

Figure 1 depicts the extent of the Regional Landscape and Rural Production Area in Council's proposed settlement pattern.

Figures 28, 29 and 30 depict:

- good quality agricultural land;
- extractive resources;
- the rural towns, townships and communities that support rural production; and
- main transport corridors which are also fundamental to rural futures.

#### 4.7.1.4 Strategic Outcomes

Strategic Outcome – Fragmentation of rural lands and resources contained within them is minimised	
Key Issues	Implementation Measures
<ol style="list-style-type: none"> <li>1. Further subdivision of rural lands is minimised to maintain viable farm sizes and to support the ability of landowners to continue farming pursuits.</li> <li>2. New development in rural areas does not limit the productive capacity of existing rural enterprises through introduction of incompatible land uses.</li> <li>3. Planning ensures effective management of the fringes of urban areas to minimise rural land fragmentation.</li> <li>4. Provide infrastructure, facilities and transport services to rural areas necessary to support rural economic activities.</li> <li>5. As identified in the residential strategy, some growth in rural towns, townships and communities is encouraged to support their continued existence and the provision of essential services to surrounding rural areas.</li> <li>6. Identify and promote:             <ol style="list-style-type: none"> <li>a. sustainable new rural industries and forms of rural production;</li> <li>b. alternative economic uses for</li> </ol> </li> </ol>	<p><b>Statutory measures:</b></p> <p>The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:</p> <ol style="list-style-type: none"> <li>a. Providing for some growth in Howard and Tiaro, in accordance with the Settlement Pattern and Built Form Strategy;</li> <li>b. Ensuring rural areas are retained primarily for their rural production, natural habitat and landscape values;</li> <li>c. Ensuring no further rural land holding fragmentation occurs unless it is of a viable area and encouragement is given to amalgamation of rural holdings;</li> <li>d. Retaining GQAL, strategic cropping land and extractive resources for future use and extraction, and maintenance of protective buffers within potentially incompatible uses in the vicinity;</li> <li>e. Protecting natural habitat and landscape character areas and potentially identifying degraded areas for restoration;</li> <li>f. Ensuring appropriate value adding to rural industries is supported;</li> <li>g. Protecting areas suited to a particular form of agricultural production or industry from incompatible land uses;</li> <li>h. Removing impediments to innovative, alternative or new value-adding uses on rural properties such as rural industries servicing farming operations, recreation, agro-ecotourism accommodation, and on-farm produce processing, in order to support</li> </ol>

<p>rural land where current farming activities are no longer viable;</p> <p>c. promoting innovative non-urban land uses which support existing rural production enterprises and enable rural landowners to continue farming their lands; and</p> <p>d. value adding to existing industries.</p>	<p>otherwise marginal or uneconomic farming activities;</p> <p>i. Broadening the range of suitable permitted land uses in appropriate rural precincts as well as townships to allow their comparative advantages to be realised; and</p> <p>j. Ensuring rural towns, townships and communities are supported and developed in compliance with the Settlement Pattern and Built Form Strategy.</p> <p><b>Possible non-statutory measures:</b></p> <p>As part of its overall corporate planning processes, Council may consider implementation of the following::</p> <ol style="list-style-type: none"> <li>1. Assisting rural communities to identify economic development opportunities and to respond to changing economic circumstances through the provision of business advice services and identification of funding programs;</li> <li>2. Supporting the marketing of agro-ecotourism initiatives based on the outdoor recreation and landscape/scenic amenity of Fraser Coast;</li> <li>3. Providing incentives for land consolidation and lot amalgamations; and</li> <li>4. Supporting land owners in rural areas to improve their natural resource management skills and understanding through the preparation of industry and resource management codes of practice and the provision of education programs (possibly in cooperation with State government agencies).</li> </ol>
---	--

