

GIPPSLAND REGIONAL

The Summary

PLAN 2020-2025

BASS COAST

George Bass Coastal Walk

TO READ THE FULL REPORT OF THIS PLAN, PLEASE VISIT:
rdv.vic.gov.au/gippsland-regional-plan

Pictured
*Alpine National Park
The Pinnacles Lookout*

HUMBLE, UNPRETENTIOUS, REMARKABLE

Gippsland is remarkable with enormous potential. Our region is renowned for its natural attributes: unrivalled Gippsland Lakes and coastlines, national parks, snowfields, high country, rich resources, and fertile soils; and our vibrant towns and communities.

INTRODUCTION

A story of Gippsland's future

The Gippsland Regional Plan 2020-2025 is the region's strategic plan for improving the economic, social, cultural, and environmental outcomes for the Gippsland region and our community. It looks towards 2040 for its vision and goals and identifies our priorities for the coming five years to 2025.

Our region is built on the Country, culture, and lore practices of our Traditional Owners and Aboriginal people, and we have much to learn and celebrate as we progress reconciliation and healing. Our more recent history and arrivals continue to add to our diversity and Gippsland's rich cultural fabric.

The Regional Plan is auspiced by the Gippsland Regional Plan Leadership Group (Committee for Gippsland, Gippsland Regional Partnership, One Gippsland (formerly Gippsland Local Government Network), and Regional Development Australia Gippsland). The Leadership Group is a partnership initiative involving all levels of government, business, industry, and community.

During a time of significant challenge, including the rapid transition of our traditional energy and resource-based industries, drought, the 2020 bushfire season, and the COVID-19 pandemic, working together with a whole Gippsland approach is critical to achieving long-lasting benefits for every Gippslander.

Strong collaboration and partnerships are the cornerstones of the Regional Plan and are essential for our region to secure a prosperous future. In developing the Regional Plan, we welcomed participation from a wide range of stakeholders. The Regional Plan represents:

- Linkages to more than 50 federal, state, regional, and local strategies
- Opinions and ideas from more than 300 Gippslanders
- Consideration of more than 260 initiatives and projects identified by our community as important to Gippsland's future
- Analysis of economic, social, and environmental trends

The Plan is intended to ignite conversation, and more importantly, action and guide us to reach our full potential, ensuring that Gippsland is recognised as the place to live, work, invest, and play.

GIPPSLAND REGIONAL PLAN LEADERSHIP GROUP MEMBERS



Pictured
JM Ranger
Smoking ceremony

We acknowledge the Gunaikurnai and Bunurong people as the Traditional Custodians of Gippsland and pay respect to their Elders, past, present, and future, for they hold the memories, traditions, culture, and hopes of Aboriginal and Torres Strait Islander people of Australia.



GIPPSLAND AT A GLANCE

A place to call home

FROM SALTY AIR, TO LUSH FORESTS

Located in Victoria's south-east, almost 287,000 people call Gippsland home.

Our population is growing at the state average of four percent, except for our urban fringe shires of Bass Coast and Baw Baw, whose growth rates are nine and eight percent, respectively.

Gippsland is home to several Aboriginal communities, including the Gunaikurnai, Bidawal, Bunurong/Boonwurrung, Woiewurrung peoples, Jaithmathang, and Monero/Ngarigo Nations, as well as Aboriginal and Torres Strait people from other regions of Australia. Our Traditional Owners and Aboriginal people have a unique connection with Gippsland's waters and land, which adds to our beautiful region's fabric and rich culture and will be further enhanced as we progress reconciliation and healing.

Roughly the same size as Switzerland, Gippsland covers over 41,500 square kilometres and is the largest region in Victoria. Our community includes people from the United Kingdom, Europe, Asia, Africa, and South America. We work and live in a resource-rich landscape (one of the most diverse in regional Australia) from the Latrobe Valley's industrial heartland to rich agricultural lands, coastal and lakes regions, highlands, and the forested north and east.

Each year, nearly eight million tourists visit Gippsland, attracted to our renowned unspoilt lakes, beaches, snowfields, bushlands, and rainforests, as well as our beautiful towns and villages. Our region's vast range of stunning

Pictured
Maffra
Macalister Irrigation District



The Spectacular
GIPPS

Our Economy

\$16B Gross Regional Product (GRP)
Top industries that contribute to our Gross Value Add (GVA)

- 14% Agriculture
- 10% Manufacturing
- 10% Construction
- 9% Electricity and gas
- 8% Health care
- 8% Mining

25,204
Registered business (2019)

106,000
Number of jobs across Gippsland (2019)

Arts Centres and Galleries

Latrobe Regional Gallery,
West Gippsland Arts Gallery and Gippsland Art Gallery.

