognising our issues is an important step towards addressing them. Our challenges are significant, they are insurmountable and may even lead to unexpected opportunities for our region.

In 2010, nearly half of our population is over 45 years of age. By 2026, the proportion of our population over 65 years of age will have increased by a further seventy-four percent, and the proportion over 75 years will have increased by sixty-eight percent. We will also have proportionately less young people than we have now.



Area	2006	2011	2016	2021	2026	2006-26 % increase
Southern Grampians	17,187	17,348	17,423	17,563	17,709	3%
Glenelg	20,525	21,081	21,405	21,670	21,961	7%
Warrnambool	31,501	33,321	35,223	37,267	39,229	25%
Corangamite	17,171	17,479	17,608	17,696	17,884	4%
Moyne	16,002	16,509	16,921	17,390	17,958	12%
Colac-Otway	21,030	21,616	22,113	22,613	23,116	10%
Great South Coast	123,416	127,354	130,693	134,199	137,857	12%
Regional Victoria	1,383,318	1,466,224	1,545,205	1,627,247	1,710,327	24%
Victoria	5,128,300	5,549,799	5,942,900	6,332,765	6,711,178	31%

Part 1: Things to do

Strategy 1 - Position the Great South Coast for economic growth

Our healthy economy faces new challenges in securing skilled workers, affordable employment land and infrastructure efficiency to allow growing and emerging industries to compete in a global market.

Forestry and Fishing

The cornerstone of the Great South Coast economy.



THINGS TO DO

- Upgrade road and rail infrastructure to meet projected agricultural freight volume demands.
- Identify opportunities for import replacement and post farm gate value adding in the dairy, timber, fishing and meat industries.

Manufacturing

Adding value to our primary industry assets.

THINGS TO DO

- Identify and assist industries which are particularly vulnerable to a future carbon pricing regime (ie the aluminium, mining, transport and dairy industries.)
- Investigate opportunities for industrial clustering associated with new energy power generation sites.
- Showcase and champion new industrial technologies being used in the region. ie cogeneration, distributed energy, bio-energy technologies.
- Educate and re-skill our workforce in preparation for new “green” manufacturing challenges and opportunities.



New and Renewable Energy

A major opportunity for the region and Victoria



THINGS TO DO

- Reduce the barriers to large and small scale new energy investment.
- Significantly increase the capacity of the region's power distribution network.
- Investigate the prospects of attracting commercial enterprise to establish wind turbine maintenance centres in the region.
- Include 'green' industry skills in tertiary, technical and secondary curricula.
- Protect and enhance our natural assets and support and promote their potential for the production of sustainable energy.
- Identify the knowledge gaps and new job skills required to transition to a new carbon economy.
- Develop a Renewable energy / Green Jobs Centre of Excellence in the region (with a research and skills development function)

Tourism

A broader and greater yield from nature based tourism



THINGS TO DO

- Better integrate nature based and Indigenous tourism products into state, national and international marketing structures.
- Support efforts to attract cruise ships to the Port of Portland as a base for day trips.
- Build the capacity of Aboriginal communities to manage natural assets and Indigenous heritage sites.
- Develop nature based tourism assets in close consultation with Aboriginal communities.
- Provide business coaching and peer group support in the small business community.

Strategy 2 - Improve connections to the Great South Coast

Strong physical, virtual, environmental and social connections are vital ingredients for a prosperous, equitable and sustainable region.

Transport Productivity, livability and sustainability

THINGS TO DO

- Increase the frequency of the Warrnambool to Melbourne train service.
- Explore potential for the reintroduction of the Portland - Hamilton - Ararat passenger rail service.
- Assess and address the needs of the fly-in/fly-out professional workforce associated with major projects and health service delivery.
- Develop and implement investment plans for ports and airports.
- Identify climate change risks to the local and commercial ports at Portland.
- Assess the impacts of carbon pricing on road, rail, air and sea freight network investment.
- Better integrate smaller rural communities into the public transport system.
- Strengthen and better coordinate the activities of community transport providers.

Power and Telecommunications Economic competitiveness and social cohesion

THINGS TO DO

- Identify and address the opportunities and barriers to incorporating small scale energy generators into the state power grid.
- Identify and address the barriers to incorporating intermittent power generation (ie wind) into the state's power grid.



Social networks & infrastructure

Critical and challenged



THINGS TO DO

- Build social and natural environment infrastructure to improve Aboriginal health and wellbeing status and outcomes.
- Build rural communities sense of place through investment in community arts projects and local cultural events.
- Develop a regional Social Development Plan that explores social infrastructure needs.
- Conduct a livability audit including a gap analysis.



