



Evidence of Chris McNeill

Economic Evidence in relation to Proposed Amendments C444 and C453 to the Greater Geelong Planning Scheme

Submitted to Norton Rose Fulbright
on behalf of Lara Farms Pty Ltd

Prepared by Colliers Urban Planning

2 April 2026 | 3250392



'Gura Bulga'

Liz Belanjee Cameron

'Gura Bulga' – translates to Warm Green Country. Representing New South Wales.



'Dagura Buumarri'

Liz Belanjee Cameron

'Dagura Buumarri' – translates to Cold Brown Country. Representing Victoria.



'Gadalung Djarri'

Liz Belanjee Cameron

'Gadalung Djarri' – translates to Hot Red Country. Representing Queensland.

Colliers Urban Planning acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We pay our respects to their Elders past and present.

In supporting the Uluru Statement from the Heart, we walk with Aboriginal and Torres Strait Islander people in a movement of the Australian people for a better future.

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Executive Summary

Background

- i. Lara Farms is the proponent for Amendment C444ggee (the Residential Amendment) and Amendment C453ggee (the Business Park Amendment) that, collectively, propose to facilitate the development of land at 6-156 Canterbury Road East, 705-765 Princes Highway, 785-805 Princes Highway and 610 Rennie Street, Lara (the Subject Land).
- ii. The Residential Amendment proposes to rezone the land from the Farming Zone (FZ) to General Residential Zone – Schedule 1 (GRZ1) with a relatively small wedge rezoned from the FZ to the Industrial 3 Zone (IN3Z), along with other changes to the Greater Geelong Planning Scheme.
- iii. The Business Park Amendment proposes to rezone the land from the FZ to the Industrial 1 Zone (IN1Z) and the IN3Z, along with other changes to the Greater Geelong Planning Scheme.

Locational and Planning Policy Context

- iv. Lara is a developing urban settlement that represents the most northern extent of the Greater Geelong Urban Area and accommodated a residential population of approximately 22,970 in 2024.
- v. The urban area is situated north-west of the Princes Freeway at the northern approach to Geelong and prior to the Geelong Ring Road bypass. It is approximately 14km north of the Geelong CBD and 54km south-west of the Melbourne CBD (direct distance).
- vi. The Subject Land enjoys strong planning policy support generally consistent with the direction of proposed Amendments C444 and C454.

Residential Assessment

- vii. To test the adequacy of supply in Lara, I have adopted a demand figure of 300 dwellings per annum. Based on this assumption and having established an estimated supply in Lara of 2,455 lots, the adequacy of supply is approximately 8 years. This is reflective of a situation that is steadily moving towards what I would describe as a constrained market.
- viii. At a broader market level (i.e. Greater Geelong), there are many moving parts in terms of supply and demand. In particular, the following points are relevant:
 - The Armstrong Creek Growth Area has moved beyond its peak period in terms of the delivery of supply and, moving forward, it will be reliant on the ongoing development of land that is more difficult to develop than in the growth area's earlier stages.
 - Although planning for initial precincts is well underway, the NGGA and WGGA are not yet at the point where development is set to commence.
 - The Bellarine townships are subject to Protected Settlement Boundaries and supply in these areas is now strictly controlled. In any event, development and housing in the Bellarine townships generally represent a different type of supply to that of urban Geelong.
 - Urban consolidation in the established areas of Geelong is expected to be realised in the form of townhouses (or multi-unit development with a land-based component) or as high-density residential development (typically apartments). At present, the apartment market in particular is facing challenging conditions with a significant increase in development costs since the COVID-19 pandemic and buyers as yet are unwilling or unable to meet the increased required selling price for such product.
- ix. Therefore, in terms of the residential component of the Subject Land in Lara, it is my opinion that the additional residential supply afforded by proposed Amendment C444 will represent an important addition to local supply in Lara and a meaningful short-term addition to Greater Geelong's broader supply of residential land.

Industrial Assessment

- x. A recent economic study, which is still in draft form, has been prepared for the City of Greater Geelong by consulting firm Charter Keck Cramer (draft CKC Report). The draft CKC Report, represents a suitable baseline to consider the provision of land in the Industrial 1 Zone and Industrial 3 Zone on part of the Subject Land.
- xi. In my opinion, the draft CKC report is a sound report that provides:
- A well-structured overview of the industrial landscape, along with its economic composition and future outlook.
 - A realistic overview of the future demand for industrially zoned land in Greater Geelong, informed by recent consumption rates.
 - An accurate picture of land supply (vacant land) in Greater Geelong.
 - A suitable list of recommendations having regard for the conclusions set out in the report.
- xii. It is evident when reviewing the analysis contained in the draft CKC Report and its general findings that Greater Geelong is in need of additional industrial land supply in both the northern and southern parts of Geelong.
- xiii. In particular, there is a need for additional land supply in the short term that is readily available for smaller industrial users, including those that provide opportunities for general-purpose industry needs. This includes people-generated industry such as automotive repairs, trade supplies, gymnasiums and so on that are typically accommodated in the Industrial 1 Zone or the Industrial 3 Zone where no subdivision restrictions exist.
- xiv. In my opinion, that part of the Subject Land identified to be zoned Industrial 1 Zone and Industrial 3 Zone will address these needs as well as providing additional land for medium and larger industrial users if required.
- xv. Importantly, the Subject Land is also likely to provide additional industrial land in the relatively short term. This is a specific need in the Greater Geelong context as most Future Precincts (land identified for future industrial development) are unlikely to be available to the market in the short term.

Response to Avalon Airport Submission

- xvi. In its submission to proposed Amendment C453, Avalon Airport has submitted that:
- Amendments C444 and C453 are pre-emptive of the draft CKC Report.
 - That the draft CKC Report only considers land in the industrial zones, and does not take into account various other future industrial precincts.
 - That proposed Amendment C477ggee (the Greater Avalon Employment Precinct) will provide a very significant supply of employment land.
- xvii. Draft Amendment C477ggee facilitates master planning of the Greater Avalon Employment Precinct (GAEP) by making changes to the Greater Geelong Planning Scheme, including rezoning part of the land in the GAEP West section from Farming Zone and part Special Use Zone to the Industrial 1 Zone.
- xviii. An Economic Scoping Study, which is a background report to proposed Amendment C477ggee by consultant, SGS Economics and Planning, contemplates a scale and rate of development at the GAEP that is state and regionally significant and, in my opinion, is unlikely to compete directly with more localised industrial precincts such as the Lara Business Precinct (the Subject Land).
- xix. In the same fashion, proposed Amendment C477ggee includes Schedule 53 to Clause 43.02 Design and Development Overlay and includes a Design Objective *"To facilitate the development of the Greater Avalon Employment Precinct West as a high amenity national, state and regionally significant industrial area suited to the needs of the advanced manufacturing, freight, logistics and production support industries"*.
- xx. In summary, I do not agree with the basis of the Avalon Airport objection for the following reasons:
- There is a need for additional industrial zoned land in Greater Geelong.
 - Proposed Amendments C444 and C453 will assist meeting this need and will likely address short term need supply needs in a way that other future precincts will not.
 - Although industrial land in the GAEP West area is also likely to be developed in the relatively short term, its primary competitive advantage is likely to be its ability to provide high amenity industrial land at a scale that will be meet national, state and regional level needs.
 - In contrast, the Lara Business Precinct is more likely to address demand at a regional and local level.

1.0. Introduction

Professional Details

- 1.1. My name is John Christopher McNeill. I practice as Director, Economics at Colliers Urban Planning (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 residential and industrial land analysis and greenfield development, urban policy analysis, and highest and best use assessments, which I have undertaken for a wide range of public and private sector clients throughout Australia.
- 1.4. The opinions expressed herein are made by me in reliance upon my above expertise.
- 1.5. I am a Fellow of the Victorian Planning and Environmental Law Association.

Background

- 1.6. Norton Rose Fulbright act for Lara Farms Pty Ltd (Lara Farms), which controls a consolidated land area comprising 6-156 Canterbury Road East, 705-765 Princes Highway, 785-805 Princes Highway and 610 Rennie Street, Lara (the Subject Land).
- 1.7. Lara Farms is the proponent for Amendment C444ggee (the Residential Amendment) and Amendment C453ggee (the Business Park Amendment) that, collectively, propose to facilitate the development of the Subject Land for urban purposes, generally in accordance with the Planning Policy Framework and various strategic documents including the G21 Regional Growth Plan, City of Greater Geelong Settlement Strategy and Lara Structure Plan respectively.
- 1.8. The Residential Amendment proposes:
 - Rezoning the land from the Farming Zone (FZ) to General Residential Zone – Schedule 1 (GRZ1) with a relatively small wedge rezoned from the FZ to the Industrial 3 Zone (IN3Z).
 - Inserting a new Development Plan Overlay - Schedule 48 – South East Lara Residential Growth Area (DPO48) to guide future land use and development outcomes.
 - Applying the Environmental Audit Overlay (EAO) to ensure that potentially contaminated land is assessed, and, where necessary, remediated prior to the use or development that could pose a risk to human health or the environment.
 - Amending the What does this Planning Scheme consist of? (Clause 72.03) to insert the new map 19DPO proposed to comprise part of the Scheme.
 - Amending maps 18ZN, 19ZN and 18DPO.
 - Inserting maps 19DPO and 19EAO.
- 1.9. The Business Park Amendment proposes:
 - Rezoning the land from the FZ to the Industrial 1 Zone (IN1Z) and the IN3Z.
 - Applying the Design and Development Overlay – Schedule 55 (DDO55).
 - Amending maps 18ZN, 19ZN, 26ZN, 18DDO, 19DDO and 26DDO.
- 1.10. Both Amendments relate exclusively to the Subject Land controlled by Lara Farms. The land affected by the Amendments is shown by **Figure 1**.

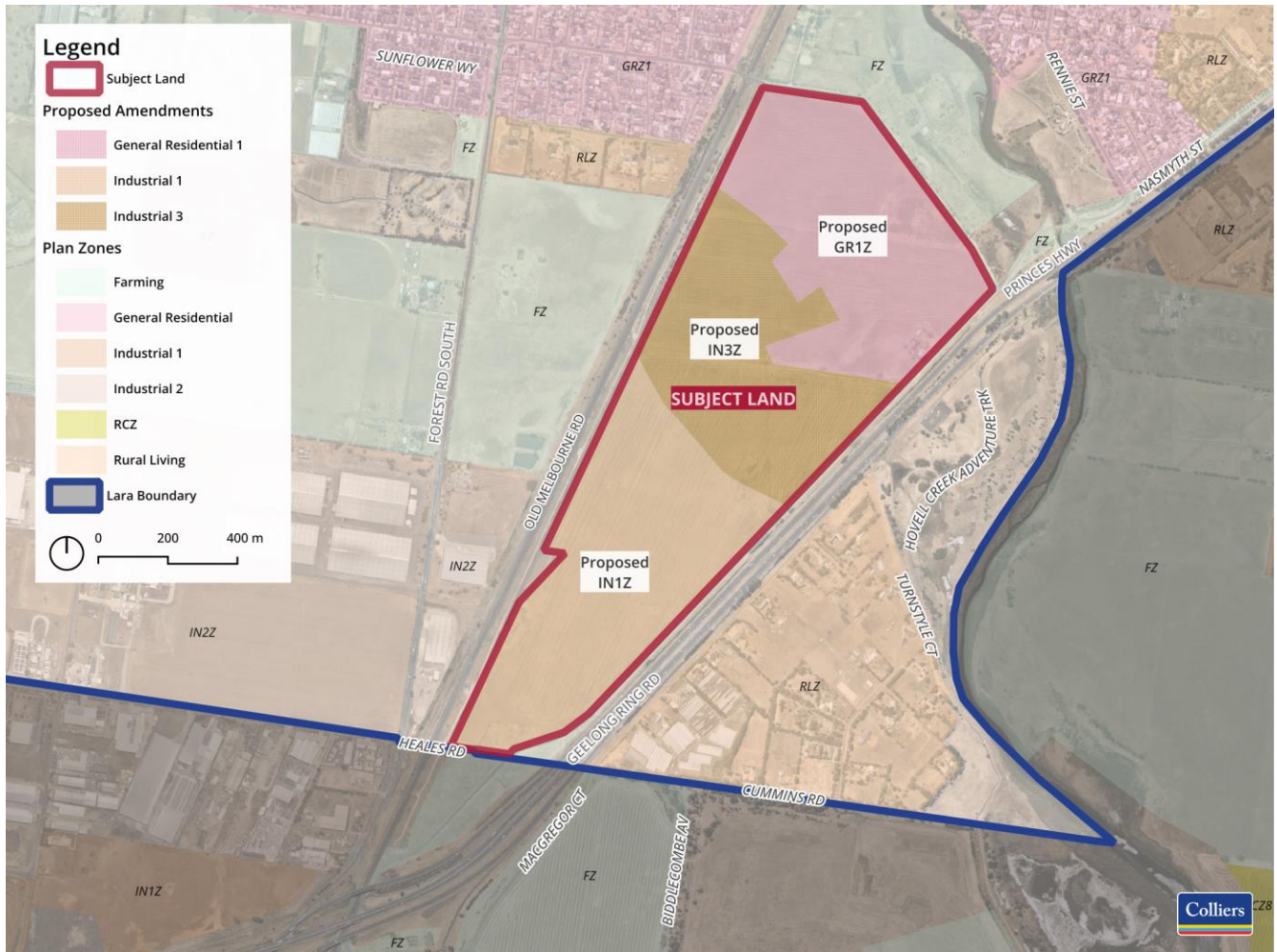


Figure 1 The Residential and Business Park Amendment Land

Source: Colliers Urban Planning

Instructions

- 1.11. I received my instructions from Norton Rose Fulbright by way of a Preliminary Brief dated 8 December 2025. My instructions are to:
- *Review of this memorandum and the background materials in your brief*
 - *Provision of your independent expert opinion in respect of the appropriateness of the proposed Amendments, having regard to relevant matters within the limits of your expertise*
 - *If instructed, preparation of an expert witness statement*
 - *If instructed, appearance before the Panel, to provide independent expert evidence.*
- 1.12. The approach I have taken, having regard for my area of expertise, is to address the following matters:
- The appropriateness of Amendment C444, having regard for:
 - The supply of and demand for residential land in the Lara area but also having regard (at a higher level) for residential supply and demand in the broader Geelong market.
 - A response to relevant sections of Clause 11 of the Greater Geelong Planning Scheme in light of recent changes as a result of Amendment VC283.
 - A contextual background concerning the National and Victorian housing crisis.
 - The appropriateness of Amendment C444, having regard for:
 - The supply of and demand for industrial land in Greater Geelong, with a particular focus on northern Geelong.
 - A delineation between the types of industrial supply provided (or likely to be provided) in different industrial precincts across Geelong.
 - Response to submissions made by other parties.

Preparation

- 1.13. In preparing this statement:
- 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 the Panel 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.
 - I have neither received nor accepted any instructions to adopt or reject any particular opinion in preparing my evidence.
 - 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 Panel.
 - I have considered the relevant documents disclosed by the parties to this proceeding as well as the documents listed in this report.
- 1.14. Jack O'Connor, an Associate Director in the economics team and Rita Lu, an Economist at Colliers Urban Planning, have assisted me in preparing this statement.