**Strategic Outcome – Rural resources are managed in a regional context**

Key Issues	Implementation Measures
<ol style="list-style-type: none"> <li>1. The majority of the Fraser Coast is retained in the Regional Landscape and Rural Production Area to maintain the environmental, landscape, rural production and rural lifestyle values of rural lands.</li> <li>2. In accordance with relevant State planning policies and the policies of the draft WBB Regional Plan: <ul style="list-style-type: none"> <li>- the highest quality soils and farmlands are protected for rural production activities;</li> </ul> </li> </ol>	<p><b>Statutory measures:</b></p> <p>The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:</p> <ol style="list-style-type: none"> <li>a. A high level commitment in the Strategic Framework and other outcome statements to retaining over 90% of the Fraser Coast in rural and open space uses;</li> <li>b. Locating urban development in accordance with the Settlement Pattern and Built Form Strategy;</li> <li>c. Ensuring uses and activities in rural lands do not threaten the viability of existing rural industries;</li> <li>d. Discouraging land fragmentation through</li> </ol>

<ul style="list-style-type: none"> <li>- planning minimises further rural land fragmentation and alienation of land from rural production;</li> <li>- finite water resources, water catchments, riparian areas, rivers, streams and wetlands are sustainably managed; and</li> <li>- key extractive resource areas are protected for future use and extraction.</li> </ul> <p>3. Planning provides for the protection of unique rural landscapes, significant views , green corridors, significant areas of vegetation, scenic values and biodiversity.</p>	<p>subdivision controls and incentives to consolidate and amalgamate titles are provided;</p> <ul style="list-style-type: none"> <li>e. Providing for the protection, and sustainable management of natural resources through overlays and codes, including: <ul style="list-style-type: none"> <li>i). Extractive and mineral resources;</li> <li>ii). Landscape and scenic features;</li> <li>iii). Biodiversity values;</li> <li>iv). Ecological areas, corridors and processes;</li> <li>v). Significant areas of vegetation;</li> <li>vi). Riparian areas, rivers and wetlands;</li> <li>vii). Water catchments and receiving waters;</li> <li>viii). Water quality standards for rivers and water bodies,</li> <li>ix). Floodplains; and</li> <li>x). Areas of remnant bushland.</li> </ul> </li> <li>f. Protecting significant water supply catchments and storage areas from inappropriate land uses and development through catchment protection designations and performance standards.</li> </ul> <p><b>Possible non-statutory measures:</b></p> <p>As part of its overall corporate planning processes, Council may consider implementation of the following:</p> <ul style="list-style-type: none"> <li>1. Adopting a ‘no net biodiversity loss’ policy for dealing with rural development proposals impacting on areas of natural, landscape and scenic amenity;</li> <li>2. Co-operating with Natural Resource Management catchment groups in the delivery of natural resource management programs and when preparing complementary planning scheme polices and provisions;</li> <li>3. Utilising natural resource management programs and projects to help manage waterways, wetlands, riparian areas and floodplains on rural lands; and</li> <li>4. Establishing a program to protect, rehabilitate and manage riparian areas on rural lands to ensure their scenic, ecological, recreational and corridor values are retained by using available funding programs and through the preparation of best practice management guidelines.</li> </ul>
---	---

Strategic Outcome – The character and amenity of rural towns, townships and communities is protected and enhanced

**Key Issues**

**Implementation Measures**

1. The predominant rural character and amenity of the Fraser Coast, including the diversity of rural towns, townships and communities, each with their own distinctive local character, is maintained. Residents have reasonable access to and standards of service for services and infrastructure, possibly located in towns.
2. Planning fosters the distinctive local character and wide diversity of rural communities ranging from rural towns to rural townships. The distinctive and memorable senses of place and historical/cultural amenity present in rural towns and townships is preserved and enhanced.
3. Planning provides a range of rural living opportunities and housing in appropriate locations which provide for access to services, including employment and education, while not contributing to social disadvantage or increased car dependency by residents of the region.
4. Rural towns, townships and communities are integrated with the natural environment and significant landscapes, scenic and cultural features.
5. The role of rural towns and townships as gateways to rural landscapes, scenic amenities and environmental values for visitors living in urban areas elsewhere within the Fraser Coast and the region generally, is recognised.
6. Local employment opportunities

**Statutory measures:**

The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:

- a. Ensure the protection and management of rural landscape and scenic amenity values including water bodies, areas of significant vegetation, skylines and important views, particularly from transport routes, lookouts and other public places;
- b. Identify and protect places, landscapes, and associations of indigenous cultural value; and
- c. Provide suitable locations for urban fringe and rural lifestyle land uses and housing accommodation within rural planning precincts, preferably associated with rural townships.

