

NON RURAL USES IN RURAL AREAS POLICY REVIEW

PREPARED FOR CITY OF GREATER GEELONG | JUNE 2015

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GLOSSARY

ABS	Australian Bureau of Statistics
ABR	Australian Business Register
CoGG	City of Greater Geelong Council
GOR	Great Ocean Road Region
LPPF	Local Planning Policy Framework
NVS	National Visitor Survey
PAVE	Urban Enterprise Population and Visitor Estimator
RLS	City of Greater Geelong Rural Land Use Strategy 2007
SPPF	State Planning Policy Framework
TRA	Tourism Research Australia
TDS	Geelong and Bellarine Tourism Development Strategy 2015
VFR	Visiting Friends and Relatives

1. INTRODUCTION

1.1. BACKGROUND

Urban Enterprise was appointed to undertake a study into tourism and commercial use and development in the rural areas of Greater Geelong. The study was initiated by changes to the rural zones introduced in Amendment VC103 in 2013. The study forms part of a broader policy review being undertaken by the City of Greater Geelong ('CoGG') to review Clause 22.06 of the Planning Scheme (Tourism Development in Rural Areas).

The reformed rural zones have generally relaxed the types of uses which are permissible in the rural zones. To assess the impacts of these changes Urban Enterprise has been engaged provide the following:

- Demand analysis for tourism uses in rural areas;
- Advice on the types of commercial uses which will be suitable for rural areas; and
- High level siting and design guidance for discretionary uses.

This study is being undertaken during the same period as the drafting of the Greater Geelong and Bellarine Tourism Development Strategy ('TDS'). It is envisaged that the key outcomes of the TDS will help to inform this study.

Urban Enterprise is supported by Tract Consultants in the preparation of design and siting guidelines.

1.2. STUDY BRIEF & APPROACH

The study approach involved the following key tasks:

- Review of key State, regional and local strategies and policies which are relevant to the use and development of rural land for tourism and commercial purposes;
- Review key outcomes from the TDS to ensure alignment with CoGG local planning policy;
- Review tourism and commercial business and activities located in Greater Geelong's rural areas. This included key data sourced from the TDS and Council's business database (Australian Business Register);
- Review of trends in commercial and tourism development in rural zones using historical planning permit data sourced from Council;
- Undertake consultation to understand rural development drivers and opportunities including meetings with the following:
 - CoGG Strategic and Statutory Planning Teams and Economic Development Officers;
 - Tourism Greater Geelong and Bellarine;
 - Key commercial and tourism business operators and investors operating in Geelong's rural areas.
- Analyse latent and projected demand for tourism accommodation within rural areas matched to market need;
- Provide recommendations on commercial land uses which may, in principle, be suited to rural areas; and
- In conjunction with Tract Consultants, provide high level design and siting criteria for discretionary uses.

1.3. GEOGRAPHIC DEFINITIONS

There is a clear delineation in the nature of economic drivers and landscape attributes of rural areas in Greater Geelong between the Bellarine Peninsula and the rural areas of northern Geelong.

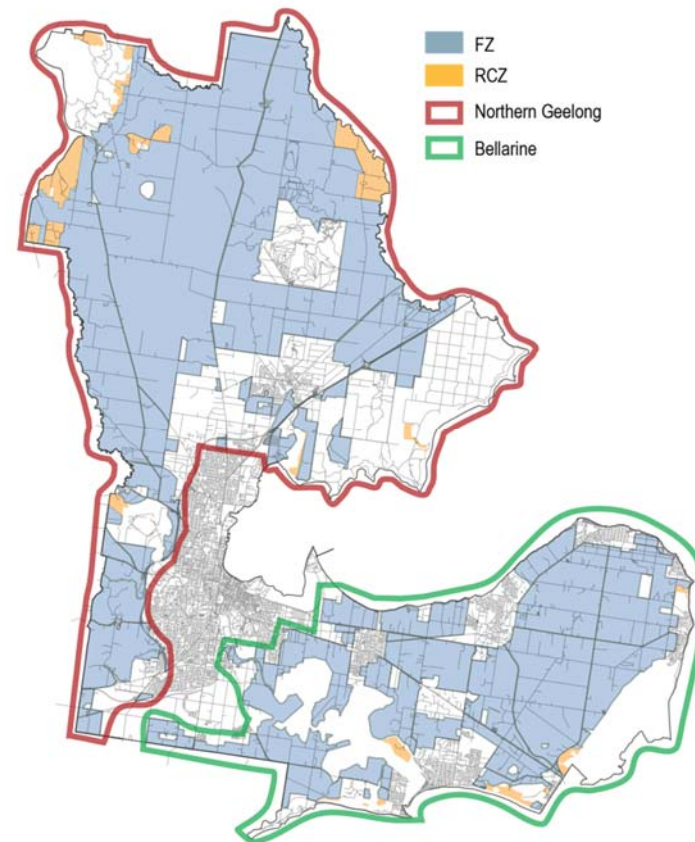
This report discusses the following geographies in relation to the rural areas:

- Northern Geelong;
- Bellarine:

These are shown in Figure 1 opposite.

It is important to note that for this report, the Bellarine refers only to the area within the City of Greater Geelong (The portion of the Bellarine Peninsula which forms the Borough of Queenscliff is not considered in this study).

FIGURE 1 RURAL CONTEXT DEFINITIONS



Source: Urban Enterprise 2015

2. STRATEGIC CONTEXT

2.1. INTRODUCTION

This section provides the strategic policy context relevant to the use and development of rural land for tourism and commercial purposes. The policy context provides a framework for this study to build upon and ensures that the study aligns with existing strategies and policy in the State, regional, and local contexts.

2.2. TOURISM CONTEXT

The following section provides a snapshot of the tourism economy across the Greater Geelong and Bellarine region. Key findings and directions are taken from the Tourism Development Strategy (TDS). The TDS sets the strategic objectives for tourism growth and identifies products and infrastructure to grow tourism in the region.

2.2.1. THE REGION

Tourism in Greater Geelong is governed by Greater Geelong and the Bellarine Tourism, which includes the Local Government Areas of Greater Geelong, The Borough of Queenscliffe and the southern area of Golden Plains Shire.

The Greater Geelong and the Bellarine Region is made up of a number of discrete tourism destinations that have their own unique strengths. Many of these destinations are seaside locations such as Portarlington, Queenscliff and Barwon Heads.

2.2.2. VISITATION AND VALUE OF TOURISM

It is estimated that the Greater Geelong and the Bellarine Region attracts around five million visitors annually. Table 1 shows that around 2.1 million visitors are staying overnight in the region, of which more than 900,000 of these visitors pay for accommodation.

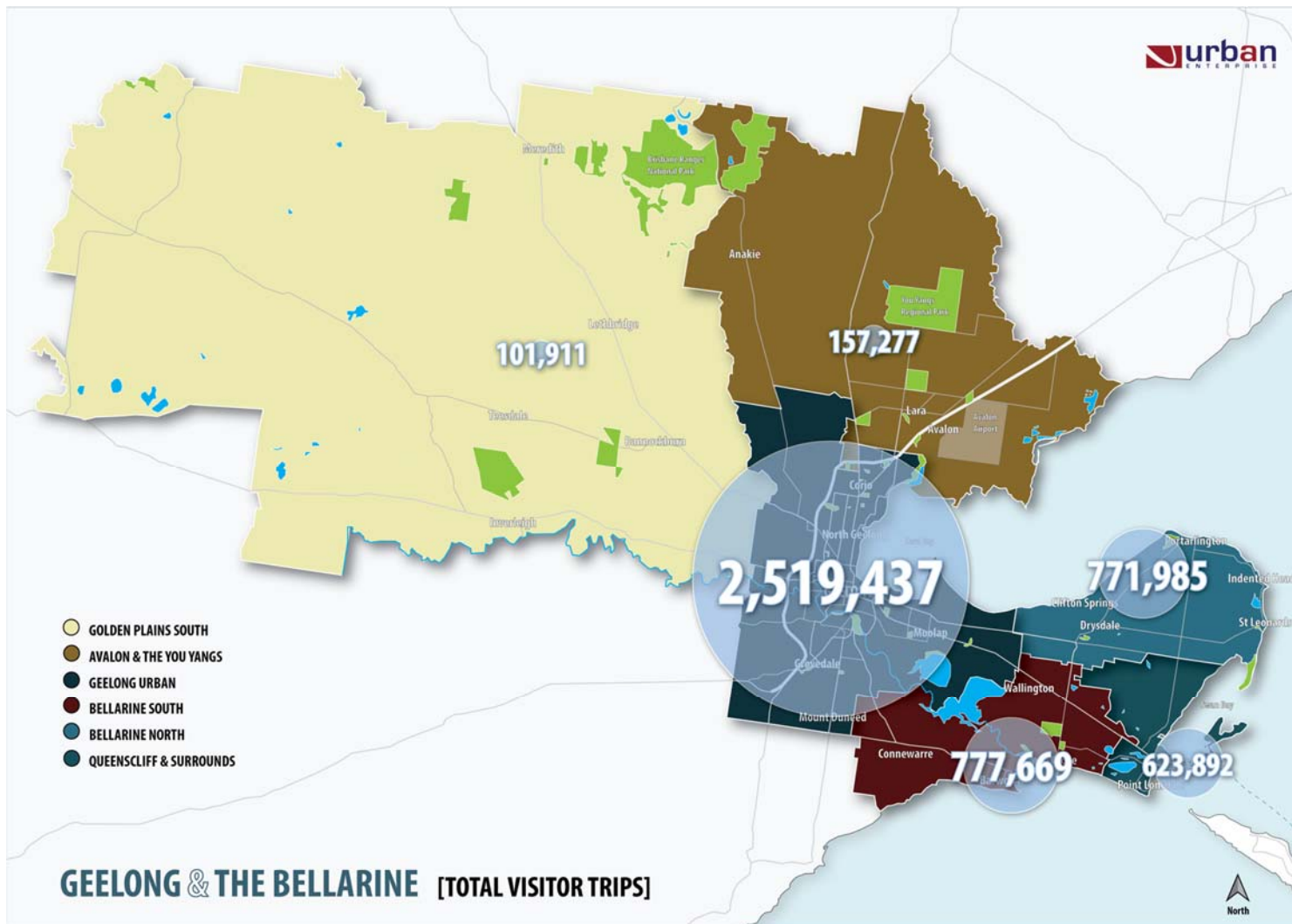
TABLE 1 VISITATION TO GREATER GEELONG AND THE BELLARINE REGION

Visitor Group	Visitation
Number of Visitors Staying with Friends and Family	549,678
Number of Visitors Staying in Holiday Homes	635,455
Number of Visitors Staying in Commercial Accommodation	531,437
Number of Visitors Staying in Caravan Parks/Campgrounds	441,241
Number of Visitors Staying in Paid Accommodation	927,678
Total Number of Overnight Visitors	2,157,811
Total Number of Daytrip Visitors	2,794,360
Total Number of Visitors	4,952,171

Source: Greater Geelong and the Bellarine Tourism Development Strategy, PAVE Model, Urban Enterprise 2015

Visitation is dispersed throughout the region as shown in Figure 2. The data shows a large concentration of visitors to Urban Geelong and the Bellarine Sub Regions. Urban Geelong attracts a different visitor profile than the Bellarine with a larger number of daytrip visitors, business visitation, and visiting friends and relatives (VFR) market.

FIGURE 2 VISITATION DISPERSAL TO GEELONG AND THE BELLARINE REGION



Source: Geelong and Bellarine Tourism Development Strategy 2015

The large concentration of visitors in and around the Bellarine Peninsula provides strong demand for growing tourism product in the rural areas of the Bellarine Peninsula and there are many examples of recent large investment in food and wine product and accommodation on the Bellarine.

By contrast the northern part of Geelong attracts very little visitation and the demand for tourism development in the Avalon and You Yangs Sub Region is low.

The tourism sector is an important contributor to Greater Geelong's economy. Table 2 shows that the tourism sector provides jobs for 4,787 people across the broader region, with 4,308 jobs in Greater Geelong alone.

TABLE 2 VALUE OF TOURISM TO GREATER GEELONG AND BELLARINE REGION

Area	Jobs due to direct impact of tourist spending	2011 Census measured total employment	Share of 2011 Census measured total LGA employment
Greater Geelong City	4,308	95,399	4.5%
Borough of Queenscliff	392	1,156	33.9%
Golden Plains Shire (Bannockburn + Golden Plains South)	87	5,316	1.6%
Greater Geelong and the Bellarine Region	4,787	101,871	4.7%

Source: Decisive Consulting 2014

2.2.3. OBJECTIVES FOR TOURISM

Drawing on the TDS, the objectives for tourism in the region are to:

- Grow the tourism economy and jobs in tourism;
- Grow visitor yield (length of stay and expenditure by visitor);
- Grow off peak visitation on the Bellarine Peninsula (weekday visitation and winter and shoulder period visitation);
- Encourage visitors to travel and explore the region to improve their overall experience;
- Provide new unique and contemporary products and experiences and leverage off the existing natural assets; water based activities, experiences in natural park settings, access to agribusiness experiences (e.g. food and wine);
- Build on the existing food and wine strengths of the region to develop as one of Victoria's premier gourmet destinations; and
- Grow target markets through quality product and experience development.

The rural areas of Greater Geelong play an important role in achieving objectives for growing the tourism sector. The rural areas can provide tourism experiences in natural settings, food and wine experiences and accommodation that leverages off both the natural systems and agribusiness strengths of the region.

The region's natural and rural amenity is a key driver for tourism, and it is important that new development does not undermine the rural amenity, particularly on the Bellarine.

2.3. STRATEGIC POLICY CONTEXT

Key State, regional and local strategies and policies which are relevant to the use and development of rural land for tourism and commercial purposes were reviewed. The policies reviewed include:

- State Planning Policy Framework;
- Victorian Coastal Strategy 2014;
- G21 Economic Development Strategy;
- Greater Geelong Rural Land Use Strategy 2007; and
- Bellarine Peninsula Localised Planning Statement 2014.

The policy context provides a framework for this study to build upon and ensures that the study aligns with existing strategies and policy in the State, regional and local context policy. Key findings from the review include:

- There is strong policy support recognising the significance of the farming landscape, agricultural productivity, and the need to maintain a distinct separation between urban and rural areas. The rural areas of the Bellarine are particularly valued for their scenic attributes, tourism function, environmental function and lifestyle appeal.
- Tourism is recognised as an important economic contributor and tourism development in rural areas is supported where it does not undermine the farmed rural landscape of the area. The Bellarine is identified as a key tourism destination and tourism developments will need to be carefully designed and sited to manage any amenity impacts.
- There is only minor direction on the management of commercial uses within rural areas (as there were significant constraints in rural zone provisions pre VC103). Intensive agriculture and industrial development are discouraged on the Bellarine due to the adverse amenity impacts. There may be limited opportunity for more intensive agriculture uses (e.g. abattoir, broiler farm) in Northern Geelong.

A detailed policy review is provided in Appendix A.