Materials relied upon in preparing my evidence

- 1.15. I have relied on the following material in preparing this evidence:
- Explanatory Report, Amendments C444 and C453
 - Amendment Document for proposed Amendments C444 and C453 to the Greater Geelong Planning Scheme
 - ABS Estimated Resident Population (ERP);
 - Google Earth (satellite imagery dated 31st December 2020 and 15 October 2025)
 - ABS Census of Population and Housing 2021;
 - Pricer Regional Comparison data;
 - Greater Geelong Planning Scheme
 - Victoria in Future (VIF) Population Projections 2023;
 - Northern & Western Geelong Growth Areas Framework Plan (City of Greater Geelong, 2019)
 - City of Greater Geelong Settlement Strategy (City of Greater Geelong with Spatial Economics, August 2020)
 - Draft City of Greater Geelong Industrial Land Supply Review (Charter Keck Cramer, 2025)
 - Greater Geelong Settlement Strategy (City of Greater Geelong, 2020)
 - Greater Geelong Broadhectare Residential Land Supply and Demand Assessment (Spatial Economics, 2022)
 - Amendment Documentation for proposed Amendment C477 (Greater Avalon Employment Precinct)
 - Greater Avalon Employment Precinct Economic Scoping Study and Planning Framework, SGS Economics and Planning (November 2025)

2.0. Location and Planning Policy Context

Lara and Surrounds

- 2.1. Lara is a developing urban settlement that represents the most northern extent of the Greater Geelong Urban Area. Lara accommodated a residential population of approximately 22,970 in 2024.
- 2.2. The urban area is situated north-west of the Princes Freeway at the northern approach to Geelong and prior to the Geelong Ring Road bypass. It is approximately 14km north of the Geelong CBD and 54km south-west of the Melbourne CBD (direct distance).
- 2.3. Lara's town centre is located west of Hovells Creek and is anchored by full-line Coles and Woolworths supermarkets. Lara can be accessed from:
 - The Princes Freeway via Avalon Road (diamond interchange) and McClelland Avenue.
 - Bacchus Marsh Road via Elcho Road and Patullos Road.
- 2.4. The Lara Train Station, located on the Geelong-Melbourne Rail Line, is within walking distance of the town centre and has Vline (Geelong Line) passenger services to Southern Cross Station and Geelong approximately every 30 minutes. Lara Station is the closest station to Melbourne (and Southern Cross Station) in Greater Geelong.
- 2.5. A secondary, lower-order neighbourhood centre is situated east of Hovells Creek on Patullos Road and supports a Police Station, medical centre, and a small cluster of shopfronts.
- 2.6. Lara contains three primary schools (Lara Primary School, Lara Lakes Primary School and St Anthony's Primary School) and a secondary school (Lara Secondary College).
- 2.7. Lara's established residential areas in the General Residential Zone – Schedule 1 (GRZ1) surround both activity centres previously mentioned).
- 2.8. In the last 15-20 years, the development of new residential estates to the west of Lara has seen the urban area expand and increase in population. Significant urban growth has occurred at:
 - Grand Lakes Estate, constructed from around 2008 to 2015
 - Manzeene Avenue urban consolidation area
 - Lara West Growth Area.
- 2.9. The Lara West Growth Area in particular, situated directly west of Ohallorans Road, was gazetted in 2014 and, at completion, will accommodate in the order of 4,000+ dwellings and support more than 11,000 residents as well as:
 - A 3.5-hectare (ha) employment precinct
 - A neighbourhood activity centre and local activity centre
 - State secondary and primary schools and an independent primary school.
- 2.10. The Geelong Regional Employment Precinct (GREP) is located south of Lara (but north of the Ring Road) and accommodates medium and larger footprint occupiers mainly aligned with the construction, agriculture, manufacturing and freight sectors. The majority of GREP is in the Industrial 2 Zone (IN2Z).
- 2.11. Design and Development Overlay 18 (DDO18) affects the entire GREP precinct – including the smaller area of IN1Z adjacent the Geelong Ring Road. It includes minimum lot sizes for subdivision by sub-precinct ranging from 2,000m² to 5ha, to ensure a supply of larger industrial lots are provided to the market. In this context, the focus of the GREP is not in providing smaller lot service industry.
- 2.12. Notwithstanding, GREP represents Geelong's primary source of vacant zoned industrial supply, noting that many of Geelong's existing industrial estates contain significant areas that are theoretically underutilised. This is discussed further in Section 4 of my Evidence.

- 2.13. Other important features in the Lara area include:
- Avalon Airport, a domestic and emerging international airport on Commonwealth Land, is accessed via Beach Road. Avalon Airport is situated several kilometres west of Lara and is accessed via the Beach Road-Princes Freeway interchange which is approximately 3.7kms north-east of the Avalon Road-Princes Freeway interchange at Lara. The development of a range of non-aviation uses at Avalon Airport is guided by the Avalon Airport Masterplan and includes large distribution centres for Petstock and Cotton On, an Australia Post parcel facility, and assembly plant for Hanwha Defence Australia.
 - Two growth areas, the Northern Geelong Growth Area (NGGA) and Western Geelong Growth Area (WGGA), are situated directly west (NGGA) of the Lara West Precinct Structure Plan area, and 13kms south-west of Lara. The NGGA and WGGA are Greater Geelong's next major urban development areas. Between them, the NGGA and WGGA will support in the order of 40,000 dwellings with approximately 112,000 residents¹. Of most relevance to Lara is the NGGA (approximately 17,000 dwellings and 47,800 residents). A precinct structure plan for the Creamery Road precinct in the WGGA has been drafted and is in the process of being refined in response to feedback from a Standing Advisory Committee in 2025. I am instructed that a further referral to the Standing Advisory Committee in relation to this matter is in progress. Precinct structure plans for Elcho Road East and Elcho Road West precincts in the NGGA are currently in preparation.
- 2.14. Overall, Lara is strategically located at the very northern extent of the Greater Geelong urban area region and is afforded convenient access to central and western Melbourne via the Princes Freeway and Geelong Rail Line. Because of this, a higher share of Lara residents commute to Melbourne for work (relative to Greater Geelong as a whole).²

Subject Land Locational Context

- 2.15. The Subject Land is located approximately 1.5km southwest of Lara's town centre, and is bounded by:
- Canterbury Road, to the north
 - Rennie Street and the Princes Freeway, to the east
 - The Geelong Rail Line, to the west.
- 2.16. Access to the Subject Land for southwest-bound Princes Freeway traffic is via the Shell Parade (slip lane) and Rennie Street. The ability of northeast-bound Princes Freeway traffic to access to the Subject Land is less straightforward and involves turning left into Lara at the Avalon Road diamond interchange and travelling north along McClelland Avenue and south on Rennie Street. Alternatively, north-east bound traffic could turn north off the Geelong Ring Road at the Bacchus Marsh Road interchange and access the Subject Land by travelling north on Bacchus Marsh Road, east on Gibbons Road and west on Canterbury Road West and Canterbury Road East.

¹ The City of Greater Geelong, *Northern & Western Geelong Growth Areas Framework Plan*, 2019

² At the 2021 ABS Census, some 30% of Lara SA2's labour force commuted to Greater Melbourne compared to 15% in Greater Geelong.

Relevant Planning Policies

Regional and State Strategic Policies

Plan for Victoria

- 2.17. *Plan for Victoria (2025)* provides the overarching strategy for managing growth and change in Victoria, replacing *Plan Melbourne 2017-2050*. It builds on initiatives outlined in Victoria's Housing Statement (2024) and has been recently implemented in the Planning Policy Framework via Amendment VC283.
- 2.18. Of relevance, the Plan:
- Designates Geelong as a 'Major Regional City' – a new designation in Plan for Victoria for regional city's with more than 100,000 residents. The Plan notes that *"a major regional city has sufficient public transport, facilities and services, to be a location or a large number of new homes."* (pg.65)
 - Outlines municipal level housing targets for the 2023-2051 period to achieve the Victoria Government's objective of building 2.24 million homes across Victoria by 2051. Greater Geelong's is a net increase of +128,600 dwellings across the 2023 to 2051 period, comprising a greenfield target of 51,100 dwellings and an established area target of 77,500 dwellings (refer Greater Geelong Planning Scheme, Clause 16.01-1S, Table 2). Greater Geelong's housing target is the highest of all regional municipalities is significantly higher than Ballarat and Bendigo's housing targets combined.
 - Contains an Action to 'Carefully manage the outward sprawl of regional cities and towns' (Action 3) and notes *"boundaries for regional cities and towns can limit their outward expansion, so they have compact urban forms and we protect values beyond their boundaries, including our natural resources, biodiversity, landscapes and agricultural land."* (pg.74)
- 2.19. Regarding the movement of town or city boundaries (pg.74), Plan for Victoria states:
- *"Boundaries will only expand outward if this is consistent with the vision for these places and if and when councils and other authorities can provide the necessary infrastructure (such as water and sewerage) for more people."*
 - *"No changes are proposed to Melbourne's boundary or any protected settlement boundary."*
- 2.20. In effect, while the Greater Geelong boundary it not theoretically permanent, change would need to be consistent with the vision for Geelong and align with infrastructure provision. Conversely, townships in the nearby Bellarine Peninsula and Surf Coast LGAs have protected settlement boundaries, meaning that they are permanent.
- 2.21. This means that once remaining supply is extinguished in the Bellarine Peninsula and Surf Coast LGAs, the latent demand would need to be absorbed elsewhere (i.e. Greater Geelong).
- 2.22. Geelong's settlement boundary is depicted in Map 15: Geelong in the Future of Plan for Victoria (refer **Figure 2** below). The Subject Land is not located within the settlement boundary area and is designated as 'rural land'.

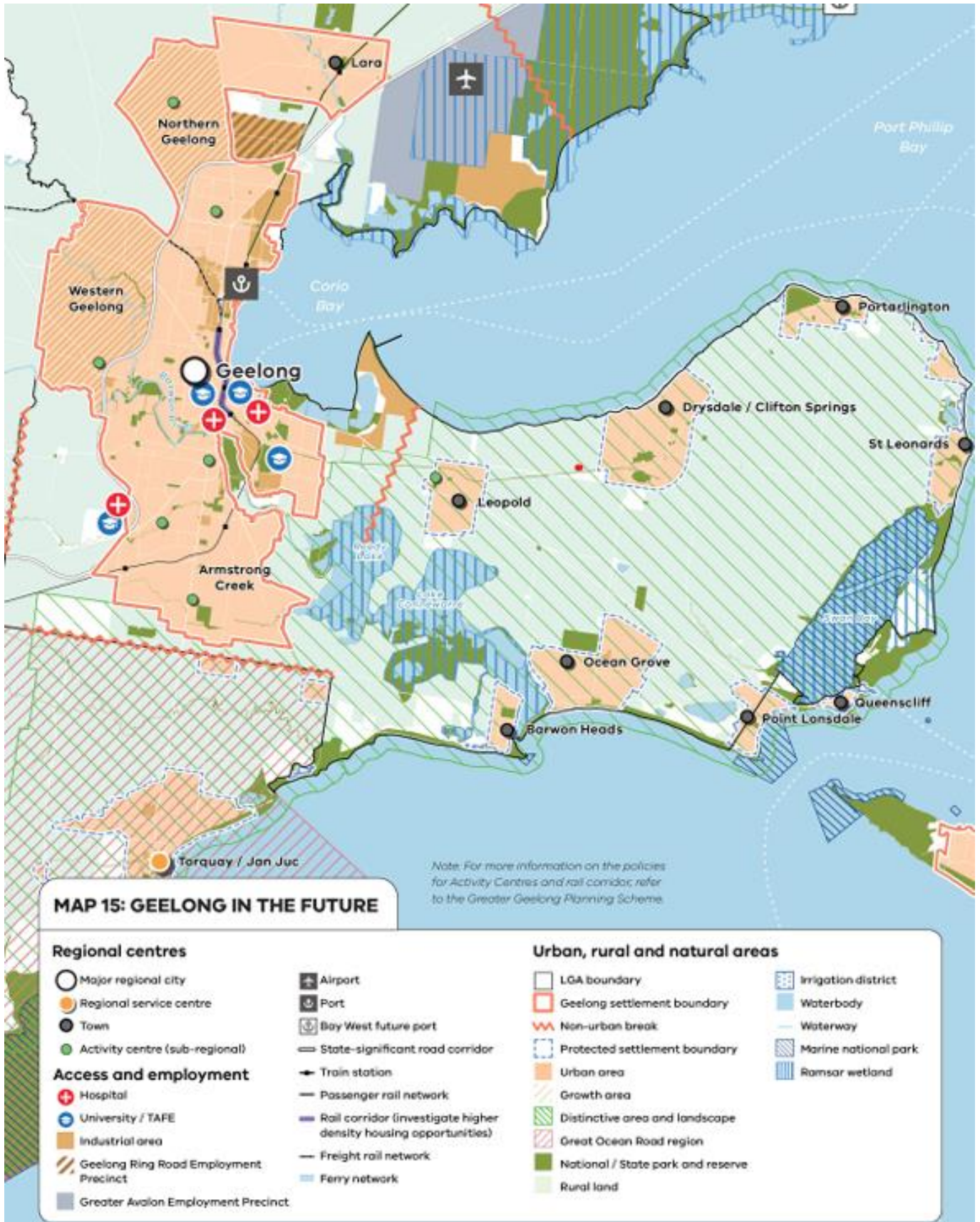


Figure 2 Greater Geelong in the Future

Source: Plan for Victoria

The City of Greater Geelong Settlement Strategy

- 2.23. Prepared in 2020 (and amended in 2021), The City of Greater Geelong Settlement Strategy (the Settlement Strategy) provides overarching guidance regarding where housing growth is to occur in Greater Geelong and the types of residential development required to meet future housing needs. The Strategy makes a range of recommendations to:
- Preserve significant landscapes and environments from urban encroachment.
 - Contain urban development within settlement boundaries.
 - Encourage urban consolidation, to increase the contribution it makes to the overall housing supply.
 - Manage future growth to deliver more sustainable, well-serviced communities.
- 2.24. These include principles and directions to:
- Pursue options to implement long-term settlement boundaries in Greater Geelong that generally reflect existing urban areas already identified in policy.
 - Direct the majority of future housing needs to urban Geelong (via infill development), Armstrong Creek and the NWGGA.
 - Facilitate infill development to increase its housing supply contribution to 50% by 2050.
 - Ensure housing diversity is achieved in existing and growth area communities including increased levels of social and affordable housing.
 - Monitor and review population growth, housing demand and development trends, and make adjustments as required.
- 2.25. The Housing Framework Plan from the Settlement Strategy is shown by **Figure 3**. The settlement boundary for urban Geelong depicted in the Framework Plan reflects that outlined in Plan for Victoria (refer previous **Figure 2**) and does not include the Subject Land.
- 2.26. Although the settlement boundary for Geelong's urban areas from the Settlement Strategy has been reflected in Plan for Victoria, guidance in Plan for Victoria regarding the share of growth to be delivered through infill development is more ambitious. Namely:
- The Settlement Strategy contains a direction to increase the housing contribution of infill development to 50% by 2047.
 - However, Plan for Victoria outlines a non-greenfield target of 51,100 dwellings from 2023 to 2051, or approximately 40% of the total dwelling target of 128,600 dwellings for Greater Geelong.

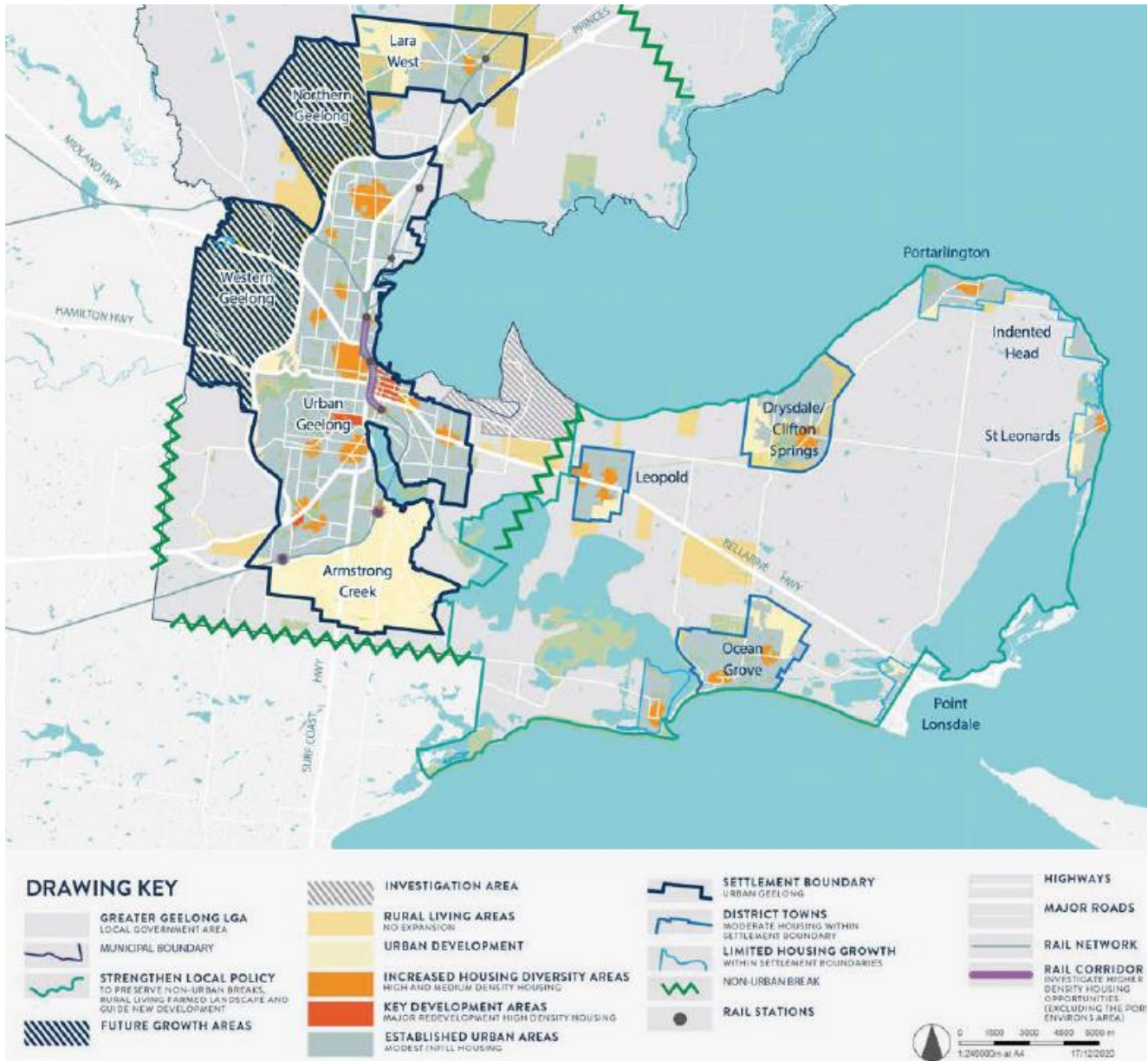


Figure 3 Greater Geelong Housing Framework – 2036

Source: Plan for Greater Geelong

Greater Geelong Planning Scheme

Municipal Planning Strategy

2.27. The Municipal Planning Strategy (or MPS) in the Greater Geelong Planning Scheme outlines the strategic planning vision for Greater Geelong.