**Possible non-statutory measures:**

As part of its overall corporate planning processes, Council may consider implementation of the following:

1. Supporting existing and new land owners in rural areas to improve their natural resource management skills and understanding, through codes of practice and education programs;
2. Securing and protecting significant landscape features, localities, areas of vegetation and environmental corridors, public open spaces and recreational areas, and corridor connections from cities and towns to surrounding areas of rural landscape and natural environmental value;
3. Promoting architectural forms and building designs which are sympathetic to the existing character and historical context of rural townships;
4. Providing essential community services, facilities and infrastructure to residents of rural towns and townships and their surrounding rural areas;
5. Promoting new and innovative economic activity and employment opportunities in rural towns, townships and communities so that people can maintain their preferred rural living lifestyles; and
6. Ensuring:
  - environmental and scenic values which are significant tourism assets and attractors are not compromised; and
  - heritage values and social cohesion of rural

<p>are facilitated in urban areas, towns and townships for the many rural residents who need to work off-farm in order to support rural lifestyles and / or to supplement farming incomes.</p> <p>7. Priority is given to maintaining the mutual benefits and interactions between rural towns, townships and communities, environments and landscapes, so that “the whole is greater than the sum of its parts”.</p>	<p>townships is not lost in the drive for economic development.</p>
---	---

Strategic Outcome – The scenic amenity and landscape values of rural lands are maintained

Key Issues	Implementation Measures
<ol style="list-style-type: none"> <li>1. The predominant rural open space and landscape character of the Fraser Coast, with over 90% of the Fraser Coast contained within the Regional Landscape and Rural Production Area, is maintained to ensure the continued protection of rural environmental, landscape, and lifestyle values.</li> <li>2. Planning maintains the values of rural landscapes, habitats, coastline, valleys, rivers and the mosaic of forested and open landscapes to provide a sense of place and identity for the Fraser Coast and its different communities.</li> <li>3. The scenic and landscape values of rural areas are maintained to surround, separate and connect the regional cities, towns and townships.</li> <li>4. Development which takes advantage of the Fraser Coast’s lifestyle and economic development opportunities does not detrimentally impact on the significant outdoor recreation opportunities and the diverse landscape, scenic amenities and</li> </ol>	<p><b>Statutory measures:</b></p> <p>The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:</p> <ol style="list-style-type: none"> <li>a. Retain over 90% of the Fraser Coast in a non-urban use;</li> <li>b. Identify and protect key rural landscape and scenic amenity areas, landscape corridors and inter-urban breaks in the Council's planning scheme based on the Rural Precinct planning approach and the Landscape Character and Scenic Amenity Strategy;</li> <li>c. Address the protection and management of rural landscape and scenic amenity values including water bodies, areas of significant vegetation, skylines, and important view-sheds particularly from transport routes, lookouts and other public places; and</li> <li>d. Locate and design urban developments so that they will not detract from valuable landscape and scenic features.</li> </ol> <p><b>Possible non-statutory measures:</b></p> <p>As part of its overall corporate planning processes, Council may consider implementation of the following:</p> <ol style="list-style-type: none"> <li>1. Adopting a ‘no net biodiversity loss’ policy for dealing with development proposals impacting on areas of natural, landscape and scenic amenity as set out in the Natural Environment Strategy;</li> <li>2. Utilising natural resource management programs and projects to help manage waterways, wetlands, riparian areas and floodplains;</li> <li>3. Protecting, rehabilitating and managing riparian areas</li> </ol>

<p>natural resources available in rural areas of the Fraser Coast.</p> <p>5. Rural land owners are encouraged and supported to be the custodians and managers of rural biodiversity values and scenic and landscape amenity.</p>	<p>to ensure their scenic, ecological, recreational and corridor values by using available funding programs and through the preparation of best practice management guidelines;</p> <p>4. Where possible, secure and protect public access to significant areas of scenic and landscape value, and to lookout locations which provide views of important landscape features in the Fraser Coast;</p> <p>5. Identify, secure and protect a high quality open space network for environmental, community, landscape, scenic and outdoor recreation purposes in accordance with the Open Space strategy</p> <p>6. Take into account the impacts of development on landscape and scenic values, ecological areas, biodiversity, significant vegetation, water quality, and water resources and storages, when considering development proposals; and</p> <p>7. Ensure environmental and scenic values which are significant tourism assets and attractors are not compromised and that the heritage values and social cohesion of rural towns and townships is not lost in the drive for economic development.</p>
--	--