2.4. RURAL ZONE REFORMS (AMENDMENT VC103)

In 2013, the Victorian State Government introduced reforms to the rural zones through amendment VC103. The purpose of the changes was to allow a greater range of tourism and commercial uses and remove what was seen as unnecessary prohibitions on land uses. Key changes to the FZ include the following:

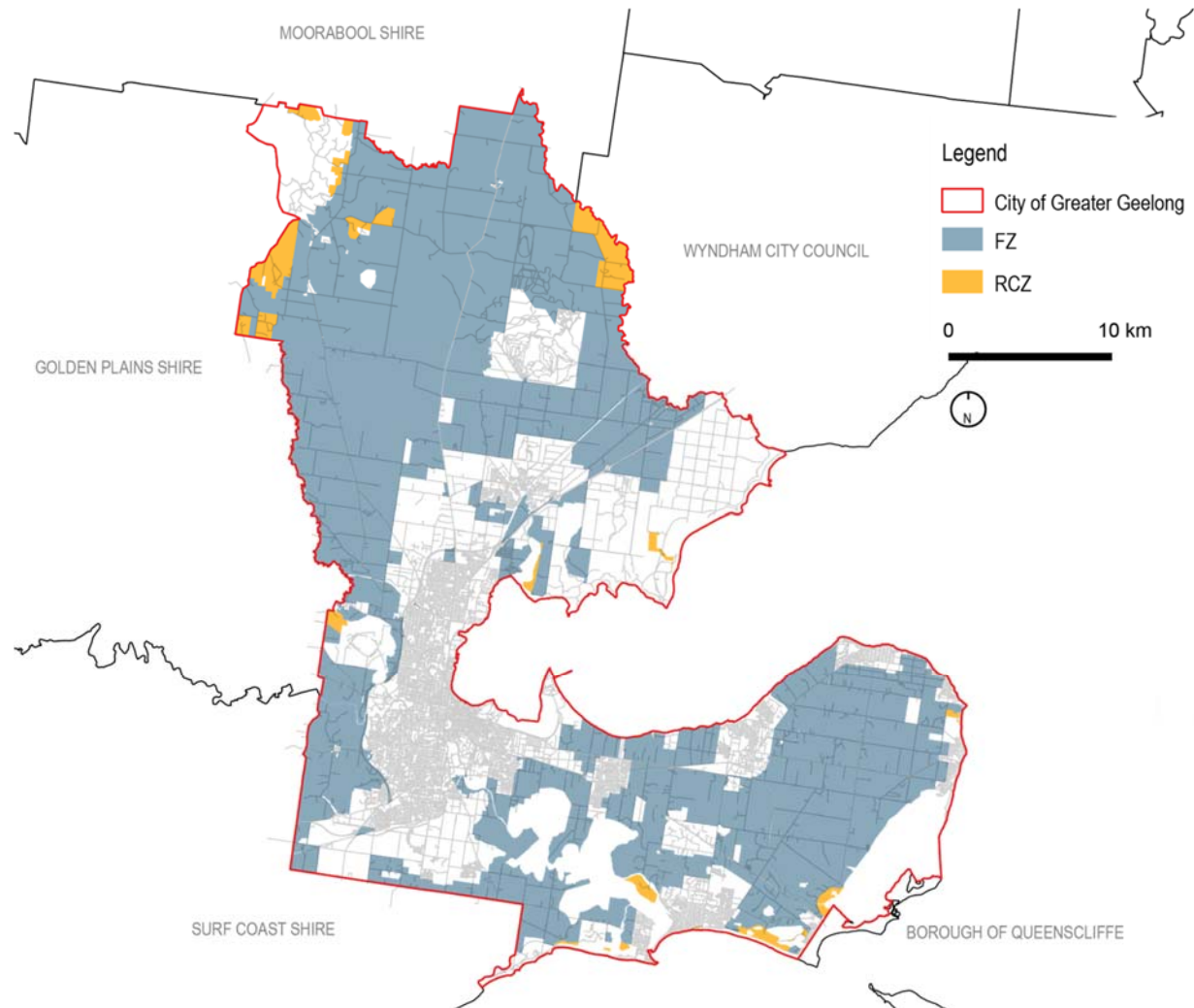
- Lifting the prohibition on a number of uses including:
 - Accommodation - Camping and caravan park, Group accommodation, Residential hotel;
 - Landscape gardening supplies;
 - Market;
 - Trade supplies;
 - Warehouse;
 - Industry; and
 - Primary and secondary schools.
- Removing the 'in conjunction with agriculture' requirement on accommodation and restaurant;
- Removing permit requirements for rural uses such as primary produce sales, rural industry, and rural store;
- Increasing the threshold that can be accommodated in bed and breakfast from 6 to 10 without a permit;

Changes to the RCZ are less extensive and include principally:

- Removing permit requirements for primary produce sales, rural industry and rural store; and
- Camping and Caravan Park, Industry, Warehouses and Leisure and Recreation remain as prohibited.

Appendix B provides a summary table of tourism and commercial land uses which are either permitted or prohibited in the rural zones.

FIGURE 3 GEELONG RURAL PLANNING ZONES (EXCLUDING THE RURAL LIVING ZONE)



Source: Vicmap 2015

3. COMMERCIAL LAND USE IN RURAL AREAS

3.1. INTRODUCTION

This section provides a broad overview of the businesses located within Greater Geelong's rural areas. Key commercial activities which have been impacted by VC103 have been analysed through historical planning permit activity to understand development trends. These uses include the following:

- Landscape gardening supplies;
- Trade supplies;
- Restaurant;
- Market;
- Industry; and
- Warehouse.

The commercial uses which are considered, in principle, suited to rural areas are outlined with guidance on their design and siting provided in Section 5 of this report.

3.2. RURAL BUSINESSES AUDIT

To understand the existing business and industry mix within Greater Geelong's rural zones, information was collected from the Australia Business Register (ABR). The ABR is a database of all registered businesses (businesses with an ABN) within the municipality.

Table 3 shows the breakdown of businesses in the FZ and RCZ by ANZSIC industry. It is important to note that this list includes sole trading businesses which are registered to a home address but do not undertake their business activity at this address (e.g. tradesperson).

As the majority of rural land is within the Farming Zone the largest industry category is Agriculture, Forestry and Fishing, as expected.

Industrial and commercial uses which are considered the most relevant to this study due to recent changes to discretionary uses include the following:

- Manufacturing (41 businesses);
- Transport (37 businesses);
- Wholesale Trade (30 businesses);
- Retail Trade (36); and
- Electricity, Gas, Water and Waste Services (8 businesses).

It is important to note that wineries are categorised as Manufacturing within the ANZSIC classification (Food and Beverage Manufacturing) and it is likely that many of the manufacturing businesses are wineries.

The following map shows the location of all registered businesses in the rural zones. Approximately 58% of rural businesses are located on the Bellarine Peninsula. Businesses are generally located at the periphery of townships and along major highways. Many of these businesses are wineries (classified under Manufacturing).

Northern Geelong has a smaller number of businesses, and their distribution is clustered around the Avalon precinct and Little River. The largest business type is Transport and Freight Services which are likely to be leveraging from existing transport infrastructure.

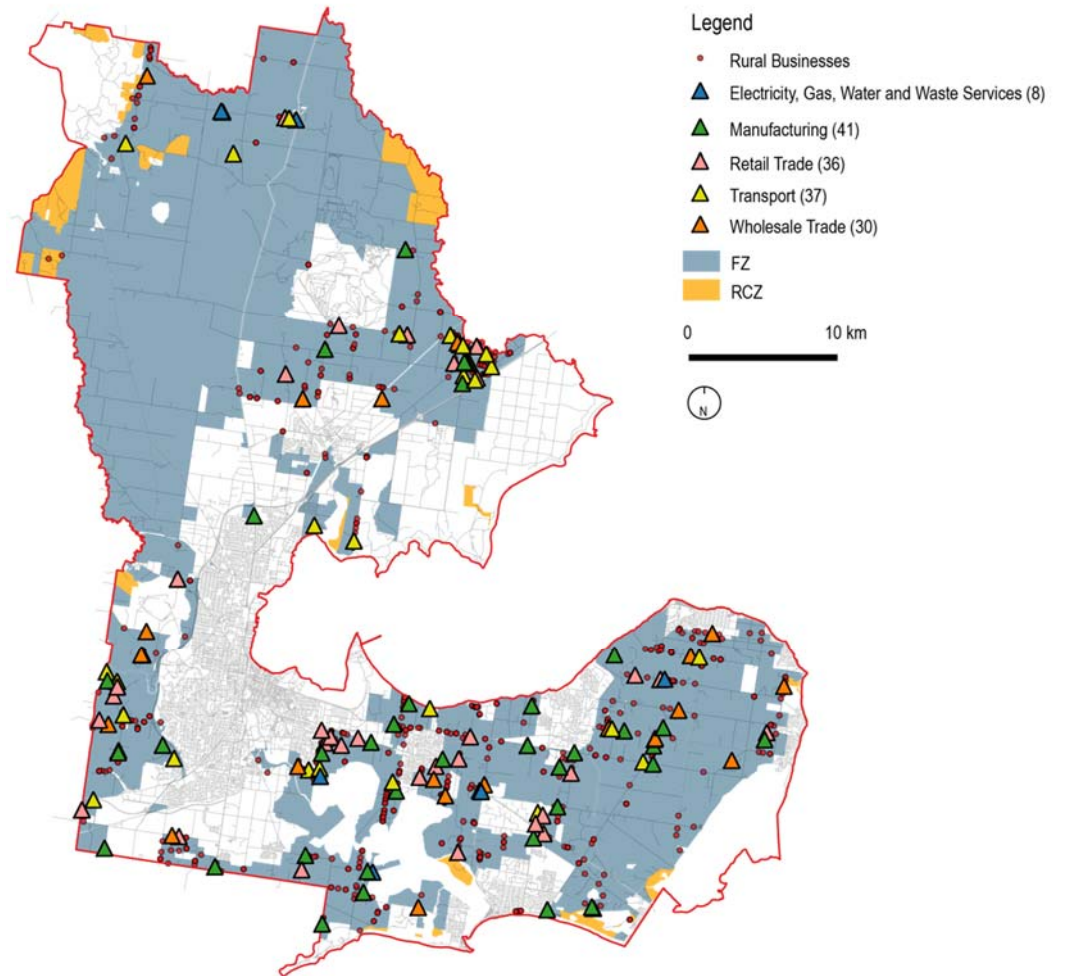
TABLE 3 BUSINESSES IN RURAL ZONES

Industry (ANZSIC 1)	# Businesses
Agriculture, Forestry and Fishing	220
Construction	176
Unknown	148
Rental, Hiring and Real Estate Services	110
Professional, Scientific and Technical Services	83
Finance	68
Other Services	53
Manufacturing	41
Administrative and Support Services	40
Arts and Recreation Services	37
Transport	37
Healthcare and Social Assistance	36
Retail Trade	36
Wholesale Trade	30
Education	23
Accommodation and Food Services	22
Electricity, Gas, Water and Waste Services	8
Public Administration and Safety	4
Media	2
Information, Media and Telecommunications	1
Total	1,175

*Businesses in FZ and RCZ

Source: Australian Business Register 2015, Urban Enterprise 2015

FIGURE 4 BUSINESSES IN RURAL ZONES



*Not including the Rural Living Zone

Source: Australian Business Register 2015, Urban Enterprise 2015

3.3. DEVELOPMENT TRENDS FOR COMMERCIAL USES IN RURAL AREAS

Planning permit data for the period 1999-2014 was sourced from Council to understand the development trends within the rural areas. The data was filtered to remove permits related to residential development and minor works e.g. construction of shed, removal of vegetation etc., as the aim is to identify change in use or an expansion of industry or commercial activity.

It should be noted that the reliance on permit data has limitations as it often requires interpretation of the works described in the permit. These descriptions can provide minimal detail therefore some developments may not be identified in the analysis.

The major developments which required a permit are shown in Table 4 overleaf and their location in Figure 5. 204 permits for the development of commercial uses were identified over the 15 year period.

The major land uses which attracted permit applications are summarised below.

TOURISM

Tourism developments attracted the highest number of permits in rural areas, with the majority of permits for accommodation uses and wineries. Further discussion and detail of tourism related permits is provided in Section 4.3 of this report which analyses demand for tourism uses.

ANIMAL BOARDING AND BREEDING

Animal boarding is a prominent use within rural areas as it requires appropriate buffers from residential areas. Animal kennels, breeding and training facilities are a feature of rural areas. Works associated with this type of planning permit include horse training facilities, greyhound training facilities, and cat and dog boarding kennels. These permits are scattered throughout the Farming Zone.

AGRICULTURE

As Agriculture is an 'as-of-right' use, the majority of development associated with Agriculture cannot be identified through a search of planning permits. Large agricultural

facilities which required planning permits include broiler farms, grain silos and shed-based agriculture (e.g. hot houses).

Aquaculture is considered an emerging industry in the region. Three permits for new aquaculture facilities were granted, all in the year 2000. They include:

- 366 The Esplanade, Indented Head - "Aquaculture Facility" (Jade Tiger Abalone, the largest aquaculture facility in Victoria);
- 230 Queenscliff Road, Portarlington - "Shed for Mussel Cultivation" (Advanced Mussels); and
- 420 Shell Road, Ocean Grove - "Ponds for Aquaculture" (Business unknown)

COMMERCIAL/RETAIL DEVELOPMENT

Commercial development within the rural zones is limited primarily to Wholesaling related to agricultural activities such as nurseries and garden supplies.

EDUCATION

There are a number of education campuses in rural areas such as Avalon College, Covenant College, and South Barwon Christian College. They are all located on the edge of urban areas. These campuses have obtained a number of planning permits for facility upgrades.

INDUSTRIAL

Industrial development activity in the rural areas is limited to rural industries such as agricultural processing and materials processing (e.g. chutney manufacturing, bottling facility). There have been no permits for any heavy industry or activities which are not related to a rural industry.

COMMUNITY

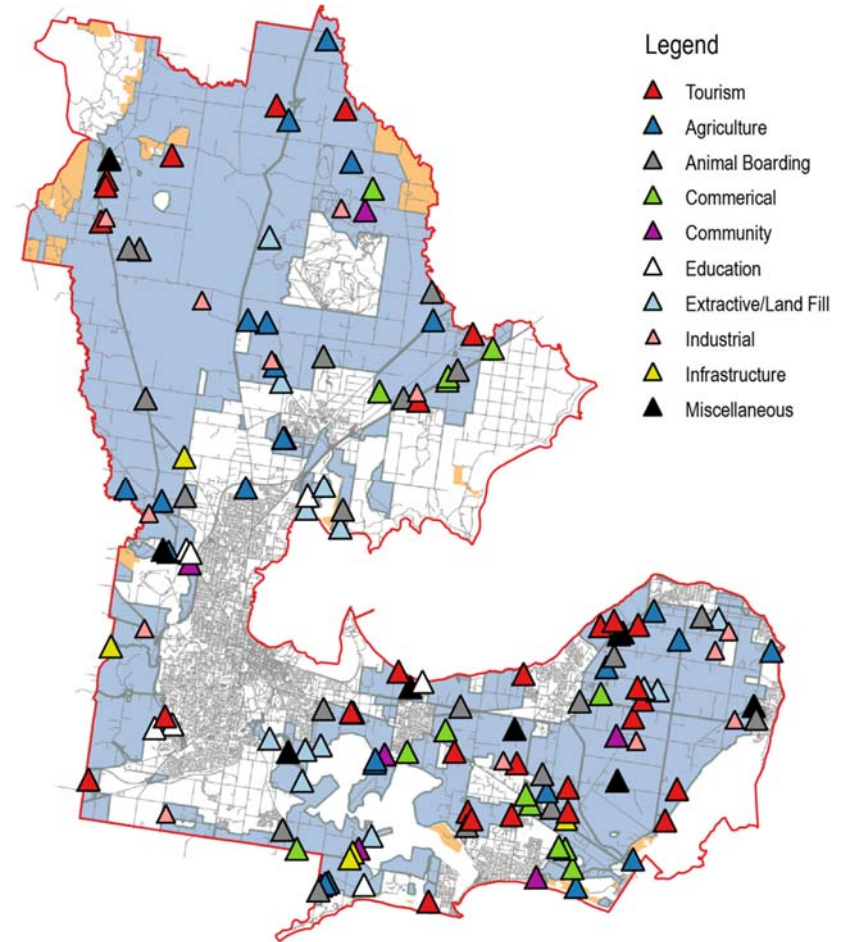
Developments related to community use include a fire station, church and aged care facility.