Strategy 3 - Sustain the natural assets of the Great South Coast

Addressing environmental challenges including climate change, water security, land use and the health of our ecosystems.

Natural Resources Valuable and vulnerable



THINGS TO DO

- Provide incentives for the development and implementation of water management technologies.
- Determine and plan for the future water demands of agriculture, industry, residents and the environment.
- Develop water use accountability protocols and increase the water conservation and recycling activities of residents, businesses and industry sectors.
- Support Southern Rural Water's initiative "Southern Groundwater Futures"



Climate Change Impacts

Unprecedented terrestrial, aquatic and human challenges.

THINGS TO DO

- Regularly map land use change to help monitor climate change impacts on rural land.
- Monitor and manage population movements associated with climate change impacts.
- Monitor climate change impacts on major tourism assets.
- Build climate change provisions into land use and settlement planning processes.
- Develop emergency response and recovery plans, particularly in vulnerable areas.
- Prepare communities in close proximity to state forests, low open coastlines and estuaries to manage climate change impacts.
- Reduce the potential for harm from climate change impacts on our people, particularly disabled, aged and disadvantaged people.
- Identify and promote initiatives that build capacity to adapt to climate change impacts.



Settlements and Landuse

Managing our land, towns and populations

THINGS TO DO

- Undertake land capability mapping as the basis of designating township boundaries to manage growth.
- Identify and provide adequate environmental habitat corridors to sustain biodiversity and critical ecosystems in the face of population, industry and climate change pressures.
- Incorporate contemporary climate change data into building codes / standards and planning scheme provisions.
- Develop community emergency response and recovery plans, particularly in climate change vulnerable communities.



Strategy 4 - Strengthen the communities of the Great South Coast

Our people's access to transport, education, health services, housing and support networks will determine the strength of our future.

Skills, jobs and education

A smarter, more skilled community and workforce



THINGS TO DO

- Provide more TAFE and university courses to support current and emerging industries.
- Develop an integrated regional workforce strategy to address the requirements of strengthening and emerging industries.
- Improve access to on-line and institutional education alternatives, particularly for disadvantaged people.
- Address our low secondary education aspiration and retention rates.
- Improve the rates of tertiary education transition and completion.
- Develop a strategy to engage and retain young people in educational programs.
- Improve pathways between secondary and tertiary education, and employment.
- Identify and address the barriers to early intervention in educational settings.



Health and wellbeing

Live longer, healthier and more active lives



THINGS TO DO

- Develop an innovative health and wellbeing strategy.
- Provide places, spaces and settings to encourage healthy, active living (parks, urban spaces, regional trails, waterways, schools, workplaces, community infrastructure).
- Implement a whole of community initiative to halt rising trends in overweight and obesity.
- Improve mental health and wellbeing outcomes across the region.
- Introduce interventions to reduce risky behaviours associated with alcohol, drug and tobacco use.
- Build health leadership and partnership capacity in order to develop regional responses to state and national health reforms.
- Develop a regional strategy to address increasing workforce shortages in the health and community services sector.
- Partner with aboriginal communities to Close the Gap in life expectancy.
- Increase access to chronic disease prevention; detection and management; oral health; and positive healthy ageing, particularly for vulnerable groups of the population.

Healthy liveable communities

A fairer Great South Coast



THINGS TO DO

- Support the development of small businesses and build regional prosperity.
- Invest in initiatives to improve community strength in areas of disadvantage.
- Develop a livability strategy to attract people to our towns and regional centres.
- Engage with Aboriginal Australians including Traditional Owner Groups in managing land, water and biodiversity.
- Develop programs to strengthen community resilience and preparedness for climate change impacts, particularly in vulnerable locations and population groups.
- Develop an integrated regional transport access plan.
- Build rural communities sense of place through investment in community arts projects and local cultural events.
- Conduct a Livability audit and undertake an associated gap analysis.

Strategy 5 - Increase collaboration in the Great South Coast

Leadership, communication, strong alignment to agreed priorities and new, innovative ways of getting things done will take our plan from vision to reality.

