



Hinterland Futures

Consultation Report

Surf Coast Shire Council

7 December 2017

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1 INTRODUCTION

Report Purpose

This report provides a summary of consultation undertaken during the preparation of the Hinterland Futures Strategy.

The Strategy preparation process includes the following steps:

1. Preparation of a Background Research Report;
2. Preparation of an Issues and Opportunities Report;
3. Consultation on Issues and Opportunities;
4. Preparation of a Draft Strategy;
5. Consultation on the Draft Strategy with stakeholders and the community; and
6. Finalisation of the Hinterland Future Strategy.

This report provides a summary of findings from Step 3 above (i.e. Consultation on Issues and Opportunities).

Report Structure

This report is structured as follows:

- Consultation Methods;
- Community Workshops;
- Survey;
- Interviews;
- Written Submissions;
- Next Steps.

2 CONSULTATION METHODS

Introduction

The purpose of the pre-Strategy consultation process was to gain feedback on the issues and opportunities before the Strategy was drafted. This includes:

- Testing, prioritising and detailing the points made; and
- Identify points not previously identified.

The issues and opportunities that were tested are as follows (refer to the separate Issues and Opportunities Report for details):

1. Prioritising Rural Landscape and Environmental Quality
2. Exploring Potential of Recycled Water
3. Managing Climate Change Risk
4. Clustering Agricultural and Tourism Activities in Precincts
5. Facilitating Small Agrifood Businesses
6. Facilitating Intensive Animal Industries in the North-West
7. Facilitating Hobby Farms on Unproductive Farmland
8. Facilitating Food Tourism
9. Facilitating Arts & Crafts and Cultural Trail Tourism
10. Facilitating High Quality Accommodation Facilities
11. Destination Making
12. Developing Tourism Product Clusters
13. Facilitating Business Innovation and Jobs Growth
14. Managing Land Use Conflicts
15. Improving the Road Infrastructure Network
16. Improving the Information Technology Network
17. Clarifying Uses in the Rural Conservation and Farming Zones
18. Refining Planning Policies

For consultation purposes, the above points were grouped as follows:

Figure 1 – Grouped Issues and Opportunities

<p>Agribusiness and Local Food Opportunities:</p> <ol style="list-style-type: none"> 1. Facilitating Small Agrifood Businesses 2. Facilitating Intensive Animal Industries in the North-West 3. Facilitating Hobby Farms on Unproductive Farmland <p>Tourism Opportunities:</p> <ol style="list-style-type: none"> 1. Facilitating Food Tourism 2. Facilitating Arts and Crafts and Cultural Trail Tourism 3. Facilitating High Quality Accommodation Facilities 4. Destination Making 5. Developing Tourism Product Clusters 6. Facilitating Business Innovation and Jobs Growth 	<p>Improving Services and Infrastructure:</p> <ol style="list-style-type: none"> 1. Exploring potential of recycled water 2. Improving the road infrastructure network 3. Improving the infrastructure technology network. <p>Land Use Planning and Futureproofing:</p> <ol style="list-style-type: none"> 1. Prioritising Rural Landscape and Environmental Quality 2. Managing Land Use Conflicts 3. Managing Climate Change Risk 4. Clustering Agricultural and Tourism Activities in Precincts 5. Clarifying uses in the Rural Conservation and Farming Zones 6. Refining Planning Policies.
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Consultation Methods

The consultation methods used in this step of the project were as follows:

- **Community workshops** (x3) in:
 - Deans Marsh (17 attendees, 14 November 2017)
 - Moriac (8 attendees 15 November 2017)
 - Bellbrae (17 attendees, 16 November 2017)
- **Online and hard copy survey** during November 2017 (see Appendix 1)
- **Direct consultation** (i.e. face-to-face and telephone) with a sample of eight industry representatives and agencies.
 - Otway Harvest Trail
 - Landcare
 - Barwon Water
 - Great Ocean Road Regional Tourism
 - Great Ocean Road Chocolaterie
 - Murnong Farming
 - Hare Krishna Valley
 - Avia Produce
- **Written submissions** were received and reviewed.