Sporting Precincts

Gippsland Regional Aquatic Centre, Gippsland Regional Indoor Sports Stadium, Ted Summerton Reserve, Gippsland Regional Sport Complex, Traralgon Bowls Club, plus more.

Education

Federation University,
TAFE Gippsland,
Hi-Tech Precinct and
Gippsland Tech School.

Digital Connectivity

Mid ranked in digital inclusion on the RMIT-Swinburne-Telstra Digital Inclusion Index (DII).

79% of all Gippsland households have an internet connection (2016).

The largest area of public land in Victoria, with 1.6m hectares encompassing forest, state and national parks, Marine Coastal Parks and Reserves and Ramsar Wetlands.

The Spectacular GIPPSLAND

11,600km² (28%)
Dedicated to food & fibre activities

25%
of Victorian plantation timber

Primary Production

28%
of Victorian food and fibre land area

32%
Victoria's dairy production, by volume

25%
Victoria's production by value (Sheep, Pork, Chickens, Aquaculture)

NSW

Nearly 287,000 call Gippsland home (as of 2019).
40% of Gippslanders live in towns and settlements of less than 1000 people

Croajingolong National Park

Our Visitors

8.94m tourists contribute \$1.68b annually to the Gippsland economy (March 2020)

Melbourne

Phillip Island Penguin Parade

Wilson's Prom

Lakes Entrance

1.9% Aboriginal and Torres Strait Islanders

79.4% Born in Australia

18.7% Born overseas

Gippslanders

Housing affordability

Certificate qualification attainment rates above the state average - recognition of a highly skilled trade workforce

More than 700 kilometres of Victorian coastline

Wellington (43,007)

East Gippsland (47,316)

Baw Baw (53,396)

Latrobe (75,561)

Bass Coast (36,320)

South Gippsland (28,934)

Six LGAs

Local government area (2019 population)

Circular economy

Economic Opportunities

Clean energy and resources

Defence

Advanced manufacturing

Food and fibre

THE GIPPSLAND ADVANTAGE

Gippsland is more than a destination; it is a way of life. Well connected to Melbourne and beyond with solid education precincts, sporting and recreation facilities, the region is the perfect place for families and businesses to thrive.

Our natural assets provide an enviable lifestyle and visitor destination, with pristine beaches, snowfields, lakes and rivers, bushland, rainforests, and rich cultural and historical values. Business investment attraction remains strong with a diverse portfolio of industries calling Gippsland home. We are regarded for leading industry advancement with research and development, possessing a skilled workforce and access to local education precincts and a regional university.

ENDOWED WITH NATURAL ADVANTAGES

Our landscape and environmental values provide an enviable lifestyle and visitor destination with access to an abundance of natural resources such as timber, coal, oil, and gas.

FERTILE LAND AND RELIABLE, HIGH-QUALITY WATER

Our stable climate, high and reliable rainfall, strong stream flows, water storage, irrigation infrastructure, and fertile soils and pastures provide a natural advantage in food and fibre.

A POWERHOUSE ENERGY PRODUCER – NOW AND INTO THE FUTURE

A leading energy producer and extensive transmission networks. Gippsland is leading technology advancements of carbon capture and storage, wind, solar farm developments, and research and development across renewable and clean energy production.

AFFORDABILITY AND A QUALITY LIFESTYLE

Gippsland provides an affordable and quality lifestyle. Our strong transport network, excellent community, arts, sporting, education, and health infrastructure, support the liveability of our growing communities.

ROOM TO GROW

Gippsland's population growth to 2036 is forecast to be above the state average, driven by our western shires' proximity to Melbourne. Existing land use planning policies, community and transport infrastructure support and encourage population growth.

OPEN FOR BUSINESS—STRONGLY SUPPORTED BY GOVERNMENT

An 'Economic Growth Zone' has been established in Gippsland as part of the \$266 million regional economic development program. It brings together trade and investment specialists to grow Gippsland's economy, attracting new business and facilitating export opportunities.

A STRONG ENGINEERING AND MANUFACTURING BASE

Gippsland's traditional economic engine of power generation has underpinned our strong engineering and manufacturing capability, supported by an extensive service industry. We are diversifying our capabilities with waste recovery, renewable and clean energy, and niche manufacturing key focusses.

