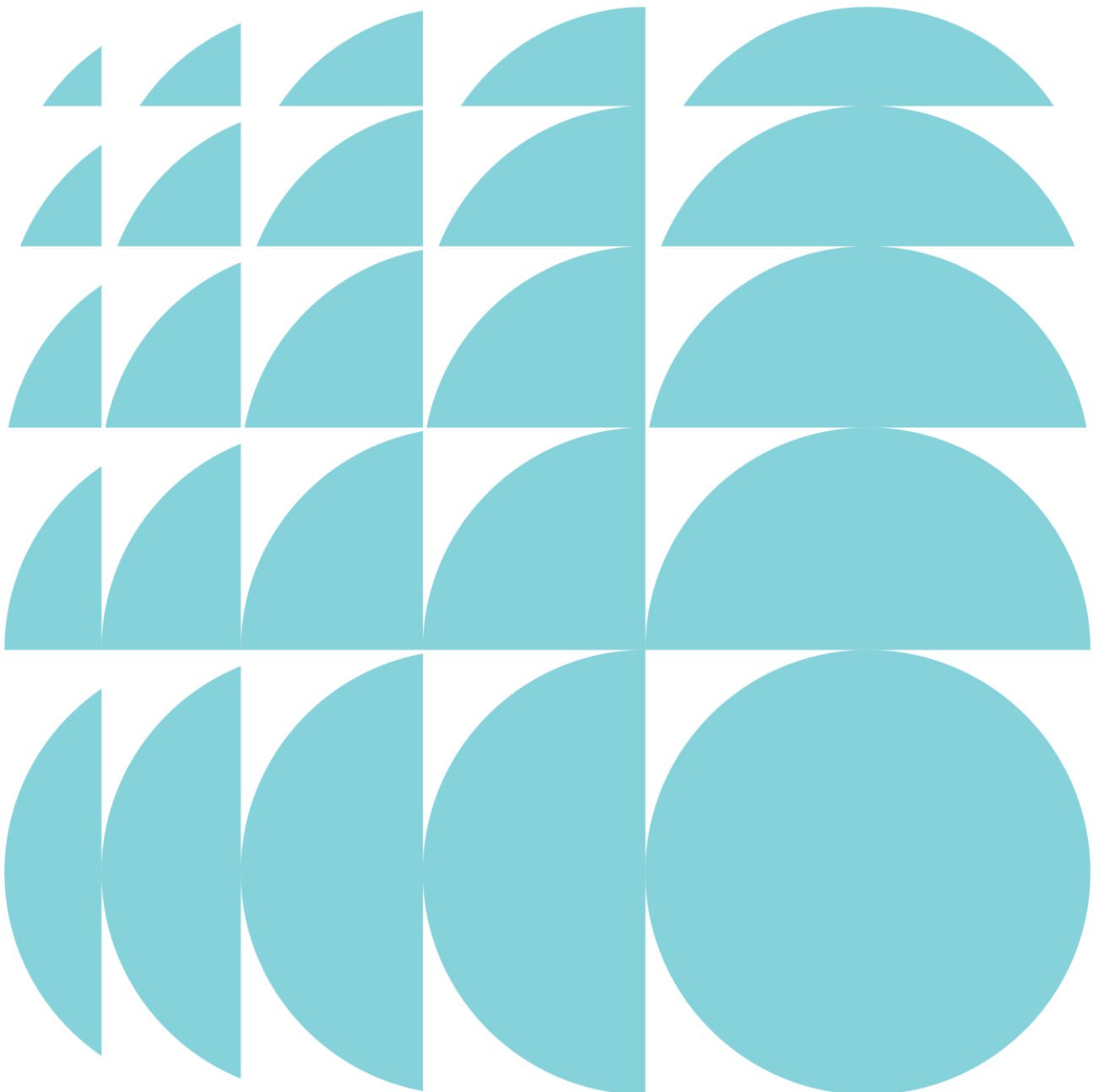


**ETHOS
URBAN**

**Amendment C395 to the Greater
Geelong Planning Scheme – Planning
Panels Victoria**

*Expert Witness Statement of Chris
McNeill, B.Econ*



Contact details

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1 Introduction

Professional Details

- 1.1 My name is John Christopher McNeill. I practice as Director, Economics at Ethos Urban's Melbourne office located at Level 8, 30 Collins Street, Melbourne.

Area of Expertise

- 1.2 I hold a degree in Economics from Monash University.
- 1.3 My area of professional expertise is urban economics and the economic analysis of urban policy. This includes expertise in demographic and residential land analysis which I have undertaken for a wide range of public and private sector clients throughout Australia.
- 1.4 My opinions expressed herein are, to the context relevant, made by me in reliance upon my above expertise.
- 1.5 I am a fellow of the Victorian Planning and Environmental Law Association.

Instructions

- 1.6 I have been instructed in this matter by Norton Rose Fulbright, lawyers acting on behalf of Mount Duneed Developments Pty Ltd. My instructions are as follows:
- (a) To consider issues raised in the submission by Mount Duneed Developments Pty Ltd relating to the future development prospects of the Western Industrial Precinct located in the Armstrong Creek Growth Area; and
 - (b) To consider the impact, if any, on the Western Industrial Precinct arising from the closure of the Boral Quarry located to the west of the Western Industrial Precinct.

Preparation

- 1.7 In preparing this statement:
- a) I am aware that, as a witness giving evidence (by report, or otherwise) in a proceeding as an expert, I have a duty to assist Planning Panels Victoria and that this duty overrides any obligation that I may have to any party to the proceeding or to any person who is liable for my fee or expenses in this matter;
 - b) I have neither received nor accepted any instructions to adopt or reject any particular opinion in preparing this report;
 - c) I have made all the enquiries which I believe are desirable and appropriate and that no matters of significance which I regard as relevant have, to my knowledge, been withheld from the tribunal; and
 - d) I have considered the relevant documents disclosed by the parties to this proceeding as well as the documents listed in this report

Materials relied upon in preparing my evidence

- Amendment C395 to Greater Geelong Planning Scheme (Amendment Documentation)
- The City of Greater Geelong Settlement Strategy (October 2018)

- Armstrong Creek Urban Growth Plan, Greater Geelong City Council (Adopted 13 May 2008, Amended May 2010)
- Victoria In Future 2019 and Victoria In Future 2016, Department of Environment, Land, Water and Planning
- 2016 National Census of Population and Housing, Australian Bureau of Statistics

1.8 I have been assisted in preparing this Evidence Statement by Mr Jack O'Connor, a Senior Urbanist at Ethos Urban, who prepared data and maps included in my Evidence Statement.