3 COMMUNITY WORKSHOPS

The three workshops were undertaken over an approximate 1.5 hour program and included an overview of the project, a topic prioritisation process and discussion on selected topics. Attendees were directed to the survey to provide more detailed comments.

Quantitative Points

Attendees at the workshops were given six opportunities to nominate a topic that they either agree or disagree with. The indicative prioritisation process is summarised below.

The feedback at the workshops suggests the planning framework is a key issue for the community, implying that greater clarity and certainty is needed.

There is support for economic development in an appropriate way in the study area, with a focus on agrifood business activity and related food tourism. Use of land for hobby farms also has support.

Other important topics are the environment and infrastructure networks, especially roads, recycled water and information technology.

Leading topics at **all three workshops** combined are:

- **Clarifying Uses in the Rural Conservation and Farming Zones** (23 responses)
- **Facilitating Small Agrifood Businesses** (21)
- **Refining Planning Policies** (18)
- **Facilitating Food Tourism** (16)
- **Managing Land Use Conflicts** (16)
- **Facilitating Hobby Farms on Unproductive Farmland** (16)
- **Improving the Road Infrastructure Network** (16)
- **Facilitating Business Innovation and Jobs Growth** (15)
- **Exploring Potential of Recycled Water** (14)
- **Prioritising Rural Landscape and Environmental Quality** (13)
- **Improving the Information Technology Network** (13)

Leading topics at **Deans March workshop** are:

- **Facilitating Small Agrifood Businesses** (10 responses)
- **Clarifying Uses in the Rural Conservation and Farming Zones** (9)

- Facilitating Business Innovation and Jobs Growth (8)
- Refining Planning Policies (7)
- Improving the Road Infrastructure Network (7)
- Facilitating Arts & Crafts and Cultural Trail Tourism (6)
- Exploring Potential of Recycled Water (6)
- Managing Land Use Conflicts (6)

Leading topics at **Moriac workshop** are:

- Improving the Road Infrastructure Network (5 responses)
- Facilitating Small Agrifood Businesses (4)
- Facilitating Business Innovation and Jobs Growth (4)
- Refining Planning Policies (3)
- Exploring Potential of Recycled Water (3)
- Facilitating Hobby Farms on Unproductive Farmland (3)

Leading topics at **Bellbrae workshop** are:

- Clarifying Uses in the Rural Conservation and Farming Zones (12 responses)
- Prioritising Rural Landscape and Environmental Quality (10)
- Facilitating Food Tourism (9)
- Managing Land Use Conflicts (9)
- Refining Planning Policies (8)
- Facilitating Hobby Farms on Unproductive Farmland (8)
- Facilitating Small Agrifood Businesses (7)
- Improving the Information Technology Network (6)
- Managing Climate Change Risk (6)

All responses are shown in the table below.

Figure 2 - Overview of Indicative Prioritisation Process, Community Workshops

	Deans Marsh		Moriac		Bellbrae		Total 3 Workshops	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Agribusiness and Local Food								
Facilitating Small Agrifood Businesses	10	0	4	0	7	0	21	0
Facilitating Intensive Animal Industries in the North-West	0	0	2	0	0	0	2	0
Facilitating Hobby Farms on Unproductive Farmland	5	1	3	0	8	0	16	1
Tourism								
Facilitating Food Tourism	5	2	2	0	9	1	16	3
Facilitating Arts & Crafts and Cultural Trail Tourism	6	0	1	0	3	0	10	0
Facilitating High Quality Accommodation Facilities	5	2	0	0	4	1	9	3
Destination Making	5	0	0	0	1	0	6	0
Developing Tourism Product Clusters	1	0	1	0	3	0	5	0
Facilitating Business Innovation and Jobs Growth	8	0	4	0	3	0	15	0
Services and Infrastructure								
Exploring Potential of Recycled Water	6	0	3	1	5	0	14	1
Improving the Road Infrastructure Network	7	0	5	0	4	0	16	0
Improving the Information Technology Network	5	0	2	0	6	0	13	0
Land Use Planning and Futureproofing								
Prioritising Rural Landscape and Environmental Quality	3	1	0	3	10	0	13	4
Managing Climate Change Risk	2	0	2	0	6	0	10	0
Clustering Agricultural and Tourism Activities in Precincts	2	0	1	1	2	0	5	1
Managing Land Use Conflicts	6	0	1	0	9	0	16	0
Clarifying Uses in the Rural Conservation and Farming Zones	9	0	2	0	12	0	23	0
Refining Planning Policies	7.5	0.5	3	0	8	0	18.5	0.5

Qualitative Points

The key qualitative **themes** or **suggestions** which emerged from the workshop sessions are summarised below.