TABLE 4 PERMITS FOR DEVELOPMENT ON RURAL LAND 1999-2014

Use Type	Rural Zone Planning Permits
Agriculture	26
Animal Boarding	27
Commercial	17
Community	8
Education	23
Extractive/Land Fill	18
Industrial	16
Infrastructure	11
Miscellaneous	10
Tourism	49
Total	205

*Not including permits for minor works e.g. vegetation removal, shed construction
 Source: Urban Enterprise 2015, City of Greater Geelong 2015

FIGURE 5 PERMITS FOR DEVELOPMENT ON RURAL LAND 1999-2014



*Not including permits for minor works e.g. vegetation removal, shed construction
 Source: Urban Enterprise 2015, City of Greater Geelong 2015

3.4. BUSINESS DEVELOPMENT IN RURAL AREAS

Based on the analysis of businesses in rural areas, development trends, and discussions with businesses, the key drivers of business development in rural areas includes the following:

- **Coastal location.** Aquaculture is identified as an emerging industry in the region. These businesses generally require a coastal location and are not suited to urban areas;
- **Land value.** Compared with Commercial and Industrial land, land in rural zones is generally cheaper (on a per square meter basis);
- **Distance from sensitive uses.** Agricultural or industrial processing may require buffers from residential and often sensitive uses (e.g. broiler farm);
- **Highway exposure.** Key transport routes can provide significant exposure for retail and wholesale businesses;
- **Rural retail.** Retail which services a rural community such as agricultural or trade supplies does not necessarily need to be within a town centre. Locations on major transport routes and on the periphery of townships may be attractive locations for such businesses;
- **Large sites.** The availability of larger sites in rural areas compared with urban areas;
- **Existing land ownership.** Many businesses develop in the rural areas due to existing land ownership.

Factors which influence the development of tourism businesses in rural areas are detailed in Section 4 of this report.

3.5. KEY FINDINGS AND IMPLICATIONS

Key findings related to commercial land use in rural areas includes the following:

- Tourism related development attracted the highest number of permits demonstrating the growing tourism profile of the region (a more in depth analysis of tourism uses is provided in Section 4);
- There has been minimal commercial and industrial development in rural zones over the past 15 years. Commercial uses are generally connected to the agricultural industry. The lack of development reflects the zone provision constraints prior to VC103;
- Aquaculture is considered an emerging industry in the region with three permits for new aquaculture facilities granted.

Recommendations for future directions for commercial development in rural areas are provided in Section 5.

4. RURAL TOURISM ASSESSMENT

4.1. INTRODUCTION

This section provides an analysis of tourism use and development within Greater Geelong's rural areas. Existing tourism businesses are identified and planning permit history is analysed to demonstrate historical development trends. The findings of the TDS are used to identify tourism product gaps suited to rural areas and opportunities for future development.

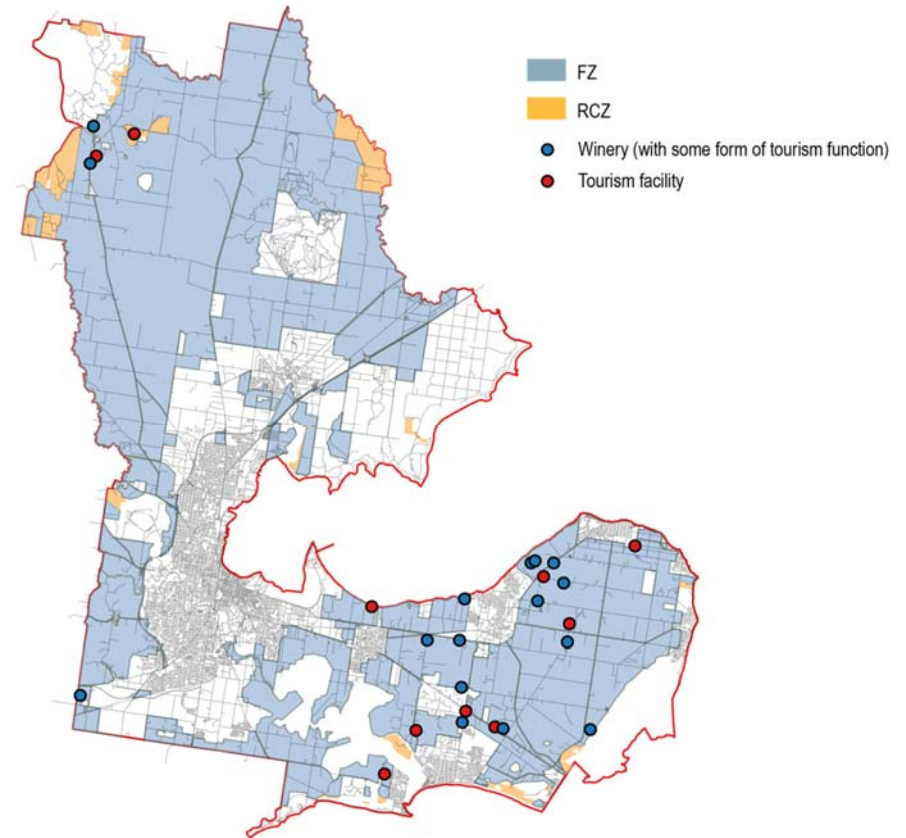
4.2. TOURISM PRODUCT SUPPLY IN RURAL AREAS

Tourism product within rural areas was identified from data collected for the TDS.

28 tourism businesses were identified in the rural zones (26 of which are within the Farming Zone), as shown in Figure 6. Only 5 tourism businesses were identified outside of the Bellarine Peninsula. Figure 7 provides a more detailed map of rural tourism businesses on the Bellarine Peninsula. There are some major tourism uses which are located in rural areas but are not within the rural zones.

The rural areas play an important role in achieving objectives for growing the tourism sector. The rural areas can provide tourism experiences in natural settings, food and wine experiences and accommodation that leverages off both the natural systems and agribusiness strengths of the region.

FIGURE 6 TOURISM BUSINESSES IN RURAL ZONES



Source: Compiled by Urban Enterprise 2015

WINERIES

There are 17 wineries in the rural areas which have associated tourism facilities (such as cellar door, restaurant, accommodation or function centre). There are a number of other wineries which do not provide tourism facilities. These were not considered in the tourism supply analysis.

Wineries with a cellar door, restaurant and function facilities represent a large component of the tourism offering within rural areas. There are five wineries which have a cellar door only, and nine wineries which have restaurant and function facilities in addition to a cellar door. Oakdene and Staughton Vale are the only wineries to have accommodation.

A number of wineries have undertaken significant investments in their tourism related facilities in recent years (e.g. Terindah Estate, Jack Rabbit Winery, Leura Park Estate) indicating growth in demand for wine related tourism experiences.

TABLE 5 WINERIES IN RURAL AREAS

Cellar Door Only	Cellar Door, Restaurant, Function Centre	Cellar Door, Restaurant, Function, Accommodation
Scotchmans Hill	Kiltynane*	Oakdene
Nalbra Estate	Terindah Estate	Staughton Vale
Memerus	Mt Duneed Estate	
	McGlashans	
	Leura Park Estate	
	Jack Rabbit	
	Del Rios	
	Bellarine Estate	
	Banks Road	
	Baie Wines	
	Oneday Estate	

*Available for functions but no restaurant with consistent opening times

Source: Compiled by Urban Enterprise 2015

ACCOMMODATION

There is a small provision of tourist accommodation in the rural areas with just 5 establishments listed below:

- **Big 4 Bellarine Holiday Park** - A large tourist park which provides a mixture of accommodation types including powered caravan and camping sites, and 1, 2 and 3 bedroom cabins (50 sites and 60 cabins). There is also significant recreational and communal facilities;
- **Sands Caravan Park, Leopold** - The majority of sites are for permanent and long-term residents. There are 6 cabins and between 5-10 camping and caravan sites which are available for short-term stays;
- **Bellarine Day Spa** - 3 self contained units attached to a day spa facility;
- **Oakdene Winery** - 3 self contained units, along with restaurant, café, function space and cellar door;
- **Staughton Vale Winery** - B&B cottage which can accommodate up to 6 guests.

The existing supply of accommodation in rural zones includes 6 self contained rooms, 66 cabins and 70 camping/caravan sites.

Swan Bay Holiday Caravan Park and Collendina Caravan Park are also within the Farming Zone but all sites are privately owned and they do not offer short term holiday accommodation.

FARM GATE

There are a limited number of farm gate experiences across the region. Establishments in the rural zones include:

- **Tuckerberry Hill** - A berry farm which allows visitors to pick their own berries. There is also a café on site and a local produce store;
- **Advanced Mussels** - A commercial mussel processing facility which also provides a 'farm gate' selling direct to tourists and small kiosk on specific days; and
- **Drysdale Cheese** - Farm specialising in goats cheese which also has a farm gate.

OTHER

Other tourism attractions/facilities located within the rural zones include:

- **Fairy Park Anakie** - Children's adventure park located in Anakie which also includes a kiosk and gift store;
- **Jirrahlingha Koala Sanctuary** - Wildlife sanctuary at the northern edge of Barwon Heads;
- **A Maze n Games** - A large timber maze which also has a café and BBQ area;
- **The BARN Function Centre** - Wedding and event venue;
- **Hotshots Paintball Anakie** - Recreational paintball facility located in the Rural Conservation Zone RCZ13. RCZ13 applies to the granite rock formations known as the Scoria Cones.

RURAL ESTABLISHMENTS NOT IN RURAL ZONES

There are some major tourism uses which are located within the rural areas but are not within rural zones. They are an important part of the tourism product offering in rural Geelong and include:

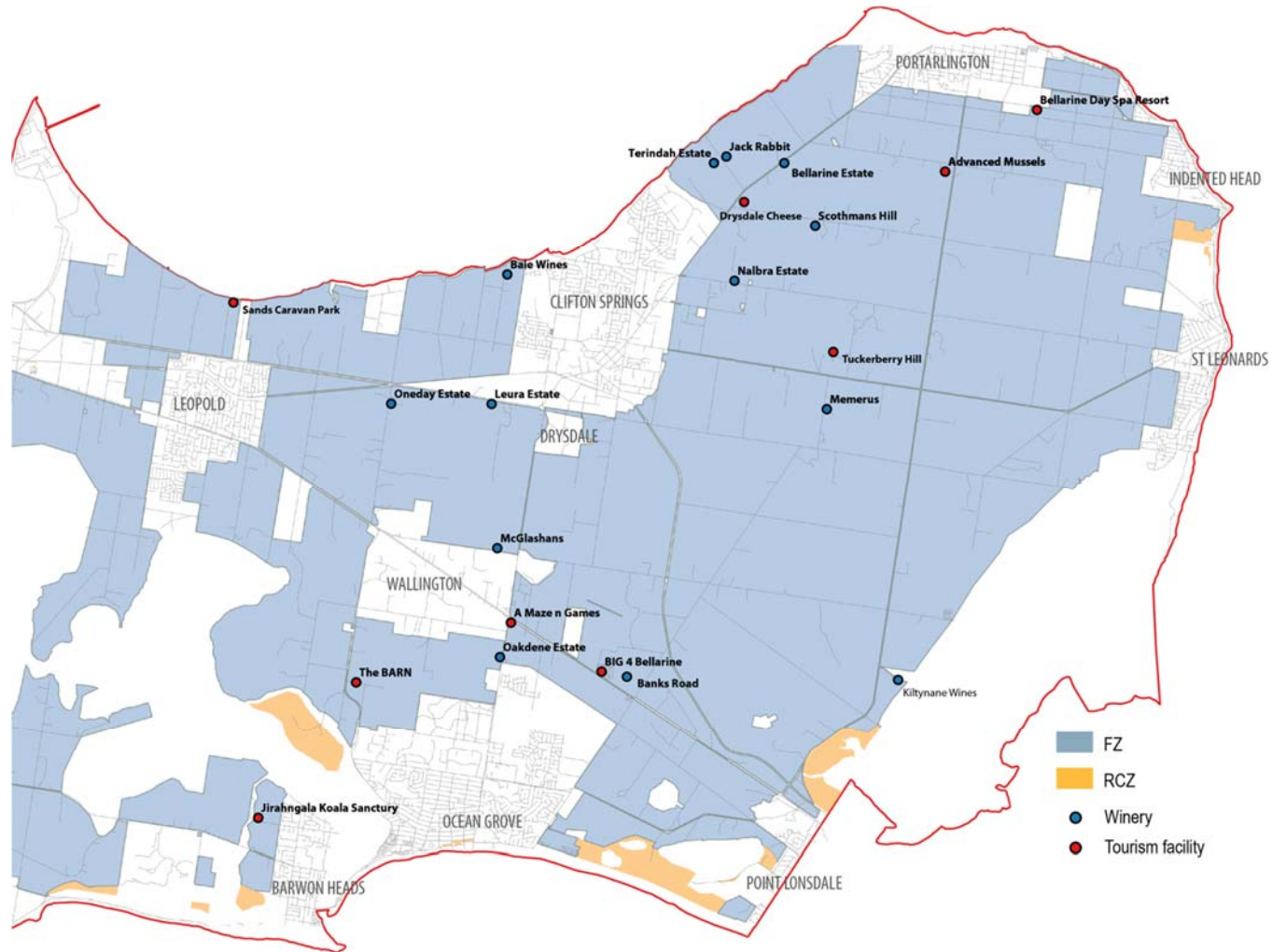
- **Adventure Park**: a regionally significant family entertainment attraction (within CDZ3);
- **Thirteenth Beach Golf Course**; a premier golf course which includes a significant accommodation, restaurant and function facilities (within CDZ1);
- **Moolap Caravan Park**; a caravan park which caters mainly for permanent and long-term guests. There are a small number of short-term rentals available (within the RLZ); and
- **Flying Brick Cidery**; recently constructed cider house which also includes a restaurant, function facilities, and a visitor information centre to service the Bellarine (within the RLZ).

In addition to these businesses, there are a number of foreshore caravan and camping parks, which although are not located in a rural zone, are located in a rural context.

The rural areas of the Bellarine Peninsula form a significant element of the region's tourism offering. The rural areas surrounding Anakie also provides a small cluster of rural tourism product. The concentration of wineries is the most significant tourism attraction in rural areas. Considering the agricultural character of the region, there is only a small number of farm gate stores to showcase local produce. There is minimal provision of accommodation with the BIG 4 Bellarine Holiday Park the only significant accommodation establishment.

The lack of accommodation and farm gate facilities does not necessarily indicate that there is low demand for accommodation in rural areas. It is likely that previous zone constraints have limited accommodation development.

FIGURE 7 TOURISM BUSINESSES IN RURAL ZONES – BELLARINE PENINSULA



Source: Urban Enterprise 2015

4.3. RURAL TOURISM DEVELOPMENT

To understand trends in tourism development in the rural areas, historical planning permit data for the period 1999-2014 was sourced from the CoGG.

It should be noted that the reliance on permit data has limitations as it often requires interpretation of the works described in the permit. These descriptions provide minimal detail and can be ambiguous (e.g. "construction works"), therefore some tourism developments may not be identified in the analysis.

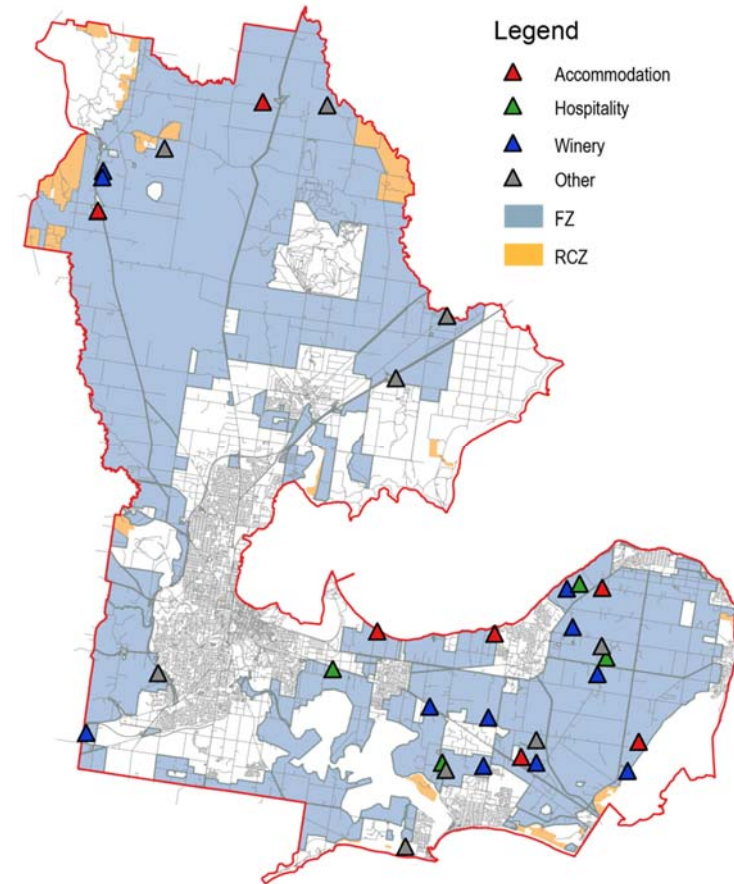
48 permits were issued for tourism related development between 1999 and 2014, as shown in the Table 6. Figure 8 shows the location of rural tourism permits. The majority of permits were located on the Bellarine Peninsula where much of the rural tourism product and attractions are located. The area surrounding Anakie in northern Geelong also attracted a number of permits.