2 Planning Context

- 2.1 In this section of my Evidence Statement, I provide an overview of the relevant planning issues.

Armstrong Creek Urban Growth Area

- 2.2 The Armstrong Creek Urban Growth Area (ACUGA) is the principal active growth area in the City of Greater Geelong and is situated approximately 11km south of the Geelong Central Activity Centre.
- 2.3 The ACUGA comprises 2,600 hectares of land and, on completion, is planned to accommodate a population of 55,000-65,000 persons based on the construction of 22,000 dwellings. Residential development commenced in 2010.
- 2.4 The Armstrong Creek Urban Growth Plan (ACUGP), adopted in May 2008 and amended in May 2010, provides the strategic direction for development in ACUGA
- 2.5 The ACUGP provides for seven precincts: four residential precincts, one town centre precinct which will include higher density residential development, and two employment precincts – the North East Industrial Precinct (NEIP) and Western Industrial Precinct (WIP).
- 2.6 I understand Mount Duneed Developments Pty Ltd has secured a number of properties within the Western Industrial Precinct (WIP).
- 2.7 Although development has commenced in the three of the four residential precincts, no development has occurred in the two nominated industrial/employment precincts (the NEIP and the WIP). Although a precinct structure plan for the NEIP was approved in June 2010 and the project was subsequently marketed, the development faltered and the NEIP has remained dormant since. A precinct structure plan has not yet been prepared for the WIP.

Vision for the Western Industrial Precinct

- 2.8 The ACUGP allocated approximately 320 hectares to industry; the NEIP at 180 hectares and the WIP at 140 hectares.
- 2.9 The WIP was identified as “new type of industrial development form in Geelong. The area is conceptualised as a high amenity business park, designed to accommodate hi tech manufacturing firms and research activity” (Page 61). The WIP’s location was as a future “high amenity business park, designed to accommodate hi-tech manufacturing firms and research activity” (p61).
- 2.10 The rationale for the WIP’s location included proximity to Deakin University; a high amenity setting; proximity to the Geelong bypass, the potential for expansion west of Ghazeepore Road in the future; and the retention of a buffer from the quarrying activity (the Boral site) to the west of Ghazeepore Road.
- 2.11 Overall, the WIP was expected to accommodate 7,350 jobs. A precondition for the area to succeed was quality main road access and exposure to Geelong’s Ring Road system.

2.12 The ACUGP emphasised the potential for the WIP to have links to Deakin University's nearby Waurn Ponds campus, noting that the university only had 54 hectares of land planned as a technology park (the Geelong Technology Park).

2.13 It should be noted that, since the ACUGP was adopted:

- Deakin University has subsequently earmarked a major expansion of the Geelong Technology Park (now the Geelong Future Economy Precinct) at Waurn Ponds. The Geelong Future Economy Precinct is referred to on the university's website as follows:

Deakin's Waurn Ponds Campus will become the epicentre of world-leading research and innovation with the development of the new Geelong Future Economy Precinct.

The large-scale 543ha site, developed in collaboration with Marcus Oldham College and Epworth Hospital will attract and host global leaders working in the areas of advanced manufacturing, materials, energy, sustainability, technology, health and high-value agricultural initiatives with strong research links.

- The Geelong Ring Road system has taken a different alignment to that envisaged in the ACUGP. Although access from the WIP to the Geelong Ring Road cannot be described as poor, it is not at the level envisaged at the time, and the WIP's exposure from the Geelong Ring Road is relatively poor.

Settlement Strategy

2.14 The Settlement Strategy effectively provides a high level framework aimed at meeting the future housing needs of Greater Geelong. In doing so, it assesses the city's future growth prospects, housing needs and where those needs are likely to be met in spatial terms.

2.15 In my opinion, the Settlement Strategy represents a sound approach and addresses many of the key issues Greater Geelong is likely to face in the future. Like all such documents however, it is reliant on the best information available at the time it was written. I consider a number of matters from the Settlement Strategy in the balance of my evidence statement.

Amendment C395

2.16 Amendment C395 to the Greater Geelong Planning Scheme proposes to implement the City of Greater Geelong's Settlement Strategy (2018) as well as the Northern and Western Geelong Growth Areas Framework Plan (2019). The amendment includes a range of policy changes to the Municipal Strategic Statement (MSS) and rezones land in the Northern and Western Geelong Growth Areas to the Urban Growth Zone.

3 Greater Geelong Population Growth

- 3.1 Geelong is Victoria's second most populous city, and the City of Greater Geelong is Victoria's fastest growing regional city.
- 3.2 Between 2008 and 2018, the population of Greater Geelong (LGA) increased by approximately +4,570 persons (+2.0% per annum) (Table 3.1). The ACUGA has played a key role in supporting Greater Geelong's population and dwelling growth.
- 3.3 Recent population growth has been higher, with the rate of population growth between 2014 and 2018 averaging 2.6% per annum.

Table 3.1 Recent Population Growth (2008-2018)

Greater Geelong LGA	2008	2012	2014	2018	2008-2018	
					Annual Growth (No.)	Annual Growth (%)
Greater Geelong LGA	206,480	219,150	227,740	252,220	+4,570	+2.0%
Other Vic Regional Cities						
City of Ballarat LGA	89,530	96,730	99,910	107,330	+1,780	+1.8%
Greater Bendigo LGA	97,420	103,910	107,960	116,050	+1,860	+1.8%
Greater Shepparton LGA	59,850	62,560	63,920	66,010	+620	+1.0%

ABS, Regional Population Growth, Cat: 3218.0

- 3.4 The Victorian Government has recently updated its official population projections; Victoria in the Future 2019 (VIF 2019). The new projection series anticipates that population growth will be significantly higher than the previous official projections (VIF2016). This is highlighted in Table 3.2 in which the two projection series are compared. Whereas, the VIF2016 figures projected Greater Geelong's population would reach 296,360 persons by 2031, the VIF2019 projection series anticipates a population of 330,720 persons by the same date (a growth rate of 2.1% per annum between 2018 and 2031).
- 3.5 To support this rate of population growth, VIF2019 projects that an additional (approximately) 2,920 dwellings per annum will be required through to 2036.
- 3.6 Projected growth will need to be supported by a robust and competitive residential land supply framework. As well as the ACUGA, this is expected to include the two major new growth areas (Northern Growth Area and Western Growth Area), as well as greenfields growth at Lara West and in selected areas on the Bellarine Peninsula, and significant urban consolidation within the established urban area of Geelong.