Deans Marsh

- Suggestion that flexibility be afforded to the Rural Conservation Zone to allow tourism uses;
- Query regarding the definition of the study area and specifically its treatment of the Lorne Hinterland;
- Tourism uses around Deans Marsh are appropriate but uncertainty about which types are allowed under ‘discretionary’ uses;
- Opportunity to build the Deans Marsh brand further;
- Land is relatively expensive in Deans Marsh which provides challenges for those seeking to establish small farm gate uses;
- Distribution network and access to markets could be strengthened, ie, food distribution/courier between Deans Marsh to Forrest;

- Provide planning scheme support for farm gate and small producers in the Deans Marsh precinct;
- Opportunities for cross-regional support and active promotion of food and wine industry.

Moriac

- Support for a tourism cluster along the eastern end of Great Ocean Road (i.e. close to the Chocolaterie);
- Potential to improve the public transport provision close to Moriac;
- Uncertainty about the determination of agricultural land quality;
- Looking after rural landscapes is a balance between ‘conservation’ and ‘limitation’;
- Flora and fauna overlays can be restrictive;
- Tourism ideas for the area:
 - Horse riding trails;
 - Bike paths;
 - Designated motorbike areas;
 - Free camping on private land; and
 - Support for food swap, farm gate.
- Pursue agri-food business as the sector:
- Road infrastructure suggested improvements:
 - Cape Otway Road
 - Hendy Main Road
 - Moriac Roads (general)

Bellbrae

- The provision or facilitation of town water;
- Urban/rural interface of the Spring Creek Corridor and appropriate land uses in the Green Break;
- Potential to widen Hendy Main Road;
- Slow trucks down around Bellbrae;
- Access to skilled employees;
- Encourage bike tourism through the hinterland;
- Appropriate minimum lot sizes in the Farm Zone as this can limit the establishment of small-scale agri-food businesses;

- Drive the tourism dollars into the eastern end of the Great Ocean Road and make it a destination in itself;
- Make it easier to do business, including consideration of regulation around food business, limitations to farm gate sales, the need for greater flexibility;
- Agri-food business locations can be market driven, or encouraged along the main tourist route;
- A strong need to protect the natural assets as the visitors want the experience and residents want the amenity afforded by the rural environment;
- Environmental quality could be prioritised around Bellbrae and this would involve:
 - Limiting residential growth;
 - More intensive agricultural production on small landholdings (hobby farms);
 - Smaller landholdings than what is currently available;
 - Encourage replanting, reforestation, rehabilitation.
- Consider infrastructure projects such as:
 - Road improvements required (including ongoing maintenance to roads, culverts and verges);
 - Alcoa powerlines to be removed to improve amenity;
 - NBN broadband tower uncertainty;
 - Mobile phone services not reliable.
- Green break potential uses to encourage or discourage?
 - Encourage: farming, maintaining scenic values, small agri-food, utilise recycled water, food tourism;
 - Discourage: urban housing development, solar energy generation.

4 SURVEY

Forty-two survey responses were submitted between 30 October 2017 to 4 December 2017.

Quantitative Points

Eighteen of the respondents provided numerical rankings whereas the balance provided written comments only.

The respondents were asked to nominate three priority topics. The topics that achieved a score greater than five are:

- **Clarifying uses in the Rural Conservation and Farming Zones** (15 points)
- **Managing Land Use Conflicts** (13)
- **Refining Planning Policies** (13)
- **Prioritising Rural Landscape and Environmental Quality** (8)
- **Facilitating Small Agrifood Businesses** (7)
- **Facilitating Hobby Farms on Unproductive Farmland** (7)
- **Improving the road infrastructure network** (7)

The survey, like the workshops, suggests the planning framework is a key issue for the community.