2.28. Of relevance:

- **Clause 02.03-1** (Settlement) notes “Lara is a township designated for urban growth” and contains strategic directions to:
 - Maintain a compact urban form and provide for sustainable communities.
 - Protect and enhance key environmental, cultural and landscape features, including the rural characteristics of Lara.
 - Facilitate an adequate supply of residential and commercial land, community and recreation services and infrastructure.
 - Facilitate an efficient and integrated movement network for all modes of transport.
- The Housing and Settlement Framework Plan at **Clause 02.04-3** reflects that depicted in the Settlement Strategy.

Planning Policy Framework

- 2.29. The Planning Policy Framework (PPF) provides the State, Regional and Local objectives and strategies to manage land use and development in Greater Geelong.
- 2.30. **Clause 11.02-1S** (Development Capacity) has the Objective to *"ensure sufficient development opportunities are available to meet the needs of current and future Victorians"* and outlines Strategies, including:
- Ensure that sufficient land is available to meet forecast demand and the needs of current and future Victorians for commercial, retail, recreational, institutional and other community needs.
 - Ensure that at least a 15-year supply of land and development capacity is available to meet housing targets.
 - Plan to accommodate housing targets and provide clear direction on the locations where growth should occur and ensure sufficient realisable capacity in planning schemes.
- 2.31. **Clause 16.01-1S** (Housing Supply) contains a Strategy to *"accommodate housing targets specified in this clause by ensuring zones and overlays deliver sufficient realisable development capacity"* and references the Plan for Victoria housing targets.
- 2.32. **Clause 17.03-1S** (Industrial Land Supply) has the Objective *"to ensure availability of land for industry"* and includes Strategies to:
- Provide an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment
 - Identify land for industrial development in urban growth areas where:
 - Good access for employees, freight and road transport is available.
 - Appropriate buffer areas can be provided between the proposed industrial land and nearby sensitive land uses.
- 2.33. **Clause 17.03-1S** (Industrial Land Supply) outlined the Strategy *"provide sufficient industrial land to meet a range of industrial needs in Geelong, including small to medium sized industry."*

Local Strategies and Studies

Clause 11.01-1L-03 (Lara)

- 2.34. **Clause 11.01-1L-03** of the Greater Geelong Planning Scheme relates specifically to Lara. The Lara Structure Plan (refer **Figure 4**) seeks to contain development within a defined settlement boundary and designates the part of the Subject Land for 'Conventional residential' outcomes, with the balance of the land identified for 'Potential Open Space' and 'Potential Business Park' opportunities.

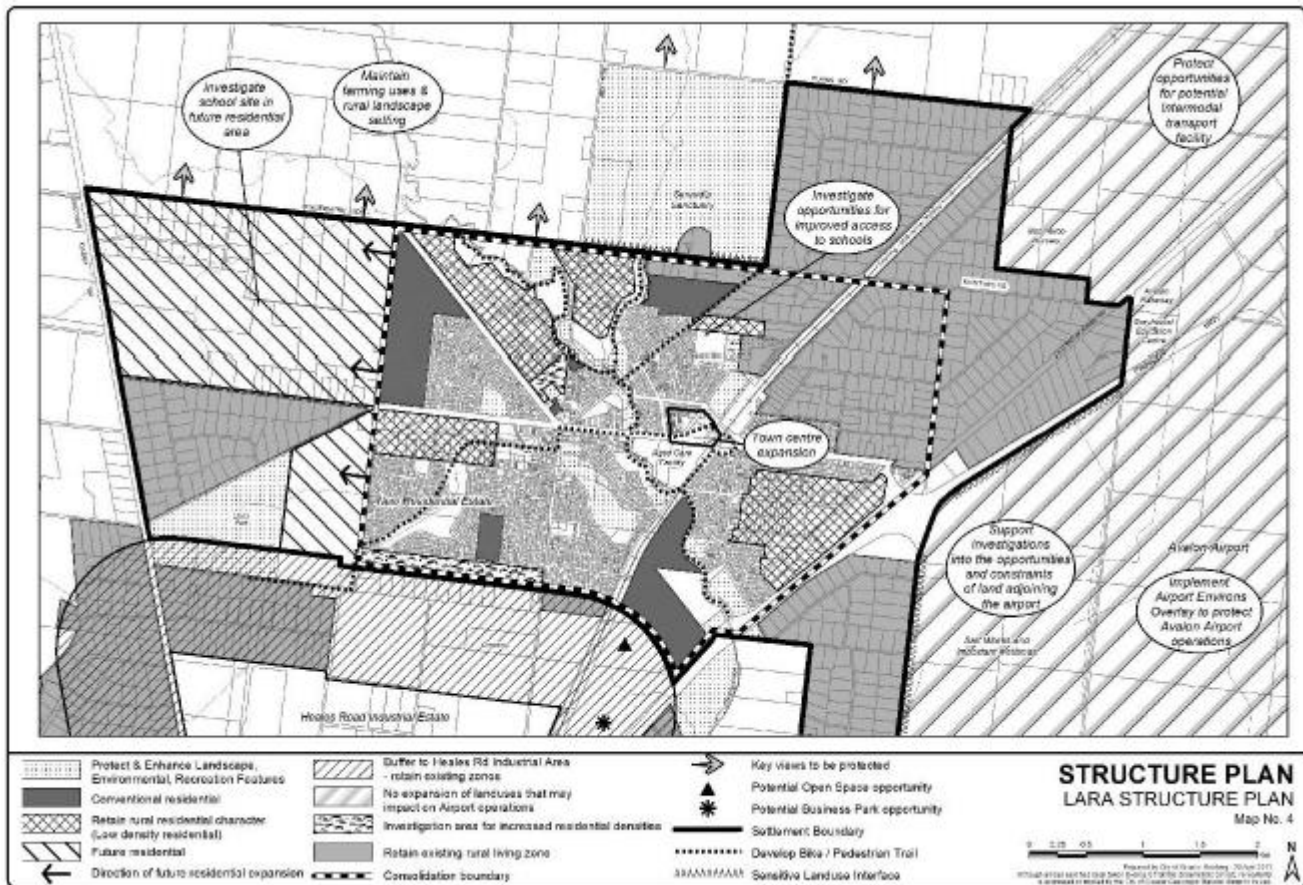


Figure 4 Lara Structure Plan

Source: clause 11.02-1L-03 (Greater Geelong Planning Scheme)

Draft City of Greater Geelong Industrial Land Supply Review (2025)

- 2.35. The draft Industrial Land Supply Review, which is still in draft form, was prepared by Charter Keck Cramer (CKC) for Greater Geelong City Council and considers the role and outlook of Greater Geelong’s established and emerging industrial precincts and the supply of land designated for industry. In my evidence I refer to the Industrial Land Supply Review as the draft CKC Report.
- 2.36. The draft CKC Report’s Key findings include:
- Greater Geelong’s industrial sector is increasing in terms of jobs, floor space and economic output, and is well positioned to grow further having regard for projected population and workforce growth, and the City’s road, rail, sea and air capability.
 - In the post-COVID-era the City’s industrial footprint has been expanding at over 21 ha annually.
 - Greater Geelong is “not well positioned to facilitate and sustain a broad spectrum of new industrial growth” (pg.6). By 2027, the industrial land supply in Geelong will be less than ten years (of industrial supply) and the City will be dependent on the Geelong Ring Road Employment Precinct (GREP) to accommodate broad hectare industrial demand. Approximately 73% of the City’s vacant industrial land supply is within the GREP which is subject to minimum lot sizes, according to Charter Keck Cramer.
- 2.37. The demand and supply findings from this report is discussed further in Section 4.
- 2.38. Among other aspects, the draft CKC Report recommends:
- That new industrial employment precincts in both the southern and northern areas of the municipality be identified and advanced as a core economic development priority. This includes “unencumbered broadhectare industrial land that can accommodate the needs of a broad spectrum of traditional and non-traditional industrial sectors including small and medium sized operations.” (pg.6)
 - That an Industrial Land Strategy be prepared providing an industrial development framework including current and future precincts.

- Future policy initiatives should assess the land use, economic and development implications of reforming lot size requirements including the implications of reform on the long-term role of the GREP as a large format business area.
- 2.39. It is stated that *“future industrial precincts at Avalon, Lara and Armstrong Creek will diversify and expand industrial land options”* (pg.6) and that *“new industrial land is in the process of being delivered in Lara”* (pg.6).
- 2.40. The ‘future industrial precinct at Lara’ is the proposed industrial component of the Subject Land which CKC refer to as ‘Lara Business Park’. It is noted that Lara Business Park:
- Has the potential to support approximately 78ha of new industrial supply (across the IN1Z and IN3Z) which would theoretically provide for 3 to 4 years of demand.
 - Would enable manufacturing, freight, logistics and service industries to operate in proximity to major transport infrastructure, including Avalon Airport, Lara Train Station as well as the GREP.
 - Is expected to support a range of employment-generating activities and contribute significantly to local job creation in southeast Lara.
- 2.41. Other future industrial precincts referenced by the document are:
- South West Geelong Investigation Area (i.e. the Boral land and the Western Industrial Precinct, which is situated within the Armstrong Creek Urban Growth Area) – 170ha of Net Development Area (NDA) ha
 - North-East Industrial Precinct (Armstrong Creek Urban Growth Area) – 76ha NDA
 - Greater Avalon Employment Precinct (GAEP) – 780ha NDA
- 2.42. GAEP is of most relevance to the Subject Land having regard for its location at the northern approach to Geelong and comprises land industrial land in the Avalon Airport Masterplan area and land immediately north and west of Avalon Airport (including the proposed MAB Business Park site). Refer Figure 5.
- 2.43. The draft CKC Report notes that GAEP is currently being planned by the VPA as part of its structure planning program and that it provides an opportunity to accommodate:
- *“Demand for traditional, large-scale industrial operations, as well as smaller, contemporary population serving firms, potentially alleviating existent pressure on the GREP to allow subdivision of smaller scale lots.”* (pg.68)
- 2.44. The industrial role and function of the GAEP relative to the Subject Land’s industrial component is discussed further in Section 4.

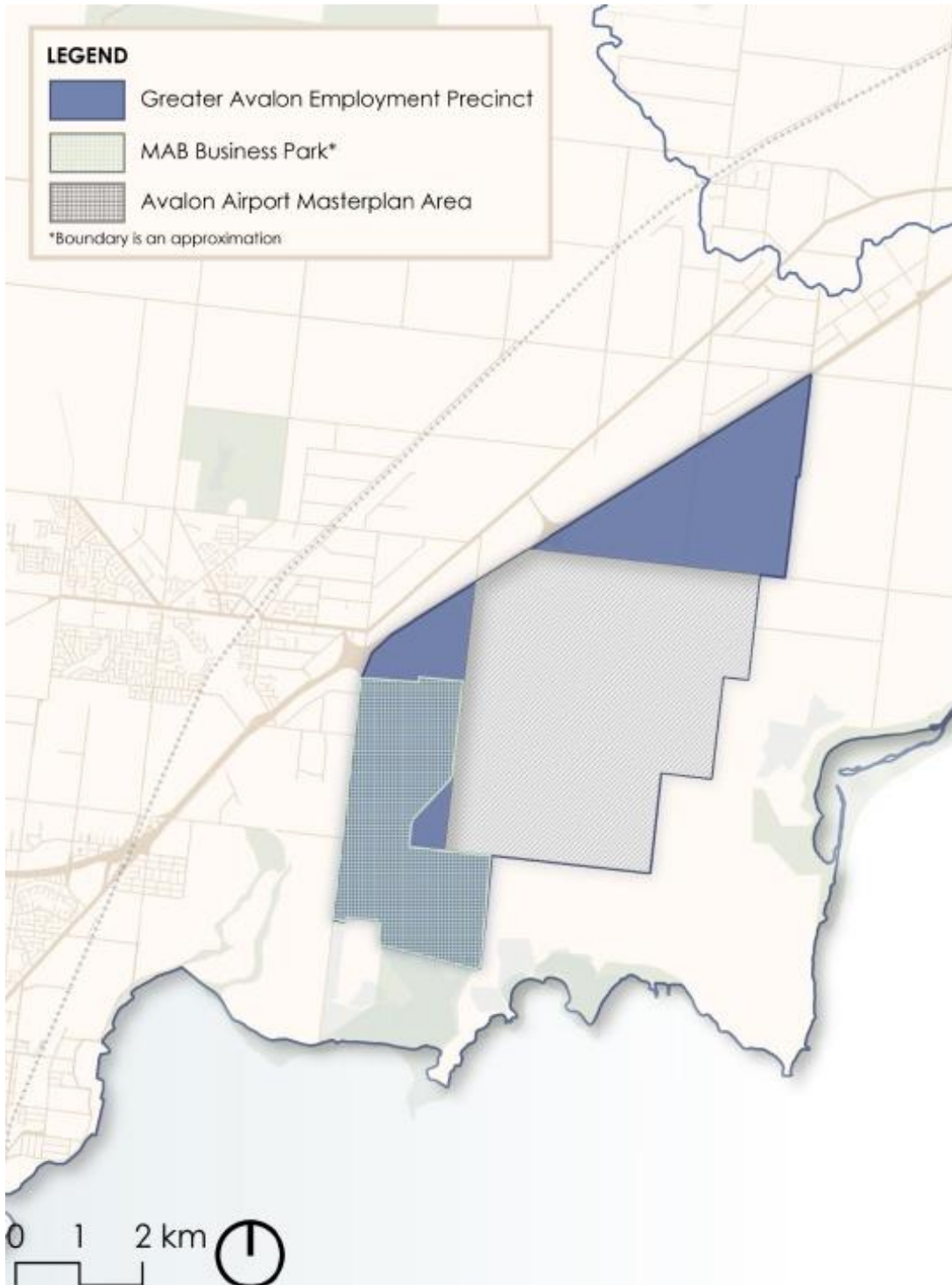


Figure 5 Greater Avalon Employment Precinct

Source: Draft Greater Geelong Industrial Land Review 2025

Broadhectare Residential Land Supply and Demand Assessment

- 2.45. Prepared for the City of Greater Geelong in April 2022, the Broadhectare Residential Land Supply and Demand Assessment was undertaken by consulting firm, Spatial Economics (the Spatial Economics Report).
- 2.46. The Spatial Economics Report provides a detailed assessment of the historic, current and future assessment of broadhectare residential land supply and demand across the municipal area of Geelong.
- 2.47. From a demand perspective, the Spatial Economics Report bases future dwelling requirements on a 2.5% population growth scenario. Based on this scenario, it is assumed that between 2022 and 2026, there will be a broadhectare growth requirement of approximately 47,640 additional dwellings.
- 2.48. As at March 2022, the Spatial Economics Report calculated a residential lot capacity within zoned broadhectare sites of approximately 25,000 lots across the municipal area of Geelong. In addition to the zoned land stocks, the Spatial Economics Report estimated capacity in land identified for future broadhectare residential development (but at that stage unzoned) equivalent to 45,300 dwellings. At the time the report was written, the bulk of the unzoned supply (88%) was located in the Northern Geelong Growth Area and Western Geelong Growth Area.

