

THE CITY OF
GREATER GEELONG

PLANNING FOR INDUSTRIAL LAND SUPPLY IN GREATER GEELONG

MAY 2025

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Executive summary

The City of Greater Geelong (the City) welcomes this opportunity to provide information to the Strategic Land Use Planning branch at the Department of Transport and Planning (DTP) who are seeking information and insights about planning for industrial land supply in the greater Geelong region

Our responses to the questions posed outline the City's strategic planning for industrial land supply, addressing current challenges and future needs to support economic growth, including our:

- **Economic Development Plan:** The City of Greater Geelong has adopted a 10-year economic development plan titled "Geelong on the Rise: A Clever and Creative International City - 2024-2034," which identifies priority industries and strategies to address the lack of serviced industrial land.
- **Current Review:** An ongoing Industrial Land Supply Review aims to assess the existing industrial landscape and forecast future demand, with findings expected by the end of 2025.
- **Planned Rezoning Projects:** Several industrial precincts are undergoing rezoning, including the Lara Business Park and the Greater Avalon Employment Precinct, with anticipated development timelines extending to 2030.
- **Key Priorities:** The document emphasizes the need for timely industrial land development to manage affordability and attract diverse businesses, particularly small and medium enterprises (SMEs).
- **Infrastructure Needs:** The successful development of industrial land relies on high-quality infrastructure, including transport connections, which are crucial for accommodating growth and supporting local businesses.
- **Stakeholder Engagement:** An Industrial Forum is planned to gather insights from landholders and industry stakeholders, addressing current issues and future expectations regarding industrial land supply.

The City recognises that the State Government including the DTP plays a vital role in supporting the planning for industrial land in the Greater Geelong region.

Key actions we would seek to support this include timely consideration of Amendment requests, prioritising infrastructure support, integrating strategic infrastructure planning and allocating funding for critical upgrades.

These actions would support efficient planning, enhanced infrastructure, and strategic growth, fostering economic development and job creation in Greater Geelong.

Response to Questions

Greater Geelong has thirteen existing and planned employment precincts including the major precincts of Avalon Airport, Geelong Port, and central Geelong.

A review of industrial land in 2018 found there was approximately 21 years industrial zoned land across greater Geelong based on the average annual rate of land consumption in the period 2015 to 2018 (excluding the Industrial Employment Precinct next to Avalon Airport and the Western Employment Precinct). In terms of future (unzoned) industrial land stocks it is estimated that there is 7 years of additional supply.

State and local government Investment Facilitation Units report that businesses have had difficulty in finding appropriate industrial land for investment.

A lack of industrial land for future development and economic growth has a flow effect on job opportunities to support future population and housing growth.

What strategic planning work related to industrial land supply has been completed/adopted by Council? Please provide links to relevant documents that we haven't captured on the attached list.

The [Geelong on the Rise a Clever and Creative International City - 2024-2034](#) is the City of Greater Geelong's Council endorsed 10-year economic development plan. It outlines our priority industries, municipality advantages and challenges which includes a lack of serviced industrial land. It outlines our strategies, including planning and land supply related actions overcome challenges and support economic growth.

The City's strategic economic development plan was informed by internal and external stakeholder engagement and the following:

- **Greater Geelong Economic Development Plan 2024-2034 Background Report** provides an assessment of the economy, including industry sectors, manufacturing diversity and trade/export information
- **Northern and Western Geelong Growth Areas Framework Plan** includes actions related to industrial development in both Northern and Western precincts:
 - Action N/W3.2.1: Employment precincts will provide for a wide range of industrial and commercial uses to support the creation of new neighbourhoods and local job creation.

- Action N/W3.2.2: The employment precinct will be supported by providing efficient integrated transport connections to the freeway and regional highway network.

- **Geelong Ring Road Employment Precinct Framework Plan** which lays out the strategically located precinct to the City's north. The GREP encompasses 500 hectares of land zoned for heavy industrial purposes with significant opportunities for greenfield development. The GREP is one of only a few areas available within Victoria with large lot industrial 2 zoned land.
- **G21 Region Plan 2050 - G21** which guides planning and investment in region through to 2050 encompassing the City of Greater Geelong, Surf Coast Shire, Colac Otway Shire, Golden Plains Shire and the Borough of Queenscliffe.