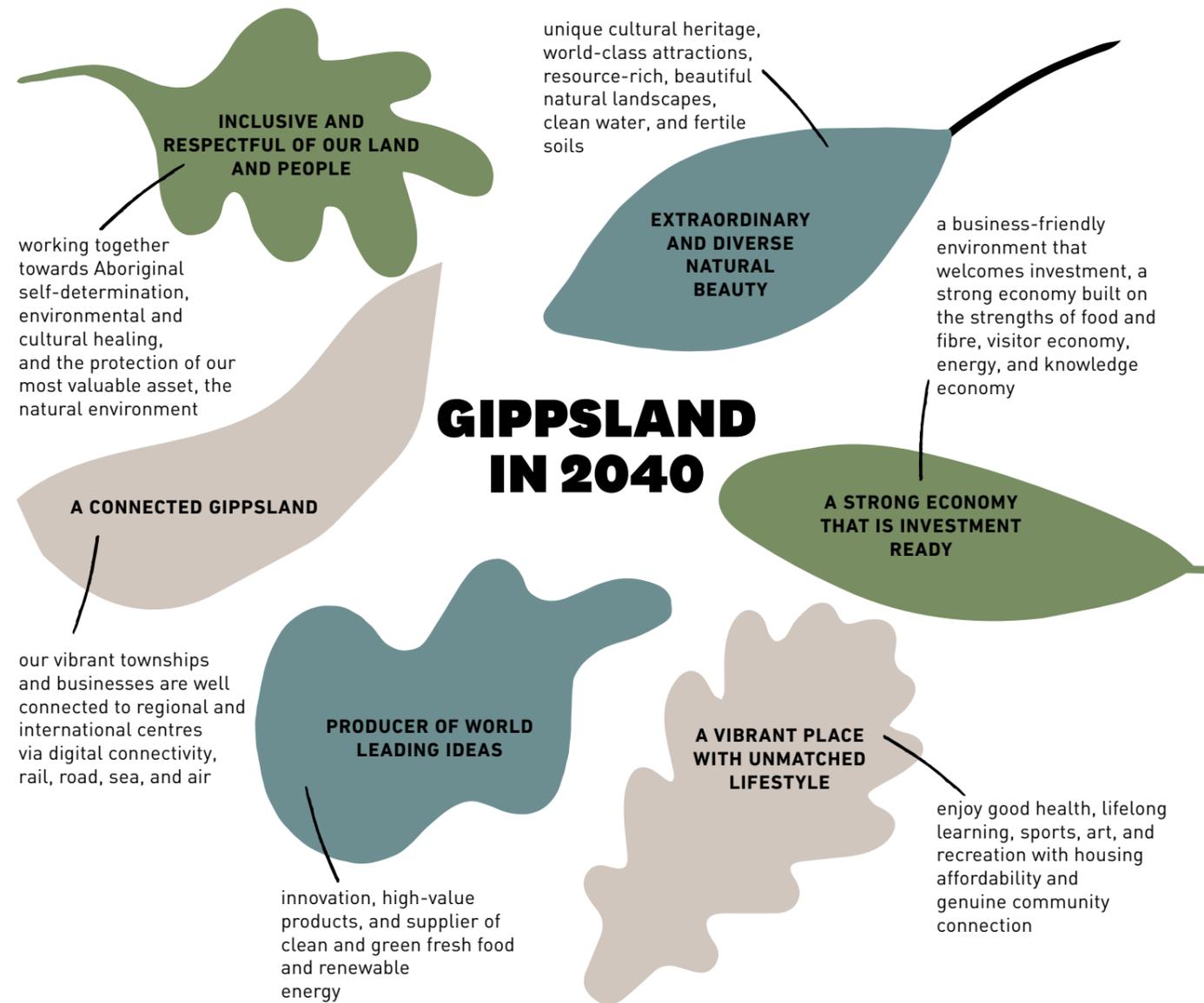
WELL CONNECTED TO MELBOURNE, SYDNEY AND BEYOND

Gippsland's global freight and logistic capabilities leverage a strong network of roads, ports, and rail systems to facilitate the efficient movement and export of goods and services.

A VISION FOR GIPPSLAND

A place to live, work, invest, and play

By 2040 Gippsland aspires to be the most liveable region in Australia—a place to live, work, invest, and play. In 2040, people in Gippsland have an enviable life—enjoying higher living standards, greater cultural and community connections, and healthier and happier lifestyles than in 2020. Enjoying the best of life, Gippslanders connect with nature, with family and friends, with arts and culture, with business, with the world.



GIPPSLAND TOWARDS 2040

The following game-changers are a snapshot of what will be most transformative for Gippsland - we will advocate strongly for them as we deliver this plan.