In terms of the content of the planning framework, leading topics are the environment, agricultural land and business activity and the road infrastructure network.

All responses are shown in the table below.

Table 1 - Survey Responses

18 Respondents Nominated Three Priority Topics (Circa November 2017)	Total
Clarifying uses in the Rural Conservation and Farming Zones	15
Managing Land Use Conflicts	13
Refining Planning Policies.	13
Prioritising Rural Landscape and Environmental Quality	8
Facilitating Small Agrifood Businesses	7
Facilitating Hobby Farms on Unproductive Farmland	7
Improving the road infrastructure network	7
Managing Climate Change Risk	5
Facilitating Arts and Crafts and Cultural Trail Tourism	4
Exploring potential of recycled water	4
Clustering Agricultural and Tourism Activities in Precincts	4
Facilitating Food Tourism	3
Developing Tourism Product Clusters	3
Facilitating Business Innovation and Jobs Growth	3
Facilitating Intensive Animal Industries in the North-West	2
Facilitating High Quality Accommodation Facilities	2
Destination Making	2
Improving the infrastructure technology network.	2

Qualitative Points

The survey included four specific queries relating to the work completed in the research to date. The four questions were:

1. Is there an issue or opportunity that hasn't been captured so far? (Please specify location if relevant)
2. How do you think the issues or opportunities you chose could be addressed? What would be needed to make them happen?
3. Are there areas where certain types of development should be encouraged or discouraged? (e.g. environmental value, tourism potential, agricultural value, etc?)
4. Do you have any other comments to add?

The responses received to the above queries are summarised below.

Is there an issue or opportunity that hasn't been captured so far? (Please specify location if relevant)

- Impact of development on surface and groundwater are important environmental considerations and should be considered when assessing planning applications. Potentially reference could be made to relevant guidelines such as

Australian Drinking Water Guidelines and Permissible Consumptive Volume;

- A biodiversity assessment during the application process could include loss of native habitat, erosion, water level rise, salinity, introduction of contaminants, etc;
- Opportunities for utilising Class C water need to consider land management implications as improper use of Class C water can damage the productivity and condition of the land;
- Over-intensification of land use can lead to unproductive land, land contamination, erosion in addition to opportunities for land use conflict;
- Conservation of both wildlife and private nature corridors (eg, forested and field areas, rivers from beach back into hinterlands, etc) is a consideration and perhaps establishing a Surf Coast Shire Land Trust may assist in identifying wildlife and passive recreation corridors;
- Council can promote and support the installation of large scale renewable energy projects (such as rooftop solar systems and ground-mounted solar PV systems) and, most likely, these projects will be located in the Surf Coast Hinterland;
- A general lack of designated camping facilities and caravan parks exist across the Hinterland, including opportunities for eco-tent (glamping) and solar powered short stay accommodation, including accommodation on 'hobby' farms, wineries, etc;
- A strong role exists for small farms in the Hinterland, and many could be used as demo farms for other larger farms in Victoria, as they usually have off farm income and are less reliant for on farm income. Smaller land holdings provide affordable opportunities for young farmers wanting to get on to the land;
- Further opportunity exists for the development of horse related tourism in the Hinterland;
- Possibility of retirement villages in the Hinterland for retiring farmers could be explored;
- Opportunity for agroforestry in the Hinterland;
- Transitions from Urban to Rural areas need extra care in a planning sense, including land on Grossmans Road, Torquay. The Spring Creek Western Boundary rural/urban interface is a key area of focus;

- Augment public transport where feasible;
- Query raised about the “degraded land” being adopted as a border between the Ocean Acres estate and the Spring Valley. Potential raised for up to 10 acre sized treed blocks instead;
- Nominated infrastructure improvements:
 - Better road signage in the Otways south of Winchelsea;
- Study Area boundary inclusion suggestions:
 - Lorne Hinterland (area bounded by Erskine Falls Road, Mt Sabine Road, and Deans Marsh Road and including Allenvale);
- The value of rural businesses should be recognised for their contribution to society (in the provision of food) as well as the provision of a rural landscape.