Table 3.2: Population Projections – Greater Geelong LGA (2019-2031)

Greater Geelong LGA	2018 (ERP)	2019	2021	2026	2031	2019-2031	
						Annual Growth (No.)	Annual Growth (%)
VIF 2016	241,230	245,170	253,250	274,090	296,360	+4,270	+1.6%
VIF 2019	252,220	258,420	271,250	301,560	330,720	+6,030	+2.1%
Difference	+10,990	+13,240	+18,000	+27,470	+34,360	+1,760	-

Source: Victoria in the Future 2016; ABS, Regional Population Growth, Cat: 3218.0

Settlement Strategy approach to Future Population and Dwelling Growth

- 3.7 In considering Greater Geelong’s future population, the Settlement Strategy notes that Greater Geelong is well placed to take advantage of the high rate of population growth in Victoria and Melbourne and outlines a number of reasons including housing affordability, traffic congestion (relative lack thereof), transport upgrades and access to Melbourne’s employment opportunities. In my opinion, these points are well made.
- 3.8 A number of population growth scenarios which are outlined at Table 10 of the Settlement Strategy. These include:
- a long-term historic growth scenario (at 1.3% per annum)
 - an ‘official’ growth scenario based on the then VIF2016 projections (at 1.6% per annum);
 - a strong growth scenario (at 2.0% per annum)
 - an aspirational growth scenario based on the G21 Regional Growth Plan (at 2.5% per annum)
 - a growth surge scenario (at 3.0% per annum).
- 3.9 Reflecting the way in which population projections, particularly over the past 20 years, are frequently overtaken by events well outside the control of the demographers undertaking the projections at a given point of time, it can now be seen that the then ‘strong growth scenario’ is now effectively the new ‘current official scenario’ (2.0% per annum).
- 3.10 Expressed in terms of an annual dwelling requirement, the Settlement Strategy notes the change in dwellings between 2016 and 2036 in Table 10. The impact of what might appear to be relatively small changes in annual population growth is significant. Whereas Scenario B (the then current official projection) requires 2,115 dwellings per annum between 2016 and 2036; Scenario C (the then strong growth scenario) required 2,845 dwellings per annum) and Scenario D (the then aspirational scenario) requires 3,670 dwellings per annum.
- 3.11 I note the Settlement Strategy acknowledges that Scenario D (the aspirational scenario in line with the G21 Regional Growth Plan) accorded with the then most recent ABS estimate of recent growth and is the scenario “which is likely to be maintained going forward”.

Summary

- 3.12 Increased growth in Greater Geelong and a positive outlook for ongoing high levels of population growth in the future are driven by a number of demand factors that include:
- Competitive land and house prices (compared with areas of Greater Melbourne).
 - Lifestyle factors such as proximity to the coast, and a regional lifestyle with less congestion than in Greater Melbourne.
 - Improved rail services between Melbourne and Geelong (with additional investment leading to faster travel times and increased frequencies expected in the future).
 - Proximity to Greater Melbourne, including major employment areas in Melbourne's Western Region.
 - High population growth in Greater Melbourne.
 - A Geelong economy that is becoming increasingly services-based including emerging white collar opportunities in central Geelong.
 - Well-regarded educational, health and cultural institutions.
- 3.13 Based on these factors, I agree with the Settlement Strategy that the Scenario D (the aspirational scenario in line with G21 Regional Growth Plan) is the most appropriate growth scenario for the purposes of planning future urban growth. Even so, based on the trajectory of recent growth, it may also be prudent to consider the possibility of Scenario E in considering future urban growth and land supply requirements.