Do you have any strategic planning work related to industrial land planned or underway currently? What is the anticipated timing of this? This may include strategic work exploring rezonings to or from industrial zones.

The City of Greater Geelong is currently undertaking an Industrial Land Supply Review. This review aims to comprehensively assess the existing industrial landscape, current precincts, forecast future demand, and pinpoint optimal locations for various industrial development types. The findings will form the foundation for any new industrial land policies proposed for inclusion in the planning scheme. A draft of the review is scheduled for community consultation this coming July (2025), with final adoption anticipated by the end of the 2025. The work is being undertaken for the City by Charter Keck Cramer.

Below industrial precincts have been identified, and work is currently on going for rezoning:

- **Lara Business Park**

Council is currently preparing an amendment to facilitate the rezoning of land located at 705-765 (part) and 785-805 (part) Princess Highway, 76-156 (part) Canterbury Road East and 610 Rennie Street, Lara from Farming Zone to Industrial 1 Zone and Industrial 3 Zone. The land area is approximately 114 ha. The potential zones would be IN1Z and IN3Z. Further information here: [Public exhibition this year on amendments to rezone land in Lara - City of Greater Geelong](#).

- **North-East Industrial Precinct (NEIP, Armstrong Creek)**

The NEIP comprises approximately 180 hectares and the PSP includes a vision for a new generation industry and business park with the flexibility to accommodate a wide range of traditional and emerging forms of industry and business accommodation. The planned zones in NEIP are IN1Z, MUZ, C2Z and C1Z with lot sizes smaller than 5000 sqm. More information here: [Armstrong Creek - North East Industrial Precinct - City of Greater Geelong](#)

- **Greater Avalon Employment Precinct**

Avalon Employment Precinct is proposed to be approximately of 780 ha of INZ1 land. This site has the potential to house a freight hub and business park. The Victorian Planning Authority is preparing planning scheme tools to guide development. More information here: [Greater Avalon \(Employment\) - VPA](#)

- **Amendment C468 - South-West Geelong Investigation Area (SWGIA)**

The amendment identifies the South-West Geelong Investigation Area (SWGIA) as a site for future investigation by introducing strategic directions and relevant policy changes in accordance with the recommendations of the [South-West Employment Land Review](#). The Amendment was adopted by Council on 25 February 2025 and sent to the Minister for Planning for approval in March 2025. More information here: [Amendment C468 - South-West Geelong Investigation Area \(SWGIA\) - City of Greater Geelong](#)

- **West Fyans Structure Plan Review**

The city is currently reviewing the [West Fyans Structure Plan](#), and considering the appropriate future zone for existing industrial precincts within this Structure Plan area. Council is currently undertaking stakeholder engagement and preparing technical reports to inform a revised Structure Plan for consultation in late 2025.

Have you completed a review of supply and demand for industrial land in your local government area? Do have any spatial data you can provide?

As discussed in the previous question, the City of Greater Geelong is currently undertaking an Industrial Land Supply Review.

This comprehensive review aims to assess and make recommendations on the current and future industrial land needs, considering factors like availability, suitability, demand (including new industries and the re-use of declining precincts), access, and potential rezoning.

This review has utilised Australian Business Register's spatial data obtained from REMPLAN to analyse land use and businesses across different industrial precincts.

The findings of this review will supersede those of the previous land supply study conducted in 2018, which is now considered outdated.

The City is keen to share the latest Industrial Land Supply work with DTP through various stages of consultation. The first stage of consultation is the industrial forum hosted by the City in early June 2025.

What are the key priorities for industrial land in your local government area? Are there broader regional factors or influences we should be aware of, and what do you see as regional economic strengths that could be built on?

A paramount priority for the City of Greater Geelong is the strategic and timely development of its industrial land.

This is crucial to address current shortages, manage land affordability, and achieve ambitions outlined in [Geelong on the Rise: A Clever and Creative International City 2024-2034](#).

The overarching goal is to foster a sustainable, diverse, and internationally competitive economy by ensuring an adequate and varied supply of industrial land that meets the needs of a broad spectrum of businesses.

Addressing Land Supply, Diversity, and Affordability:

This is essential to attract and retain a diverse range of industrial enterprises, from small to medium enterprises (SMEs) to large-scale operations.