How do you think the issues or opportunities you chose could be addressed? What would be needed to make them happen?

- Clear prioritisation of land use to determine which types of land in the Hinterland is suitable to further development in terms of business or tourism;
- Roads improvement and maintenance first priority, with the maintenance of a vigilant monitor of road conditions and performance. Improve the safety (potholes, signage and general degradation) of all tourist access routes to the Great Ocean Road, Apollo Bay and Hinterland destinations such as:
 - Cape Otway Road;
 - Forrest Road;
 - Hendy Main Road; and
 - Deans Marsh Road.
- Supporting local hobby farms to be able to use their unproductive land for small agricultural projects;
- Assisting with food trail or tourism advertising;
- Ensure planning regulations support renewable energy installations in the Surf Coast hinterland;
- Create destinations for Great Ocean Road tourist buses to stop at to allow them to buy local food and craft goods;
- Hinterland could accommodate uses for the locals such as strawberry picking or brewery, paint balling and something for the kids like a fun park or laser tag;

- Encourage renewable energy provision at household or small community level;
- Opportunity for additional smaller lots around Deans Marsh;
- Introduction of recycled water may make "non-productive" land suitable for things like intensive agriculture;
- Land in the Spring Creek corridor west of the Western Boundary should be an area of separate strategic study into appropriate land use as the land is in a unique situation unrelated to other areas in the Hinterland;
- Improved telecommunications in Winchelsea South and the area in between to Anglesea and Airey's Inlet. The lack of reliable technology infrastructure makes for an anxious journey along these very handy access routes;
- The increase of fire risk and climate change will also need to be accounted for when making planning decisions;
- Water is an extremely scarce resource and there is a need for greater water recycling in the Surf Coast region as water supplies are dropping while the need for water is ever increasing;
- Good quality feeder roads in the Hinterland are critically important, with Buckley Road South cited as an example of such a road in need of repair.

Are there areas where certain types of development should be encouraged or discouraged? (e.g. environmental value, tourism potential, agricultural value, etc?)

- High value land, in terms of suitable water, soil and area should definitely be prioritised for agriculture, hobby farms and small farms would need a greater level of management given the intensification required to make these economically viable;
- Quarries or rock storage/breaking should not be located near small residential towns;
- Large scale renewable energy projects should be particularly encouraged near existing electricity transmission and distribution lines (to reduce grid connection costs);
- Potential to encourage dual dwellings on 3ha or larger to facilitate family aged care for farmers (both commercial and hobby);
- Shared passive recreation (eg walkers, mountain bike riders and horses) needs to be encouraged by the linking of circuits and

tracks which do not include busy roads and would improve safety for all;

- Discourage industrial plants that will generate pollution;
- Discourage too much housing as this detracts from the beauty of the land;
- Opportunities for sustainable businesses, local production, ethical food farms, and small business;
- Spring Creek Valley and area opposite south of the Great Ocean Road could be utilised for small agri-food businesses, hobby farms and tourism related food industries. This might require:
 - Looking at the minimum lots sizes in the area;
 - Using rural living zoning;
 - Recycled water available in the area.
- New development should be sensitive to creeks and natural habitat and ask “how can we make this development beneficial for the local environment?”;
- Spring Creek Corridor – West suggestions:
 - Low density / rural residential development on the urban fringe transitioning to productive farmland;
 - Land in Grossmans Road should be developed on the South Side similar to the North Side, as all services are in the vicinity of this flat sandy land;
 - smaller hobby farm lots (i.e. 2 to 4 Ha) that blend in with the contours of Spring Creek Valley.
- Food tourism and the small producers should be supported and celebrated in the Hinterland;
- Environmentally sustainable tourism (such as a low scale wildlife park and accommodation concepts) should be encouraged;
- Private land adjoining Deans Marsh Road, Mount Sabine Road and Erskine Falls Road could already be considered a tourism cluster and has the potential to be rezoned to Rural Activity Zone to further support some expansion of its existing use.

Do you have any other comments to add?