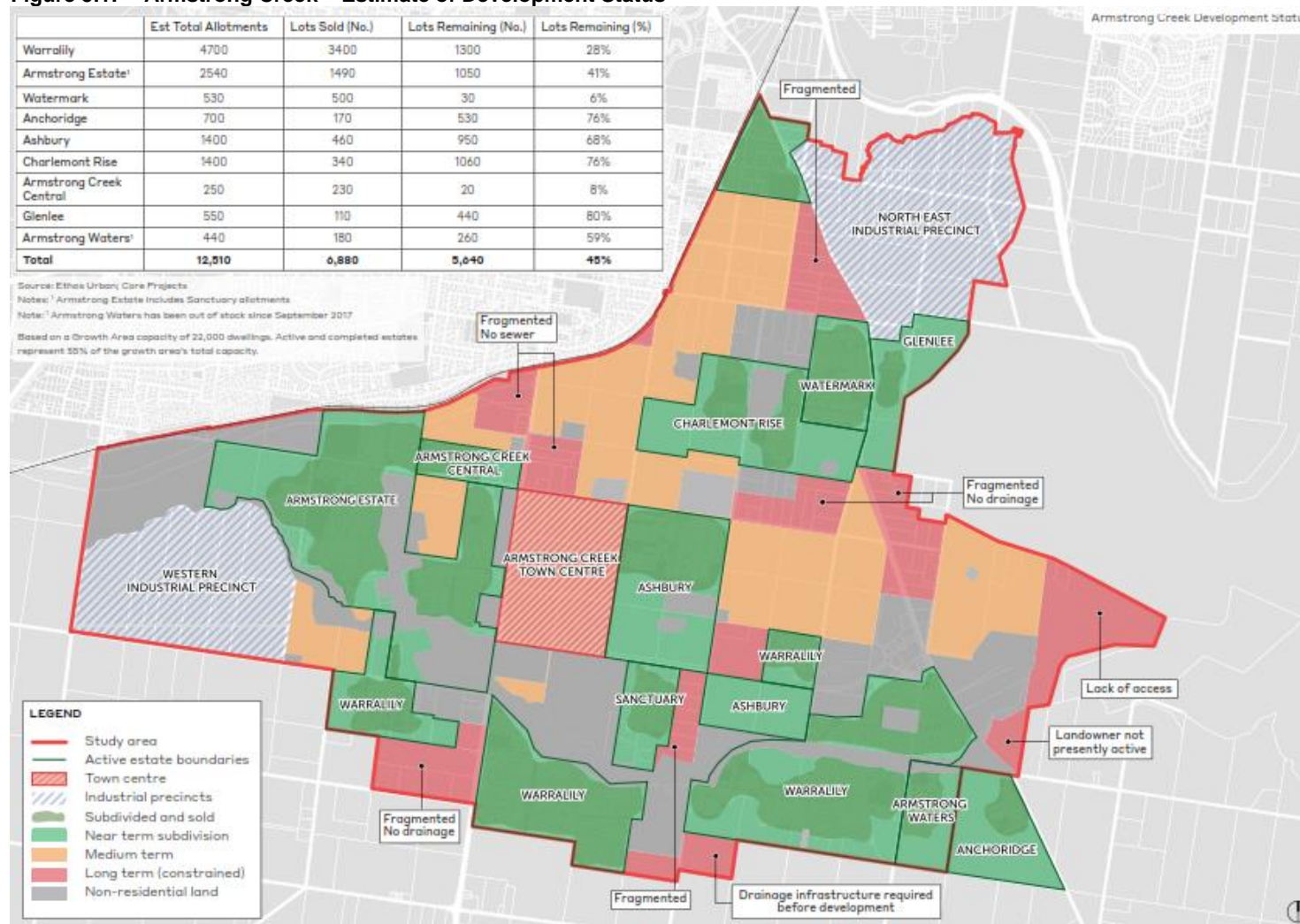
4 Armstrong Creek Development Status

- 4.1 From 2010 to 2019 (October), around 6,900 residential lots have been sold in the ACUGA (Core Projects, monthly sales data). Based on a review of aerial imagery, around 5,250 new dwellings have been constructed in the ACUGA.
- 4.2 Development in the ACUGA is now occurring across a range of active residential estates including Warralily, Armstrong Estate, Watermark, Anchoridge, Ashbury, Charlemont Rise, Armstrong Creek Central, Glenlee and Armstrong Waters. The total lot yield available from active and completed estates is estimated at approximately 57% of the ACUGA's total residential provision.
- 4.3 As noted, no development has yet commenced in the two nominated industrial/employment precincts (the NEIP and the WIP) and no development is expected to occur in the medium term to long-term.
- 4.4 Non-residential development in the ACUGA includes a Neighbourhood Activity Centre (anchored by a full-line Woolworths supermarket), Armstrong Creek School (combining P-6 and special P-12), the relocated Oberon College (7-12) and the Armstrong Creek Community Hub. In addition, a Catholic primary school is due to open in 2020. All these facilities will be located in the Armstrong Creek East Precinct. A Catholic secondary school is also under construction in the Horseshoe Bend Precinct. Additional community facilities and activity centres will need to be delivered as ACUGA's residential population increases.
- 4.5 Construction is now underway on the first phase of the Armstrong Creek Town Centre which will include a Coles Supermarket.
- 4.6 It should be noted that many of the larger land holdings and easily developable and saleable residential land is presently under development. An assessment of the overall ACUGA indicates that around 260ha of land identified for residential development may be difficult to develop due to lack of infrastructure or servicing, lack of access and ownership and perhaps most significantly due to fragmentation. That is not to say this land will not be developed in the future. Rather, it suggests that development in the ACUGA may slow once the major areas of readily developable land has been fully consumed. This trend – not unusual in major growth areas – is acknowledged at page 61 of the Settlement Strategy.
- 4.7 Areas that are considered likely to take longer to develop have the capacity to accommodate approximately 4,500 dwellings (or 20% of total dwellings in the ACUGA). These areas are considered likely to represent a longer-term development proposition (at least 5+ years) and are identified at Figure 5.1.
- 4.8 Approximately 1,500 dwellings are envisaged as part of the Armstrong Creek Town Centre precinct. Residential development in the town centre is expected to be higher density in nature and is considered a longer-term prospect.

Conclusions

- 4.9 Approximately 16,000 lots (or 73% of total residential supply in the ACUGA) have been already sold (Warralily, Armstrong Estate, Watermark, Anchoridge, Ashbury, Charlemont Rise, Armstrong Creek Central, Glenlee and Armstrong Waters) or are considered developable in the short to medium-term (potentially within a 5 year timeframe).
- 4.10 The balance of total residential land in the ACUGA (27% or 6000 lots) is not likely to be developed in the medium-term (within 7+ years).