Addressing industrial land supply in Victoria is crucial to remain nationally competitive against other states/territories to attract future investment.

Continued and adequate supply of industrial land is also vital to mitigate the rapid growth in industrial land prices. Escalating prices can significantly impact the ability of SMEs to secure appropriate locations and compete effectively in the market. SME provide significant

opportunities for local employment, skills development and economic growth for regions.

Furthermore, low vacancy rates and constrained industrial land supply in Greater Geelong place additional pressure on the region to accommodate the increasing interest and demand spilling over from supply deficits in Melbourne and across Victoria.

A crucial element in strategically developing industrial land is the integrated planning of housing and employment. The growth in industrial jobs must be supported by a corresponding increase in diverse and affordable housing options. This integrated approach provides a balanced community reducing reliance on commuting, supporting local businesses, and enhancing the overall vibrancy and sustainability of Geelong.

Strategic Precincts, Infrastructure, Servicing and Amenity:

Geelong's strategic advantage for industrial development is significantly amplified by its prime geographic location and robust critical infrastructure. Situated as a key gateway, it boasts an integrated network of major transport assets including the deep-water Geelong Port, Avalon Airport (a designated state-significant employment precinct in planning), upcoming North East Industrial Precinct (NEIP) in Armstrong Creek and comprehensive road and rail connections. This multimodal infrastructure provides businesses with efficient access to local, national, and international markets, forming a cornerstone of the region's industrial appeal and capacity for growth.

Key industrial areas, such as the Geelong Ring Road Employment Precinct (GREP), remain central to accommodating significant industrial activity. While certain areas within GREP are designated for large-scale industries requiring substantial lot sizes (e.g. Precinct 1 with its 5-hectare minimum, refer here: 17.01 EMPLOYMENT Greater Geelong Planning Scheme - Ordinance), there is a need for a mix of lot options and sizes across the region to cater to diverse industrial requirements.

Fundamental to the success of all industrial land development is the provision of high-quality infrastructure. This includes reliable power, water, digital connectivity and critically efficient transport connections to support future growth and seamlessly connections for industries to key assets like Avalon Airport and the Geelong Port.

In this context, the DTP should note the information provided by key stakeholders within the region such as that obtained when consulting on the Geelong Ports - Port Development Strategy.

Conversely, infrastructure limitations can limit industry diversity and constrain growth. An example is the industrial land in the Moolap area which currently has restricted capacity to support significant industrial expansion due to the lack, or non-existence, of reticulated sewerage infrastructure serviced by Barwon Water. Addressing such servicing gaps is crucial for unlocking the full potential of all designated industrial zones.

Amenity buffers and management of adverse risks must be carefully considered by State Government to avoid and minimise conflict, particularly for existing industrial zones locations which directly interface/adjoining residential zones and managing of future residential housing (e.g. Moolap coastal strategic framework plan.)

Regional Strengths, Workforce, and Innovation:

Geelong possesses significant regional strengths that support and drive industrial growth. A diverse and skilled workforce, continually replenished by local education institutions such as Deakin University and The Gordon TAFE, is a cornerstone of this advantage.

A prime example of the region's economic strength in fostering innovation is ManuFutures at Deakin University. This advanced manufacturing accelerator has demonstrated remarkable success.

This facility is a key asset in nurturing the advanced manufacturing sector within the region and Victoria.

Since its establishment in 2018, ManuFutures has helped create more than \$1 billion in company value, incubated more than 17 advanced manufacturing start-ups, helped companies establish export markets in more than 35 countries, hosted 500 student placements and created more than 120 advanced manufacturing jobs.

For more information visit: ManuFutures | Deakin

Alignment with "Geelong on the Rise" and Future Planning:

The development of industrial land is directly aligned with supporting the key sectors identified in the "Geelong on the Rise: A Clever and Creative International City - 2024-2034". These priority sectors include:

- Advanced manufacturing.
- Agribusiness and food manufacturers.
- Clean economy.
- Defence.
- Transport, logistics and fulfilment.

With any new or potential industrial areas identified, what is the likely timing for development and are there any significant constraints to development of these areas?

• North-East Industrial Precinct (NEIP, Armstrong Creek)

The NEIP comprises approximately 180 hectares and the PSP includes a vision for a new generation industry and business park with the flexibility to accommodate a wide range of traditional and emerging forms of industry and business accommodation. The planned zones in NEIP are IN1Z, MUZ, C2Z and C1Z with lot sizes smaller than 5000 sqm. The NEIP is anticipated to be ready for development by 2029.

