



Mildura Industrial Land Use Strategy

About the Mildura Industrial Land Use Strategy

To support the growth of Mildura, a core objective for Mildura Rural City Council is to ensure the resilience of the local economy. The provision of enough land for businesses to grow and continue to be an important source of local employment is vital to the economy.

The Mildura Industrial Land Use Strategy (2024) is an evidence-based approach, building upon extensive research and analysis, in developing a strategic framework to guide land use and development for industrial land across the municipality over the next 15+ years.

The strategic framework will set out land use directions and initiatives to ensure a sufficient supply of industrially zone land to meet local and regional needs.

Areas of focus

The focus of the strategy is on land zoned Industrial 1 Zone, Industrial 3 Zone and Commercial 2 Zone. The municipality has several industrial precincts including Mildura (Benetook Avenue), Merbein, Irymple, Outer Irymple, Red Cliffs, Thurla and Kulkyne Way.

The strategy will investigate the role each precinct plays and identify opportunities for the Mildura Planning Scheme to strengthen their viability.

This may include the identification of land suitable for future industrial activities to meet the changing and growing needs of the municipality.

What is happening?

Council has prepared a draft Background Report to inform the direction of the future Strategy. The draft Background Report provides an overview of:

- Mildura's various industrial precincts and the industries they accommodate
- Existing planning strategies and policies that apply to industrial land across the municipality
- Existing and future supply of industrial land
- Projected demand for industrial land for the next 15+ years
- Key issues and challenges facing Mildura's industrial precincts
- Industry and local trends set to influence industrial land use activity in the future
- Proposed criteria in identifying potential areas for future industrial

Community feedback is critical to developing a successful strategic direction to allow existing businesses to expand, attract new businesses, strengthen supply chains and diversify business activity.



Mildura Rural City Council

LEGEND

Industrial Precincts

- C2Z - Commerical 2 Zone
- IN1Z - Industrial 1 Zone
- IN2Z - Industrial 3 Zone
- SUZ - Special Use Zone 7
- SUZ - Special Use Zone 9

Roads

- Highways

Railroads

- - - Railway

- Mildura Rural City Council LGA

- Lakes and Rivers

Merbein Industrial Area

Mildura Industrial Area

Benetook Avenue Industrial Area

Mildura Airport

Irymple Industrial Area

Outer Irymple Industrial Area

Red Cliffs Industrial Area

Thurla Industrial Area

Kulkyne Way Industrial Area

0 1 2 3 4 5 km

What we would like to know:

Existing Industrial Areas

1. Do our existing industrial areas meet our current and future industry needs?
2. Do our existing industrial areas have any gaps or shortages?
3. What are the constraints or issues encountered when developing land in existing industrial areas?

Future Locations

4. What land is best suited for industrial development and why?
5. Is expanding industrial land along Benetook Avenue to Seventeenth Street supported?
6. Are there other locations that should be considered for future industrial use?

Criteria for identifying and assessing future industrial land

7. What make industrial land well located?
8. Are there specific matters that should be considered when assessing potential locations for future industrial land?

For Business Operators

9. What is the nature of your business?
10. Are you employing a similar number of workers today compared to two years ago?
11. What are the positives in regards to your current business location?
12. How long has your business been operating in its current location? Have you relocated from another location, if yes where from?
13. Do you have any future plans to change your location? If yes, in the short term or long term?
14. Do you own the land or lease the land your business operates from?

Have your say!

To ensure that Council's strategy for industrial growth will benefit local industries and residents, we invite feedback on the background report's findings.

A draft Background Paper is available for public comment until Monday 17 June 2024.

Send us your feedback by:

- Email: strategic.planning@mildura.vic.gov.au
- In writing: Strategic Planning, MRCC
PO Box 105, Mildura VIC 3502
- Or fill an online survey available on the project webpage using the QR code below or visit yoursay.mildura.vic.gov.au/MILUS

Find out more!

Council is hosting two online information sessions with planning consultant HillPDA and Council officers:

- Wednesday 5 June 2024, 6pm to 7pm
- Thursday 13 June 2024, 6pm to 7pm

To RSVP please email us. We will email you a meeting link invite to the session you have nominated.

Next steps

Your feedback will be collected, reviewed, and addressed in an Engagement Summary Report, which will be posted on the project webpage shortly after the consultation period.

Project Timeline

Stage 1: Project Inception

August 2023

Planning consultant engaged and technical reference group established.

Stage 2: Preparation of the Background Report

September 2023 – May 2024

The Background Report provides research and analysis in relation to industrial issues and opportunities within the municipality.

Stage 3: Public Consultation Round 1

May 2024 – June 2024

The draft Background Report will receive public feedback, with an engagement summary report released shortly after the consultation period.

Stage 4: Preparation of the Strategy

Mid-2024

The Background Report and public feedback will shape a draft Strategy outlining a vision and strategic directions for the municipality's industrial uses, guiding land use recommendations and initiatives.

Stage 5: Public Consultation Round 2

Late 2024-early 2025

The draft Strategy will undergo public feedback, followed by the release of an engagement summary report.

Stage 6: Finalisation & Approval

Early 2025

The Strategy will incorporate feedback and undergo Council approval before initiating a Planning Scheme Amendment to enact its recommendations.



**Scan the QR code to
give your feedback!**

Strategic Planning Team

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