Figure 5.1: Armstrong Creek – Estimate of Development Status



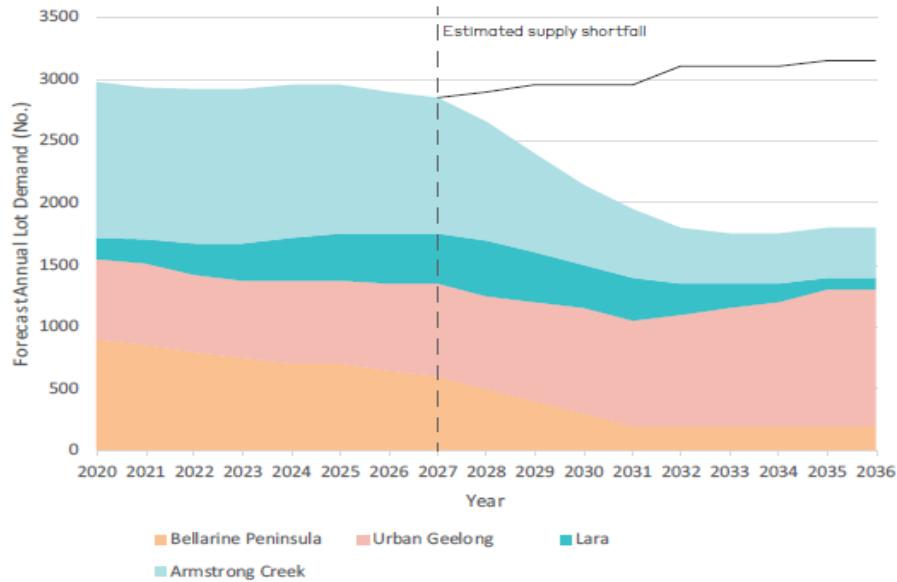
Source: Ethos Urban

5 Greater Geelong Residential Context

- 5.1 The Settlement Strategy provides an estimate of residential land supply across Greater Geelong region comprising Urban Geelong (the established part of Geelong) and areas where future broadhectare growth is expected to occur, including Armstrong Creek, the Bellarine Peninsula, Lara, the Northern Growth Area and the Western Growth Area.
- 5.2 The VIF2019 population and dwelling projections set out the State Government's expectations regarding Greater Geelong's future dwelling requirements to 2036. The VIF 2019 projections assume Greater Geelong's population will increase at a rate of approximately 2.1% per annum between 2018 and 2036.
- 5.3 For the purposes of this report, an assessment of the development landscape has been undertaken for the Greater Geelong region to 2036 in view of the existing residential supply framework and projected population growth. The assessment provides two demand scenarios:
- **Scenario 1:** 2.1% annual population growth (consistent with VIF2019, the official State Government projections); and
 - **Scenario 2:** 2.5% annual population growth. A growth scenario consistent with recent growth and in line with the target growth in the G21's Regional Growth Plan and the Settlement Strategy. Note: from 2014-2018, Greater Geelong recorded a population growth rate of 2.6% per annum.
- 5.4 Both scenarios have been undertaken with reference to recent and proposed planning policy including the classification of the Bellarine Peninsula and Torquay/Jun Juc (area of the Surf Coast) as Distinctive Areas and Landscapes under the Planning and Environmental Act 1987. The classification will potentially implement long-term settlement boundaries of townships in these areas effectively meaning no additional supply (beyond that already identified) will be delivered in the future. The resulting supply ceiling is expected to result in price escalation within the identified areas and increase demand pressures on residential land in the balance of Greater Geelong.
- 5.5 A forecast of how the two scenarios may play out, in terms of where growth is likely to occur, is set out in Figures 5.1 and 5.2.
- 5.6 Under the two growth scenarios:
- Urban consolidation and the delivery of higher residential densities in the established parts of Geelong will need to continue at relatively high levels and increase further in the longer term.
 - No additional supply (beyond that already identified) in the Bellarine Peninsula or Torquay/Jan Juc will occur in the future; noting, land take-up would slow as residential price escalation increases and development land becomes scarce.
 - Greenfield supply uptake at Lara occurs relatively quickly with the majority of supply at Lara extinguished by around 2030.
 - Land uptake at Armstrong Creek remains strong before slowing significantly (from around 2025-2027 onwards) as readily developable land is consumed.

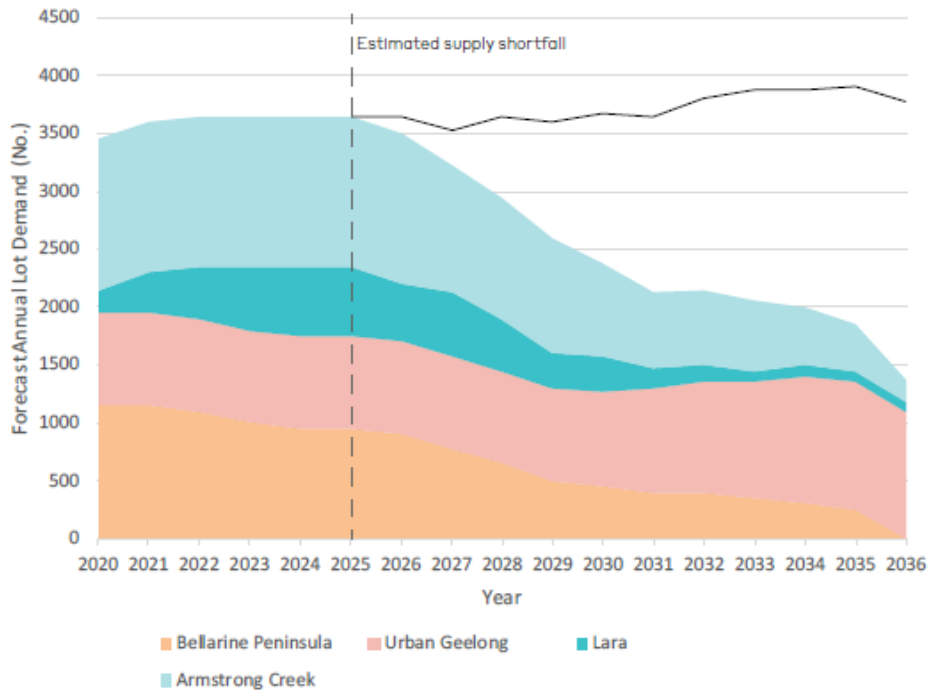
- Additional residential supply will be urgently required by 2027 under the VIF2019 scenario, and by 2025 under the G21 Regional Growth Plan scenario (Note: the conclusions are similar to that expressed at Figure 20 of the Settlement Strategy).