• Greater Avalon Employment Precinct

Avalon Employment Precinct is proposed to be approximately of 780 ha of INZ1 land. This site has the potential to house a freight hub and business park. The Victorian Planning Authority is preparing Planning Scheme tools to guide development. This employment precinct will support the growing populations of Wyndham and Geelong's Northern Growth Area.

• South-West employment Land Investigation Area (Western Industrial Precinct (WIP) and Boral Site)

At its December 2023 meeting, Council adopted the South-West Geelong Employment Land Review. The review recommends the Boral and WIP sites form a single investigation area to deliver approximately 170 ha of employment land, provides options on how the employment land could be delivered and that any land surplus to the employment needs can be considered for

other strategic uses such as residential or tourism. Amendment C468 was adopted by Council on 25 February 2025 and sent to the Minister for Planning for approval in March 2025.

• Lara Business Park

Council is currently preparing an amendment to facilitate the rezoning of land located at 705-765 (part) and 785-805 (part) Princess Highway, 76-156 (part) Canterbury Road East and 610 Rennie Street, Lara from Farming Zone to Industrial 1 Zone and Industrial 3 Zone. The land area is approximately 114 ha. The potential zones would be IN1Z and IN3Z. This industrial precinct is anticipated to be ready for development by 2030.

• Employment Precincts in the Northern and Western Growth Areas (NWGGA)

– Northern Geelong Growth Area:

High level analysis indicates that a total employment land required to support the local residents of the Northern Geelong Growth Area is up to 110 hectares. The employment precinct can grow by an additional 124 hectares, if required, to support Geelong's long-term economic growth.

– Western Geelong Growth Area:

High level analysis indicates that a total employment land required to support the local residents of the Western Geelong Growth Area is up to 130 hectares. The size and location of the employment precinct avoids interfaces with river corridors and acknowledges nearby employment precincts within Golden Plains Shire.

Both employment precincts in the Northern and Western Geelong Growth Areas will be planned alongside the PSPs.

Are the views of private landholders/ industry stakeholders generally known and has there been any consultation on future expectations?

An Industrial Forum will be hosted by the City in early June to find out current views of landholders and industry stakeholders. The aim of this forum is to:

- share crucial insights from recent land and economic research

- discuss the current status and future outlook for Geelong's industrial sector
- discuss key issues related to land supply and floor space availability
- gather key stakeholder's valuable feedback to inform the City's emerging industrial strategy.

All relevant DTP officers are invited to attend this forum. A formal invitation will be sent following this submission.

This forum will provide a formal setting for stakeholder feedback and views.

Additionally, as a part of [Geelong on the Rise a Clever and Creative International City - 2024-2034](#) the City's Investment & Economy Unit have received informal feedback from real estate agents and developers relating to industrial land usage and from this consultation identified the following points:

- Industrial land in the southern part of the municipality provides a different business proposition than industrial land in the north and may be better suited to local municipality and business servicing.
- Large lots of industrial land to Geelong's north have a specific investment proposition/purpose.
- Industrial land on the northern interface with Melbourne provides a more competitive environment for many business sectors such as; logistics, supply of materials, warehousing.
- Businesses want effective and efficient connections. Including logistics and connectivity to major infrastructure such as Geelong Port, Avalon Airport or efficient connection to Melbourne, including to Melbourne Airport, Supply chains, Port of Melbourne and major freeways connecting to other cities.
- A few players in the market are holding onto parcels of industrial land with a business model to lease only. This does not suit all companies, with many industrial businesses outlining their preference for building and owning their own site. These industrial businesses have expressed a need for more industrial land supply to improve competition and balance land prices.
- There is a need to ensure appropriate amenity buffers with residential land.
- When businesses are seeking to relocate, often the key priorities is sourcing or replacing their workforce and shorter commutes. Businesses have advised if these

cannot be addressed it significantly impacts the business.

- Cities that possess both a port and an airport experience significant advantages, opportunities, and subsequent benefits, such as enhanced industry development and job creation.
- Some business investment enquiries have advised they cannot consider the GREP industrial land due to the WorkSafe limits relating to employment densities. This has resulted in businesses looking elsewhere including interstate.
- Greater Geelong has the potential to become a key defence manufacturing and supply chain hub.