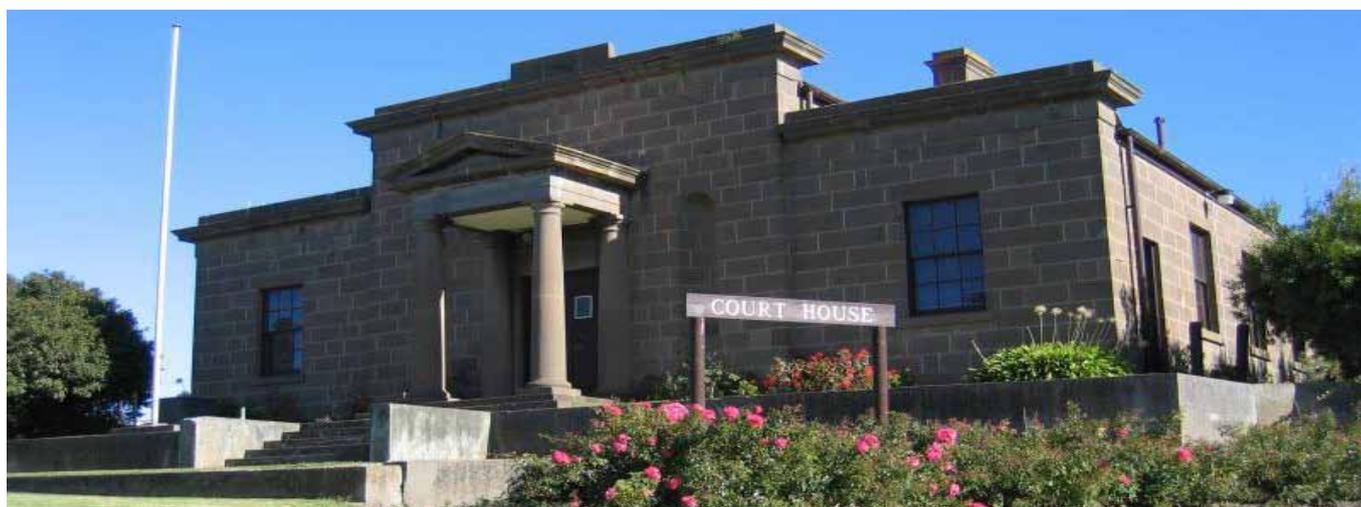
Governance and Resources

Getting ready to implement the plan



THINGS TO DO

- Establish an interim plan implementation committee to progress the delivery of the Great South Coast Regional Strategic Plan.
- Conduct a Great South Coast Regional Strategic Plan implementation workshop to establish fundamental structures, processes, roles and responsibilities.
- Establish the Great South Coast Regional Alliance.
- Develop cooperation and collaboration protocols with the G21 Geelong Region Alliance, the Regional Management Forum and Regional Development Australia.
- Promote senior management exchanges and secondments between local government and state government agencies



Prioritising the projects

Addressing the strategic goals of the plan



THINGS TO DO

- Secure resources to coordinate the establishment of leadership/reference groups.
- Establish leadership groups with expertise, experience and influence in key areas of regional focus.
- Develop principles to guide the initiation of projects that address the strategic goals of the Regional Strategic Plan.
- Define project prioritisation criteria and advocacy procedures.
- Develop guidelines for consistent and concise reporting and communications.
- Explore how our leadership/reference groups will collaborate with the G21 pillar groups.
- Establish a regional road hierarchy that provides an evidence-based approach to major road and highway upgrades.
- Explore opportunities to collaborate with the G21 Health & Wellbeing and Education & Training Pillars.
- Establish processes to identify issues and opportunities in conjunction with adjoining regions.

Measuring our results

Checking our progress and adjusting our course



THINGS TO DO

- Invest in resources to standardise, share and analyse spatial and demographic data to improve integrated regional planning, evaluation and research.
- Identify opportunities for spatial distribution of population and economic development activity within the region, based on capacity and availability of appropriate infrastructure.
- Establish processes and procedures for the annual progress measurement of the strategic goals of the plan.
- Establish processes and procedures for the annual review of the strategic goals of the plan.
- Secure resources for consistent and concise reporting and communications.
- Secure resources for identification of funding opportunities for priority projects.

Part 2: Priority Action Items for The Committee for Portland

Economic Growth

- Showcase and champion new energy technology
- Reduce the barriers to large and small scale new energy investment
- Better integrate nature based and indigenous tourism products into state, national and international marketing strategies
- Support efforts to attract cruise ships to the Port of Portland

Improve Connections

- Implement the actions outlined in the Green Triangle Region Freight Action Plan

Strengthen Communities

- Develop a livability strategy to attract people to our town and regional centre

Increase Collaboration

- Establish leadership groups with extensive experience and influence in key areas of regional focus
- Secure resources to co-ordinate the establishment of leadership groups
- Implementations of committee to progress the delivery of the GSCRSP
- Develop co-operation and collaboration with G21 and RDA

The actions that The Committee for Portland have prioritised have been included in the Committee Action Plan 2012, A copy of the plan is available on our website www.committeeforportland.com.au





For more information:
www.greatsouthcoast.com.au