3.0. Residential Assessment

3.1. In this section of my evidence statement I consider the future demand for dwellings in Lara, by analysing recent and future population growth, housing targets and dwelling approvals, and undertake a residential supply assessment at the local Lara level. Note: Lara has been defined by the SA2 boundary for the purposes of this analysis.

Residential Demand

- 3.2. Population growth in Lara has averaged +550 persons (or +2.9%) per annum from 2011 to 2024 (**Table 1**). Recent population increase has been strong, in the order of +700 persons (or +3.3%) per annum from 2021 to 2024. This can be attributed to stages of the Lara West Growth Area developments coming online from 2021, and strong residential market conditions post pandemic.
- 3.3. Forecast population has been calculated based on the State Government’s Victoria in Future 2023 (VIF 2023) population projections and rebased using the latest Estimated Resident Population (ERP 2024). Population is broadly consistent with growth experience in the most recent ten-year period, and is expected to increase, on average, at +500 persons per annum, reaching 30,800 persons by 2041 (**Table 2**).
- 3.4. An additional +4,270 additional dwellings are required between 2021- 2036 (**Table 3**) to meet projected population growth in Lara. This equates to average annual growth of +2.3% per annum, or +210 new dwellings per annum. For reference, dwellings are forecast to grow at +2.2% per annum in Greater Geelong and +1.7% per annum across Victoria over this period.
- 3.5. Victorian housing targets (2023-2051) are set out at Clause 16.01-1S of the Greater Geelong Planning Scheme. A housing target of 128,600 additional dwellings has been set for Greater Geelong (**Table 4**), which equates to an average annual figure of 4,593 per annum. For Greater Geelong, the housing target has been split between targets of 51,100 dwellings in greenfield areas (an average of 1,825 per annum), and an established area target of 77,500 dwellings (6,339 per annum).

Table 1 Lara Historical Population, 2011-2024

Category	2011	2016	2021	2024	Change 2011-2024
Population	15,860	18,590	20,860	22,970	7,110
Annual Average Growth (no.)		+550	+450	+700	+550
Annual Average Growth (%)		+3.2%	+2.3%	+3.3%	+2.9%
Greater Geelong		+2.1%	+2.5%	+2.2%	+2.3%
Victoria		+2.2%	+1.2%	+2.1%	+1.8%

Source: ABS ERP; Colliers Urban Planning

Table 2 Lara Population Projections, 2021 – 2041

Category	2021	2026	2031	2036	2041	Change 2021-2041
Population	20,860	23,950	26,300	28,550	30,800	+9,940
Annual Average Growth (no.)		+620	+470	+450	+450	+500
Annual Average Growth (%)		+2.8%	+1.9%	+1.7%	+1.5%	+2.0%
Greater Geelong		+2.2%	+2.1%	+1.9%	+1.9%	+2.1%
Victoria		+1.9%	+1.7%	+1.6%	+1.6%	+1.7%

Source: VIF2023; Colliers Urban Planning

Table 3 Lara Dwelling Projections, 2021-2041

Category	2021	2026	2031	2036	2041	Change 2021-2041
Dwellings	7,520	8,610	9,670	10,740	11,790	+4,270
Annual Average Growth (no.)		+220	+210	+210	+210	+210
Annual Average Growth (%)		+2.7%	+2.3%	+2.1%	+2.1%	+2.3%
Greater Geelong		+2.5%	+2.2%	+2.0%	+2.0%	+2.2%
Victoria		+1.9%	+1.7%	+1.7%	+1.7%	+1.8%

Source: VIF 2023; Colliers Urban Planning

Table 4 Greater Geelong Housing Target

LGA	Non-Greenfield Target	Greenfield Target	Total	Non-Greenfield Target	Greenfield Target
Greater Geelong	77,500	51,100	128,600	60%	40%

Source: Victoria Government of Transport and Planning; Colliers Urban Planning

- 3.6. Recent dwelling approvals in Lara are presented below and provide a useful guide to potential future building activity.
- 3.7. The level of dwelling approvals in Lara has significantly increased in recent years, with the highest record of approximately 490 approvals recorded in 2021 (Figure 6). Again, the surge in dwelling approvals from 2021 coincides with the availability of titled lots in the Lara West Structure Plan area.
- 3.8. From July 2011 to June 2020, approximately 150 approvals per annum were recorded on average, representing an average of 5.6% of the total Greater Geelong market. New level of approvals since July 2020 (average of 430 approvals per annum) accounted for approximately 11.8% of the Greater Geelong market.
- 3.9. Dwelling activity is broadly aligned with Greater Geelong trends, with the highest level recorded in 2021, and sustained activity since (Figure 7).

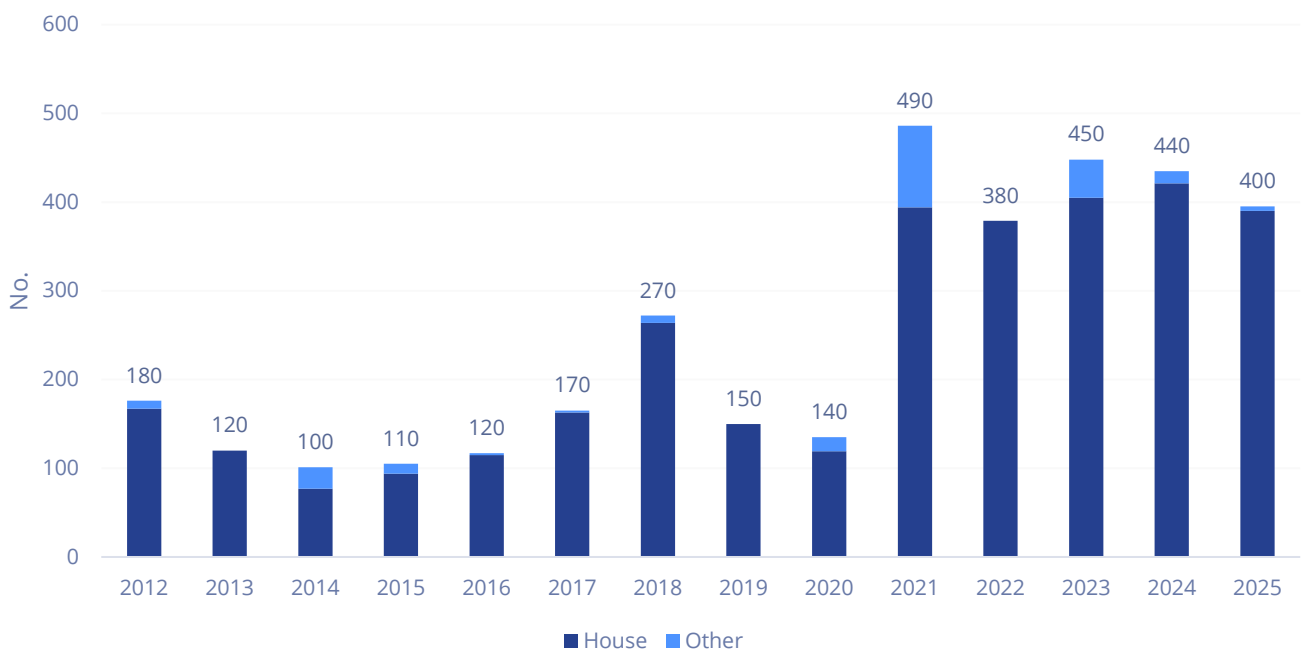


Figure 6 Dwelling Approvals Lara, 2012-2025 (Financial Year)

Source: ABS Building Approvals; Colliers Urban Planning

Note: Figures Rounded

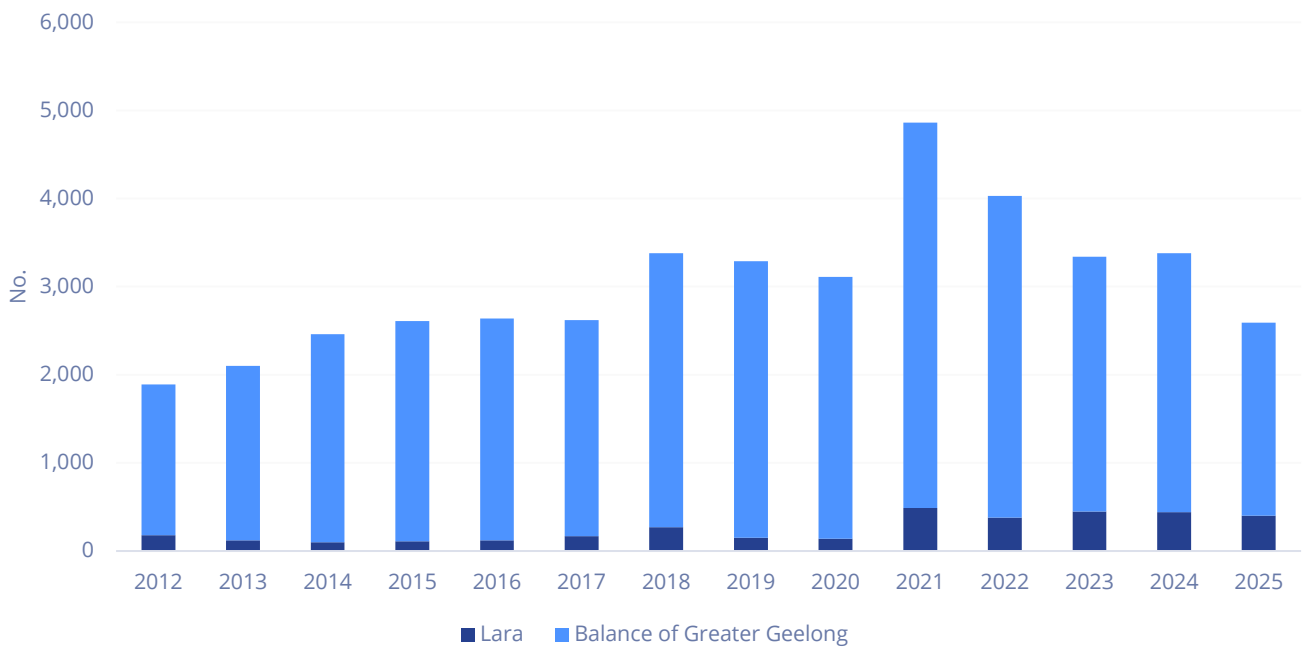


Figure 7 Dwelling Approvals Lara and Greater Geelong, 2012 - 2025

Source: ABS Building Approvals; Colliers Urban Planning

3.10. Lara's relative affordability compared to selected suburbs in Geelong and Greater Melbourne is outlined in **Table 5**. In 2025 detached dwellings are 19% more affordable than Greater Melbourne. Combined with its proximity and accessibility, Lara presents an affordable and attractive greenfield option, evidenced by strong growth over recent years.

Table 5 Comparison of Median House Prices by Suburb and the Greater Melbourne Benchmark

Year	Lara	Armstrong Creek	Geelong West	Geelong CBD	Greater Melbourne
2015	\$380,000	\$440,000	\$487,500	\$590,000	\$586,000
2020	\$577,500	\$550,000	\$752,500	\$882,000	\$755,000
2025	\$694,500	\$665,000	\$725,250	\$920,500	\$858,000

Source: Pricefinder; Colliers Urban Planning

3.11. The socio-economic context of Lara is characterised by a higher-than-average number of couple families with children, which is typical of areas with new greenfields estates (**Table 6**).

3.12. Residents are typically younger, higher income earners with a higher proportion of detached dwellings than Greater Geelong and the Victorian average.

3.13. Other findings include:

- Average household size is larger (2.7 persons), and more than three quarters of households are families (76.7%).
- Occupancy rate is higher and more dwellings are owned with a mortgage, which suggests the land is geared toward younger families and first home buyers.

3.14. Overall, Lara's socioeconomic profile aligns with a growing, greenfield growth area.

Table 6 Socio-economic Profile Lara and benchmarks, 2021

Category	Lara	Greater Geelong	Victoria
<u>Income</u>			
Median individual income (annual)	\$43,890	\$40,070	\$41,810
Median household income (annual)	\$104,630	\$83,010	\$92,550
<i>Variation from Victoria median</i>	+13.1%	-10.3%	n.a.
<u>Age Structure</u>			
0-4 years	6.3%	5.7%	5.8%
5-19 years	18.6%	17.5%	17.8%
20-34 years	21.6%	20.4%	21.3%
35-64 years	38.7%	36.7%	38.3%
65-84 years	13.3%	17.1%	14.6%
85 years and over	1.6%	2.5%	2.2%
Median Age (years)	37.1	39.5	38.3
<u>Country of Birth</u>			
Australia	83.5%	81.5%	69.9%
Other Major English Speaking Countries	6.3%	6.3%	6.0%
Other Overseas Born	10.3%	12.2%	24.1%
<i>% speak English only at home</i>	89.4%	87.6%	71.5%
<u>Household Composition</u>			
<i>Couple family with no children</i>	27.6%	27.8%	25.9%
<i>Couple family with children</i>	<u>37.4%</u>	<u>28.5%</u>	<u>32.5%</u>
Couple family - Total	65.0%	56.4%	58.4%
One parent family	11.1%	11.1%	10.7%
Family households - Total	76.7%	68.5%	70.1%
Lone person household	21.3%	27.7%	26.0%
Group household	2.0%	3.8%	3.9%
<u>Dwelling Structure (Occupied Private Dwellings)</u>			
Separate house	89.7%	86.5%	73.6%
Semi-detached, row or terrace house, townhouse etc.	9.5%	10.5%	13.9%
Flat, unit or apartment	0.8%	2.5%	12.1%
<i>Occupancy rate</i>	95.7%	89.4%	88.9%
Average household size	2.7	2.4	2.5
<u>Tenure Type (Occupied Private Dwellings)</u>			
Owned outright	30.7%	34.7%	32.9%
Owned with a mortgage	46.7%	35.2%	36.9%
Rented	21.4%	28.3%	28.6%
<u>Housing Costs</u>			
Median monthly mortgage repayment	\$1,782	\$1,714	\$1,892
Median mortgage as a share of median household income	20.4%	24.8%	24.5%
Median weekly rents	\$381	\$349	\$381
Median rent as a share of median household income	18.9%	21.8%	21.4%

Source: ABS Census 2021; Colliers Urban Planning

Supply Framework

3.15. This section of my evidence provides a measure of lot supply in Lara.

Estimate of Supply

- 3.16. An assessment of land supply has been undertaken based on aerial imagery dated 15 October 2025. The assessment of supply includes the following supply categories:
- Remaining supply in the Lara West Growth Area (shown in **Figure 8**)
 - Single Vacant Lots in the balance of the established Lara area (shown in **Figure 9**)
- 3.17. The estimate of residual supply in active estates in the Lara West Growth Area is informed by current masterplans available and further enquiries made 17th February 2026.
- 3.18. The supply assessment provides for a total potential yield of 2,455 lots in Lara. With 2,394 lots situated in the Lara West Growth Area, equating to 97.5% of the theoretical supply (**Table 7**). Note: This figure does not include a potential future yield from the Subject Land.
- 3.19. I have not applied an estimate of the potential yield from the former rural-residential areas in the north-west and south-east parts of the Lara West Growth Area. Although these areas can be expected to be re-subdivided over time to accommodate conventional urban densities, it is my expectation that the majority of this potential development activity will occur beyond a reasonable planning timeframe of 15 years.