## 4.7.2 Economic Activity Strategy

### 4.7.2.1 Purpose

The purpose of the Economic Activity Strategy is to:

- ▶ support economic and employment growth in the Fraser Coast;
- ▶ ensure economic activity is located to maximise the use of existing infrastructure and to minimise the cost of supply of new infrastructure; and
- ▶ confirm and support a robust and responsive activity centres hierarchy, in order to promote increased self-containment and prosperity in the Fraser Coast.

### 4.7.2.2 Strategy Overview

The Economic Activity Strategy, which supports the achievement of economic growth and employment outcomes necessary to underpin sustainable development and growth of the Fraser Coast, seeks to deliver economic activity and employment outcomes that:

1. meet the objectives and outcomes of the draft WBB Regional Plan in a manner which supports the planning vision for the Fraser Coast;
2. ensure adequate supplies of appropriately located industrial and other non-residential land and infrastructure services to support projected employment growth;
3. accommodate the allocated share of future regional dwelling and employment growth to well serviced areas within the Fraser Coast to ensure the quality of life of residents and to reduce social disadvantage;
4. encourage employment and economic development opportunities in a range of sectors, including service industries, commercial and retail functions to cater for the needs of

residents as well as to improve the local jobs balance and employment self-containment;

5. promote economic and employment sustainability together with a higher level of and balance between local jobs and housing as a long-term outcome;
6. promote related industrial activities and other servicing functions, as a significant catalyst for new economic and employment drivers within the Fraser Coast; and
7. support investment in both traditional and new economic sectors where the Fraser Coast has an advantage, including an expansion of tourism and recreation pursuits based on the area's natural and scenic amenities, to assist the generation of local job opportunities.

With regard to centres, the strategy seeks outcomes that:

1. identify and implement a robust strategic hierarchy and network of commercial activity centres and employment nodes, maximising accessibility to and providing for the different employment, shopping trips and community needs of Fraser Coast residents and visitors;
2. based on those centres, integrate a range of activities including shopping, offices, community, entertainment and recreation uses;
3. ensure each centre is a high quality urban environment serving as a community focal point, suited to its scale and community setting;
4. ensure the efficient provision of infrastructure to land uses providing employment, education and services; and
5. balance the various roles of centres so that they complement rather than compete with each other for the benefit of the whole community.

#### 4.7.2.3 Mapping

Figures 28, 29 and 30 depict major employment areas including:

- ▶ Existing industrial land;
- ▶ Future industry areas;
- ▶ Key transport infrastructure e.g. airports;
- ▶ Major and Key employment nodes;
- ▶ Extractive resources and Good Quality Agricultural Land; and
- ▶ Resources sites.

#### 4.7.2.4 Strategic Outcomes

Strategic Outcome – Hierarchy of Activity Centres	
Key Issues	Implementation Measures
<ol style="list-style-type: none"> <li>1. Land uses contributing to employment, education and services in the Fraser Coast are located in an activity centre appropriate to their scale and function within the region.</li> <li>2. A hierarchy of activity centres is established</li> </ol>	<p><b>Statutory measures:</b></p> <p>The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:</p>

within the Fraser Coast, to support the preferred settlement pattern as follows:

Activity Centre	Description
<p><b>Principal</b></p> <p>1. Hervey Bay (Pialba Place / Boat Harbour Drive);</p> <p>2. Maryborough Central Business District (CBD).</p>	<p>These centres contain the largest and most diverse concentration of urban activities. They are the key regional focus of employment, government administration, retail, commercial and specialised personal and professional services.</p> <p>They accommodate significant cultural, entertainment, health, education and public and active transport facilities. They also have the highest population densities and the greatest concentration of mixed use development.</p>
<p><b>District</b></p> <p>Eli Waters, Urangan Central, Nikenbah</p>	<p>These centres serve as catchments of district or subregional significance, accommodating concentrations of employment, business, services, commercial and retail uses.</p> <p>These centres may also contain a hospital and secondary school, and provide a range of cultural and entertainment facilities such as a museum, sports parks, cafes and a community hall.</p>
<p><b>Specialist</b></p>	<p>These centres provide a wide range of retail, commercial and</p>