- Potential gaps exist between this Hinterland and the Bells Beach Hinterland areas;
- Significant opportunity exists to capture tourists as they return from the Great Ocean Road;

- A Restructure Overlay prohibits more than one dwelling on the land holding and lots in areas around Deans Marsh (such as Aurel Road) are impacted. The Overlay should be removed as Planning Clause 21.15-2 provides adequate restraint on development;
- The Hinterland area is special due to attributes such as the natural environment, great local produce, and a rich cultural farming, art and indigenous heritage;
- Consider the potential of expanding Moriac to the North West along the railway line to synchronise with any reinstatement of the station;
- Coombes Road and Grossmans Road are in urgent need of upgrading due to their carrying of heavy vehicles. A small stretch of road between Duffields Road and the primary school also requires attention;
- A proper land quality assessment is required by qualified agricultural consultants who can establish which land is currently unproductive;
- The current planning process for tourism developments in rural parts of the shire is not working (as evidence by the number of referrals to VCAT); and
- Quality of mobile/internet service needs investigation.

5 INTERVIEWS

Several one-on-one interviews were held with various stakeholders during the process to discuss or inform the findings to date.

Interviews were held with:

- Otway Harvest Trail;
- Landcare;
- Barwon Water;
- Great Ocean Road Regional Tourism;
- Environment and Rural Advisory Panel (ERAP);
- Great Ocean Road Chocolaterie;
- Murnong Farming;
- Yan Yan Gurt West Farm;
- Hare Krishna Valley; and
- Avia Produce.

The following SWOT analysis provides an overall summary of the discussions with the above parties.

Strengths

- Coastline, natural environment, popularity as a tourist destination, Great Ocean Road, proximity to Melbourne and Geelong are all key strengths.
- The Shire contains two extremely busy vehicle routes in Great Ocean Road and the Princes Highway and therefore a lot of vehicles and people travel through parts of the municipality.
- The Shire includes attractive towns such as Torquay, Anglesea, Lorne, Aireys Inlet, Moriac and Winchelsea.
- Winchelsea is a production based area and attracts a range of commercial agricultural users. Commercial farmers are attracted to the area around Winchelsea due to the relatively low land values (compared with more eastern locations in the hinterland area).
- The attractive area around Deans Marsh has a strong tourism allure.
- The weather conditions in parts of the study area are suited to intensive farming due to protection afforded by the Otway Ranges.

- Hobby farms (i.e. <100 acres) are spread throughout the study area and it was considered that there is no issue with having these blocks salt and peppered through the region. Seen as a positive for the community as it brings new people and a diversity of owner types. Broadly, a minimum of 100 acres is required for intensive farming uses to be successful.
- Ravens Creek in Moriac is an attractive business and a good example of a niche tourism opportunity capitalised upon.
- Surf Coast Shire's core strength from a tourism point of view is its nature offer. How to engage the nature-tourism offer is the key challenge.
- Surf Coast Highway has excellent exposure to passing trade however it currently has a lack of product. Plus the challenge is how to get someone to stop whose ultimate destination is a long way away (i.e. Melbourne or Twelve Apostles).

Weaknesses

- Biggest challenge for the Surf Coast Hinterland from a tourism perspective is that many travel the Great Ocean Road to get to the twelve apostles and then come back along the inland route to get home (or vice versa) but it is a case of encouraging alternative routes to get tourists to stay a little longer in the area.
- There is a lack of critical mass and consistency of visitor numbers to support year round visitation (i.e. there may not be 25 wineries in a certain area, there is 3 for example). Hard to gain recognition as a small cluster.
- Access to staff with appropriate skills is an often-reported issue. For example, opening a winery requires not just a knowledge of wine but a great understanding of marketing and other non-wine skills. These associated skills are not always conveniently available.
- Roads are deteriorating in the hinterland area and this is an issue if trying to attract cyclists or others that need decent road surfaces as a priority.
- Seasonal product is hard to make viable as a business from a tourism perspective.
- Slow speeds of ADSL (no NBN and long distance to node) can be barriers to entry for a range of businesses (including tourism businesses). For example, something as simple as EFTPOS

machines not working may hinder development in the Hinterland, thus a good IT plan is a key consideration.