Commercialising Carbon Capture and Storage

Renewable, clean, and community energy initiatives

Rehabilitating Latrobe Valley's mines and land

Expanding programs that support and enable our most vulnerable communities and people

Increasing digital inclusion throughout Gippsland

Hero tourism destinations and Traditional Owner and Aboriginal cultural tourism

Encouraging innovation and investment to sustainably grow our key industries:

- advanced manufacturing
- food and fibre
- health
- knowledge services
- new energy

Progressing major transport infrastructure and services to open Gippsland to new business, visitors, and residents:

- a third Victorian international airport south-east of Melbourne
- expansion of the Port of Hastings
- faster Gippsland rail services

Realising the Gippsland Regional Plan's long-term vision depends on the delivery of future initiatives and projects outlined in each of our six themes.

Six key themes will guide the actions Gippsland will take to achieve the vision of being the most liveable region in Australia by 2040.

THEME *One*

COLLABORATORS AND PARTNERS

- Collaborative partnerships are representative of all Gippslanders
- A globally recognised, unified, and competitive regional identity
- Supporting decision making

THEME *Two*

CARERS OF OUR COUNTRY, ENVIRONMENT AND NATURAL ASSETS

- Addressing climate change and managing land and water for a sustainable future
- Working together to benefit country and culture
- Using Gippsland's resources responsibly and efficiently

THEME *Three*

CREATORS OF A NEW ECONOMY

- Attracting investment
- Strengthening the economy and growing jobs
- Innovating, value-adding and boosting capacity

THEME *Four*

A CONNECTED GIPPSLAND

- Harnessing our digital potential
- Integrating regional transport and local planning
- World-class freight, passenger and export infrastructure

THEME *Five*

HIGHLY EDUCATED AND SKILLED PEOPLE, LIFE-LONG LEARNERS

- Building skills and knowledge for the future workforce
- Encouraging life-long learning and removing barriers
- Enabling flexible and responsive learning

THEME *Six*

HEALTHY, HAPPY AND INCLUSIVE COMMUNITY

- An inclusive, respectful and enriched regional lifestyle
- Towards social advantage and safer communities
- Meeting the modern health challenge

THEME *One*



Pictured
JM Ranger at Corrinle
Foreshore Reserve
engagement event

COLLABORATORS AND PARTNERS

We work together to deliver region-wide community benefits that support improvements in education, health, employment, environmental and economic outcomes while recognising and supporting Aboriginal healing and self-determination.

We continue to learn from our Traditional Owners and Custodians as we progress joint management partnerships and other opportunities for reconciliation across our region. In partnership, we celebrate the strengths of the oldest living culture in the world.

Government, industry, education, and community groups are unified with a common purpose and resolve, working collaboratively to develop a regional strategy and advocate with a collective voice.

STRATEGIC DIRECTIONS

- Collaborative partnerships are representative of all Gippslanders
- A globally recognised, unified, and competitive regional identity
- Supporting decision making

THEME *Two*

CARERS OF OUR COUNTRY, ENVIRONMENT AND NATURAL ASSETS

Gippsland's interdependence with our rich culture, history, identity, and health is celebrated and embedded in all our endeavours.

We care for Gippsland's unique natural beauty, with high-quality environmental protection, restoration, and disaster management practices that are increasingly informed by and often led by Traditional Owners and Aboriginal groups.

Our premium, clean, and green products, supported by strong water policy and forest, land, lakes, and coastal management, are in demand worldwide. Our natural assets make us a renowned eco and Traditional Owner and Aboriginal cultural tourism, food, and beverage destination.

We are transitioning to become a leader in sustainable energy and forest products and cultivating the circular economy.

STRATEGIC DIRECTIONS

- Addressing climate change and managing land and water for a sustainable future
- Working together to benefit country and culture
- Using Gippsland's resources responsibly and efficiently



THEME *Three*



CREATORS OF A NEW ECONOMY

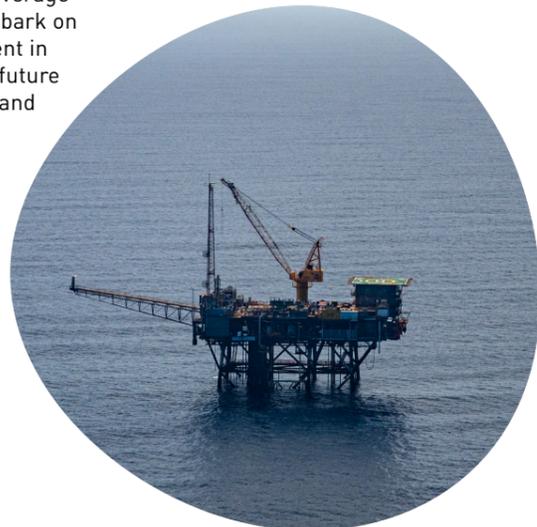
Gippsland's economy is built off the back of world-class natural resources, energy production, food and fibre, and tourism.