TABLE 6 TOURISM RELATED PERMITS 1999-2014

Use	No. Permits
Accommodation	15
Attraction	4
Brewery	1
Functions	2
Golf	1
Café/Restaurant	7
Other	1
Tourism Establishment*	2
Winery	16
Total	49

*This is the description provided in the planning records
Source: City of Greater Geelong 2015, compiled by Urban Enterprise

FIGURE 8 RURAL TOURISM RELATED PERMIT LOCATIONS 1999-2014



*Some business locations attracted multiple permits over the timeframe
Source: Urban Enterprise 2015, City of Greater Geelong 2015

The following section provides an overview of the major tourism developments for which a planning permit was issued.

ACCOMMODATION

There were 15 permits issued relating to accommodation. Developments which consisted of a new accommodation establishment are detailed in Table 7. These sites were investigated to determine whether development had occurred.

A review of sites shows that all, except for two, of the properties associated with the permits are currently being used for tourist accommodation. Very little accommodation development has occurred in the rural zones over the past decade, with a number of the developments being used as residential dwellings.

Although Bed and Breakfast establishments were a permissible use within the Farming Zone prior to VC103 there has been minimal development over the past decade. This is likely due to a number of reasons including:

- The region receiving a strong family visitor market which are not inclined to stay in Bed and Breakfast accommodation; and
- The general shift in accommodation preferences towards self contained accommodation.

It is important to note that there are some larger facilities not located within a rural zone, but are within a rural setting which has experienced some expansion in recent years (e.g. 13th Beach Golf Resort, foreshore caravan parks).

**TABLE 7 PERMITS FOR ACCOMMODATION IN RURAL ZONES
1999-2014**

Year	Address	Description (as provided in the permit database)	Review Comments
2000	139 147 Bonnyvale Road OCEAN GROVE	Ministerial permit tourist and residential resort	Appears to be unfinished residential development
2000	370 374 Grubb Road WALLINGTON	Ministerial permit motel shops restaurant	Not developed - permit not acted upon
2001	1421 1429 Barwon Heads Road CONNEWARRE	Group Accommodation for Sky Diving Club	Does not appear to be used as tourist accommodation
2003	20 Staughton Vale Road ANAKIE	Development and Use of Group Accommodation	Bed and breakfast attached to winery, currently in operation
2005	2025 Ballan Road ANAKIE	Development and Use of Six 6 Tourist Cottages	Does not appear to be currently used as accommodation
2005	1775-1799 Bellarine Highway MARCUS HILL	Use and development of a camping and caravan park including a caretakers house	Big 4 camping park, currently in operation
2008	282 300 Clifton Avenue LEOPOLD	Installation of Eight 8 Cabins	Part of Pelican Shores Estate (non-tourism accommodation)
2013	102 170 McDermott Road CURLEWIS	Use of an Existing Building for the Purpose of Group Accommodation	Baie Winery - does not appear to be currently used for accommodation
2006	711-729 Portarlington Road LEOPOLD	Use and Development of Camping and Caravan Park, including caretakers dwelling and alteration to vehicle access	Not been developed
2014	1191 1209 Swan Bay Road SWAN BAY	Use and Development of Camping and Caravan Park	Expansion of Swan Bay Caravan Park. All sites are currently privately owned and no short term holiday rentals are available

Source: Urban Enterprise 2015, City of Greater Geelong 2015

WINERIES

There were 16 permits issued to wineries. The majority of permits were to allow for cellar door sales and are located around the Bellarine or in Anakie.

CAFÉ/RESTAURANT/FUNCTION CENTRE

All of the permits associated with café, restaurants and function centres were located on the Bellarine. Permits were for either new establishments or liquor licenses.

Two new function centres were identified in the planning permit records.

Trends in rural tourism development, as analysed through the planning permit history, show minimal investment or expansion of existing tourism facilities and a lack of new establishments, particularly in tourist accommodation. The lack of development is due in part to the rural zone constraints which were in place prior to VC103.

The majority of development activity was associated with wineries and the development of associated cellar doors, function centres, and restaurants. The results demonstrate the emerging wine industry as a key tourism product for the Bellarine.

4.4. DEVELOPMENT CONSIDERATIONS

Consultation with business owners and Greater Geelong and the Bellarine Tourism provided the following insights into business locational requirements, factors influencing business viability, and key constraints for expansion and development.

LOCATION DRIVERS FOR RURAL TOURISM DEVELOPMENT

Key drivers for businesses to be located in rural areas include the following:

- **Views (particularly ocean views).** Sweeping landscape views, particularly ocean views, were considered key location requirements for businesses particularly accommodation, restaurants and function centres;
- **Rural setting and character:** The rural and agricultural setting can provide a unique and 'boutique' experience for guests (for example the use of barn sheds and winery cellars for events) as a well as a feeling of escape from built-up urban areas.
- **Linkage with a rural industry or natural system.** Many businesses are associated with rural industries (particularly wineries), natural systems (e.g. mussel farm and Koala Sanctuary) or golf clubs which require a non-urban environment.
- **Highway location (particularly Bellarine Highway).** The Bellarine Highway is the major route connecting the Bellarine Peninsula and Geelong and is used by large number of tourists. A number of tourism businesses are located along this route to leverage from passing traffic.
- **Large space requirements.** Low density uses such as caravan and camping parks require significant land holdings which are not necessarily available in urban areas. Other uses such as function centres require large parking areas.

Land price was not cited as a development driver by any of the businesses consulted. Many of the businesses were established through family land holdings or were existing businesses which were purchased by the current operator. However, relatively low land values in rural areas (on a per sqm basis) are considered to be a factor which will

influence new investors to the region, particularly for low density tourism uses (e.g. caravan parks)¹.

DEVELOPMENT AND BUSINESS CONSTRAINTS

Some of the key issues facing business viability and constraints for future development include:

- **Demand:** Visitor demand is limited by a number of factors including:
 - **Seasonality** - The seasonality of a coastal tourism destination has significant consequences for business viability. Even poor weather during the summer period can impact heavily on businesses. This is particularly the case for rural businesses as many visitors will spend their time in townships or remain at their holiday homes in poor weather.
 - **Lack of local market:** Located away from population centres, many rural businesses are reliant solely on tourist trade.
 - **Geelong demographic profile:** Geelong's relatively low socio-economic profile means that local families are less inclined to spend on leisure activities. This has been exacerbated by recent shifts in Geelong's economy. This also impacts on dining with very few destination dining restaurants in Geelong and the surrounding region.
- **Planning and servicing requirements.** Conforming to planning and servicing requirements was considered a key constraint by businesses. Some issues included:
 - **Rural character requirements** - businesses felt that the cost of conforming to rural character requirements was prohibitive (significant landscaping costs). In addition, businesses felt that what constitutes 'rural character' was subjective and the requirements were being applied inconsistently;
 - **Cost of servicing** - meeting requirements for sewerage treatment was considered a key issue for businesses looking to expand.

In general, businesses that were consulted felt that Council was not supportive and unresponsive to their needs, and the planning permit process was overly difficult and time consuming.

- **Land banking.** Some businesses felt that land owners in rural areas were not utilising their land for productive or economic uses. Instead, land was being held in the hope of a future rezoning for urban use.
- **Rates.** Rural produce stalls and farm gates are required to pay the commercial rating differential. This additional cost discourages farmers from setting up farm gates due to the little revenue they provide (this comment was made by one business).
- **Operating costs.** Escalating operating costs, particularly staffing costs, is a key constraint for businesses. Weekend penalty rates are considered a major cost for businesses and discourage weekend and public holiday trade.

¹ It is noted that there are some prime sites on the Bellarine Peninsula which can attract high land values

4.5. RURAL ACCOMMODATION DEMAND

This section provides analysis of demand for tourism accommodation within rural areas. Key information and data is sourced from the TDS.

There are significant challenges in quantifying the level of existing latent and future demand specific to the rural areas. They include:

- A lack of data at the local level (by township) and split between the rural and township areas (e.g. tourism visitation, accommodation occupancy). Occupancy and average room rate data for existing establishments in the rural areas are the two key indicators of demand. However, this data is only available at the regional level (Geelong Tourism Region) and is heavily influenced by urban Geelong and provides no indication of trends within the rural areas; and
- Development has been constrained historically, which is a likely reflection of the previous zone provisions and the development and business constraints set out in Section 4.4. The existing supply of accommodation is not a reflection of historical demand.

There are a number of indicators which demonstrate there is latent and growing demand for quality accommodation located in the rural areas. They include:

- Significant emerging tourism product and attractions in the rural areas (particularly the growth in wineries) which are drawing increasing numbers of visitors and dispersal from townships;
- Growing number of visitors undertaking rural based activities such as outdoor, nature-based and winery cellar doors;
- Key target markets which represent 65% of visitation to the wider region are aligned with accommodation preferences which are suited to rural areas²; and
- Stakeholders identified a lack of quality accommodation to cater for large events on the Bellarine Peninsula;

² Based on data from the Great Ocean Road DMP 2011 and Great Ocean Road Market Profile. The region takes into account both the Geelong and Bellarine and Great Ocean Road Tourism Regions.

Further analysis and discussion of rural tourism indicators is provided in Appendix D.

4.5.1. DEMAND PROJECTION METHODOLOGY

Having regard to the challenges discussed, the methodology to project future accommodation demand in rural areas is as follows:

1. **Project visitor growth.** Project visitor growth for the Bellarine Region and Northern Geelong (including townships) to 2030;
2. **Project accommodation needs.** Project the additional accommodation required (number of rooms/sites) to meet the projected visitor growth in the Bellarine and Northern Geelong (including townships);
3. **Determine rural accommodation needs.** Based on the analysis of rural demand indicators (Appendix D) and assessment of current supply gaps, determine the appropriate level of accommodation demand which is expected to be directed towards the rural areas based on market need.

4.5.2. DEMAND PROJECTION SUMMARY

The following provides a summary of the results of the rural accommodation demand analysis following the methodology outlined above.

1. **Project visitor growth.** It is estimated that between 2015 and 2030, the number of visitors staying in commercial accommodation across the Bellarine Peninsula and Northern Geelong will increase by between 111,000 and 148,000 (including both township and rural areas).
2. **Project accommodation needs.** Based on projected visitor growth, future accommodation needs for the Bellarine and Northern Geelong is forecast to be between 800 and 1,100 rooms/sites to 2030 (including both township and rural areas).
3. **Determine rural accommodation needs.** It is estimated the future accommodation demand will be split by 50% between rural and township areas. This corresponds to a growth of between 400-550 rooms/sites (rounded) in the Bellarine and 3-4 rooms/sites in Northern Geelong's rural areas to 2030.

The growth forecast for Northern Geelong is very low as it is projecting from a small base (only 14 tourist accommodation rooms were identified in Northern Geelong). There is opportunity for accommodation growth in excess of this forecast through further development of tourism product. Opportunities identified in the TDS include:

- Development of the winery product around Anakie;
- Development of nature-based tourism product around the You Yangs Regional Park; and
- Expansion of services at Avalon Airport.

Accommodation demand projections for the region provided in the TDS estimate that visitor growth will increase demand for an additional 1,800-2,500 rooms/sites to 2030 for the Geelong and Bellarine Region. In this context, the rural areas of Greater Geelong are expected to support approximately 22% of accommodation growth across the tourism region to 2030.

The detailed projection analysis is provided in Appendix E.

It should be noted that these demand projections do not take into account latent demand for the reasons set out in Section 4.5.

4.5.3. RURAL ACCOMMODATION OPPORTUNITIES

Table 8 provides a summary of the accommodation development opportunities which are suited to rural areas identified in the TDS. The rural areas allow for a variety of accommodation typologies within a number of settings (farm, nature-based, recreational). This allows the opportunity for the region to increase the diversity of its accommodation offer and meet the needs of a number of different markets.

Based on the accommodation demand projections for rural areas to 2030 (400-550 rooms/sites), the number of establishments required to meet this demand is shown in Table 8. The definition of accommodation rooms/cabins/sites is provided opposite.

Accommodation Definitions

Accommodation: All accommodation referred to within this analysis is for short-term use and not for permanent residence

Sites: A site within a caravan park which is used for the placement of a tent or motor vehicle for the purposes of overnight accommodation

Cabins: A building or other fixed structure erected in a caravan park for the purposes of overnight accommodation

Rooms: Bedrooms within a commercial accommodation establishment

TABLE 8 RURAL ACCOMMODATION NEEDS AND OPPORTUNITIES

Type	Description	Need (# additional establishments to 2030)	Indicative capacity (per establishment)
Caravan and Camping Ground/Tourist Park	Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. There is already a large provision of this accommodation type across the region, however, the Geelong and Bellarine TDS identified an opportunity for an additional quality or branded tourist park (either on the edge of urban area on in rural zones). This was identified as a gap in the TDS for the northern Bellarine.	1-2	40-80 cabins / 60-120 sites
Integrated Resort	An integrated tourist resort which includes quality hotel style or self-contained accommodation as well as a number of other uses such as restaurant, conference centre, recreation, and spa and wellness (either on the edge of urban area on in rural zones). The only example of this on the Bellarine would be the 13th Beach Golf Resort or the BIG 4 Beacon Resort (Queenscliff).	1	80 - 120 rooms
Quality Farm Stay	Given the agricultural strengths of the region, quality farmstay accommodation is a key gap. The growing food and wine tourism market in the Bellarine is well matched with this accommodation type.	2-4	3-5 rooms
Golf Course	Golf is an emerging, high yielding market for the region and there is opportunity for other golf clubs to develop accommodation (only Thirteenth Beach Golf Club currently offers accommodation).	1	30 rooms
Wineries	There are a number of large, well known wineries which already have significant tourism uses (e.g. cellar door, restaurant, events and functions). The development of ancillary accommodation would be a natural step in their growing tourism position on the Bellarine. There is also a smaller cluster of wineries in Northern Geelong around Anakie.	2-4	5-25 rooms
Nature-based	Compared with other regions, Geelong and Bellarine has a greater farmed and agricultural landscape rather than high value natural landscapes. However, there are key areas which would be suited to nature-based accommodation including: -Brisbane Ranges; -You Yangs; -Lake Conneware; -Swan Bay; and -Appropriate coastal locations. These areas have significant landscape and environmental value and appropriate design and siting will be required to minimise visual and environmental impact.	2-4	10-20 rooms

*Indicative capacity does not represent a specified maximum or minimum number of rooms, rather a typical scale for the accommodation typology. The appropriate number of rooms and scale of an accommodation establishment should be determined by its site and surrounds, and business viability.

Source: Urban Enterprise 2015

4.5.4. LIMITATIONS OF ANALYSIS

There are some limitations to this analysis. They include the following:

- Lack of localised data to inform existing and historical demand levels for rural areas. Much of the data is provided at a regional level which is highly influenced by urban Geelong;
- Previous rural zone provisions have constrained accommodation development within rural areas therefore the existing supply of accommodation is not a reflection of historical demand;
- Due to the previous planning constraints there is likely to be latent demand for accommodation in the rural areas from the existing visitor base. It should be noted that the demand projections do not take into account any latent demand; and
- Continued development and improvement of the region's tourism product, especially on the Bellarine, may increase the region's market share and generate a higher rate of visitor growth. This is a key objective of the Greater Geelong and Bellarine Tourism Development Strategy.

Based on the limitations outlined above it is recommended that the demand projections and supply of rural accommodation be monitored by Council on a regular basis (every 3-5 years) to ensure that they are still relevant to current trends in the accommodation and tourism market.