Table 7 *Theoretical Supply of Vacant Lots in Lara*

Lara Vacant Lots	Remaining Supply
Active Estates in the Lara West Growth Area	
Austin	860
Coridale	706
Lara Lakes	416
Parkview	409
Vacant Rural Residential Blocks in Lara West Growth Area	3
Lara West Growth Area	2,394
Single Vacant Lots in the Balance of the Established Lara Area	61
Total	2,455

Source: Colliers Urban Planning

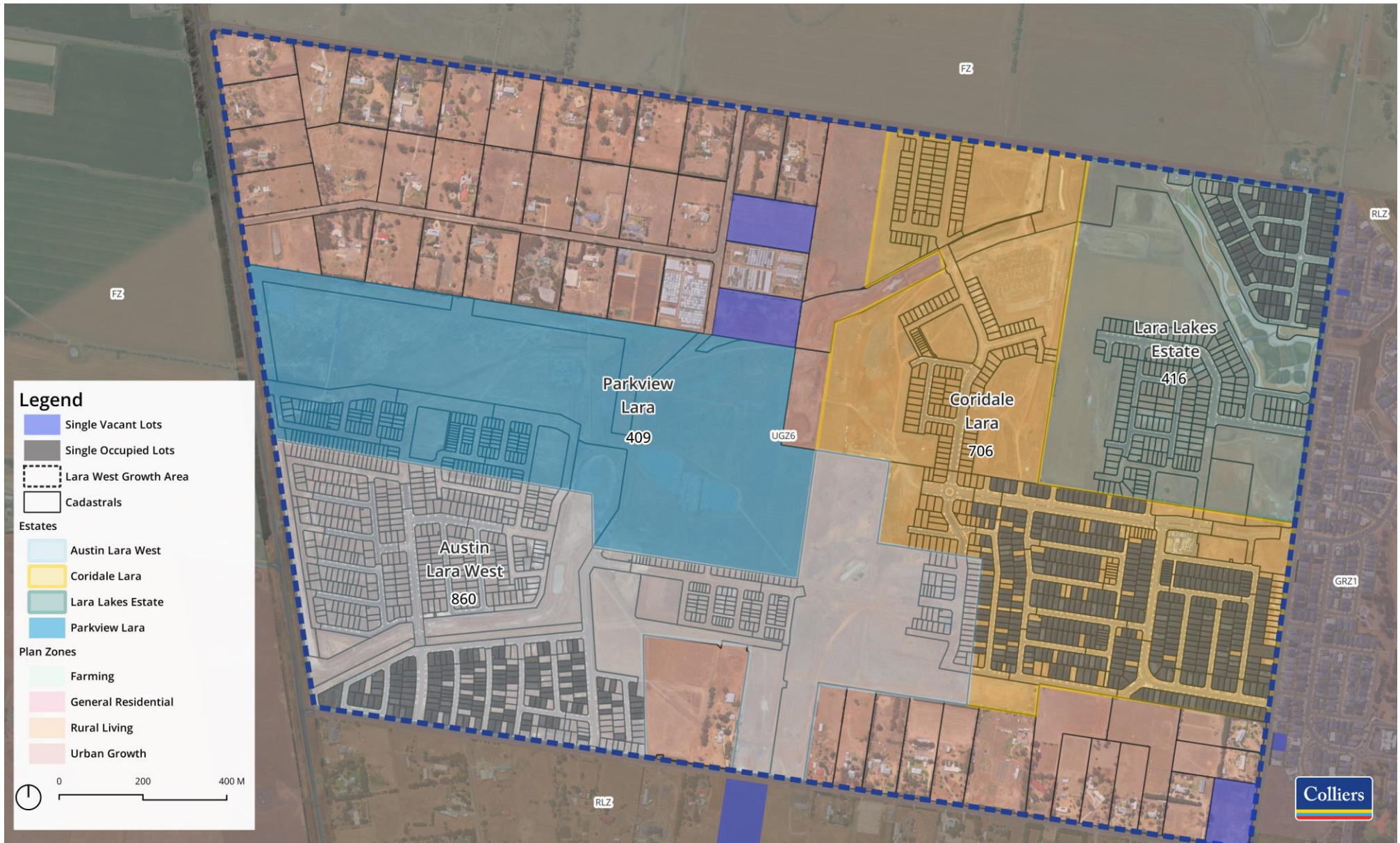


Figure 8 Lara West Growth Area

Source: Colliers Urban Planning

Legend

- Single Vacant Lots
 - Lara West Growth Area
 - Lara Estates**
 - Austin Lara West
 - Coridale Lara
 - Lara Lakes Estate
 - Parkview Lara
 - Plan Zones**
 - Farming
 - General Residential
 - Low Density Residential
 - Rural Living
 - Urban Growth
 - Lara Study Area
- 0 0.9 1.8 KM

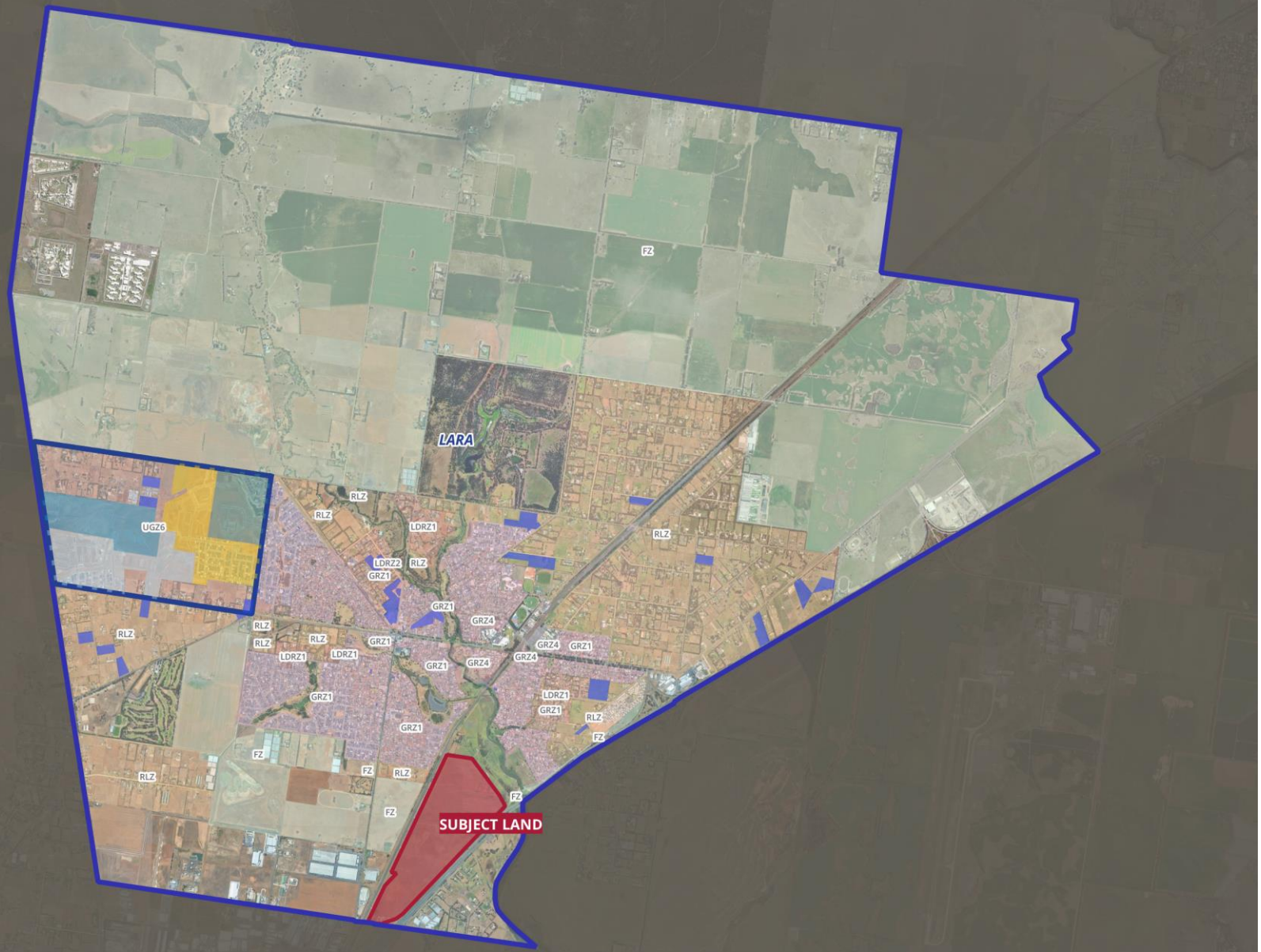


Figure 9 Theoretical Supply Map

Source: Colliers Urban Planning

Regional Supply Considerations

- 3.20. As Victoria's second largest urban area, Geelong requires multiple sources of future land supply and, at present, Armstrong Creek remains the most significant active growth area in the municipality.
- 3.21. Armstrong Creek commenced development activity in 2014 and, at completion, is expected to accommodate in the order of 22,000 new dwellings. Recently dwelling approval activity in the Armstrong Creek has been consistently 1,000+ dwellings per annum.
- 3.22. After a high-level review of aerial imagery on 10th of March 2026, I estimate that approximately 75% of supply has already been extinguished in the Armstrong Creek Urban Growth Area. Residual supply in Armstrong Creek is likely to be delivered steadily over the next 3-4 years but may then slow as remaining supply is more slowly delivered due to servicing challenges.

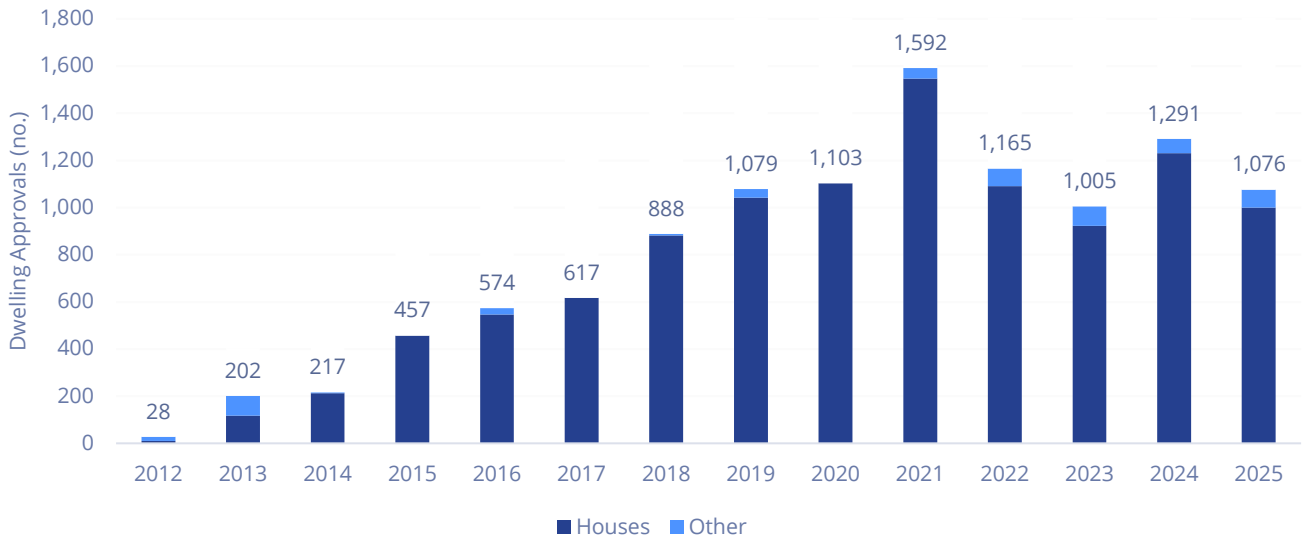


Figure 10 Armstrong Creek Building Approvals, 2012 - 2025

Source: Colliers Urban Planning

Contribution to Adequacy of Supply

- 3.23. The adequacy of supply is measured by dividing supply (measured in terms of potential lots) by average annual demand. The result is a figure expressed in terms of years.
- 3.24. In an urban area such as Lara, future growth is largely dependent on the availability of future greenfield supply. As the spatial area of Lara is limited in terms of its future capacity for additional greenfield growth it is therefore not appropriate to assume that recent growth rates will be replicated over the long-term future.
- 3.25. Two indicators of demand are outlined in **Table 8**;
 - VIF Dwelling Projections (2021-2041) @ 210 dwellings per annum.
 - Average Building Approvals (2021-2025) @ 430 dwellings per annum.

Table 8 Indicative Lara Dwelling Demand Figures, for comparison

Category	Annual Number
VIF Dwelling Projections 2021-2041	210
Average Building Approvals 2021-2025	430

Source: VIF 2023; ABS Building Approvals; Colliers Urban Planning

- 3.26. I note that demand in Lara has been resilient despite a downturn in market conditions over the past 3 years. My expectation is that demand will remain relatively strong for as long as land continues to be brought to the market in the Lara West Growth Area. Beyond that however, I would expect demand to decrease for the simple reason that supply will not be available.

- 3.27. This paradoxical situation means it is difficult to land on a specific demand figure for Lara. A reasonable assumption in my opinion, is to adopt a figure that reflects the short to medium situation in which ongoing supply will be available, but acknowledge that, longer term, there will be supply limitations within the Lara area.
- 3.28. To test the adequacy of supply in Lara, I have adopted a demand figure of 300 dwellings per annum. Based on this assumption and having regard for the supply estimate of 2,455 lots, the adequacy of supply is approximately 8 years, reflective of a situation that is steadily moving towards what I would describe as a constrained market.
- 3.29. I note and accept that at a broader market level (i.e. Greater Geelong), there are many moving parts in terms of supply and demand. In particular, the following points are relevant:
- The Armstrong Creek Growth Area has moved beyond its peak period in terms of the delivery of supply and, moving forward, it will be reliant on the ongoing development of land that is more difficult to develop than in the growth area's earlier stages.
 - Although planning for initial precincts is well underway, the NGGA and WGGA are not yet at the point where development is set to commence.
 - The Bellarine townships are subject to Protected Settlement Boundaries and supply in these areas is now strictly controlled. In any event, development and housing in the Bellarine townships generally represents a different type of supply to that of urban Geelong.
 - Urban consolidation in the established areas of Geelong is expected to be realised in the form of townhouses (or multi-unit development with a land-based component) or as high-density residential development (typically apartments). At present, the apartment market in particular is facing challenging conditions with a significant increase in development costs since the COVID-19 pandemic and buyers as yet unwilling or unable to meet the increased required selling price for such product.
- 3.30. Therefore, in terms of the residential component of the Subject Land in Lara, it is my opinion that the additional residential supply afforded by proposed Amendment C444 will represent an important addition to local supply in Lara and a meaningful short-term addition to Greater Geelong's broader supply of residential land.

4.0. Industrial Assessment

- 4.1. In this section of my evidence, I consider the future demand for industrial land in Greater Geelong. In doing so, I make reference to the recently completed draft Industrial Land Supply Review (Charter Keck Cramer, 2025) (draft CKC Report) along with my own knowledge of the demand for and supply of industrial land in Greater Geelong.
- 4.2. Unlike the demand for and supply of residential land where I have focussed primarily on Lara, my opinion in respect of industrial land is at the municipal level as the adequacy of industrial supply is relevant at a far broader level; local, municipal, regional and, in some cases, state level.

Review of the Draft Charter Keck Cramer Assessment

Overview

- 4.3. The purpose of the draft CKC Report is to (Page 4):
- *Provide a review is an assessment of all current and future land designated for industrial uses.*
 - *The Greater Geelong Industrial Land Supply 2025 review informs Greater Geelong City Council, businesses, landholders and the wider community on the location and form of existing and future industrial uses and land supply.*
 - *The review investigates industrial land use, land area and its importance and influence to the Greater Geelong economy.*
 - *The review identifies the gross amount of occupied industrial land, and the gross amount of vacant/ available land for future industrial development.*
 - *The study reviews the role and outlook for the City's established and emerging industrial precincts.*

Findings

- 4.4. The key findings of the draft CKC Report include:
- The industrial sector in Greater Geelong is growing in terms of jobs, floorspace requirements, economic output and the need for industrial land.
 - Although Greater Geelong has been subject to ongoing restructuring across the industrial sector, and in particular elements of manufacturing such as automotive, Greater Geelong maintains a nationally significant fuel and manufacturing sector that continues to drive a significant element of the city's economic output.
 - In the post-COVID 19 period, Greater Geelong's the need for industrial land in Greater Geelong has required, on average, more than 21ha per annum. Greater Geelong's pipeline of approved and proposed (mooted) industrial investment is valued at over \$3 billion.
 - Greater Geelong is not well positioned to meet the demand for industrial land as the existing stock of zoned industrial supply is geographically constrained, and constrained by subdivision requirements.
 - Greater Geelong is overly dependent on the GREP to accommodate the demand for industrial land.
 - Accordingly, Greater Geelong needs additional unencumbered industrial land that can accommodate a range of traditional and non-traditional industry including small and medium sized operations.
 - 90% of Greater Geelong's industrial supply is in the north of the municipality, and although additional supply is required in the north and south of the municipality, the need is particularly acute in the south.
 - Future industrial precincts at Lara, Avalon and Armstrong Creek form a critical element in responding to this need.
 - By 2027, the city will have less than 10 years of industrial land supply with limited options to accommodate demand, particularly as the GREP reaches maturity.