Figure 5.1: Development Scenario at 2.1% population Growth



Source: Ethos Urban with reference to VIF2019 and City of Greater Geelong Settlement Strategy (2018)

Figure 5.2: Development Scenario at 2.5% population growth

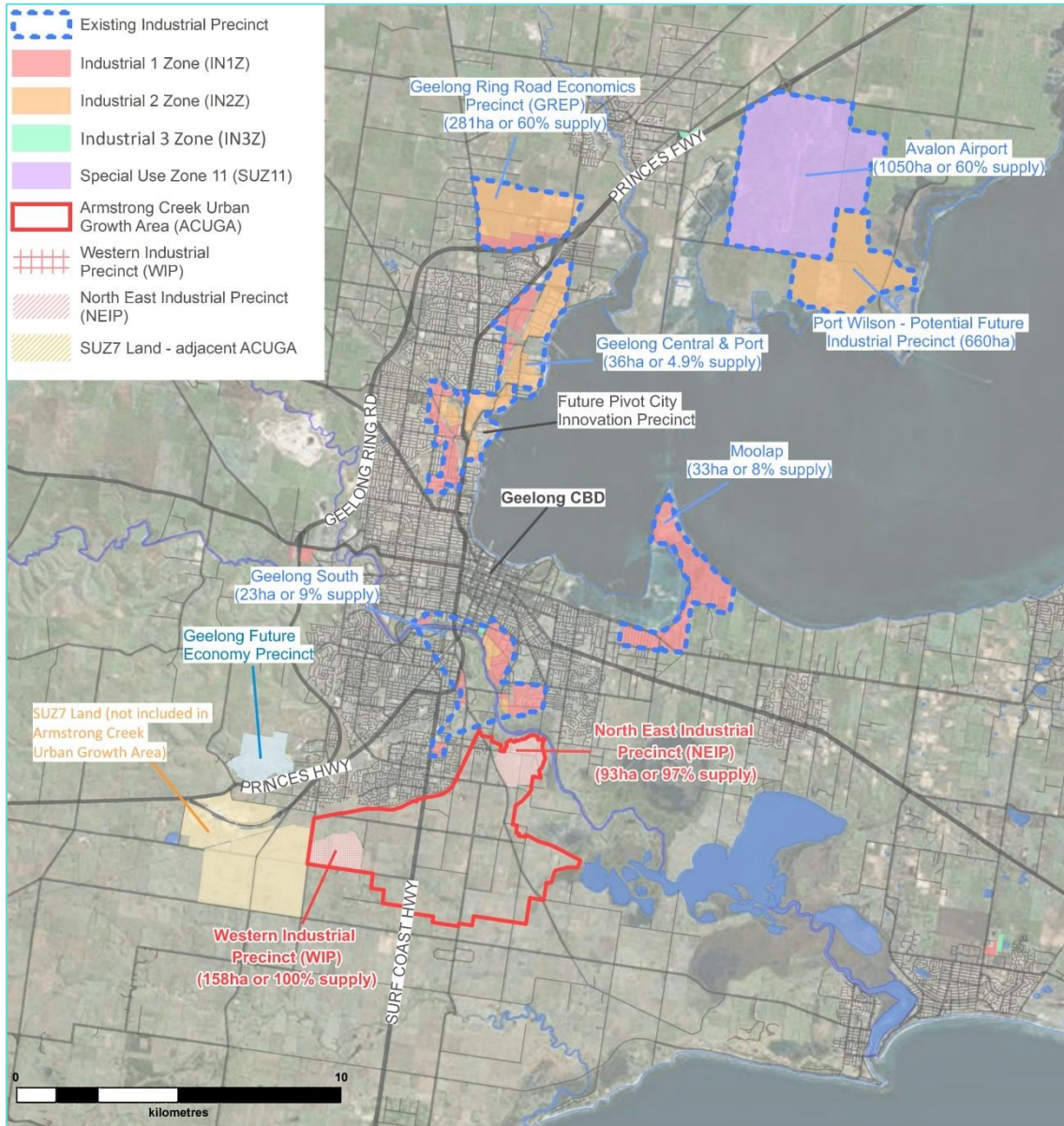


Source: Ethos Urban with reference to VIF2019 and City of Greater Geelong Settlement Strategy (2018)

6 Need for Industrial Land in Geelong

- 6.1 Greater Geelong has a substantial supply of land able to be developed for employment purposes. The city's stock of current and identified future industrial land is approximately 4,600ha, with some 1,680ha or 37% identified as being available. (Land Supply Report – Greater Geelong Industrial, 2018).
- 6.2 These figures include both the WIP and NEIP, as well as land at Avalon Airport in the Special Use Zone (planned to accommodate commercial/industrial uses), and land at Port Wilson. The Geelong Future Economy Precinct and the former Boral quarry land west of the WIP were not included in the estimated supply figure.
- 6.3 The Land Supply Report – Greater Geelong Industrial (2018) calculated that from 2015 to 2018, around 23ha of industrial land was consumed annually in Greater Geelong.
- 6.4 Industrial development activity was largely focused in Geelong's north where large parcels of flat land are strategically located with direct access to the Greater Melbourne market and established supply chains.
- 6.5 Assuming recent annual consumption rates continue, the supply of industrial land in Greater Geelong will be sufficient for upwards of 50 years.
- 6.6 Development of the Future Geelong Economy Precinct at Deakin University's Waurn Ponds campus will provide a high-amenity business park proximate the ACUGA. The technology park is planned to become an "epicentre of world-leading research and innovation in the areas of advanced manufacturing, materials, energy, sustainability, technology, health and high-value agricultural initiatives" (<https://www.deakin.edu.au/locations/geelong-waurn-ponds-campus/building-projects/geelong-future-economy-precinct>).
- 6.7 It is noted that Geelong's Northern and Western Growth Areas are expected to include some employment activity. The Western Growth Area, which is expected to be of a similar residential scale to that of the ACUGA at approximately 22,000 to 23,000 dwellings includes an employment area of 117 hectares; considerable smaller in scale than the 320 hectares identified in the ACUGP.