Opportunities

- Farmers want farmhouse outlets as a point of difference. Local residents generally see farm doors as a positive.
- Opportunity for the region is direct sales outlets where patrons get to 'experience' the farm and the produce, not just step in and buy. This gives agricultural uses in the area the opportunity to complement visits with direct sales.
- The Geelong region has some of the best wool in the world and could set up a "Fibre Trail" to showcase the offer from an agri-tourism perspective. A large alpaca and sheep population exist around Torquay so perhaps that area may be appropriate for this theme.
- Examples of opportunities may be found in Mornington Peninsula because those types of uses could evolve in Surf Coast Shire. Vineyards, Tourism, Air BnB, Bushland cabins, etc.
- A tourism opportunity exists to build on what is currently at Deans Marsh. Bad weather days in summer push tourists into Deans Marsh instead of along the coast.
- The eastern end of the Great Ocean Road could be encouraged and promoted as a destination in itself, with food trails and the Torquay surf precinct potentially key themes. An important enabler of this would be more tourism product in the region and more 3 and 5 star accommodation options.
- Golden Plains Shire encouraged the cluster of uses to ensure efficient use of water infrastructure and an area such as Thompson Valley to the edge of Black Rock and to Torquay could see a cluster of high end agricultural uses (tomato growers etc).
- Development of activity based tourism has plenty of upside in the hinterland area, though appropriate infrastructure is needed for cycling.
- What types of tourism bases could be attracted to the area? Bases such as food-based journeys, fitness-based journeys or activity-based tourism. Also opportunities for wineries, foodies, cakes.
- Explore opportunities with Class C Water and new technology opportunities. Understand likely future clusters of activity and

can then assess what can be provided (i.e. responding to demand as opposed to pre-empting or driving demand in part because of the high cost of delivering infrastructure networks).

- Leveraging off the existing water infrastructure network is an opportunity and the provision of recycled water in areas west of Paraparap would open up the area for more intensive farming practices and could alleviate land use conflicts between commercial farmers and hobby farmers.
- Given the importance of the intensive animal industries to the region, and recognising the difficulty for complex agricultural planning permits to be processed by local Council, an opportunity may exist for State Government or the G21 group of Councils to appoint/share an expert application assessment panel to help facilitate this process.
- The creation of precincts, especially along the main arterials on which tourists travel, and clustering of businesses can help each other and provide a destination for visitors.

Threats

- Mining operations are located in the Hinterland area, and this may contribute to land conflict issue in the area if not carefully managed.
- Conflict for land uses exist predominantly between commercial (tourism) and farming uses. Tourism businesses can push up next to farming land and compromise use. This occurs in parts around Deans Marsh.
- Lifestyle blocks (i.e. 5-10 acres) are not ideally suited to a location next to commercial farming. Insecticides, pesticides and fertilisers need to be used when the growing cycle is right and they do not wish to have external interface worries to contend with.
- Grays Road is very popular but there is currently competition between quarry trucks, horse riders, cyclists. It would be suboptimal to create further lifestyle lots near the quarry.
- Planning policies are currently seen as blunt instruments and do not facilitate small agri-food business development due to the current minimum subdivision rules. Many potential agri-food operators cannot afford 40 ha and only need a few hectares to set their business up, meaning growth in this sector may continue

to be limited unless policy change occurs to encourage diversity of lot sizes.

- Current biodiversity overlays deem agroforestry to be native timber, thus management and harvest is restricted. Growth of the agroforestry sector would require the planning scheme to recognise that agroforestry is a legitimate commercial enterprise.

6 WRITTEN SUBMISSIONS

A total of nine submissions were received by Council and a summary of the major points raised is shown in the table below.