- a. Developing a Strategic Framework to support the activity centres hierarchy and the proposed development sequencing and timing of office and commercial employment opportunities;
- b. Identification and protection of key industrial and economic activity sites;
- c. Identification and protection of locations for lower order local industries, economic opportunities and centres activities that create employment close to where people live;
- d. Provisions which seek to protect the centres hierarchy while also encouraging the establishment of new industries and economic developments required to support urban settlements and to provide local job opportunities;
- e. Identification of and an appropriate allocation of land to support mixed use retail, commercial and light industry type land uses for the purpose of supporting the sustainable growth of the region's coastal and rural towns and townships;
- f. Suitable overlays and other provisions to protect infrastructure corridors and sites required to service industry, economic activity and centres; and
- g. Structure and local planning of future community areas to seek to include adequate provision of employment opportunities to service their needs, to provide local employment, and encourage greater levels of self-containment.

**Possible non-statutory measures:**

As part of its overall corporate planning processes, Council may consider implementation of the following:

1. Progressively updating its Economic Development Strategy for the Fraser Coast building on its economic development opportunities and reflecting the objectives of the draft WBB Regional Plan;
2. Working closely with State and Commonwealth economic development

<p>Torquay, Scarness, Urangan Node</p>	<p>entertainment facilities for tourists and visitors and convenience services for residents of the surrounding area.</p> <p>These centres will contain tourist accommodation, mixed use development, medium/high density housing, cafes and restaurants.</p>	<p>agencies to gain policy, funding and practical support for specific industry/economic development initiatives;</p> <ol style="list-style-type: none"> <li>3. Assisting urban and rural communities to identify new economic development opportunities and to respond to changing economic circumstances through the provision of business advice services and access to Government funding programs;</li> <li>4. Maintaining and enhancing the region's strategic freight network to link regional industries to markets;</li> <li>5. Providing, securing and maintaining appropriate levels of infrastructure (road, rail, water, energy and telecommunications) and community services to support industry and economic activities;</li> <li>6. Supporting the marketing of industry and economic initiatives based on the Fraser Coast, traditional and new rural sector production and related industrial activities, agro-ecotourism, outdoor recreation opportunities, and the region's landscape/scenic amenities;</li> <li>7. Seeking the establishment of vocational education and training, research and development facilities in the Fraser Coast, that: <ul style="list-style-type: none"> <li>(a) responding to specific local industry needs;</li> <li>(b) providing essential skills development in the workforce and community;</li> <li>(c) supporting innovation and expansion of existing economic sectors; and</li> <li>(d) enabling clustering of like industries with similar skills demands and servicing requirements.</li> </ul> </li> </ol>
<p><b>Local</b></p> <p>Howard, Torbanlea, Tiaro,</p> <p>Burrum Heads, River Heads, Point Vernon, Tinana, Dundrowan</p> <p>Granville (although subject to structure planning, may be identified as a higher order centre)</p> <p>Kawungan</p> <p>Torquay - (Bideford Street)</p>	<p>Local activity centres in a rural or coastal area often have strong character and links with rural production and regional landscape values.</p> <p>More generally these centres contain a concentration of business and employment that primarily serves local residents, tourism or primary production industries.</p> <p>These centres may contain some retail, government services, entertainment and community facilities.</p>	
<ol style="list-style-type: none"> <li>3. As the highest order centres, Hervey Bay and Maryborough are planned to have clear and complementary roles to accommodate specific types of facilities and services required by the projected population.</li> <li>4. A significant proportion of additional commercial office floor space demand is provided within the Pialba and Boat Harbour Drive precinct, to reinforce its position as the dominant commercial office market within Hervey Bay.</li> <li>5. In the longer term, structure planning will</li> </ol>		

determine when a supermarket and Discount Department Store (DDS) is needed at Nikenbah, and whether commercial office floor space is appropriate.