Gippsland's \$16 billion economy has long leveraged our diverse and world-class natural resources to underpin our reputation in energy production, timber production, food and fibre, horticulture, and tourism. These key industries are supported by strong technical service and construction, health and social assistance, and retail trade sectors—forming our three largest employment segments across Gippsland.

We will continue to responsibly leverage our natural advantages as we embark on a path of innovation and investment in high-value industries to create a future economy with greater prosperity and sustainability.

STRATEGIC DIRECTIONS

- Attracting investment
- Strengthening the economy and growing jobs
- Innovating, value-adding and boosting capacity



THEME *Four*



A CONNECTED GIPPSLAND

Our digital infrastructure and transport networks connect us to each other and the world. They provide attractive choices for how and where we work and live and present unlimited reach for our experiences, products, and services.

Investment in Gippsland's digital infrastructure, big data research, and skills have the potential to achieve significant returns on investment for our region, with transformative economic, social, and environmental benefits.

We have established central and southern east-west connections to Melbourne, Canberra, regional NSW, and Sydney. These are serviced by Latrobe City and a network of substantial regional towns.

We have an integrated regional and transport planning framework that is future-ready, enabling and encouraging trade, environmental management, tourism, and liveability.

STRATEGIC DIRECTIONS

- Harnessing our digital potential
- Integrating regional transport and local planning
- World-class freight, passenger and export infrastructure

HIGHLY EDUCATED AND SKILLED PEOPLE, LIFELONG LEARNERS

Gippslanders aspire to participate and succeed in education and training at all levels and have access to the infrastructure and technology to achieve their goals.

Creating an environment that fosters lifelong learning and aspiration is crucial to Gippsland's future prosperity. The link between education and training, and learning attainment, health, wellbeing, and economic outcomes cannot be overstated.

Industry, business, government, and education partner to effectively position Gippsland with the skills required for the jobs of the future and as a smart community with a focus on research and innovation.

We are building a life-long learning culture that provides the opportunity for all Gippslanders to aspire to and engage in education.

STRATEGIC DIRECTIONS

- Building skills and knowledge for the future workforce
- Encouraging life-long learning and removing barriers
- Enabling flexible and responsive learning



A HEALTHY, HAPPY AND INCLUSIVE COMMUNITY

Gippslanders are healthy and well and live in safe, stimulating, and supportive environments.



Gippsland aspires to be an inclusive community that welcomes and celebrates diversity. While our cultural and linguistic diversity is lower than the Victorian average, we continue to identify ways to encourage inclusiveness and derive the benefits that diversity brings to improved community health and wellbeing.

Empowering Traditional Owners and Aboriginal people in their self-determination activities will ensure that programs are devised and implemented by those that best understand Aboriginal people and communities themselves.

We will positively change health outcomes in the future through partnerships with local government, health agencies, Aboriginal health organisations, and community groups.

STRATEGIC DIRECTIONS

- An inclusive, respectful and enriched regional lifestyle
- Towards social advantage and safer communities
- Meeting the modern health challenge



The Gippsland Regional Plan is developed in a partnership approach, and its implementation and advocacy will be the same. Sending a clear and united message to investors of Gippsland's priority projects and initiatives is the key role of the Leadership Group.

*Pictured
Lindenow
Crop Harvesting*



DELIVERING THIS PLAN

The Plan is unashamedly big and bold and is based on research and stakeholder consultation. Its implementation requires strong collaboration and action to achieve the Gippsland of our future.

The Gippsland Regional Plan strives to embrace all community members by providing opportunities that help all connect and live their best lives. We seek to provide a connection to Country, community, and cultural and sporting facilities that increase community engagement, participation, and inclusion.

The delivery of the Gippsland Regional Plan will be overseen and monitored by

the Leadership Group. Members of the Gippsland Regional Plan Leadership Group will engage with agents and partners to assign accountability for implementing actions in the six key themes.

The Leadership Group will report the Plan's progress annually and seek out new opportunities and projects that will help to implement the vision.

**FOR MORE INFORMATION,
PLEASE CONTACT**

information.traralgon@rdv.vic.gov.au

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An aerial photograph of a rugged coastline. The foreground shows dark, jagged rocks meeting the sea. The water is a vibrant turquoise color, with white foam from waves crashing against the rocks. In the distance, a long, low island or headland stretches across the horizon under a clear, bright blue sky.

THAT'S
A place to call home
GIPPSLAND