Figure 6.1: Industrial Land Stocks in Geelong



Source: Ethos Urban with Mapinfo, BingMaps, StreetPro and InDesign

Structural Economic Change and Implications

- 6.8 Greater Geelong's economy is undergoing structural change, with implications for the scale, location and nature of future industrial development (Table 6.1).
- 6.9 Manufacturing, which has long been a dominant industry in Geelong, has declined, and job creation is now largely occurring in the city's tertiary and service sectors.
- 6.10 Industry sectors which added the largest number of jobs between 2006 and 2016 in Greater Geelong were Health Care & Social Assistance (+5,740), Arts & Recreation Services, Education & Training (+2,730), Construction (+2,640) and Accommodation & Food Services (+2,100), Public Administration & Safety (+1,610) and Professional, Scientific & Professional Services (+1,510).
- 6.11 Apart from Construction, which is largely associated with the region's residential and commercial growth, jobs growth has occurred in service-based industry sectors. The manufacturing sector declined by -4,610 jobs (or -37.3%).
- 6.12 The construction and transport/warehousing sectors are likely to provide the majority of future demand for industrial/employment land.
- 6.13 There will also be a role for industrial precincts to accommodate professional and technical employment. These jobs are likely to locate in or near to the Geelong CBD and in the Future Geelong Economy Precinct.
- 6.14 The emergence of the Geelong Future Economy Precinct along with substantial job growth in the Geelong CBD, were not foreseen when the ACUGP was drafted. The now Geelong Future Economy Precinct at Waurin Ponds now accommodates a range of tenants including Carbon Revolution, Insight Engineering, Carbon Nexus and CSIRO's Fibre Processing & Textile Testing Lab. At the time, it was envisaged that the WIP may accommodate higher-order advanced manufacturing facilities such as these.
- 6.15 Similarly, since the TAC opened its new headquarters in Geelong in 2009, it has been followed by Worksafe and the NDIS. The establishment of a nationally significant social insurance cluster in Geelong's CBD has provided an additional employment impetus to the CBD.
- 6.16 In my opinion, these employment and economic outcomes have been good for Geelong, particularly the re-emergence of the Geelong CBD as a high-density employment hub. However, these outcomes have come at the expense of the demand for the kind of development outcomes originally envisaged for the WIP; specifically, higher order advanced manufacturing outcomes in a business park environment.

Table 6.1: Industrial of Employment, Greater Geelong LGA (place of work) – 2006-2016

Category	2006		2016		Change 2006-2016	
	No.	% Share	No.	% Share	No.	% Increase
<i>Primary Sector</i>						
Agriculture, Forestry & Fishing	1,040	1.3%	1,150	1.2%	110	10.6%
Mining	<u>160</u>	0.2%	<u>310</u>	0.3%	<u>150</u>	93.8%
Sub-Total	1,200	1.5%	1,460	1.5%	260	21.7%
<i>Secondary Sector</i>						
Manufacturing	12,360	15.2%	7,750	8.1%	-4,610	-37.3%
Construction	<u>7,540</u>	9.3%	<u>10,180</u>	10.6%	<u>2,640</u>	35.0%
Sub-Total	19,900	24.5%	17,930	18.7%	-1,970	-9.9%
<i>Tertiary Sector</i>						
<i>Producer Services</i>						
Electricity, Gas, Water & Waste Services	870	1.1%	1,310	1.4%	440	50.6%
Transport, Postal & Warehousing	3,780	4.7%	4,420	4.6%	640	16.9%
Information Media & Telecommunications	1,310	1.6%	1,210	1.3%	-100	-7.6%
Financial & Insurance Services	2,090	2.6%	2,950	3.1%	860	41.1%
Rental, Hiring & Real Estate Services	1,110	1.4%	1,320	1.4%	210	18.9%
Wholesale Trade	<u>3,220</u>	4.0%	<u>2,360</u>	2.5%	<u>-860</u>	-26.7%
Sub-Total	12,380	15.2%	13,570	14.2%	1,190	9.6%
<i>Consumer Services</i>						
Retail Trade	11,780	14.5%	12,260	12.8%	480	4.1%
Accommodation & Food Services	5,510	6.8%	7,610	7.9%	2,100	38.1%
Arts & Recreation Services	1,250	1.5%	1,780	1.9%	530	42.4%
Administrative & Support Services	2,680	3.3%	3,160	3.3%	480	17.9%
Professional, Scientific & Technical Services	4,150	5.1%	5,660	5.9%	1,510	36.4%
Public Administration & Safety	4,850	6.0%	6,460	6.7%	1,610	33.2%
Education & Training	7,440	9.2%	10,170	10.6%	2,730	36.7%
Health Care & Social Assistance	<u>10,120</u>	12.5%	<u>15,860</u>	16.5%	<u>5,740</u>	56.7%
Sub-Total	47,780	58.8%	62,960	65.7%	15,180	31.8%
Sub-Total Tertiary Sector	60,160	74.0%	76,530	79.8%	16,370	27.2%
Total	81,260	100.0%	95,920	100.0%	14,660	18.0%

Source: ABS.Stat

7 Future of the Western Industrial Precinct and Key Findings

- 7.1 The ACUGP identified the WIP as a future “high amenity business park, designed to accommodate hi-tech manufacturing firms and research activity” (Page 61). Part of the rationale behind this vision was that Deakin University would require additional space for the commercialisation of its research activities as it had only 54 hectares of land earmarked for a technology park. The Geelong Future Economy Precinct project and an expanded precinct adjacent to Deakin University removes this need. This, along with broader structural changes in Geelong’s economy and a resurgent Geelong CBD significantly reduces the need for two major employment precincts in the ACUGA.
- 7.2 In my opinion, the WIP is poorly located to simply become a conventional light industrial estate. The topography of the precinct is not particularly suitable to serve as a conventional industrial estate. Moreover, there is an evident lack of demand for industrial activity in the ACUGA and significant industrial supply available elsewhere in Geelong.
- 7.3 Greater Geelong is presently experiencing a high rate of population growth that is built on an emerging modern economy, lifestyle opportunities, proximity to Melbourne, improved transport and institutional investment. Based on these factors, ongoing strong population growth is likely to continue in the future.
- 7.4 To support population growth, a robust and competitive residential supply framework is required.
- 7.5 In my opinion, the WIP should be identified for residential development. There is strong demand for residential land in Greater Geelong, and in the ACUGA, and a source of additional readily developable residential supply in the ACUGA would provide an additional buffer to Greater Geelong’s residential land stocks.
- 7.6 Conversion of the WIP to a residential outcome would provide better utilisation of existing and planned infrastructure investment including the Geelong Rail Duplication project (\$700 million) which includes an upgrade to Waurin Ponds Station, two level crossing removals, and duplication of rail between South Geelong and Waurin Ponds.
- 7.7 In the event additional employment land is needed in or near to the ACUGA, the former Boral quarry site provides a more suitable location to accommodate such development. The Boral site is already in the Special Use Zone which allows for industrial uses with a permit and has significant infrastructure advantages in terms of access and exposure to the road network.
- 7.8 Additionally, the cessation of quarrying activity on the Boral site west of the WIP removes the need for a buffer and provides an opportunity for the former quarry land to fulfil an industrial or employment role in the future (as contemplated in the ACUGP).