4.6. KEY FINDINGS AND IMPLICATIONS

Key findings related to tourism use and demand in rural areas includes the following:

- The rural areas of Greater Geelong form a significant element of the region's tourism offer, particularly on the Bellarine Peninsula. Smaller clusters of tourism activity are found around Anakie;
- Wineries are the most significant tourism attraction in rural areas with many wineries investing significantly in tourism related facilities (cellar door, restaurant, function centre). Other attractions include farm gates and recreational facilities.
- There is very little accommodation provision within the rural areas with the only significant establishments being the BIG 4 Bellarine Tourist Park and 13th Beach Golf Course Resort. The lack of accommodation is likely a reflection of the historical planning constraints;
- Demand for accommodation in rural areas is expected to be driven by:
 - The emerging tourist product offer in the rural areas including a number of large tourism facilities which drive visitor dispersal from townships;
 - Increasing popularity of rural based activities (e.g. nature-based, outdoor recreation, food and wine experiences); and
 - Shifting accommodation preferences of key visitor markets for rural settings immersive nature experiences.
- Based on visitor growth forecasts, it is expected that an additional 400-550 rooms/sites in the Bellarine and 3-4 rooms/sites in Northern Geelong's rural areas will be required by 2030 to meet market demand. Rural accommodation typologies and expected need are summarised in Table 8.

5. STRATEGIC DIRECTIONS

5.1. INTRODUCTION

This section provides recommendations on future rural land use directions for commercial and tourism uses. Demand for tourism and commercial uses is expected to grow and Council must consider the best approach and methods to mitigate impacts on rural character, environmental value and agricultural productivity. Recommendations are provided for tourism and commercial uses which are considered, in principle, suited to rural areas.

General siting and design principles are developed to guide development in rural areas. More detailed guidance for key land uses is provided including:

- Accommodation (camping and caravan park, group accommodation, residential hotel);
- Tourism activities (function centre, conference centre, art gallery, museum, and restaurant); and
- Commercial (industry, warehouse, landscape garden supplies, market).

5.2. RURAL LAND USE DIRECTIONS BY REGION

This section provides recommendations on the suitability for non-rural land uses in rural areas. In determining the suitability of uses, it is important to acknowledge the differing economic roles and landscape attributes of Greater Geelong's rural areas. Therefore, the following section considers the suitability of commercial uses for the following areas:

- The Bellarine Peninsula; and
- Northern Geelong (this encompasses all rural land outside of the Bellarine Peninsula).

These areas are shown in Figure 1.

5.2.1. BELLARINE PENINSULA

LAND USE OBJECTIVES

The Bellarine Peninsula is a unique landscape which plays an important tourism role in the rural economy. It is highly valued for its scenic attributes, tourism function, environmental function, recreational opportunities and lifestyle appeal.

There is a significant body of existing planning policy to protect the Bellarine from non-rural development, maintain non-urban breaks, encourage agricultural use of land, and preserve its appeal and economic value as a tourism destination, particularly within areas which are identified as significant landscapes in the Bellarine Localised Planning Statement and the Greater Geelong Planning Scheme.

The following provides a summary of the discretionary uses which are considered, in principle, suited to rural areas in the Bellarine.

'SUITABLE' USES

There are some specific economic development opportunities which are unique to the Bellarine and may be in principle supported with careful management of siting and design of buildings, as outlined below.

Shed based Agriculture

Shed-based agriculture, particularly aquaculture, has been identified as a growth industry for the Geelong regional economy. Although there has been minimal development of the industry over the past decade there are some minor signs of industry growth.³ In addition to the economic and employment benefits, the aquaculture industry also has potential to add to the tourism appeal of the region by building on its food reputation. These activities

³ Consultation with businesses demonstrated

should be encouraged; however, the design and siting of buildings should not adversely affect the rural landscape character of the Bellarine.

Tourism

Tourism uses are an important part of the Bellarine's economy and there are many tourism uses that are suited to rural areas of the Bellarine and have a requirement for a rural setting. These include:

- Caravan Parks;
- Farm stay accommodation;
- Large Integrated resort;
- Nature based accommodation;
- Cellar doors and farm gate establishments;
- Restaurants;
- Function centres.

Landscape Gardening Supplies, Manufacturing Sales, Markets

There are a limited number of retail uses which have become permissible following VC103 including landscape gardening supplies, trade supplies, manufacturing sales, and markets (restaurants are considered in the Tourism Section). Some retail uses can potentially contribute to the rural character of the region and its tourism appeal, for example:

- Landscape garden supplies (in the form of a garden nursery);
- Manufacturing sales (e.g. sale of agricultural products); and
- Markets.

These uses may be suited, in principle, in the Bellarine rural areas if it is demonstrated that they are servicing a tourist market and contributing to the tourism profile of the region. Careful siting and design of any buildings will be required so the rural landscape character is not adversely impacted.

'UNSUITABLE' USES

Uses which have a significant landscape impact, not connected to a rural industry, and are more appropriate in an urban area should be discouraged, particularly within areas which are included in a Significant Landscape Overlay.

Industry and Intensive Agriculture

Industry uses or intensive agriculture (e.g. broiler farm, abattoir) which potentially have adverse amenity and landscape impacts should be discouraged on the Bellarine. Strict locational guidelines may include the following:

- Demonstrate there is demand for the industrial activity (e.g. transfer station, materials recycling) which cannot be met in the urban areas or elsewhere in the wider region outside of the Bellarine;

Trade Supplies, Warehouse and Storage

Other retail uses such as trade supplies or warehouse and storage uses are better suited to urban areas. Strict locational guidelines may include:

- Demonstrate that there is a viable market for the goods/services (e.g. passing trade, rural residents);
- Demonstrate that a large site is required which is not available/or suitable in a urban location;
- Is easily accessible to or located along a major road or highway; and
- Does not promote urban encroachment into rural areas.

5.2.2. NORTHERN GEELONG

LAND USE OBJECTIVES

Geelong's rural areas (outside of the Bellarine Peninsula) will continue to be maintained for agricultural use and non-urban breaks between settlements. There are also some significant landscape features which will continue to be protected from inappropriate development including the You Yangs and Brisbane Ranges.

Although agriculture will continue to be the major land use in the rural areas, there may be opportunity for other economic uses of land which:

- Is in small lots and/or of low agricultural productive capacity;
- Easily accessible from major roads and highways; and
- In close proximity to existing urban areas.

These uses may include:

- Rural industries and intensive agriculture which have amenity impacts and are not suited to an urban area or the Bellarine Peninsula such as intensive animal industries (broiler farms and abattoirs);
- Industry uses which are dependant or related to agriculture e.g. agricultural materials processing and value adding activities.
- Tourism uses which are linked to wineries, agricultural enterprises, and eco-tourism opportunities within proximity to the You Yangs and Brisbane Ranges.

The area surrounding the Avalon precinct may provide unique economic opportunities linked to the export potential of Avalon Airport. Further strategic work is required to establish the future role of the precinct, economic opportunities, and infrastructure requirements to unlock these opportunities (e.g. Masterplanning process).

5.3. GENERAL SITING AND DESIGN PRINCIPLES

This section provides general siting and design principles for non-rural uses in rural zones. Refer to the Greater Geelong Planning Scheme for relevant overlays and schedules. When building in coastal areas refer to the Siting and Design Guidelines for structures within the Victorian Coastal Strategy 2014.

Guidelines for specific uses are provided in the following section.

5.3.1. DESIGN OBJECTIVES

- To ensure that all buildings are designed and sited to minimise environmental & visual impacts.
- To ensure that the siting of buildings does not threaten or reduce the rural capability of the land or introduce the potential for land use conflicts.
- To ensure that access driveways and other earthworks are designed and sited to limit environmental impact.
- To ensure that all development is designed and located to minimise risks from natural hazards including predicted impacts of climate change, flooding and tidal surges.

GENERAL SITING AND DESIGN GUIDELINES

- Buildings should be located so as not to adversely impact on the rural activities conducted on the site and adjoining land and the long term viability of rural production in the area.
- Appropriate landscaping should be used to reduce the visual impact of the buildings on the landscape.
- Buildings should not be sited on visually exposed ridgelines, unless the visual impact is minimised by using designs and colours that merge with, or compliment, the landscape.
- Building setbacks from property boundaries, government and private roads and waterways should be relevant to the scale of the building, the site circumstances, the potential environmental impact and the rural activities conducted on the site.

- Buildings should be designed to respond to the topography of the land.
- Buildings, including sheds, should be constructed out of materials capable of blending in with the natural surrounding environment whether this be in natural form or via a tailored paint scheme.
- External finishes on buildings should: Respond to, compliment and/or reflect the colours and textures evident in the natural environment; Have a low reflectivity to minimise glare and visual impact.

ACCESS

- Buildings should be accessible by legal, all weather, and practical access.
- Access driveways should be located to minimise tree removal and land forming.
- Access driveways should follow contours to avoid excessive site works; erosion & sedimentation run off.

5.4. TOURISM ACCOMMODATION DIRECTIONS

5.4.1. CAMPING AND CARAVAN PARK

Rural areas are an attractive location for Camping and Caravan Parks given their natural and rural setting and requirement for large sites. There is already a large provision of this accommodation type across the region, however, there is opportunity for a large additional quality branded tourist park, particularly in the northern Bellarine area, near Portarlington or St Leonards. The demand analysis shows that up to 80 cabins and 120 sites would meet projected market demand for over the next 10-15 years.

Caravan Parks are a designated area of land primarily for affordable short-stay accommodation by leisure visitors provided for within a range of accommodation products. They are an important part of the accommodation offering across the region. They provide an affordable holiday accommodation option aimed primarily at families and touring visitors. They also allow for large capacities to deal with the large volume of visitors during peak season and during events.

A concern for a number of Councils has been the use of Caravan and Camping Grounds for permanent residence rather than tourism accommodation. There are a number of such caravan parks in Greater Geelong. Figure 11 shows some of the key differences Caravan and Camping Grounds that cater to tourists compared with permanent residents. The Bellarine Big 4 Tourist Park, one of the largest tourism parks in Greater Geelong, includes the following features which distinguish it as a tourism focused park:

- Provides a mixture of accommodation types suited to a number of different markets including powered caravan and camping sites, and 1, 2 and 3 bedroom cabins;
- Significant recreational facilities including an indoor swimming pool and water playground, tennis court, basketball court, bocce court, BMX track, indoor and outdoor playgrounds, café, cinema and flying fox;
- Communal facilities including bathrooms, laundry, camp kitchen, and sewage dump; and
- Significant landscaping throughout the site to provide a natural setting for visitors and opportunities for privacy between sites

In contrast, the Collendina Caravan Park, which caters to long-term visitors and permanent residents, has a significantly larger building footprint and building density.

Decision makers need to have regard to the above attributes normally associated with tourist or holiday leisure caravan parks.

FIGURE 9 SELECTED EXISTING CARAVAN PARKS



CAMPING AND CARAVAN PARK DESIGN AND SITING IN RURAL AREAS

Location and Context

- Within or connection to a tourism precinct/township/destination which allows access to services and retail;
- Is in close proximity to existing tourism product and infrastructure nodes or in a location which exhibits tourism development potential e.g. undeveloped high quality natural attractions;
- Has a connection or promotes an experience with a natural setting or system (e.g. foreshore, river, forest/bushland);
- Is easily accessible to or located along a major road, highway or touring route;
- Identify the purpose and composition of the caravan park in relation to its location and context. Considerations may vary between a stop-over/transit caravan park, catering to long-stay/permanent occupants;
- Where practicable, caravan parks comprising a long-stay component should be located where there is access to urban facilities and amenities.

Facilities

- Provides a high level of internal amenity including open space, landscaping, and recreational facilities;
- Provides communal facilities of an appropriate scale required by a holiday and leisure market (e.g. bathrooms, laundry, camp kitchen, sewage dump);
- Provides a variety of accommodation types suited to identified target market (cabins, powered or unpowered caravan and camping sites).

Topography, drainage, soils and vegetation

- Caravan parks should generally not be located on steep slopes due to erosion risk and potential drainage problems associated with earthworks and retaining cut and fill embankments. However, if mitigation measures are outlined, sites may be considered in constrained areas.

- Caravan parks should not generally be permitted in areas of potential risk from flooding or waterlogging unless appropriate mitigation measures are undertaken. Watercourses (such as streams and creeks) and local sensitive environmental features should not be disturbed or altered by the development.
- Acid sulphate soils and other soil types may not be suitable for development as they are susceptible to slipping and slumping, especially during wet periods.
- Vegetation clearing should be kept to a minimum, and in particular, the retention of mature trees should be encouraged, subject to appropriate management of falling limbs and bushfire risk.

Coastal or fire hazard constraints

- Many existing caravan parks are situated within coastal environments. The location of new or the redevelopment of existing coastal caravan parks should take into account coastal processes, landform stability, coastal hazards, climate change and biophysical criteria. Compliance with any relevant coastal planning policy or guideline is required; this may necessitate the need for a coastal hazard risk management and adaptation plan being prepared, where one does not exist.
- Many caravan parks are located in bush settings which may present a bushfire hazard. For sites identified as being bushfire-prone, compliance with any relevant bushfire planning policy or guideline is required. This may necessitate the need for a bushfire hazard assessment and /or bushfire management plan being prepared.

Visual impact

- Caravan parks may have an impact on landscape character and visual amenity in rural and natural landscapes. The visual impact of the caravan park should be considered from scenic vantage points, public lookouts and tourist routes to reduce the impact on high value view sheds.

Internal Design

- Ensure that all abilities access is provided;
- Services and loading areas shall be hidden from view away from the approach to the building and outlook from within;

- Temporary drop off bus parking is required to deliver groups and baggage to the accommodation. Long term parking to be located away from development and hidden from views;

Access

- Suitable access and egress should be provided to ensure traffic, cyclist and pedestrian safety within the park;
- Secondary or alternative access routes in event of an emergency (e.g. fire or flood) should be identified;
- Internal road design should consider the interaction between pedestrians and vehicles, and adequate manoeuvring space for RVs and vehicles towing caravans and trailers;

Amenity

- Vegetation and landscaping should be considered as they are important for integrating the caravan park into the landscape. Vegetation and landscaping provide screening from surrounding land uses, help reduce visual and noise impacts, provide privacy for park users, provide shade, and contribute to a desirable setting for a caravan park;
- Other visual and amenity considerations may include design to minimise the opportunity for crime, using complementary structure styles, colours and materials, suitable choice of fencing, and separating recreational areas (e.g. playgrounds and pools) from quiet activity areas;

Services

- Utility services including a suitable electricity supply, telephone service or mobile phone network availability, a demonstrable water supply and wastewater treatment system should be available. Service providers should be consulted regarding the availability and capacity of services in determining new sites for caravan parks, particularly during seasonal peak demand;
- Where reticulated sewerage is not available, on-site wastewater disposal is to be to the satisfaction of the Health Department.

5.4.2. OTHER RURAL ACCOMMODATION

(GROUP ACCOMMODATION AND RESIDENTIAL HOTEL)





Quality accommodation was identified as a key accommodation gap across the region in the Greater Geelong and Bellarine Tourism Development Strategy.

The Bellarine Peninsula in particular has significant opportunity for boutique accommodation associated with established tourism product such as wineries which already have significant visitor facilities (cellar door, restaurants and function space). Rural areas are considered well suited to this accommodation type as they can provide a unique natural and rural setting. Projected demand for commercial rural accommodation over the next 15 years (group accommodation and residential hotels) include:

- **Farmstay accommodation:** accommodation connected to an agricultural enterprise; (2-4 establishments with 3-5 rooms each);
- **Nature-based accommodation:** accommodation which is sensitive to the surrounding eco-system and showcases the natural setting (2-4 establishments with 10-20 rooms each);
- **Winery accommodation:** (2-4 establishments with 5-25 rooms each);
- **Integrated resort:** hotel style or self-contained accommodation integrated with a number of other uses such as restaurant, conference centre, recreation, and spa and wellness (e.g. RACV Inverloch) (one large facility of 80-120 rooms).

Table 9 lists examples of boutique accommodation in other tourism regions. This accommodation type is usually associated with other uses (spa, winery, function space) except for a large integrated resort.