Recommendations

- 4.5. Key recommendations in the draft CKC Report include:
- Facilitate new industrial employment precincts in both the north and south of the municipality as a core economic development priority.
 - Greater Geelong City Council needs an Industrial Land Use Strategy to assist in realising and guiding future industrial land supply.
 - The GREP is a statewide assessment, with convenient air, sea, road and rail accessibility. Operational integrity must be preserved.
 - An opportunity exists to retain the GREP's role as an area for large industry while broadening the spectrum of businesses that can locate in the GREP.
 - Heavy industry in the southern industrial areas is now largely constrained by nearby sensitive uses. Aged heavy industry in Greater Geelong's south should be encouraged, supported and facilitated to move to more appropriate settings in the City's north or in new precincts that can accommodate these uses.

Methodology and Results

- 4.6. At a general level, I consider the approach taken and methodology employed in the draft CKC Report to be sound and broadly consistent with how I would undertake a similar assessment. The methodology is also broadly consistent with that applied by the Victorian Government in its Urban Development Program (UDP) assessments of industrial land supply.
- 4.7. The demand and supply assessment undertaken in the draft CKC Report is confined to land in the Industrial 1 Zone, Industrial 2 Zone and Industrial 3 Zone.
- 4.8. From a demand perspective, the draft CKC Report measures the take up of land (land that is occupied for an industrial use, including storage). The take up of land is expressed as a 'consumption rate', consistent with the terminology used on the UDP. Consumption is measured across several time periods including a long-term period (2010 to 2025), and a more recent period (2020 to 2025).
- 4.9. The draft CKC Report records consumption as these periods as follows:
- **Annual average consumption (2010-2025):** 14.3ha per annum
 - **Annal average consumption (2020-2025):** 21.6ha per annum
- 4.10. It is evident that in the period since the COVID-19 period, the consumption of industrial demand in Greater Geelong has increased to a higher level. This trend is consistent with many major urban areas in Australia and is based on a range of factors, including the acceleration of online retailing and e-commerce expansion, and a shift in supply chain strategies.
- 4.11. For the purposes of testing the adequacy of industrial supply, the draft CKC Report applies the higher consumption rate (21.6ha). I support the application of the higher consumption rate as I believe it is important to 'stress test' supply against the higher plausible rates of demand (consumption). In any event, for the reasons outlined above, the higher rate of consumption may well represent the new normalised demand rate.
- 4.12. In terms of the supply of industrial land, the draft CKC Report considers the following supply categories:
- Occupied (land is fully or mostly occupied by an industrial use)
 - Underutilised (land is partly occupied by an industrial use, but another part of the land appears to be unoccupied)
 - Vacant (no apparent use exists on the land).
- 4.13. For purposes of testing the adequacy of supply, the draft CKC Report only considers vacant supply. It does not allocate underutilised or part of the underutilised component as vacant. I consider this to be an appropriate approach, as in respect of underutilised land landowner, intentions are almost always unknown. In short it is not known if underutilised land is available for a potential use.
- 4.14. In total, the draft CKC Report identifies 264.9ha of land as vacant across Greater Geelong, including:
- 13.5ha in the broader Geelong Port area
 - 192.6ha in the GREP

- 7.7ha in North Geelong
 - 8.3ha in the Southern Precincts.
- 4.15. In completing my evidence statement, I have compared the supply mapping provided in the draft CKC Report against several industrial precincts in the Greater Geelong area, including the GREP and I have found no instances where I would disagree with the supply categorisation applied in the draft CKC Report.
- 4.16. The draft CKC Report measures the adequacy of zoned industrial land as:
- 19 years supply if measured against the average annual consumption between 2010 to 2025.
 - 13 years supply if measured against the average annual consumption between 2020 and 2025.
- 4.17. As it is evident from the supply analysis that the vast majority of industrially zoned supply in Greater Geelong is in the GREP, additional fine grain analysis has been undertaken in the draft CKC Report. The analysis concludes that based on the same consumption periods (2010-2025 and 2020-2025), adequacy of supply in the GREP is constrained at 10 years and 8 years, respectively.
- 4.18. The draft CKC Report also notes that GREP's precincts 1A & 2 are projected to be fully occupied in the near term. This will limit the GREP's available land supply to sites subject to a 5-hectare minimum subdivision requirement thereby potentially restricting the City's broadhectare industrial development to major operations.
- 4.19. It is important to note the draft CKC Report only assesses land already in an industrial zone. I consider this to be appropriate as it provides a reflection of the adequacy of industrial zoned land stocks at the time of the assessment.
- 4.20. In this context, the draft CKC Report does not consider in its supply estimate land at Lara (that is, the Subject Land) or land in Armstrong Creek (North East Industrial Precinct and the Western Industrial Precinct), or the Boral site (directly west of Armstrong Creek's Western Industrial Precinct. Each of these precincts or areas are either unable to be developed at this point of time (eg. planning is not complete or not yet appropriately zoned) or are not yet being developed.
- 4.21. Similarly, the draft CKC Report does not consider in its supply estimate land in the Geelong Technology Precinct (at Deakin University's Waurin Ponds campus) or at Avalon Airport (that component of the Greater Avalon Employment Precinct already approved and able to be developed).
- 4.22. With the exception of Geelong Technology Precinct, each of these areas is considered and discussed as 'Future Precincts'.
- 4.23. Future Precincts include:
- **Greater Avalon Employment Precinct (GAEP):** The GAEP will incorporate diverse employment uses across a range of lot sizes. This will include a 780ha business park to be delivered by MAB that seeks to deliver 'super use sites', small scale industrial, a commercial business hub, food, retail, entertainment and accommodation.
 - **Lara Business Park:** This relates to the Subject Land area, allowing manufacturing, freight, logistics and service industries to operate proximate to major transport infrastructure, including Avalon Airport.
 - **North East Industrial Precinct (NEIP):** Situated within the Armstrong Creek Urban Growth Area, the NEIP includes several specific areas for industry (approximately 70ha).
 - **Northern Geelong Growth Area:** An industrial precinct within the NGGA of approximately 177ha adjacent to Bacchus Marsh Road. It's proximity to the GREP will provide additional benefits in the future.
 - **Western Geelong Growth Area:** an industrial precinct on the western edge of the WGGA of approximately 117ha.
 - **South West Geelong Investigation Area:** A combination of Armstrong Creek's Western Industrial Precinct and the Boral Quarry site, this area is an investigation area that is understood to require further planning to determine its ultimate land use mix.
- 4.24. The draft CKC Report further considers the adequacy of Greater Geelong's industrial supply if the Future Precincts are also taken into account. The result is based on the following assumptions concerning net developable area:
- South West Geelong Investigation Area: 170ha
 - Greater Avalon Employment Precinct: 780ha

- North East Industrial Precinct: 76ha
- Lara Business Park: 73ha
- Total: 1,099ha

- 4.25. Together with existing industrial supply and based on a demand rate of 21.6ha per annum, the adequacy of supply extends to 63 years.
- 4.26. In reality, several of the Future Precincts are likely to represent long-term propositions in terms of development commencement and the availability of developed industrial lots 'on the ground'. The only short-term propositions at this point of time are the Lara Business Park (the Subject Land) and elements of the GAEP.
- 4.27. It would be my expectation that once the MAB component of the GAEP is under development and established, the GAEP will represent an employment precinct of state-level significance. If so, I would expect demand for land in the GAEP to draw on a catchment that exceeds Greater Geelong and demand to exceed the numbers expressed in the draft CKC Report as 'Greater Geelong demand'.

General Comments

- 4.28. In my opinion, the draft CKC Report is a sound report that provides:
- A well-structured overview of the industrial landscape, along with its economic composition and future outlook.
 - A realistic overview of the future demand for industrially zoned land in Greater Geelong, informed by recent consumption rates.
 - An accurate picture of land supply (vacant land) in Greater Geelong.
 - A suitable list of recommendations having regard for the conclusions set out in the report.
- 4.29. It is evident when reviewing the analysis contained in the draft CKC Report and its general findings that Greater Geelong is in need of additional industrial land supply in both the northern and southern parts of Geelong.
- 4.30. In particular, there is a need for additional land supply in the short term that is readily available for smaller industrial users, including those that provide opportunities for general-purpose industry needs. This includes people-generated industry such as automotive repairs, trade supplies, gymnasiums and so on that are typically accommodated in the Industrial 1 Zone or the Industrial 3 Zone where no subdivision restrictions exist.
- 4.31. In my opinion, that part of the Subject Land identified to be zoned Industrial 1 Zone and Industrial 3 Zone will address these needs as well as providing additional land for medium and larger industrial users if required.
- 4.32. Importantly, the Subject Land is also likely to provide additional industrial land in the relatively short term. This is a specific need in the Greater Geelong context as most Future Precincts (land identified for future industrial development) are unlikely to be available to the market in the short term.
- 4.33. As a further observation, I have reservations concerning the concept of an oversupply of industrial land in regional areas. I have observed a considerable number of regional cities that, although they have sought to comply with a 15 years supply of industrial land, have been unable to accommodate a major industrial opportunity as sufficient land that is identified, zoned and able to be serviced for a major industrial use is not available. In many cases, these cities have missed opportunities for major investment and employment.
- 4.34. Although this is less likely to be the case in a major regional centre such as Geelong, the underlying issue remains the same; it is better to have substantial reserves of industrial land supply than an insufficient reserve.

5.0. Response to Submissions

- 5.1. In this section of my evidence, I consider submissions made to the exhibited version of draft Amendments C444 and C453.
- 5.2. I have reviewed submissions responding to the exhibited version of draft Amendment C444 and have concluded that as most submissions relate to traffic-related matters, it is not in my area of expertise to provide a response.
- 5.3. I have reviewed submissions responding to the exhibited version of draft Amendment C453 and have concluded that one submission – that of Avalon Airport Pty Ltd (Avalon Airport) – is relevant to my area of expertise. I provide my response following.

Avalon Airport Submission

Matters Raised in Submission

- 5.4. The Avalon Airport submission (November 2025) was prepared by consulting firm, Macroplan.
- 5.5. In summary, the Avalon Airport submission is based on the following key points (Avalon Airport Submission, points 3-5 of the Executive Summary):

The arguments used to justify the rezoning in the Amendment are the lack of zoned industrial land supply and the land's proximity to the Geelong Ring Road Employment Precinct (GREP), Avalon Airport, rail corridor, and Princes Highway.

There are two key issues that arise with the Amendment: the issue of the amount of zoned vacant land, and the issue of the sequence of development.

This amendment is pre-emptive of the City of Greater Geelong Industrial Land Supply Review 2025. In the draft document, the amount of zoned vacant land is reported to be 264.9 ha, or 13 years of supply. However, the Draft Land Supply Review omits the industrial land owned by Avalon Airport, which has been calculated to be 1,019 ha in an independent assessment conducted by Macroplan.

We note that the Greater Avalon Employment Precinct Amendment (Amendment C477ggee) was put on exhibition on Thursday the 13th of November and this accounts for another 471 ha of zoned land if successful, with an additional 495 ha of land to the north that has been identified as strategic industrial land.

- 5.6. In summary, the Avalon Airport submission contends that:
- Amendments C444 and C453 are pre-emptive of the draft CKC Report.
 - That the draft CKC Report only considers land in the industrial zones, and does not take into account various other future industrial precincts.
 - That proposed Amendment C477ggee (the Greater Avalon Employment Precinct) will provide a very significant supply of employment land.
- 5.7. Additional matters raised in the Avalon Airport submission include:
- Sequencing of development: That the Avalon Airport should be given the chance to establish a critical mass prior to the rezoning and development of the Lara Business Park.
 - Infrastructure Development: That the Avalon Interchange has limited capacity, and this would have to be addressed, either through an upgrade or steps to prevent the distribution of traffic from Lara Business Park onto the Avalon Interchange.
- 5.8. I do not intend commenting on matters relating to traffic as this is outside my area of expertise.

Response

- 5.9. Through proposed Amendments C444 and C453, the 'Lara Business Park' area will provide in the order of 73ha of net developable land. As noted in section 4 of my evidence, proposed Amendments C444 and C453 will provide an important addition to Greater Geelong's industrial land stocks that can be delivered in the relative

short-term and, additionally, provide an important supply of general purpose industrial land suitable for a range of business, including people-servicing businesses.

- 5.10. Although the GAEP will also provide industrial land for a wide range of businesses, I expect that, generally, businesses in the GAEP will be larger and positioned to a different market.
- 5.11. This view is supported by the background report to proposed Amendment C477ggee, *Greater Avalon Employment Precinct Economic Scoping Study and Planning Framework*, SGS Economics and Planning (November 2025) (SGS Economic Scoping Study), which was prepared for the Victorian Planning Authority.
- 5.12. The SGS Economic Scoping Study considers the demand for and supply of industrial land at section 6 (page 44). Notably, demand and supply in the context of the GAEP is considered not in the context of the Greater Geelong, but as part of an elevated grouping of precincts that includes the GREP, the GEAP and Melbourne's Western State Significant Industrial Precinct (Western SSIP). As stated in the SGS Economic Scoping Study (page 44):
- *“Due to its location and accessibility, scale and the opportunity to leverage airport related development and activity the GAEP is likely to be of regional or state-wide significance, which is acknowledged by its inclusion as a priority precinct in Plan for Victoria. The selection of competitor precincts for the industrial land supply analysis was therefore limited to precincts considered of regional and/or state significance in the western/south western metropolitan corridor, which has been identified as the submarket within which GAEP will compete”.*
- 5.13. The strategic rationale for these areas as competitor precincts is set out in Table 5 of the SGS Economic Scoping Study as follows:
- *GREP: Highly connected and versatile industrial land, close to Geelong's growing population centres with an industrial buffer zone away from competing land uses. Land usage rates have been solid with an average consumption rate of 13.6 ha annually. This precinct's accessibility and amenity qualities and preparedness for the market makes it the premier industrial site in Greater Geelong presently.*
 - *GAEP-GEAP North and West and Avalon Airport: Large availability of land close to both Geelong's growing population centres and Greater Melbourne. Presents economic opportunity to develop high value industrial activity, not limited by lot size and close to road, rail, sea and air. Minimal development restrictions once planning is complete and well placed to enter the market pending the development of a planning scheme amendment.*
 - *Western SSIP: Much of this precinct is already occupied, however it is so large that it still offers significant development opportunities. State Strategic Significance status confers development advantages. Land take-up here has accelerated over the last 8-10 years. Future expansion of this precinct is planned to occur outside of Wyndham LGA, on the north side in Melton LGA.*
- 5.14. The demand analysis contained in the SGS Economic Scoping Study contemplates scenarios in which the GAEP's share of corridor demand increases over time, as critical mass in the GAEP is established and as supply in the Western SSIP begins to become scarce. Demand scenarios for land consumption at the GAEP include:
- **Scenario 1:** GAEP North and West (24.7ha net developable area per annum)
GAEP Avalon Airport (17.0ha net developable area per annum)
 - **Scenario 2:** GAEP North and West (28.8ha net developable area per annum)
GAEP Avalon Airport (17.0ha net developable area per annum)
- 5.15. Notably, these demand figures, if realised, are significantly higher than the entire demand projections for Greater Geelong as set out in the draft CKC Report.
- 5.16. A vision for the Planning Area is set out for the GEAP at pages 63 to 65 of the SGS Economic Scoping Study and includes:
- Located within the Greater Avalon Employment Precinct, the planning area is a major employment, enterprise and industrial precinct. It provides large sites for strategic industrial activities suited to the site's context, supporting freight and distribution functions, advanced manufacturing and industries at the cutting edge of technology. These functions benefit from fast transport access to metropolitan Melbourne and the major urban and port centre of Geelong.*
- The planning area's activities support and complement Avalon Airport and the industrial and commercial enterprises located on the airport site. Through the staged development of the GAEP West and GAEP North the area continues to meet the long term demand for industrial land, supported by the delivery of strategic infrastructure projects. The Visitor Economy sub-precinct's tourism, accommodation and retail and commercial uses support the industrial activity occurring in the GAEP, along with the airport activities.*

- 5.17. In summary, the SGS Economic Scoping Study contemplates a scale and rate of development at the GAEP that is state and regionally significant and, in my opinion, unlikely to compete directly with more localised industrial precincts such as the Lara Business Precinct (the Subject Land).
- 5.18. Proposed Amendment C477ggee includes Schedule 53 to Clause 43.02 Design and Development Overlay and includes the following Design Objective:
- *“To facilitate the development of the Greater Avalon Employment Precinct West as a high amenity national, state and regionally significant industrial area suited to the needs of the advanced manufacturing, freight, logistics and production support industries”.*
- 5.19. In summary, I do not agree with the basis of the Avalon Airport objection for the following reasons:
- There is a need for additional industrial zoned land in Greater Geelong.
 - Proposed Amendments C444 and C453 will assist meeting this need and will likely address short term need supply needs in a way that other future precincts will not.
 - Although industrial land in the GAEP West area is also likely to be developed in the relatively short term, its primary competitive advantage is likely to be its ability to provide high amenity industrial land at a scale that will be meet national, state and regional level needs.
 - In contrast, the Lara Business Precinct is more likely to address demand at a regional and local level.