6. The majority of government agencies are preserved in Maryborough where possible to avoid fragmentation of these services, however additional services are encouraged in Hervey Bay.
7. Investigate the potential for a supermarket anchored centre on Boat Harbour Drive to serve residents between Pialba and Urangan.
8. Provide additional commercial office demand related to the tourism industry within the specialist centres of Torquay, Scarness and Urangan.
9. Maintain the role and function of centres for Eli Waters, Urangan, Howard, Tiaro and other existing small rural or coastal centres.
10. When appropriate, a Department Store or an additional Discount Department Store (DDS) is located within the Principal Centre of Hervey Bay.
11. When appropriate, accommodate a centre in the area to the south of Doolong Road, as identified in the Doolong Flats/Ghost Hill and Kawungan North East Structure Plan.
12. Subject to demand, supermarket-anchored centres are supported at Urangan and Nikenbah.
13. The provision of retail floor space which is primarily oriented towards tourist/visitor spending is encouraged in the vicinity of Fishermen's Park and the existing marine precinct near the Boat Harbour at Urangan provided that:
  - (a) it does not conflict with the recommendations for additional floor space to service the residential population of Hervey Bay and the wider the Fraser Coast up to 2031 as discussed above; and
  - (b) any development excludes a full-line supermarket or a DDS.

<p>14. The provision of additional retail space is encouraged in Maryborough subject to demand. In the medium term, a new full-line supermarket is considered appropriate.</p> <p>15. Corner store type facilities are encouraged in appropriate locations to service the needs of local residents, where they do not conflict with or threaten the viability of the hierarchy.</p> <p>16. Within rural and coastal towns and townships, development which provides for a range of services within the identified centre is encouraged.</p>	
---	--

Strategic Outcome – Industry diversity

<b>Key Issues</b>	<b>Implementation Measures</b>
-------------------	--------------------------------

<p>1. There are a number of existing major and future identified employment areas within the Fraser Coast Regional Council Area. The major employment nodes have been identified as:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 30%; text-align: center;">Regional Locality</th> <th style="text-align: center;">Employment Areas</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Maryborough</td> <td>Maryborough City Maryborough West Tinana Granville St Helens</td> </tr> <tr> <td style="text-align: center;">Hervey Bay</td> <td>Urangan Dundowran</td> </tr> <tr> <td style="text-align: center;">Rural Areas</td> <td>Howard Broweena North Aramara Tiaro</td> </tr> </tbody> </table> <p>2. Priority is given to developing and implementing a jobs self-containment and jobs balance policy to maximise local</p>	Regional Locality	Employment Areas	Maryborough	Maryborough City Maryborough West Tinana Granville St Helens	Hervey Bay	Urangan Dundowran	Rural Areas	Howard Broweena North Aramara Tiaro	<p><b>Statutory measures:</b></p> <p>The new Planning Scheme will consider the inclusion of provisions, that seek to support the strategy and address the key issues, such as the following:</p> <ul style="list-style-type: none"> <li>a. High level commitment in the Strategic Framework and other outcome statements to providing an ongoing supply of industrial land;</li> <li>b. Provision for an adequate supply of large footprint/ general industry land at Hervey Bay, potentially as an extension of the existing Dundowran Estate and adjacent to the Nikenbah Transfer Station (as part of a structure planning response);</li> <li>c. Allowing for the expansion of large footprint/ general industry land in Maryborough;</li> <li>d. Focusing general industry development at Maryborough West, consolidating with the existing industrial land uses where access to highway and rail transport networks exist;</li> <li>e. Identifying Fraser Coast Marine Industrial Precinct as the primary marine industry facility in the region;</li> <li>f. Limiting the scale of marine industry facilities in Hervey Bay to a level commensurate to servicing recreational boats and existing commercial fishing fleet and clustered around Urangan Boat Harbour in small</li> </ul>
Regional Locality	Employment Areas								
Maryborough	Maryborough City Maryborough West Tinana Granville St Helens								
Hervey Bay	Urangan Dundowran								
Rural Areas	Howard Broweena North Aramara Tiaro								