TABLE 9 EXAMPLES OF OTHER ACCOMMODATION (GROUP ACCOMMODATION AND RESIDENTIAL HOTELS)

Hotel	Description	Rooms
<p>Lindenderry, Red Hill</p> 	<p>Set within a winery, the facility includes a regionally renowned restaurant, function spaces, and recreational facilities.</p>	40
<p>The Lake House, Daylesford</p> 	<p>Built around the regionally renowned restaurant, the Lake House includes a day spa and other recreational facilities.</p>	35
<p>RACV Resort, Inverloch</p> 	<p>Provides a mixture of accommodation options including hotel rooms, villas, and camping sites. Provides a range of other facilities including conference centre, recreation and spa.</p>	98*
<p>The Odd Frog, Bright</p> 	<p>Five architecturally designed studios set amongst 10 acres of native bushland.</p>	5

*Rooms and sites (66 rooms and 32 sites)

RURAL ACCOMMODATION DESIGN AND SITING IN RURAL AREAS

Location and context

- Demonstrates strong links and provides an outlook over a natural or rural setting;
- May be co-located with an existing tourist facility or agricultural enterprise;
- Has a connection or promotes an experience with a natural setting or system (e.g. foreshore, river, forest/bushland);

Built form and design

- If possible construct new development where the natural landscape has already been modified;
- The siting and design of accommodation must consider the established character and landscape of the local area and where possible maximise view opportunities;
- The height and bulk of the development shall be domestic in scale and not dominate the landscape;
- External materials, colours and finishes are required to sit in harmony with the surrounding landscape;
- The built form must have regard to the local character and be articulated to breakdown building mass;
- Glass reflection to be tempered using vision screens. Colour scheme and selection of materials and finishes to be compatible with surrounding environment;
- Car parking areas will be broken down into smaller pocket areas with landscaped buffer screens;

Access

- Secondary or alternative access routes in event of an emergency (e.g. fire or flood) should be identified;
- Access for deliveries must be considered;
- All abilities access will be provided;

5.5. TOURISM ACTIVITIES DIRECTIONS

5.5.1. FUNCTION CENTRE

Rural areas of Greater Geelong may support function centre development as either a standalone facility or be collocated with supporting tourism uses such as winery and accommodation.

The design of a function centre must have regard to the established character and landscape of the local area. The design of a function centre requires a large predominantly level site to accommodate a building that provides a variety of flexible spaces. The facility requires direct access to outside to enable a variety of activities to occur.

Small to large groups of people will be in attendance during the day and evening therefore resultant noise must be considered in the facilities location and design.

The scale of the function centre will vary, however it will be important for the proponent to identify the following:

- Target markets for the function centre;
- Ability of the function centre to fill a gap in the market in terms of function capacity or type of centre.

FIGURE 10 STONES OF THE YARRA VALLEY



FUNCTION CENTRE DESIGN AND SITING IN RURAL AREAS

Location and Context

- Provides a suitable buffer from sensitive uses (e.g. residential dwellings) to minimise the impact of noise pollution and other off-site amenity impacts;
- Is easily accessible to or located along a major road, highway or touring route;
- May be co-located with existing tourist product or agricultural enterprise;
- Site is of a sufficient area to accommodate parking whilst maintaining rural amenity and landscaping;
- Promotes outlook over rural areas or natural setting;

Built form and design

- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- The height, bulk or appearance of the development will not dominate the landscape;
- Exterior lighting will be limited to low watt, site specific lighting (neon advertising, exterior neon lighting or flashing illumination will not be permitted);
- Utilities, including bin storage, delivery service areas and air conditioning plants, will be screened and will not be visible from the public domain;
- The proposal will not detract from the established amenity of the adjacent locality;
- The siting and design of accommodation must consider the established character and landscape of the local area and where possible maximise view opportunities;
- External materials, colours and finishes are required to sit in harmony with the surrounding landscape;

Access

- Secondary or alternative access routes in event of an emergency (e.g. fire or flood) should be identified;
- Access for deliveries must be considered in site layout and design.

5.5.2. ART GALLERY AND MUSEUM

Most examples of arts galleries and museums in a rural setting are often boutique in scale and based on historical trends and audits of rural uses as part of the Tourism Development Strategy, the demand and growth of this sector will be low to moderate.

The design of art galleries and museums can vary from small simple space requirements attached to other facilities to complex arrangements of spaces in a standalone facility. The architecture expresses the vision and personality of the institution while creatively incorporating functional requirements. Inspiration must consider location, environment and collections. Therefore, building layouts and design can vary significantly.

Figure 13 below shows Tarrawarra Museum of Art in the Yarra Valley which is a rare example of a large private art gallery in a rural setting. The commercial viability of facilities of this scale is reliant on revenue from art sales, collocated café/restaurant and in the case of Tarrawarra, a winery as well.

FIGURE 11 TARRAWARRA MUSEUM OF ART



ART GALLERY/MUSEUM DESIGN AND SITING IN RURAL AREAS

Location and Context

- Promote outlook over rural areas or natural setting;
- May be co-located with other tourist products (café, arts sales);
- Is easily accessible to or located along a major road, highway or touring route;

Design and Built Form

- The impact of the scale of the building should be mitigated by reducing built form height towards the perimeter of the development. Landscape buffers to be positioned around the site to deflect view lines within the rural landscape;
- Maintain important view corridors;
- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- High quality contemporary design should be considered to complement the focus or theme of the art gallery or museum;
- Exterior lighting will be limited to low watt, site specific lighting (neon advertising, exterior neon lighting or flashing illumination will not be permitted).
- Utilities, including bin storage, delivery service areas and air conditioning plants, will be screened and will not be visible from the public domain.

Access

- Safe drop off areas are required;
- Access for deliveries must be considered;
- All abilities access will be provided.
- Adequate parking to be provided and good access to other transport;

5.5.3. RESTAURANT/CAFÉ

The Greater Geelong region is growing as a food and wine destination and a number of new restaurants have established in recent years, many of which are associated with existing wineries.

The Tourism Development Strategy identified the need for an improved food offer to meet target market expectations.

The design of a proposed restaurant or café must have regard to the established character and landscape of the local areas.

RESTAURANT/CAFÉ DESIGN AND SITING IN RURAL AREAS

Location and Context

- Provides a suitable buffer from sensitive uses (e.g. residential dwellings) to minimise the impact of noise pollution and other off-site amenity impacts;
- Promote outlook over rural areas or natural setting;
- May be co-located with existing tourist product or agricultural enterprise;
- Essential services including water, sewerage, and electricity are available;
- Is easily accessible to or located along a major road, highway or touring route;
- The proposal will not detract from the established amenity of the adjacent locality;

Design and Built Form

- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- The height, bulk or appearance of the development will not dominate the landscape;
- Exterior lighting will be limited to low watt, site specific lighting (neon advertising, exterior neon lighting or flashing illumination will not be permitted);
- Utilities, including bin storage, delivery service areas and air conditioning plants, will be screened and will not be visible from the public domain, including the river;

- Effluent from food preparation areas, kitchens and ablutions will not enter the waterway or affect the foreshore;
- Foods, goods, wastes, cleaning products and chemicals are properly stored and contained within the facility.

Access

- Access for deliveries must be considered;
- All abilities access will be provided.

5.6. COMMERCIAL USE DIRECTIONS

5.6.1. LANDSCAPE GARDEN SUPPLIES

Landscape garden supplies often require large land areas that are unavailable in urban locations. There are many examples of garden supplies that also act as tourism facilities with cafes/restaurants and homeware and outdoor furniture retail offers.

A garden supply facility requires a large area of level land, the majority of which is open space. Generally the facility must accommodate structures for retail sales storage, work areas and bins for landscape materials. The remainder of the space is allocated for plant sales, car parking and separated circulation space for cars, trucks and tractors.

FIGURE 12 WARRANDYTE NURSERY



LANDSCAPE GARDEN SUPPLIES DESIGN AND SITING IN RURAL AREAS

Location and Context

- The facility is located conveniently to townships with the opportunity for dual access to major roads;
- Is easily accessible to or located along a major road or highway;

Design and Built Form

- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- The height, bulk or appearance of the development will not dominate the landscape;
- Exterior lighting will be limited to low watt, site specific lighting (neon advertising, exterior neon lighting or flashing illumination will not be permitted). Operation is limited to business hours;
- Utilities, including bin storage, delivery service areas and air conditioning plants, will be screened and will not be visible from the public domain;
- Chemicals and fertilisers are properly stored and contained within the facility;
- The proposal will not detract from the established amenity of the adjacent locality;

Access

- Adequate carparking is available onsite;
- Access for large vehicles needs to be considered.

5.6.2. MARKET

The proposed site for a permanent market requires a substantial area of land that is generally level to enable all abilities access throughout the facility. Pedestrian walkways and stall holder sites need to be compacted or sealed surfaces acceptable to disability standards. Structures whether permanent or temporary need to reflect the character of the location.

In general, markets should be directed to township areas where the impacts on traffic and parking can be managed unless a rural location is justified (e.g. link with agricultural industry, require a large site which is not available in an urban location).

MARKET DESIGN AND SITING IN RURAL AREAS

Location and Context

- Demonstrate that a large site is required which is not available/or suitable in a urban location;
- Where possible, direct permanent structures and high traffic to areas where the natural landscape has already been extensively modified;
- The proposal will not detract from the established amenity of the adjacent locality;

Design and Built Form

- Large carparks to be adequately screened from external views with landscape buffer planting;
- Large sealed parking areas should be minimised;
- Service access to be hidden from view and safely located to rear of stall holders sites;
- Exterior lighting will be limited to low watt, site specific lighting (neon advertising, exterior neon lighting or flashing illumination will not be permitted).

Access

- Adequate carparking is available onsite;
- Road layouts to encourage low vehicle speeds.

- Site roads to avoid sensitive vegetation, habitats, soil types, rock formations and drainage ways.
- Access for large vehicles needs to be considered.
- Locate roads in development keeping the pedestrian crossing points to a minimum.

5.6.3. WAREHOUSE AND TRADE SUPPLIES

Warehouse and Trade Supplies are considered together as they have similar built form considerations and are generally considered better suited to urban areas. These uses will need to be managed carefully in rural areas to ensure that they do not promote urban encroachment or undermine rural character.

Warehouse and trade supplies generally do not have a strong commercial link with a rural setting unless they are servicing the rural areas. Generally warehouse and trade supply uses should be directed to urban commercial zones unless a rural location can be appropriately justified.

WAREHOUSE AND TRADE SUPPLIES DESIGN AND SITING IN RURAL AREAS

Location and Context

- Demonstrate there is demand for the goods/services which cannot be met in an urban area;
- Demonstrate that a large site is required which is not available/or suitable in a urban location;
- Is easily accessible to or located along a major road or highway;
- Does not promote urban encroachment into rural areas;
- Discouraged from areas of recognised landscape value and does not impact important viewsheds;

Design and Built Form

- Building heights must not protrude above the maximum established by the relevant controls affecting the land;

- The height, bulk or appearance of the development will not dominate the landscape;
- Where practical, loading docks should be screened from the street and of an appropriate size to adequately service on site operations without overspill to roadways;
- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- Large carparks and buildings to be adequately screened from external views with landscape buffer planting;

Access

- Adequate Carparking is available onsite;
- Access for large vehicles needs to be considered.

5.6.4. INDUSTRY (OTHER THAN RURAL INDUSTRY)

Industry uses such as materials recycling, refuse disposal, or transfer station which may have significant amenity and landscape impacts are discouraged in rural areas (particularly on the Bellarine) and should be directed to industrial zones or identified precincts where impacts and land use conflicts can be managed appropriately.

INDUSTRY (OTHER THAN RURAL INDUSTRY) DESIGN AND SITING IN RURAL AREAS

Location and Context

- Demonstrate there is demand for the industrial activity which cannot be met in the urban areas or elsewhere in the wider region outside of the Bellarine;
- Provides a suitable buffer from sensitive uses (e.g. residential dwellings) to minimise the impact of noise pollution and other off-site amenity impacts;
- Discouraged from areas of recognised landscape value and does not impact important viewsheds;

Design and Built Form

- Building heights must not protrude above the maximum established by the relevant controls affecting the land;
- The height, bulk or appearance of the development will not dominate the landscape;
- Where practical, loading docks should be screened from the street and of an appropriate size to adequately service on site operations without overspill to roadways;
- The selected construction materials and colour scheme are compatible with the surrounding landscape;
- Large carparks and buildings to be adequately screened from external views with landscape buffer planting;

APPENDIX

Appendix A POLICY AND STRATEGY REVIEW

VICTORIAN COASTAL STRATEGY 2014

Coastal environments are a large part of the Geelong and Bellarine's tourism appeal. The Victorian Coastal Strategy 2014 (VCS 2014) provides critical policy direction for development in coastal areas.

The Strategy is implemented through the 'Hierarchy of Principles' which gives effect to the directions in the Coastal Management Act 1995 and is included in the State Planning Policy Framework to guide planning and decision making. The Hierarchy of Principles include:

4. Ensure the protection of significant environmental and cultural values;
5. Undertake integrated planning and provide clear direction for the future;
6. Ensure the sustainable use of natural coastal resources; and
7. Ensure development on the coast is located within existing, modified and resilient environments where the demand for development and any impacts and managed sustainably (only when the above principles have been considered and addressed).

Strategies and actions are grouped under these principles. Relevant strategies to this study include the following:

2.2 Coastal Settlements and Communities

The policy provides direction for Coastal planning to maintain non-urban breaks between coastal settlements, avoid linear urban sprawl along the coastal edge and within rural landscapes, and direct growth to areas suitable for accommodating sustainable growth. The recent changes to rural zones are considered within this section:

"The new rural zones will allow more flexibility in land use and development and allow a larger level of discretion in Farming Zones. It is important that this does not undermine

open space between settlements, encourage clustering or the establishment of new activity areas." (pg. 55)

Although there is greater discretion for tourism uses within rural areas, the protection of non-urban breaks should still be considered.

3.2 Visitation and Tourism

Prospective tourism developments will need to be considered in the context of policies which protect significant coastal features and landscapes from the environmental impacts that can arise from high visitor numbers. The impacts of recent rural zone changes are also considered in this section:

"Changes proposed to rural planning zones increase discretion and flexibility for councils to consider tourism development in rural and farming areas...uses that were previously either restricted or prohibited, such as certain types of accommodation and some retail development, may now be considered, subject to planning permit application. This creates opportunities for additional nature-based, heritage-based or agricultural-based tourism, and 'eco' type hotel accommodation." (pg 68)

Decision criteria for siting new tourism developments include the following:

1. Coastal recreation and tourism developments are sustainable and equitable, and respond to an identified demand
2. Private land is the preferred location for new tourism developments on the coast
3. Plans for visitor and tourist developments outside settlements must take into account:
 - a. Significant landscapes, ensuring that developments do not compromise the broader 'open space' characteristics of the coast;
 - b. Protection of non-urban breaks between settlements and their significant values including areas of environmental and heritage sensitivity;
 - c. Ensuring that tourism developments do not become new settlements or create linear coastal development;
 - d. Impact on agricultural productivity of the area;

- e. Sensitive areas to be protected from damage and the introduction of pests and weeds;
- f. Best practice ecologically sustainable building and design standards to address overall impacts including waste, access, services, traffic (including cumulative impacts) and economic benefits.

Direction is provided for Councils and regional bodies to undertake strategic planning to identify opportunities and preferred locations for such visitor and tourist facilities and infrastructure. This includes planning for a range of markets including emerging mass type/scale as well as more 'boutique' eco-tourism opportunities.

The VCS 2014 considers the consequences of changes to rural zones. The need for quality tourist development matched to demand and market need is acknowledged, however, strong policy support still exists for maintaining non-urban breaks between coastal settlements, avoiding linear urban sprawl along the coastal edge and into the hinterland, and ensuring best practice sustainable building and design,

G21 ECONOMIC DEVELOPMENT STRATEGY

The G21 Region comprises the City of Greater Geelong, Surf Coast Shire, Colac-Otway Shire, Golden Plains Shire and the Borough of Queenscliffe. The focus for Geelong is on development of the urban centre and industrial areas, with minimal focus on Geelong's rural areas. Tourism is recognised as an emerging "niche" market and the need for major convention facilities to accommodate the emerging market in this sector and major additional accommodation supporting facilities is identified.