Declaration

I have made all the inquiries that I believe are desirable and appropriate and no matters of significance that I regard as relevant have to my knowledge been withheld.

Chris McNeill
Director
Ethos Urban

29 October 2019

Chris McNeill

Director, Economics — Bachelor of Economics (Monash)



Chris is a demographer and urban economist with more than 25 years of experience. He is armed with a deep knowledge of Australia's urban landscape and is a regular conference presenter and expert witness in matters relating to urban planning and development.

Chris has a Bachelor of Economics degree and post-graduate Certificate qualifications in international business from the Siemens business school in Germany. He is a Member of the Victorian Planning and Environmental Law Association and a former Sessional Member of Planning Panels Victoria.

Chris has worked in the manufacturing industry as a commercial manager, and as an urban economist with an industry association and as a consultant in private practice. Chris was appointed as a Sessional Member of Planning Panels Victoria for an eight-year period between 2005 and 2013 during which he chaired a number of significant Panels and Advisory Committees.

His urban economics experience covers a range of projects in urban and regional economic development and land use planning; industry sector analysis; residential, commercial, industrial and retail location and development; development contributions plan analysis and review; community infrastructure planning; urban policy analysis and concept feasibility testing; and appearing as expert witness at planning appeal tribunals and panels.

Chris has a passion for regional Australia and he also has extensive experience in both growth area economics and urban renewal projects. Chris has extensive experience in analysing demographic trends and projections

and casting his mind forward to how current trends may shape our future. He has been a regular and entertaining presenter at a range of conferences and boardroom presentations, exploring various aspects of Australia's demographic future.

ACADEMIC QUALIFICATIONS

Bachelor of Economics, Monash University, 1990

PAST POSITIONS

Director, Spade Consultants Pty Ltd, 2007 - 2017

Policy Director, Urban Development Institute of Australia (Victoria), 2002-2006

Senior Manager, Ernst & Young, 2001-2002

Commercial Manager, Telstra Limited, 2000

Commercial Manager, Australian Defence Industries Limited, 1997-1999

Senior Commercial Officer, Siemens Limited, 1991-1996 *Studied and worked in Germany as part of Siemens Limited Management Program, 1992-1993

*Sessional Member, Planning Panels Victoria, 2005-2013

RELEVANT EXPERIENCE

The following represents a sample of projects undertaken by Chris McNeill in his former role as a Director with Spade Consultants Pty Ltd.

Urban Policy Analysis

Armstrong Creek Development Contributions Analysis, for Coles

Ballarat West Development Contributions Plan analysis and expert evidence, for G&N Closter

Cost Benefit Analysis of Level Crossing Removals (Mitcham, Rooks and Springvale Roads), for VicRoads

Fishermans Bend High Density Residential Concept Testing, for Urban Development Institute of Australia (Victoria)

Heidelberg Parking Strategy and expert evidence, for Banyule City Council

Northland High Density Residential Development Concept Testing, for Department of Sustainability and Environment

Viability of higher density residential development in middle Melbourne, for the Priority Development Panel

Watergardens High Density Residential Concept Testing, for QIC

Werribee Riverbend Precinct Concept Testing, for Department of Sustainability and Environment

Strategic and Urban Planning

Cape Bridgewater Structure Plan economic inputs, for Mesh Planning

Darebin Economic Land Use Strategy and expert evidence, for City of Darebin

Horsham North Urban Design Framework, with SJB Urban

Mornington Aged Care Analysis, for AMP Capital Investments

Nathalia and Numurkah Industrial Land Demand and Feasibility Study, for Nathalia Community Bank

Numurkah Economic Development Plan, for Moira Shire Council

Seymour Structure Plan, with Tract Consultants for Mitchell Shire Council

Residential and Aged Care Assessment

Armstrong Creek Residential Land Assessment and expert evidence, Dennis Family Corporation

Bacchus Marsh Residential Land Assessment, for Planning Studio on Peel

Ballarat Residential Land Assessment, for Thorney Investments

Ballarat Residential Land Assessment, for G&N Closter Pty Ltd

Bendigo Housing Strategy review and evidence, for Urban Development Institute of Australia (Victoria)

Cape Patterson Residential Land Assessment and expert evidence, for Wallis Watson

Churchill Residential Land Assessment, for Tract Consultants

Coronet Bay Residential Land Assessment and expert evidence, for Thorney Investments

Cowes Residential Land Assessment and expert evidence, for Lechte Corporation

Drouin Residential Land Assessment and expert evidence, for Planning Central

Koo Wee Rup Residential Land Assessment, for Brosnan Engineering Services

Kyneton Residential Land Assessment and expert evidence, for ZFN Management Services

Melbourne Inner North Residential Market Assessment, for Department of Planning and Community Development

Nyora Residential Land Assessment, for Wallis Watson

Riddells Creek Residential Land Assessment, for Alan Bravo

Shepparton North East Growth Area Residential Land Assessment, Mondous Property

Torquay Residential Land Assessment and expert evidence, Amex Corporation

Warragul Residential Land Assessment and expert evidence, for Planning Central

Warrnambool Housing Strategy Analysis and expert evidence, for Rodgers Properties

Woodend Residential Land Assessment and expert evidence, for Villawood Properties

Retail, Commercial, Industrial and Tourism Analysis

Mildura Industrial Land Assessment and expert evidence, for Turk Superannuation Fund

Nathalia and Numurkah Industrial Land Demand and Feasibility Study, for Nathalia Community Bank

Proposed Theme Park Economic Assessment, for Beveridge Williams

Regional Urban Development Program (Industrial), for Department of Planning and Community Development

Tocumwal Foreshore Masterplan Economic Benefits Analysis, Berrigan Shire Council

Wangaratta CBD Master Plan Economic Benefits Analysis, Wangaratta City Council

Other

VCAT and Planning Panels Victoria - Role as Expert Witness on behalf of private and public sector clients

Sessional Member, Planning Panels Victoria (2005 - 2013)

Urban Economics for Property Developers – UDIA Victoria, preparation and presentation for industry property development course (annual, between 2009 and 2013)