Table 2 – Summary of Direct Submissions Received

Respondent	Organisation	Date	Method of Submission	Brief Summary
Resident	Resident	28/11/2017	Post	Planning for the hinterland is a very complex issue. Environmentally sustainable housing clusters would be a positive for the area, and the opportunity to integrate farming and tourism should be encouraged.
Residents at Jan Juc	Resident	30/11/2017	Email	Encourage sustainable agri-tourism uses.
Resident at Lorne	Resident	n/a	Email	Expressed concern that the Lorne hinterland had been excluded from the Hinterland Study Area.
Resident at Lorne	Resident	29/11/2017	Email	Expressed concern that the Lorne hinterland had been excluded from the Hinterland Study Area.
Resident	Resident	30/11/2017	Email	Suggests monitoring key performance indicators relating to youth education and employment, and impacts to local small business owners. Also suggests a defined sports event calendar be pursued, and strengthened synergies between research organisations and farm owners, as well as opportunities for a variety of short-stay accommodation in the hinterland.
Business		4/12/2017	Letter	Supportive of tourist outcomes in Hinterland areas
Business		30/11/2017	Letter	Supportive of increasing visitation to Hinterland area via product development.

Resident's Association		28/11/2017	Email	<p>Flags a gap between the Hinterland Futures study area (terminating at the GOR/Anglesea Road) and the recently documented Bells Beach Hinterland Strategy.</p> <p>Prioritising Rural Landscape and Environmental Quality, nominates importance of buffer zone between Bellbrae and Torquay.</p> <p>Other priorities raised:</p> <ul style="list-style-type: none"> - Managing Land Use Conflicts; - Clarifying Uses in the Rural Conservation and Farming Zones; - Refining Planning Policies; and - Facilitating Hobby Farms on unproductive farmland. - Maintenance requirements, the inadequacies of the walking/cycling network, and a lack of access to town water in Bellbrae. <p>Agrees that if recycled water could be delivered to Spring Creek Valley or the Hinterland west of Bellbrae certain businesses engaging in high value food production may become viable. Seek State of Federal</p> <p>Disagrees with the concept of "relatively unproductive land" and notes that the productivity depends very much on the farming practices and management.</p> <p>Disagrees with the proposed Preliminary Precinct Plan as a basis of creating districts for clustered agriculture and tourism.</p> <p>Supports broader facilitation of arts & crafts and cultural trails.</p>
Resident	Resident	16/11/2017	Email	<p>Suggests the conversion of the ALCOA mine site at Anglesea to a Daintree Natural History Resource Centre.</p>

APPENDIX 1 – SURVEY

HINTERLAND FUTURES – QUESTIONS FOR SURVEY AND WORKSHOPS

Council’s vision for the Surf Coast Shire includes support for development that contributes to tourism and rural businesses, encourages clean industries and respects the Surf Coast’s environment and lifestyle. The Hinterland Futures Project is an economic and planning based project which aims to provide direction to Council on how to achieve this vision within the rural hinterland areas of the Shire.

Based on background research, Council has identified 15 issues and opportunities for the Surf Coast Shire rural hinterland as follows:

Agribusiness and Local Food Opportunities:

- Facilitating Small Agrifood Businesses
- Facilitating Intensive Animal Industries in the North-West
- Facilitating Hobby Farms on Unproductive Farmland

Tourism Opportunities:

- Facilitating Food Tourism
- Facilitating Arts and Crafts and Cultural Trail Tourism
- Facilitating High Quality Accommodation Facilities
- Destination Making
- Developing Tourism Product Clusters
- Facilitating Business Innovation and Jobs Growth

Improving Services and Infrastructure:

- Exploring potential of recycled water
- Improving the road infrastructure network
- Improving the infrastructure technology network.

Land Use Planning and Futureproofing:

- Prioritising Rural Landscape and Environmental Quality
- Managing Land Use Conflicts
- Managing Climate Change Risk
- Clustering Agricultural and Tourism Activities in Precincts
- Clarifying uses in the Rural Conservation and Farming Zones
- Refining Planning Policies.

1. Of the issues identified, which top 3 are the most important to you?

Please rank in the order of importance.

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2. Is there an issue or opportunity that hasn't been captured so far?

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3. How do you think the issues or opportunities you chose could be addressed? What would be needed to make them happen?

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4. Are there areas within the Shire that should be treated differently to others? E.g. due to their tourism potential or agricultural value?

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Any further comments to add?

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THANK YOU FOR YOUR FEEDBACK!