The focus of the Strategy is on delivering 'game changing' projects for the region. Four 'game changers' are identified, with the most relevant to this study being:

- *Transport infrastructure delivering and enhancing the G21 region to a level that allows residents, visitors, industry and business to fully leverage the region's natural assets and existing attractions, as well as provide opportunities for new sectors to develop.*

This project may facilitate better access to the Bellarine Peninsula and may unlock investment in agribusiness with more efficient access to markets, decrease travel times for tourists, and improve connections between destinations.

This Strategy also makes reference to the implications of zone changes:

Improved access from Melbourne and opportunities for investment through attractive zoning laws will stimulate investor interest and generate new and untapped tourism markets for the region over the entire year rather than the current seasonality. (pg. 18)

As the document was written in 2012, it is likely that this comment is in reference to the 2012 rural zone reforms.

The key relevant strategy for rural areas is the upgrading of transport infrastructure to improve access for tourism markets. However, minimal direction is provided for other commercial and business opportunities in rural areas.

GREATER GEELONG RURAL LAND USE STRATEGY 2007

The Rural Land Use Strategy (RLS) was developed in 2007 and sets out a long-term vision for the City's rural areas that:

- Reinforces a rural and farmed landscape beyond the urban areas;
- Continues to protect and provide opportunities for productive agriculture;
- Enhances the condition of the environment and the natural resource base; and
- Contributes to the ongoing economic prosperity and quality lifestyle of the Geelong region.

The RLS is the key policy framework for management and development of rural areas and primarily implemented in the Planning Scheme through the following clauses:

- Clause 21.09 - Rural areas (MSS)
- Clause 22.04 - Discretionary uses in rural living and low density residential areas
- Clause 22.06 - Tourism development in rural areas; and
- Clause 22.07 - Racing dog keeping and racing dog training.

It is important to note that Council considers the key directions of the RLS to be still relevant and the review of rural zones will not include revision of the RLS. The aim will be to understand how local planning policy can remain consistent with the RLS whilst considering the impacts of the 2013 changes to rural zones (amendment VC103).

The key focus of the RLS is the significance of the farming landscape and agricultural productivity and the need to maintain a distinct separation between urban and rural areas. This is consistent with previous policies, particularly for the Bellarine area.

The RLS acknowledges that other economic uses of land need to be accommodated in rural areas and tourism is recognised as an important economic contributor. Consideration could be given to tourist related developments where there is a strong basis for a rural location and where they can meet key criteria including:

- Supporting rural and agricultural land use
- Being in harmony with the rural landscape;

- Meeting all required infrastructure costs;
- Not compromising existing agricultural uses; and
- Significantly enhancing the environment.

Tourism development in rural areas is envisaged to take place on two levels:

- Small scale and in conjunction with the agricultural use of the property; and
- Small number of larger, regional tourism facilities where there is a demonstrated need and are not suited to an urban area.

The RLS supports the use of the Rural Activity Zone (RAZ) for a small number of "one off" developments within the rural areas as part of a strategic rezoning proposal. However, to-date no rezonings to RAZ have taken place, instead the Comprehensive Development Zone (CDZ) has been preferred for a number of large tourism establishments (Adventure Park, Thirteenth Beach Golf Course).

In addition to tourism, other forms of commercial activity are supported in rural areas such as horticulture and aquaculture, however, their design and siting should be carefully managed to respect landscape values.

The RLS acknowledges that there are distinct precincts within the rural areas of Greater Geelong which have varying landscape values and play different roles in the rural economy. They include following:

NORTHERN GEELONG

These areas comprise rural landscapes used for cropping, grazing and viticulture, as well as the significant landscapes features of the You Yangs and Brisbane Ranges. Land is still largely in parcels of productive size with a significant number of lots over 100ha.

The RLS proposes that this area should be maintained in agricultural use, with some opportunities for intensive animal industries subject to relevant Codes of Practice and landscape impact considerations.

AVALON

Avalon airport is a significant transport facility and the operating capacity and potential for development of the facility should be protected. The RLS proposes that there are

significant opportunities for high quality produce with potential for shed based agriculture and agriculture that can use the airport for transportation to markets.

BELLARINE PENINSULA

The Bellarine contains a settlement structure of planned towns with clear settlement boundaries. The area is a significant tourism attraction with the coastal and rural landscapes an important contributor to its appeal. The RLS supports the continued agricultural use of land and the "right to farm" of land owners and the location and scale of tourist facilities will need to be managed so that they do not undermine the rural character of land outside of townships.

The RLS identifies that there are distinct precincts within Geelong's rural areas and each has varying landscape values and differing economic functions. The Bellarine has a high landscape value which is an important part of its tourism appeal. Northern Geelong also has rural landscapes which are valued by the local community but has further opportunity for more intensive agricultural uses. Avalon has a significant opportunity for development as an economic precinct including shed-based agriculture.

BELLARINE PENINSULA LOCALISED PLANNING STATEMENT

The Bellarine Localised Planning Statement was developed in 2014 in partnership with the State Government, City of Greater Geelong, and Borough of Queenscliffe. It has since been adopted by both Councils but is yet to be endorsed by the State government.

The aim of the policy is to preserve and enhance the key attributes of the region as it comes under increasing pressure for growth and change.

The framework of the Statement includes 6 objectives and supported by strategies. The key strategies which are relevant to Geelong's rural areas include the following:

- Protect rural and coastal environments from inappropriate urban encroachment and development;
- Protect the scenic qualities of key landscape features;
- Ensure development outside of settlement boundaries (as shown in the Structure Plan maps) does not compromise the rural, environmental and landscape values of the non-urban breaks, significant views or longer term growth opportunities;
- Support the establishment and ongoing use of rural areas on the Bellarine Peninsula for agricultural activities which do not impact upon the open farmed landscape including viticulture, horticulture and crop raising and grazing;
- Discourage intensive agricultural development or industrial development in rural areas on the Bellarine Peninsula that would have an adverse impact on the rural landscape;
- Ensure new development is designed and sited to avoid compromising the open farmed landscape;
- Support a range of appropriately scaled and located tourism accommodation and activities within township boundaries;
- Preserve and enhance key tourism assets, in particular the built and natural environments and sporting and tourist areas;
- Support the development of rural land for tourism where the development will not compromise the farmed rural landscape; and

- Ensure that tourism uses in rural areas will not compromise agricultural activities on adjoining land.

Consistent with the RLS and other local policy, the Bellarine Peninsula Local Planning Statement provides strong support for protection of non-urban breaks and the Bellarine's farmed rural landscape. The development of rural land for tourism use is supported where the design and siting does not compromise the farmed rural landscape.

Intensive agricultural and industrial use which may impact on the landscape is discouraged. The emerging aquaculture industry is identified as a significant contributor to the local economy which should be supported. Siting of aquaculture sheds should consider local landscape characteristics.

RURAL ZONES

There are three rural zones in the COGG. They include:

- Farming Zone (FZ);
- Rural Conservation Zone (RCZ); and
- Rural Living Zone (RLZ).

The RLZ is not part of the background review as there was no change to discretionary uses relating to tourism and commercial uses as part of amendment VC103.

Other rural zones which are not currently applied in the COGG include the Rural Activity Zone (RAZ). The use of this zone is encouraged through the RLS for tourism development and is therefore included in the background review.

FARMING ZONE (FZ)

The Farming Zone is primarily concerned with keeping land in agricultural production and avoiding land uses that could limit future farming or constrain agricultural activities.

RURAL ACTIVITY ZONE (RAZ)

The Rural Activity Zone (RAZ) provides for the use of land for agriculture and other rural activities.

The main feature of the Rural Activity Zone is the flexibility that it provides for farming and other land use to co-exist. In this zone:

- The zone purpose and provisions support the continuation and growth of farming but provide the opportunity for non-farming uses to be considered in appropriate locations;
- A wider range of tourism, commercial and retail uses may be considered, compared to the FZ and RCZ.

RURAL CONSERVATION ZONE (RCZ)

The RCZ is primarily concerned with protecting and conserving rural land for its environmental values or landscape attributes.

TABLE 10 RURAL CONSERVATION ZONE SCHEDULES

Schedule	Purpose
RCZ1	Applies to private land in the Brisbane Ranges to ensure that the use of land is compatible with the water catchment function of surrounding forested land.
RCZ2	To ensure that land known as Rowsley Scarp, at the foothills of the Brisbane Ranges, is protected for its landscape and vegetation quality.
RCZ3	To protect the vegetation cover of land at the southern foothills of the Brisbane Ranges.
RCZ4	To protect the dunal system along the Thirteenth Beach coastline.
RCZ5	To protect the wetland habitat on a piece of private land known as Pacey's Island.
RCZ6	To protect the vegetation and habitat quality of Saltmarsh Flats in Swan Bay.
RCZ7	To protect the periphery of Salt Lake in St Leonards from residential encroachment.
RCZ8	To protect the eastern periphery of Limeburners Bay in Avalon.
RCZ9	To protect the primary dune network on land fronting the Esplanade in Ocean Grove.
RCZ10	To protect the wetland habitat at Murtnaghurt Lagoon, Barwon Heads.
RCZ11	To ensure the protection of the ecological system of Lake Victoria, Point Lonsdale.
RCZ12	To protect the scenic and scientific values of the rocky outcrop known as Dog Rocks in Bateford.
RCZ13	To ensure that the rock formations known as Scoria Cones in Anakie are not altered by agricultural activities and continue to be a significant landscape feature.
RCZ14	To ensure that land east of Basin Reserve in Drysdale is not used for agricultural activities that would diminish the vegetation quality.
RCZ15	To protect the environmental values of land along the boundary of the Industry 2 Zone at Point Wilson as an important habitat for wader and migratory birds.

Source: City of Greater Geelong Planning Scheme

Appendix B LAND USES PERMITTED / PROHIBITED IN RURAL AREAS

The following tables provide a summary of tourism and commercial land uses which are either permitted or prohibited in the rural zones.

TABLE 11 TOURISM LAND USES WHICH ARE PERMITTED/PROHIBITED IN RURAL ZONES

Use	Farming Zone	Rural Conservation Zone	Rural Activity Zone
Art Gallery	Permit Required	Prohibited	Permit Required
Backpackers Lodge	Prohibited	Prohibited	Permit Required
Bed and Breakfast	Permit not required No more than 10 persons may be accommodated away from their normal place of residence. At least 1 car parking space must be provided for each 2 persons able to be accommodated away from their normal place of residence. *formerly no more than 6 persons can be accommodated	Permit not required No more than 10 persons may be accommodated away from their normal place of residence. At least 1 car parking space must be provided for each 2 persons able to be accommodated away from their normal place of residence *formerly no more than 6 persons can be accommodated	Permit not required No more than 10 persons may be accommodated away from their normal place of residence. At least 1 car parking space must be provided for each 2 persons able to be accommodated away from their normal place of residence. *formerly no more than 6 persons can be accommodated
Camping and Caravan Park	Permit Required	Prohibited	Permit Required
Carnival	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997
Cinema Based Entertainment Facility	Prohibited	Prohibited	Prohibited
Circus	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997	Permit not required (Clause 62.01) Must meet the requirements of A 'Good Neighbour' Code of Practice for a Circus or Carnival, October 1997
Community Market	Permit Required	Permit Required	Permit Required
Conference Centre	Permit Required	Prohibited	Permit Required
Convenience Restaurant	Prohibited	Prohibited	Prohibited
Convenience Shop	Prohibited	Prohibited	Permit Required The site must have direct access to a rural freeway
Exhibition Centre	Permit Required	Prohibited	Permit Required
Function Centre	Permit Required	Prohibited	Permit Required
Golf Course	Permit Required	Prohibited	Permit Required
Golf Driving Range	Permit Required	Prohibited	Permit Required
Group Accommodation	Permit Required *in conjunction restriction removed	Permit Required *in conjunction restriction removed	Permit Required
Host Farm	Permit Required	Permit Required	Permit Required

Hostel	Permit Required	Permit Required	Permit Required
Hotel	Prohibited	Prohibited	Permit Required
Informal Outdoor Recreation	Permit not required	Permit not required	Permit not required
Motel	Permit Required *in conjunction restriction removed	Permit Required	Permit Required
Motor Racing Track	Permit Required *formerly prohibited	Prohibited	Permit Required
Museum	Permit Required	Prohibited	Permit Required
Nightclub	Prohibited *formerly permit required	Prohibited	Prohibited
Paintball Games Facility	Permit Required	Prohibited	Permit Required
Pleasure Park	Permit Required	Prohibited	Permit Required
Primary Produce Sales	Permit not required Must be within 100 metres of a dwelling in separate ownership. The area used for the display and sale of primary produce must not exceed 50sqm *formerly permit required	Permit Required	Permit not required Must be within 100 metres of a dwelling in separate ownership. The area used for the display and sale of primary produce must not exceed 50sqm *formerly permit required
Racecourse	Permit Required	Permit Required	Permit Required
Reception Centre	Permit Required	Prohibited	Permit Required
Residential Hotel	Permit Required *in conjunction restriction removed	Permit Required *in conjunction restriction removed	Permit Required
Restaurant	Permit required *in conjunction restriction removed	Permit required *in conjunction restriction removed. Cap of 150 patrons removed.	Permit Required
Retail Premises	Prohibited (other than Market, Landscape gardening supplies, Manufacturing sales, Primary produce sales, Restaurant, and Trade supplies).	Prohibited (other than Landscape gardening supplies, Market, Primary produce sales and Restaurant).	Prohibited (other than Market, Convenience shop, Equestrian supplies, Hotel, Landscape gardening supplies, Manufacturing sales, Primary produce sales, Restaurant, Tavern, and Trade supplies).
Takeaway Food Premises	Prohibited	Prohibited	Prohibited
Tavern	Prohibited	Prohibited	Permit Required
Trash and Treasure Market	Permit required *formerly prohibited	Permit required	Permit required

Winery	Permit required	Permit required	Permit required
Zoo	Permit Required	Prohibited	Permit Required

Source: Compiled by Urban Enterprise 2015

TABLE 12 COMMERCIAL LAND USES PERMITTED IN THE RURAL ZONES

Use	Farming Zone	Rural Conservation Zone	Rural Activity Zone
Landscape gardening supplies	Permit Required	Prohibited	Permit Required
Trade supplies	Permit Required *formerly prohibited	Prohibited	Permit Required
Rural Industry (Other than abattoir or sawmill)	Permit Required Must not have a gross floor area more than 200sqm. Must not be within 100 metres of a dwelling in separate ownership.	Permit Required	Permit Required
Industry (other than Rural industry) Includes: o Materials recycling o Refuse disposal o Research and development centre o Transfer station	Permit Required	Prohibited	Prohibited
Warehouse (other than Rural Store) Includes: o Commercial display centre o Fuel depot o Mail centre o Milk depot o Store	Permit Required *formerly prohibited	Prohibited (other than Freezing and cold storage)	Permit Required
Rural Store	No Permit Required *formerly permit required Must be used in conjunction with Agriculture. Must be in a building, not a dwelling and have a gross floor area of less than 100 square metres. Must be the only Rural store on the lot	Permit Required	No Permit Required *formerly permit required Must be used in conjunction with Agriculture. Must be in a building, not a dwelling and have a gross floor area of less than 100 square metres. Must be the only Rural store on the lot
Primary and Secondary School	Permit required *formerly prohibited	Permit required *formerly prohibited	Permit required
Transport terminal	Permit required *formerly prohibited	Prohibited	Prohibited
Retail Premises	Prohibited (other than Market, Landscape gardening supplies, Manufacturing sales, Primary produce sales, Restaurant, and Trade supplies).	Prohibited (other than Landscape gardening supplies, Market, Primary produce sales and Restaurant).	Prohibited (other than Market, Convenience shop, Equestrian supplies, Hotel, Landscape gardening supplies, Manufacturing sales, Primary produce sales, Restaurant, Tavern, and Trade supplies).