DTP may wish to engage with the Geelong Manufacturing Council (GMC) for manufacturing sector stakeholder views.

DTP should also note GMC's strategic work, which includes [Geelong's Manufacturing Renaissance: A study of Geelong and the region's manufacturing 2022](#).

More information on the GMC can be found here: [Geelong Manufacturing Council](#)

Are there any other insights you have that could help inform the Regional Industrial Land pipeline work?

This collection of documents and reports provides valuable insights for the Regional Industrial Land pipeline work by highlighting key trends and data points relevant to the industrial landscape at both a national and regional level.

These insights collectively suggest strong current and future demand for industrial land in Geelong, the need to identify and prepare suitable land supply, and the region's competitive advantages in attracting industrial development.

Full article here: [Australia set to run out of industrial land by 2029 - Cushman & Wakefield | The Industrialist](#)

Geelong's affordability is a key drawback - In areas such as Derrimut and Truganina in Melbourne's west, land is selling for \$800+ per sqm for parcels of 1ha+. However in Geelong zoned industrial land is still circa \$300 to \$350 per sqm for several hectares – less than half the price.

Full article here: [Regional Victoria becoming an increasingly attractive alternative for industrial users | The Industrialist](#)

Demand for industrial land within the Geelong Ring Road Employment Precinct has driven a new record in an off-market deal within the northern suburbs' development zone. The last vacant Industrial 1 zoned serviced lot in the commercial precinct transacted for over \$410 per square metre, a record rate for similar parcels of land ...

Full article here: [Record sale for vacant serviced lot as industry drives demand along Geelong Ring Road](#)

"A new report by Oxford Economics Australia, commissioned by the Property Council of Australia estimates that \$1.2 trillion worth of goods flowed through industrial assets in FY22."

Australia's connection to the global economy is supported by industrial assets. About 54% of the value of goods flowing through industrial assets are either imported into Australia or exported to the global market."

Full report here: [The value of goods through Australia's industrial assets - Property Council Australia](#)

Greater Geelong's economy is diverse and growing rapidly. It frequently outpaces every other region in Australia in terms of growth in population, jobs and Gross Regional Product (GRP). Jobs are growing at double the pace of the population, and the region has never been more attractive for its lifestyle and opportunity.

Data and information on the Greater Geelong economy can be found here:

- [Statistics and data - City of Greater Geelong](#)
- [Greater Geelong: Economy at a Glance, June 2024 - City of Greater Geelong](#)
- [Major Construction Projects - Greater Geelong Region — making data user friendly](#)
- [Major employers in the Barwon Region - City of Greater Geelong](#)

How can DTP/ State Government support you in planning for industrial land supply?

The DTP/State Government plays a crucial role in supporting the planning for industrial land in the greater Geelong region, to achieve this we would seek:

- **Timely Authorisation of Amendments:** State Government to provide timely authorisation for specific investigations like Amendment C468 - South-West Geelong Investigation Area (SWGIA). This will ensure that planning processes are efficient and can proceed without unnecessary delays.
- **Infrastructure Support for Industrial Areas:** State Government to prioritise logistic infrastructure upgrades, such as roads, rail connections, and port access improvements. This is essential to support the growth and development of industrial areas in Greater Geelong.
- **Strategic Infrastructure Planning:** Integration of infrastructure needs specific to industrial growth areas into broader state infrastructure plans. This will help ensure that the necessary resources are allocated to support industrial development.
- **Funding Allocation for Critical Upgrades:** State Government to allocate funding for critical infrastructure upgrades. This includes road upgrades, enhancements to rail connections, and improvements to port access to support industrial development.
- **VPA Assistance for Employment Precincts:** Advocate on behalf of region for the Victorian Planning Authority (VPA) to assist in planning more employment precinct structure plans for the Greater Geelong region. This will aid in the strategic development of employment hubs, supporting economic growth and job creation.

We appreciate the opportunity to provide input on planning for industrial land supply and infrastructure support in the Greater Geelong region. Your attention to these matters is crucial for the region's development and economic prosperity.

Should you have any questions or require further discussion, please do not hesitate to reach out. We look forward to collaborating with you to achieve our shared goals.

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