<p>jobs in diverse industries including those from both traditional and new sectors such as:</p> <ul style="list-style-type: none"> <li>a. Tourism;</li> <li>b. Aviation;</li> <li>c. Marine;</li> <li>d. Health;</li> <li>e. Education;</li> <li>f. Construction; and</li> <li>g. Government.</li> </ul> <p>3. Sub-regional economic development strategies are refined and updated to boost business investment, diversify local economies, and enable businesses to grow.</p> <p>4. Major and future industrial employment areas are supported by the sustainable and financially viable provision of infrastructure.</p> <p>5. Home based businesses which contribute to the Fraser Coast economy but do not impact on the surrounding residential amenity or environmental values are supported and encouraged.</p> <p>6. Areas and sites suitable for industrial and economic activity, in particular, for large footprint and general industry are identified and zoned, particularly in Maryborough given its relative access to major transport networks (road and rail).</p> <p>7. In addition, land for industry is identified in Hervey Bay.</p> <p>8. Existing and future economic infrastructure sites are identified and protected from encroachment by incompatible land uses.</p> <p>9. Job creation and employment diversity are maximised in centres.</p> <p>10. New business and industry initiatives are identified, promoted and supported in rural centres, building on local strengths and opportunities.</p> <p>11. Fraser Coast Marine Industrial Precinct, an area located between Beaver Rock Road and the Mary River at Granville, is</p>	<p>scale and high quality tenancies;</p> <ul style="list-style-type: none"> <li>g. Facilitating, where appropriate, the provision for "hard to locate" industries in appropriate locations of the Fraser Coast; and</li> <li>h. Considering options for small – scale complementary land uses and services in industrial precincts to support businesses and workers, such as convenience retail and child care.</li> </ul>
	<p><b>Possible non-statutory measures:</b></p> <p>As part of its overall corporate planning processes, Council may consider implementation of the following:</p> <ol style="list-style-type: none"> <li>1. Establishing a joint State and Council Task Force to oversee the implementation and marketing of the Fraser Coast and the provision of essential infrastructure required to support new industry and business to the Fraser Region;</li> <li>2. Working with relevant State Government agencies and private sector industries to secure infrastructure funding commitments to support the establishment of Maryborough as an industrial city within the Fraser Region;</li> <li>3. Ensuring road and rail facilities at Maryborough are fully integrated;</li> <li>4. Seeking an efficient public transport system to cater for the needs of workers at Maryborough;</li> <li>5. Promoting a range of economic activities at Maryborough including transport, warehousing and manufacturing as its key industries;</li> <li>6. Encouraging clusters and precincts of like industries and those which can maximise synergies between each other;</li> <li>7. Investigating the possibility of incorporating high tech research and development campus and vocational training facilities allied to major industries established at Maryborough as an extension of the TAFE facility; and</li> </ol>

<p>intended to consolidate and expand the boat building and associated industries and services within the Fraser Coast region.</p> <p>12. Marine services activity within Hervey Bay complements, rather than competes with, activity within the Fraser Coast Marine Industrial Precinct at Granville.</p> <p>13. No additional industrial land is anticipated in Tiaro or Woocoo to 2031.</p> <p>14. Within rural towns and townships, small scale industrial development which provides for a range of services within the identified centre is encouraged.</p>	<p>8. Encouraging best practice in sustainable industries and development including a closed system of water cycle management, energy efficient buildings and operations, minimising air quality, light and noise emissions, and achieving high quality building design, efficient street networks and visually pleasing landscapes, open spaces and green corridors.</p>
---	---

**GHD**

2/8 Neils Street  
Hervey Bay QLD 4655 Australia  
T: (07) 4191 2000 F: (07) 4191 2099 E: hvbmail@ghd.com.au

© GHD 2011

This document is and shall remain the property of GHD. The document may only be used for the purpose for which it was commissioned and in accordance with the Terms of Engagement for the commission. Unauthorised use of this document in any form whatsoever is prohibited.

**Document Status**

Rev No.	Author	Reviewer		Approved for Issue		
		Name	Signature	Name	Signature	Date
0	Various	Matthew Jordan		Matthew Jordan		1/9-2011