Use	Farming Zone	Rural Conservation Zone	Rural Activity Zone
Uses not specifically listed. Includes: <ul style="list-style-type: none"> o Art and craft centre o Earth and energy recourse o Pleasure boat facility o Display home o Helicopter landing o Hospital o Natural systems o Research centre o Service centre o Saleyard o Veterinary centre 	Permit required *formerly prohibited	Permit required *formerly prohibited	Permit required

Source: Compiled by Urban Enterprise 2015

Appendix C PAVE METHODOLOGY



The Population and Visitation Estimator program (PAVE) is a model for calculating tourism visitation to a local area. The model uses a number of algorithms which draw on the following inputs:

- Audit of local establishments and guest rooms;
- ABS Survey of Tourism Accommodation (Catalogue 8635.0);
- Tourism Research Australia National Visitor Survey (NVS); and
- Data on holiday home usage (number of visits per year and travel party size). This data is sourced from holiday home surveys undertaken by Urban Enterprise in a number of tourism regions.

PAVE was developed in response to a lack of data at the local level to assist clients and government agencies in understanding the impact of visitation to a local area.

Appendix D RURAL DEMAND INDICATORS

This section outlines key indicators which demonstrate demand for tourism accommodation located within rural areas of Greater Geelong, particularly on the Bellarine Peninsula.

EMERGING RURAL PRODUCT

Geelong's rural areas are becoming increasingly important to the tourism product offering and visitor experience across the Geelong and Bellarine region. The Bellarine is growing as one of Victoria's premier gourmet food and wine destinations and many of the wineries and associated restaurants are located in rural areas. Recreational activities such as golf and cycling are also drawing more visitors to the region's rural areas.

In addition to the wineries, there are also a number of large integrated tourist facilities which have established in the rural areas. They include:

- The Geelong Adventure Park⁴;
- 13 Beach Golf Course and Resort; and
- Flying Brick Cidery.

These establishments attract large numbers of visitors, increasing visitor dispersal from the townships. Tourism Greater Geelong and Bellarine recently opened a new visitor information centre within the Flying Brick Cidery demonstrating the growing demand for visitor services in rural areas.

POPULARITY OF VISITOR ACTIVITIES IN RURAL AREAS

Visitor activities in the Bellarine were analysed using NVS data. Key findings of visitor activities which may be suited to rural areas are summarised below.

- 64% of overnight visitors undertake outdoor and nature related activities (e.g. bushwalking, going to the beach), and 32% of overnight visitors undertake active outdoor sports activities (e.g. fishing, surfing, cycling). In general, rural areas (as

opposed to urban areas) provide greater opportunity for nature-based and sports related activities.

- Over the last decade the number of overnight visitors visiting wineries increased from 9,000 to 17,000 (88% increase);
- Over the last decade the number of overnight visitors playing golf increased from 33,000 to 48,000 (45% increase); and
- Over the last decade the number of overnight visitors going bushwalking or hiking increased from 20,000 to 47,000 (135% increase).

Although these activities may also be undertaken in urban areas, they are more suited to a rural setting. They demonstrate the changing preferences for visitors for more authentic and immersive experiences which are linked to nature and rural settings.

ALIGNMENT WITH KEY MARKET SEGMENTS

The key visitor markets for the Geelong and Bellarine region include the following:

- Lifestyle Leaders;
- International Experiences Seekers; and
- Traditional Family Market.

The activity and experience preferences of these markets are well matched to the product offer in the rural areas (food and wine, nature-based, recreation, and agri-tourism). Although data is not available on the size of these markets currently visiting the Geelong and Bellarine region, they represent approximately 65% of visitation to the Great Ocean Road region⁵. It is likely that they make up a similar proportion of visitors to the Geelong and Bellarine region.

Lifestyle Leaders

Tourism Victoria has identified a broad domestic target market termed 'Lifestyle Leaders' which has also been adopted as a key target market in the TDS. This market segmentation was developed by Tourism Victoria to ensure that marketing, product development, and investment priorities are matched with the portion of the Australian

⁴ Despite only being open for 6 months during the year, the Park reportedly attracts up to 150,000 visitors per annum.

⁵ Based on data from the Great Ocean Road DMP 2011 and Great Ocean Road Market Profile.

population who have the means and propensity to travel, and attitudinally provide a match with Victoria's tourism offering and wider strategic objectives.

The 'Lifestyle Leaders' segment cuts across a number of age and socio economic groups and represents approximately 4.1 million people and make up 29 per cent of Australia's population⁶. In 2013 they represented 38% of visitation to the Great Ocean Road Region⁷.

They are generally more affluent and have a higher level of discretionary expenditure than the general population so they can afford to indulge more often in travel, with a particular desire to escape urban life and embrace nature/outdoors and new discoveries.

Lifestyle leaders can also be targeted through their motivational drivers, specific passions and interests. The Lifestyle Leader population are categorised into four sub-segments as summarised in Table 12.

The activities available within Greater Geelong's rural areas including nature-based, recreation, and food and wine experiences, are well matched to preferences of the Lifestyle Leaders market, particularly the Food and Wine Lifestylers and Inspired by Nature sub-segments. Providing accommodation options which compliment the rural activities will help grow visitation within this important market. Encouraging overnight stays, as opposed to daytrips and stopovers, from high yielding segments will increase spending the region and overall economic benefits.

TABLE 13 LIFESTYLE LEADERS MARKET SUB-SEGMENTS

Sub-segment	% visitation to GOR	Key Experiences	Description
Creative Opinion Leaders	10%	<ul style="list-style-type: none"> - Creative arts - Coffee culture - Art galleries - Events 	Seek cultural and creative pursuits and are open to new experiences and new ideas. They like to be amongst the first to discover new places and experiences to satisfy their desire to explore.
Food & Wine Lifestylers	23%	<ul style="list-style-type: none"> - Destination dining - Wineries and cellar doors - Local produce and farmers markets 	Seek authentic, original and creative food and wine experiences, often combined with other cultural and soft adventure activities.
Enriched Wellbeing	14%	<ul style="list-style-type: none"> - Natural mineral and geothermal springs - Villages - Outdoors and recreation 	Seek luxurious breaks to indulge personal passions within a culturally rich, natural or rejuvenating setting. They want to enrich their mind, body and soul, seeing a nature escape as an antidote to busy city life.
Inspired by Nature	23%	<ul style="list-style-type: none"> - Natural landscapes - Experiences with nature - Wildlife - Walks and cycling 	Seek active breaks where they can enjoy opportunities to re-connect with one another and nature. They regularly get away for weekends, and want a choice of activities that allow them to get active to varied degrees, from hiking and cycling to shopping and dining. Have preference for eco-tourism experience where respect for natural surrounds is paramount.

*Sub-segments are not mutually exclusive and individuals can be matched to multiple sub-segments.
Source: Tourism Victoria 2015, Great Ocean Road Market Profile December 2013

⁶ Victoria's Regional Tourism Strategy 2013-2016

⁷ Great Ocean Road Tourism Market Profile December 2013

Traditional Family Market

In addition to the high yielding domestic markets, an important segment to the Geelong and Bellarine region is the *'Traditional Family Market'*. 23% of overnight visitors to the Bellarine Peninsula are travelling within a family group⁸.

They seek out family activities and are keen tourers which is reflected in their preference for caravans and campervans. They tend to stay in comfortable but good value accommodation options such as caravans, cabins and standard hotels/motels, and seek a natural setting. Popular activities include:

- Meeting and mixing with other people;
- Country wildlife and scenery;
- Wineries; and
- Touring.

The preference of family groups for affordable accommodation within rural and natural settings will also drive demand for accommodation in the rural areas, particularly for quality Caravan and Camping Parks.

International Experience Seeker

The key international market which has been identified by Tourism Australia is the 'International Experience Seeker'. Although they represent a small portion of visitors to region, this market is high yielding and is highly predisposed to Australia's tourism offer⁹. They seek out personal and unique experiences, visit authentic destinations which are not necessarily on the tourist route. The two primary experiences they seek include food and wine (this is overwhelmingly the number one preference for experience seekers), and nature-based. Their accommodation preferences are varied and there is a need to provide a number of options to meet the experience seeker market. Preferences include budget motels, 4/5 hotels, B&B and guesthouse, and quality tourist parks. Their preference for natural settings will drive demand from this important market for rural accommodation options.

⁸ National Visitor Survey 2014

⁹ The Great Ocean Road DMP identified 'International Experiences Seekers' as making up 4% of total visitation to the region

Appendix E RURAL ACCOMMODATION DEMAND DETAILED ANALYSIS

The following provides a detailed analysis of rural accommodation demand to 2030. To project rural accommodation needs to 2030, the following methodology was used:

- 1. Project visitor growth.** Project visitor growth for Bellarine Region and Northern Geelong (including townships) to 2030.
- 2. Project accommodation needs.** Project the additional accommodation required (number of rooms) to meet the projected visitor growth in the Bellarine and Northern Geelong (including townships);
- 3. Determine rural accommodation needs.** Based on the analysis of rural demand indicators (Appendix D) and assessment of current supply gaps, determine the appropriate level of accommodation demand which is expected to be directed towards the rural areas based on market need.

1. PROJECT VISITOR GROWTH

CURRENT VISITATION

Current levels of visitation to the Bellarine and Northern Geelong were estimated using Urban Enterprise's PAVE Model. The full results of the PAVE Model are presented in the TDS and the methodology summarised in Appendix B.

TABLE 14 VISITATION TO NORTHERN GEELONG AND BELLARINE 2014

	Northern Geelong	Bellarine Peninsula
Number of Visitors Staying in Holiday Homes	-	459,375
Number of Visitors Staying in Paid Accommodation	2,669	440,177
Number of Visitors Staying with Friends and Family	18,620	155,824
Total Number of Overnight Visitors	21,289	1,055,376
Total Number of Daytrip Visitors	135,988	494,278
Total Number of Visitors	157,277	1,549,654

Source: Greater Geelong and Bellarine Tourism Development Strategy 2015 (draft), Urban Enterprise 2015

In 2014 the Bellarine Peninsula attracted 440,117 and Northern Geelong 2,669 visitors staying in paid accommodation. This is used as the baseline to project future visitor growth.

Three methodologies for forecasting visitor growth were used as outlined below.

METHOD 1 – HISTORICAL GROWTH RATE

Historical growth rates for overnight visitation were sourced from the National Visitor Survey (NVS). Over the past decade, overnight visitors to the Geelong and Bellarine Region increased by 1.21% per annum. This growth rate represents an increase in visitation of 20% between 2015 and 2030. It is likely that historical growth in overnight visitors has been limited by the lack of development of the accommodation sector and planning constraints in rural zones.

METHOD 2 – TOURISM VICTORIA FORECAST

Tourism Victoria's latest visitor forecasts for Victoria were released in July 2014. International visitation is expected to grow by 4.70% per annum and domestic visitation by 1.30% per annum to 2030 to the whole of Victoria. This growth rate represents an increase in visitation of approximately 25% between 2015 and 2030.

METHOD 3 – POPULATION GROWTH

This method forecasts visitor growth using population growth rates for the regions key visitor origin markets as shown in Table 9. This method assumes that as the population grows, Geelong and the Bellarine's market share would remain the same and would therefore grow over time in line with population growth. This growth rate represents a 33% increase between 2015 and 2030.

TABLE 15 OVERNIGHT VISITOR GROWTH RATES – METHOD 3

	% Visitor Origin	Growth Rates p.a.	Bellarine		Northern Geelong	
			2014*	2030 Projected*	2014*	2030 Projected
Melbourne	43%	1.98%	189,276	259,189	1,148	1,571
Regional Victoria	37%	1.53%	162,865	210,074	998	1,273
Interstate	16%	1.76%	70,428	92,255	423	559
International*	4%	4.70%	17,607	33,843	98	205
Total			440,177	595,362	2,669	3,609

*Figure refers to the number of overnight visitors staying in commercial accommodation
Source: Victoria in Future 2014, Tourism Victoria 2014

VISITOR GROWTH SUMMARY

Projections for visitors staying in commercial accommodation is summarised in Table 10.

As the historical growth rate was limited due to planning constraints in rural areas, it is not considered an appropriate approach to projecting future visitor growth. The Tourism Victoria projection (Method 2) and Population Growth projection (Method 3) are adopted as an expected range of visitor growth.

It is estimated that between 2015 and 2030, the number of visitors staying in commercial accommodation will grow between 110,697-147,210 across the Bellarine and 671 - 892 across Northern Geelong. This growth forecast includes both the rural and township urban locations in the Bellarine and Northern Geelong.

TABLE 16 FORECAST VISITORS STAYING IN COMMERCIAL ACCOMMODATION 2015-2030

	% Growth 2015-2030	Bellarine additional visitors 2015-2030	Northern Geelong additional visitors 2015-2030
Method 1 - Historical Growth	20%	+88,080	+534
Method 2 - Tourism Victoria	25%	+110,697	+671
Method 3 - Population Growth	33%	+147,210	+892

Source: Urban Enterprise 2015

2. PROJECT ACCOMMODATION NEEDS

Based on the projected growth of visitors staying in commercial accommodation, the table below provides forecast accommodation needs.

The analysis utilises the following benchmarks:

- Average length of stay per visitor is 3.3 nights¹⁰;
- Average of 1.7 visitors per room/site¹¹; and
- Average room occupancy of 60% across the year.⁴

Based on this analysis, **future accommodation needs for the Bellarine is forecast to be between 824 and 1,096 rooms/sites to 2030. Northern Geelong is forecast to grow by between 5 and 7 rooms/sites to 2030. This growth forecast includes both the rural and urban township locations.**

TABLE 17 ACCOMMODATION NEEDS TO 2030

	Bellarine		Northern Geelong	
	Method 2 - Tourism Vic	Method 3 - Pop'n Growth	Method 2 - Tourism Vic	Method 3 - Pop'n Growth
Visitor growth 2015-2030	110,697	147,210	671	892
Visitor nights	365,301	485,792	2,215	2,944
Room nights	214,883	285,760	1,384	1,840
Rooms	589	783	4	5
Supportable Rooms (at 60% occupancy)	+824	+1,096	+5	+7

Source: Urban Enterprise 2015

The growth forecast for Northern Geelong is very low as it is projecting from a small base (only 14 tourist accommodation rooms were identified in Northern Geelong). There is opportunity for accommodation growth in excess of this forecast through further development of tourism product. Opportunities identified in the TDS includes:

- Development of the winery product around Anakie;
- Development of nature-based tourism product around the You Yangs Regional Park; and
- Expansion of services at Avalon Airport.

¹⁰ Average length of stay for overnight visitors to Bellarine Region 2004-2014 (NVS data)

¹¹ ABS Tourist Accommodation Survey Victoria 2014

3. RURAL ACCOMMODATION NEEDS

Due to the data limitations discussed earlier, there are significant challenges in quantifying the level of accommodation demand which can be expected in the rural areas. Key trends which indicate growing demand for rural located accommodation include the following:

- Significant tourism product and attractions in the rural areas which are drawing increasing numbers of visitors and dispersal from townships;
- Growing number of visitors undertaking rural based activities such as outdoor, nature-based and winery cellar doors;
- Key target markets which represent 65% of visitation to the region are aligned with accommodation preferences which are suited to rural areas; and
- Key opportunities to provide a diversity of accommodation options which are matched to market need and preferences.

Further analysis and discussion of rural tourism indicators is provided in Appendix D.

The accommodation demand analysis forecast growth of between 824 - 1,096 rooms for the Bellarine and 5 - 7 rooms in Northern Geelong to 2030 for both the rural and township locations. Based on the key indicators for rural accommodation demand and the accommodation gap analysis undertaken as part of the TDS, the portion of growth which can be expected to be directed to rural areas is approximately 50% of future accommodation growth. This corresponds to a growth of between **400 - 550 rooms/sites (rounded) in the Bellarine and 3 - 4 rooms/sites in Northern Geelong's rural areas to 2030.**

Accommodation demand projections for the region provided in the TDS estimate that visitor growth will increase demand for an additional 1,800-2,500 rooms/sites to 2030 for the Geelong and Bellarine Region. In this context, the rural areas of Greater Geelong are expected to support approximately 22% of accommodation growth across the tourism region to 2030.