

17.01

31/07/2018
VC148

EMPLOYMENT

17.01-1S

31/07/2018
VC148

Diversified economy

Objective

To strengthen and diversify the economy.

Strategies

Protect and strengthen existing and planned employment areas and plan for new employment areas.

Facilitate regional, cross-border and inter-regional relationships to harness emerging economic opportunities.

Facilitate growth in a range of employment sectors, including health, education, retail, tourism, knowledge industries and professional and technical services based on the emerging and existing strengths of each region.

Improve access to jobs closer to where people live.

Support rural economies to grow and diversify.

17.01-1R

Diversified economy - Geelong G21

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Strategies

Build on the region's competitive strengths, including tourism and agricultural land resources and economic, social and natural assets.

Support new businesses that provide employment and innovation opportunities in identified employment nodes across the region.

Support industries that utilise skills within the region.

17.01-1L Diversified economy - Surf Coast

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Proposed C133surf

Objective

To strengthen the rural economy through the considered diversification of land use.

Strategies

Encourage agribusiness, agriculture based tourism, nature and adventure based tourist activities and complementary use and development in the Tourism and agri tourism area shown on the Rural Hinterland Tourism Activation map at Clause 17.04-1L to assist in the diversification of the rural economy.

Support innovative land use that complements agricultural production or prioritises the protection of environmental assets on the land.

17.01-2S Innovation and research

04/10/2018
VC149

Objective

To create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education.

Strategies

Encourage the expansion and development of logistics and communications infrastructure.

Support the development of business clusters.

Support the development of enterprise precincts that build the critical mass of employment in an area, leverage the area's public and private sector economic competitive strengths and assets, and cater to a diversity of employment types and scales.

Promote an accessible, well-connected, high-amenity and collaborative physical environment that is conducive to innovation and to creative activities.

Encourage the provision of infrastructure that helps people to be innovative and creative, learn new skills and start new businesses in locations identified to accommodate employment and economic growth.

Support well-located, appropriate and low-cost premises for not-for-profit or start-up enterprises.

Improve access to community-based information and training through further developing libraries as community learning centres.

17.01-2R

Innovation and Research - Geelong G21

31/07/2018
VC148

Strategy

Support growth of education and research hubs at Waurin Ponds and Central Geelong with Deakin, CSIRO, The Gordon and Barwon Health.