Declaration

5.20. 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 | Economics
Chris.mcneill@colliers.com
0408 145 283
2 April 2026

Appendix A Instructions

8 December 2025

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Your reference:
Our reference:
4059475

Dear Mr McNeill,

Preliminary brief

Greater Geelong Planning Scheme Amendments C444ggee and C453ggee

Land: 76-156 Canterbury Road East, 705-765 Princes Highway, 785-805 Princes Highway and 610 Rennie Street, Lara

We act for Lara Farms Pty Ltd (**Lara Farms**), the proponent in respect of Greater Geelong Planning Scheme Amendments C444ggee and C453ggee.

Amendment C444ggee (**Residential Amendment**) and C453ggee (**Business Park Amendment**) (together, **Amendments**) propose to facilitate the transition of the Land for urban purposes, generally in accordance with the outcomes sought under various strategic planning documents including the *G21 Regional Growth Plan*, *City of Greater Geelong Settlement Strategy* and *Lara Structure Plan* respectively.

Amendment C444 (Residential Amendment)

The Residential Amendment proposes:

- rezoning the land from the *Farming Zone (FZ)* to *General Residential Zone – Schedule 1 (GRZ1)* with a relatively small edge rezoned from the FZ to the *Industrial 3 Zone (IN3Z)*;
- inserting a new *Development Plan Overlay - Schedule 48 – South East Lara Residential Growth Area (DPO48)* to guide future land use and development outcomes;
- applying the *Environmental Audit Overlay (EAO)* to ensure that potentially contaminated land is assessed, and, where necessary, remediated prior to the use or development that could pose a risk to human health or the environment;
- amending the *What does this Planning Scheme consist of?* (Clause 72.03) to insert the new map 19DPO proposed to comprise part of the Scheme;
- amending maps 18ZN, 19ZN and 18DPO; and
- inserting maps 19DPO and 19EAO.

APAC-#314261653-v1



Figure 3: Land subject to the Amendments

Lara Farms has instructed us to brief you, with a view to you providing independent expert opinion and evidence in this matter. Accordingly, we provide the following brief.

1 Background

- 1.1 The overall Amendment Area is bound by the Melbourne-Geelong railway corridor to the west, Canterbury Road East to the north, and Rennie Street and Princes Freeway to the east and southeast.
- 1.2 The Residential Amendment is supported by a strategic planning policy setting which includes, inter alia, the *G21 Regional Growth Plan*, *City of Greater Geelong Settlement Strategy* and *Lara Structure Plan* respectively.
- 1.3 The Business Park Amendment is also supported by a strategic planning policy setting which includes, inter alia, the *G21 Regional Growth Plan* and *Lara Structure Plan* respectively.
- 1.4 Lara Farms lodged submissions in respect of the Amendments, which are provided at Tab E of your brief.

2 Land (Residential Amendment and Business Park Amendment)

- 2.1 The Land subject to the Residential Amendment and Business Park Amendment is shown below.

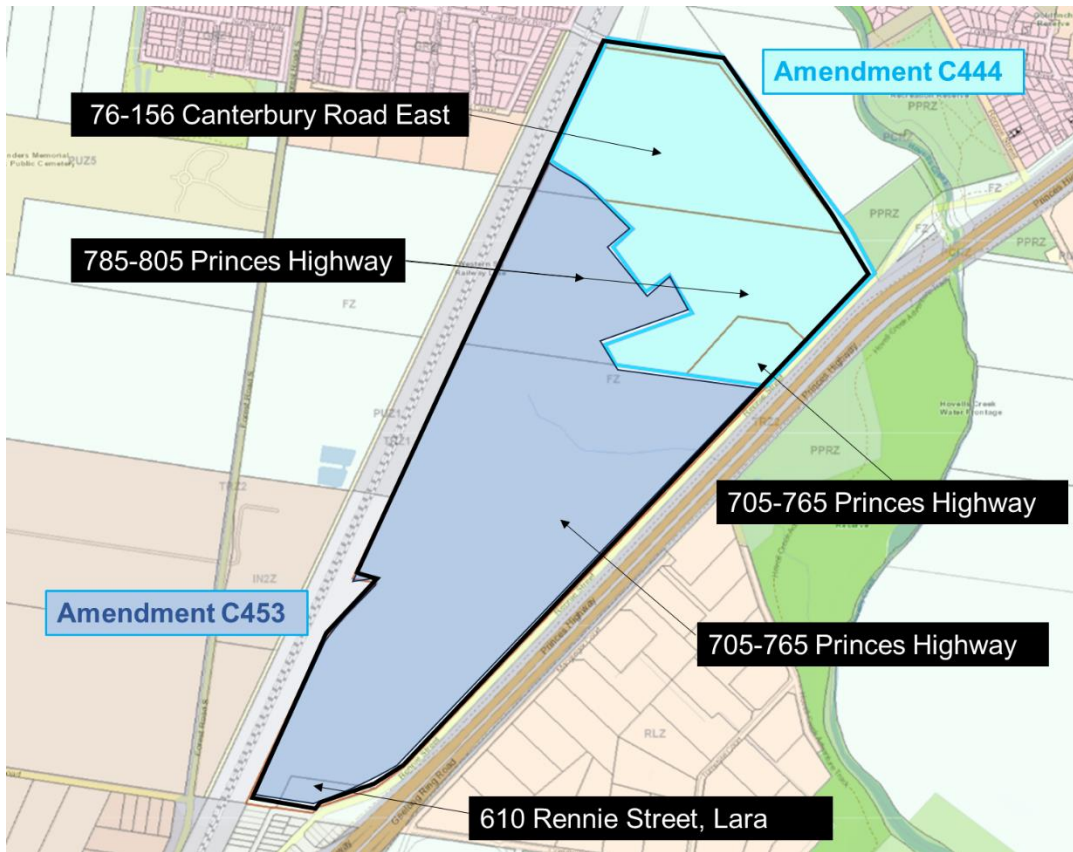


Figure 4: Residential Amendment and Business Park Amendment Land

2.2 The current zoning pattern of the Land and surrounds is shown below in Figure 5.

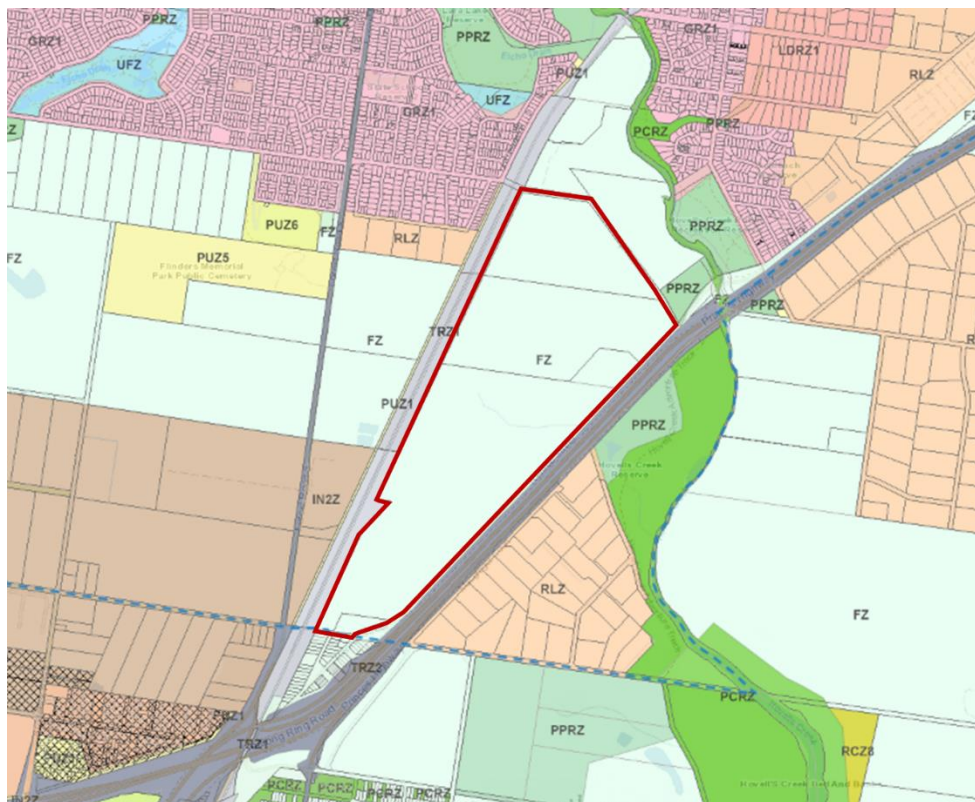


Figure 5: Map of existing zoning - Residential Amendment and Business Park Amendment Land

2.3 The current overlays applying to the areas surrounding the Land are shown below in Figure 6.

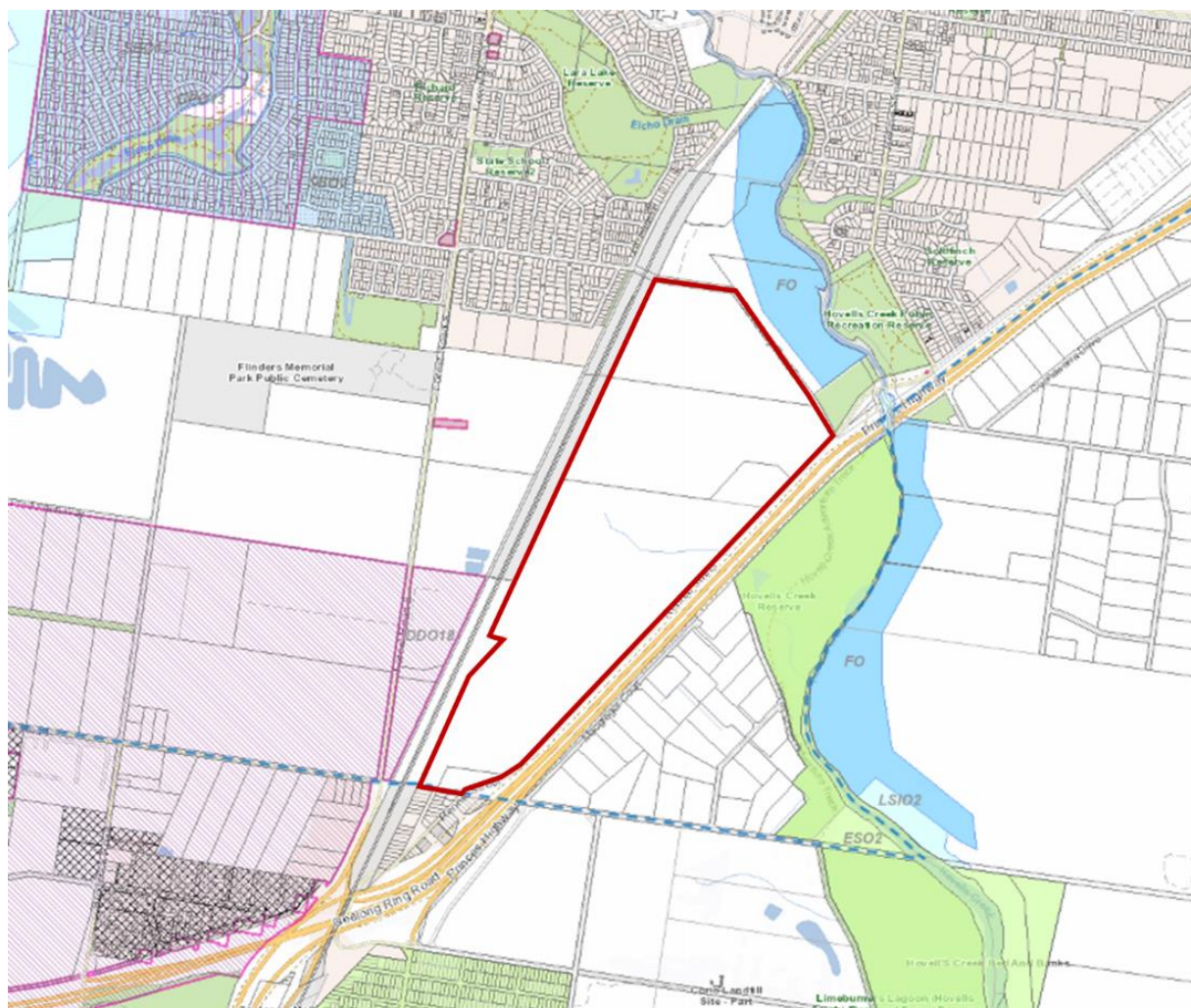


Figure 6: Map of existing overlays – surrounding Residential Amendment and Business Park Amendment Land

3 Residential Amendment Land

3.1 The Residential Amendment Land has an area of approximately 40 hectares and comprises the parcels noted below. We are instructed that this description of the Residential Amendment Land supersedes the details included in the exhibited Planning Report and aligns with what is shown in the exhibited Explanatory Report.

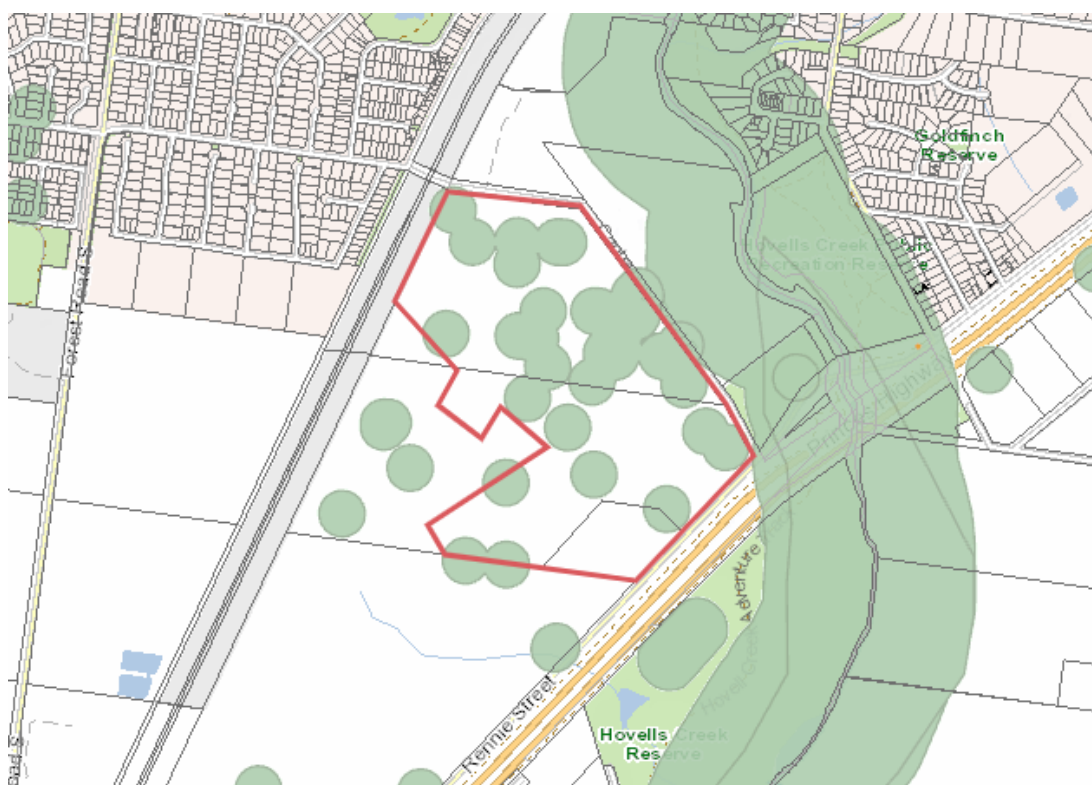
Street Address	Certificate of Title	Parcel description	Registered proprietor
76-156 Canterbury Road East	Volume 09925 Folio 167	3C\15B\PP5452	Lara Farms Pty Ltd
705-765 Princes Highway	Volume 09329 Folio 313	Lot 1 on Title Plan 191059	Trevor Clarence Nash, Anthony Leo Raso and Janine Baird (executors of the estate of Donald Nash)
785-805 Princes Highway	Volume 12385 Folio 750	Lot 1 on Title Plan 156147	Lara Farms Pty Ltd

3.2 Pursuant to the Scheme, the Residential Amendment Land is:

- (1) currently wholly within the FZ ;
- (2) partly covered by *Areas of Aboriginal Cultural Heritage Sensitivity*;
- (3) in a Bushfire Prone Area; and
- (4) not affected by any overlays.

3.3 The Residential Amendment Land is bound by:

- (1) to the immediate northeast, land within the FZ and *Public Parks and Recreation Zone (PPRZ)* respectively, with Hovells Creek, public open and the established GRZ1 area beyond. Further north is the Lara Town Centre and Lara Train Station (north of Station Lake Road);
- (2) to the immediate east is the Princes Highway, beyond which is land within the PPRZ, *Public Conservation and Resource Zone (PCRZ)* and Hovells Creek;
- (3) to the immediate south, land within the FZ Farming Zone (the subject of the Business Park Amendment); and
- (4) to the immediate west, the rail corridor, beyond which is land within the FZ, the *Rural Living Zone (RLZ)* and established GRZ1 area.



 Areas of Aboriginal Cultural Sensitivity

Figure 7: Areas of Aboriginal Cultural Sensitivity – Residential Amendment Land (VicPlan)

3.4 Figure 1 to the DPO48, extracted below at Figure 8, contains the *South East Lara Residential Growth Area Framework Plan*.

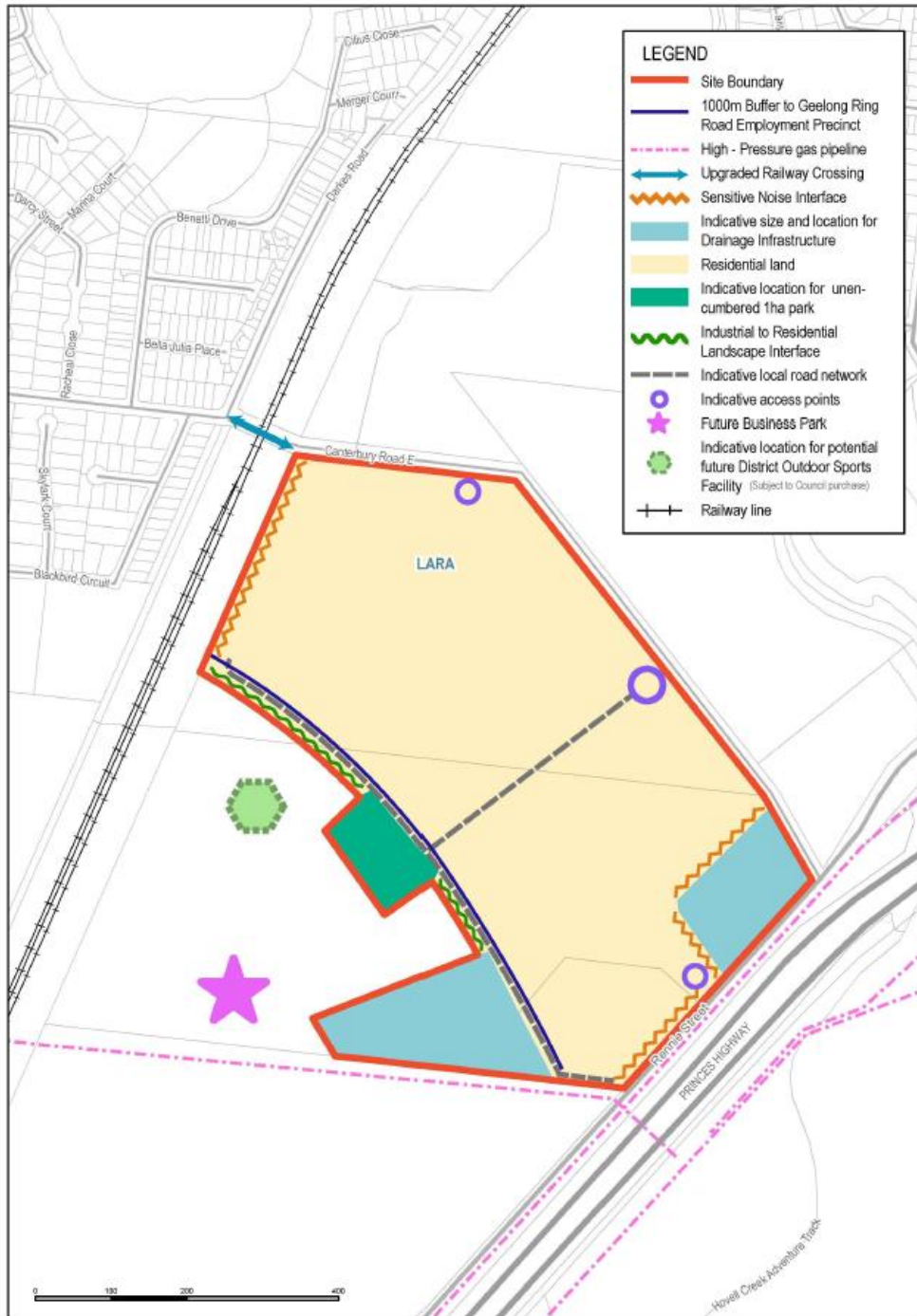


Figure 8: South East Lara Residential Growth Area Framework Plan (DPO48 – Figure 1)

4 Business Park Amendment Land

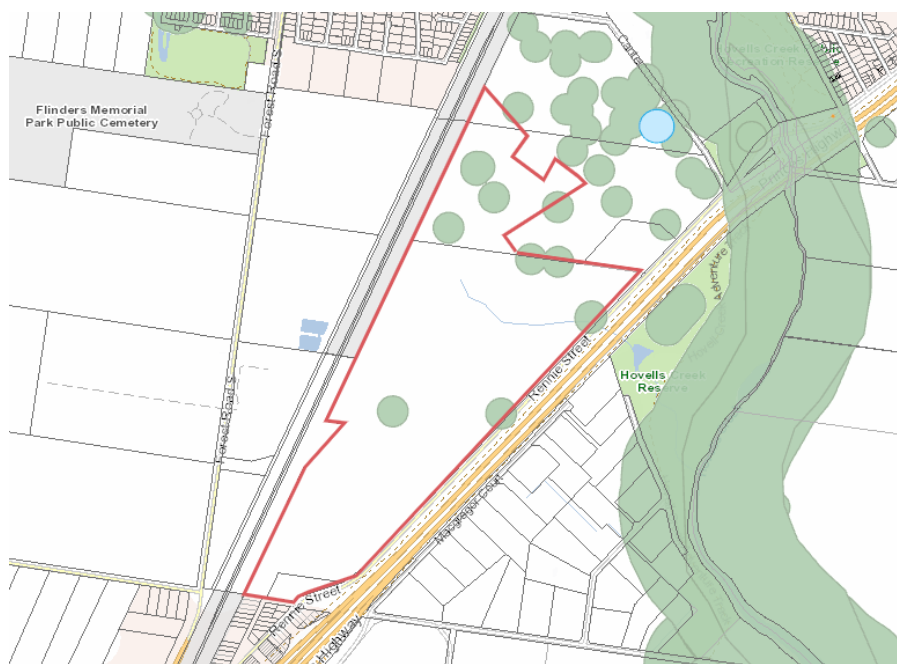
4.1 The Business Park Amendment Land has an area of approximately 78 hectares and is comprised of the 4 parcels noted below.

Street Address	Certificate of Title	Parcel description	Registered proprietor
76-156 Canterbury	Volume 09925 Folio	3C\15B\PP5452	Lara Farms Pty Ltd

Road East	167		
705-765 Princes Highway	Volume 09002 Folio 660	Lot 2 on Plan of Subdivision 098249	Lara Farms Pty Ltd
	Volume 09329 Folio 313	Lot 1 on Title Plan 191059G	Trevor Clarence Nash, Anthony Leo Raso and Janine Bird
785-805 Princes Highway	Volume 12385 Folio 750	Lot 1 on Title Plan 156147J	Lara Farms Pty Ltd
610 Rennie Street	Volume 09002 Folio 659	Lot 1 on Plan of Subdivision 098249	Benjamin Fabretto

4.2 Pursuant to the Scheme, the Business Park Amendment Land is:

- (1) currently wholly within the FZ;
- (2) partly covered by *Areas of Aboriginal Cultural Heritage Sensitivity*;
- (3) in a Bushfire Prone Area; and
- (4) not affected by any overlays.



■ Areas of Aboriginal Cultural Sensitivity

Figure 9: Areas of Aboriginal Cultural Sensitivity – Business Park Amendment (VicPlan)

4.3 The Business Park Amendment Land is bound by:

- (1) to the immediate north, land within the FZ (the subject of the Residential Amendment), beyond which to the northeast is land within the FZ and PPRZ respectively, with Hovells Creek, public open and the established GRZ1 area beyond. Further north is the Lara Town Centre and Lara Train Station (north of Station Lake Road);
- (2) to the immediate east is the Princes Highway, beyond which is land within the PPRZ, PCRZ, Hovells Creek and land within the RLZ;

- (3) to the immediate south, land within the FZ Farming Zone; and
- (4) to the immediate west, the rail corridor, beyond which is land within the FZ, and land in the *Industrial 2 Zone (IN2Z)* within the *Geelong Ring Road Employment Precinct*.



Figure 10: Geelong Ring Road Employment Precinct

5 Background issues

Potential regional sports facility

- 5.1 Council is contemplating a potential purchase of part of the Land affected by the Business Park Amendment for a potential regional sports reserve. Lara Farms continues to engage with Council on a confidential, without prejudice basis in this respect. It remains to be seen whether Council will commit to this purchase.

Section 173 agreement: 610 Rennie Street, Lara (Business Park Amendment)

- 5.2 Lara Farms provided a Preliminary Risk Screen Assessment (**PRSA**) to Council ensuring the majority of the Land is suitable for sensitive land uses. While the PRSA did not include 610 Rennie Street, Lara (in the southeastern corner of the Business Park Land), Council and the registered proprietor of that land, Mr Benjamin Fabretto, voluntarily agreed to enter into a section 173 agreement with Council in lieu of preparing a PRSA. That agreement forms part of the exhibited materials and restricts 610 Rennie Street, Lara from being used for a sensitive land use (i.e. residential use, childcare centre, kindergarten, pre-school centre or primary school), even if ancillary to another use, as defined in Ministerial Direction no. 1 (*Potentially Contaminated Land*).

Section 173 agreement: community infrastructure (Residential Amendment)

- 5.3 Council requested Lara Farms to enter into a section 173 agreement to facilitate the provision of a contribution towards community infrastructure. Lara Farms and Council have agreed in principle to a section 173 agreement in this respect, which was an exhibited document under the Residential Amendment.
- 5.4 By way of background, the exhibited DPO48 provides as follows at clause 3.0 (Conditions and requirements for permits):

Except for permits issued under Clause 2.0, a permit must contain conditions or requirements which give effect to the provisions and requirements of an approved Development Plan. This may include a condition requiring a Section 173 Agreement to facilitate delivery of infrastructure identified in the Staging and Infrastructure Plan.

Section 173 agreement: affordable housing (Residential Amendment)

- 5.5 The exhibited Development Plan Overlay provides that unless there is an agreement with Council already in place for the provision of affordable housing, an Affordable Housing Delivery Strategy must be included within the Development Plan.

Any requirement in this schedule for a development plan to include an Affordable Housing Delivery Strategy does not apply:

- where any other provision of the Greater Geelong Planning Scheme, or the Planning and Environment Act 1987 (or any other Act), requires an affordable housing contribution to be made in respect of the residential development of the land.*
- to land in respect of which an agreement with the Responsible Authority has already been entered into for the provision of affordable housing.*

- 5.6 Lara Farms and Council propose entering into a section 173 agreement (with the form of this agreement already agreed in principle) in respect of affordable housing contributions in lieu of the preparation of an Affordable Housing Delivery Strategy as part of the future Development Plan.

- 5.7 This agreement was not placed on exhibition, but is provided at Tab D.

6 Your engagement

- 6.1 It is envisaged that your engagement will include:

- (1) Review of this memorandum and the background materials in your brief;
- (2) Provision of your independent expert opinion in respect of the appropriateness of the proposed Amendments, having regard to relevant matters within the limits of your expertise;
- (3) If instructed, preparation of an expert witness statement; and
- (4) If instructed, appearance before the Panel, to provide independent expert evidence.

- 6.2 You will be provided with further instructions in due course.

- 6.3 Any evidence should be prepared in compliance with the enclosed *Planning Panels Victoria Practice Note 1 – Expert Evidence*.

7 Enclosed documents

- 7.1 Your briefing materials are enclosed via Dropbox link. Please advise us should you require any printed copies of documents.

8 Fee proposal

- 8.1 Please arrange for your fee estimate to be provided to us in the first instance, for our client's review and instructions, prior to you undertaking any work in this matter.

- 8.2 If engaged, please issue your accounts directly to our client, the details for which will be confirmed upon acceptance of your proposal.

9 Confidentiality

- 9.1 This letter and enclosed documents and all future communications between us and between you are confidential (**Confidential Information**) and are subject to a claim for privilege and must not be disclosed without our consent or the consent of our client.
- 9.2 The duty of confidentiality will continue beyond the conclusion of your instructions.
- 9.3 If you are obliged by law to disclose Confidential Information, it is not a breach of this engagement if you first give written notice to us of that obligation, if you can do so without breach of any law.
- 9.4 You must return all documents and other media, including copies, which contain Confidential Information to us. You must delete all electronically stored material immediately when requested to do so by us.
- 9.5 You must take all steps necessary to maintain Confidential Information and notes in strictest confidence.

10 Change of opinion

- 10.1 If for any reason you change your opinion after delivering your expert evidence statement, please advise us as soon as possible. If that change is material, a supplementary report will need to be prepared, which explains the reasons for the change in your opinion.

Please contact the undersigned on 0476 574 032 should you have any questions regarding this matter or require any further materials.

Yours faithfully

Nick Sutton
Partner
Norton Rose Fulbright Australia

Appendix B Chris McNeill Curriculum Vitae

Chris McNeill

Director, Economic

B.Econ, VPELA (Fellow)

EXPERT EVIDENCE – ECONOMICS



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.

His experience as a panelist extended from 2005 to 2013 during which time he chaired a number of significant Panels and Advisory Committees.

Since 2007, Chris has been a regular expert witness at the Victorian Civil and Administrative Tribunal (VCAT) and Planning Panels Victoria.

His evidence work generally specialises in residential and industrial land supply and demand assessments, infrastructure matters and the economics of urban policy.

Chris' 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.

A snapshot of Chris' project experience includes:

- **Expert evidence:** To a significant number of independent Panels tasked to consider the recognition of land within settlement boundaries, or the rezoning of land for a new or alternative urban use.
- **Expert evidence:** To independent Panels in relation to the impact of proposed regulatory charges or levies on development cost and timing.
- **Expert evidence:** To independent Panels and VCAT in relation to adequacy of residential and/or industrial land supply in specific regions or urban areas.
- **Expert evidence:** At VCAT in relation to the viability of land remaining in a farming zone based on land prices.
- **Expert evidence:** In relation to proposed housing strategies.
- **Expert evidence:** In relation to proposed economic land use strategies.