



Swan Hill Rural City Council

Draft Industrial Strategy 2026

May 2026



Swan Hill Industrial Strategy

Contents

1.0	Purpose.....	6
2.0	Business Perspectives	16
3.0	Key Influences.....	18
4.0	Strategic Vision and Directions.....	32
5.0	Industrial Precincts	44
6.0	Appendices	53

Figures

Figure 1: Swan Hill Context and Industrial Zoned Land.....	9
Figure 2: Business Survey Results Dashboard.....	16
Figure 3: Economic Output by Industry.....	18
Figure 4: Jobs by Industry.....	19
Figure 5: Economic Indicators	19
Figure 6: Projected Proportion of Population by Age Group (LGA) 2021-2036.....	20
Figure 8: Goschens Mineral Sands and Rare Earths Project.....	21
Figure 9: Land Consumption (Ha) – Karinie Street 2007-2024.....	22
Figure 10: Robinvale Industrial Precinct Vacant Land.....	23
Figure 10: Industrial Land by Vacancy Status.....	24
Figure 11: Vacant lots by lot size (Ha) Swan Hill (LGA) 2025.....	25
Figure 13: Karinie Street Industrial Estate	45
Figure 14: Quin Drive Industrial Estate	47
Figure 15: Robinvale Industrial Precinct	50

Tables

Table 1: Industrial Precincts.....	8
Table 2: Strategy Stakeholders.....	13
Table 3: Industrial Precincts IN1Z Land.....	22
Table 4: Industrial Precincts IN1Z Land.....	22
Table 5: Robinvale Vacant Land Site Assessment.....	23
Table 5: Industrial Precincts Strategic Context	27
Table 7: Other Industrial Precincts – Directions & Actions.....	51
Table 8: Industrial Land Search Criteria	53
Table 9: Industrial Investigation Sites	2

Glossary

ABS	Australian Bureau of Statistics
ERP	Estimated Residential Population
ILS	Industrial Land Strategy
IN1Z	Industrial 1 Zone
C2Z	Commercial 2 Zone

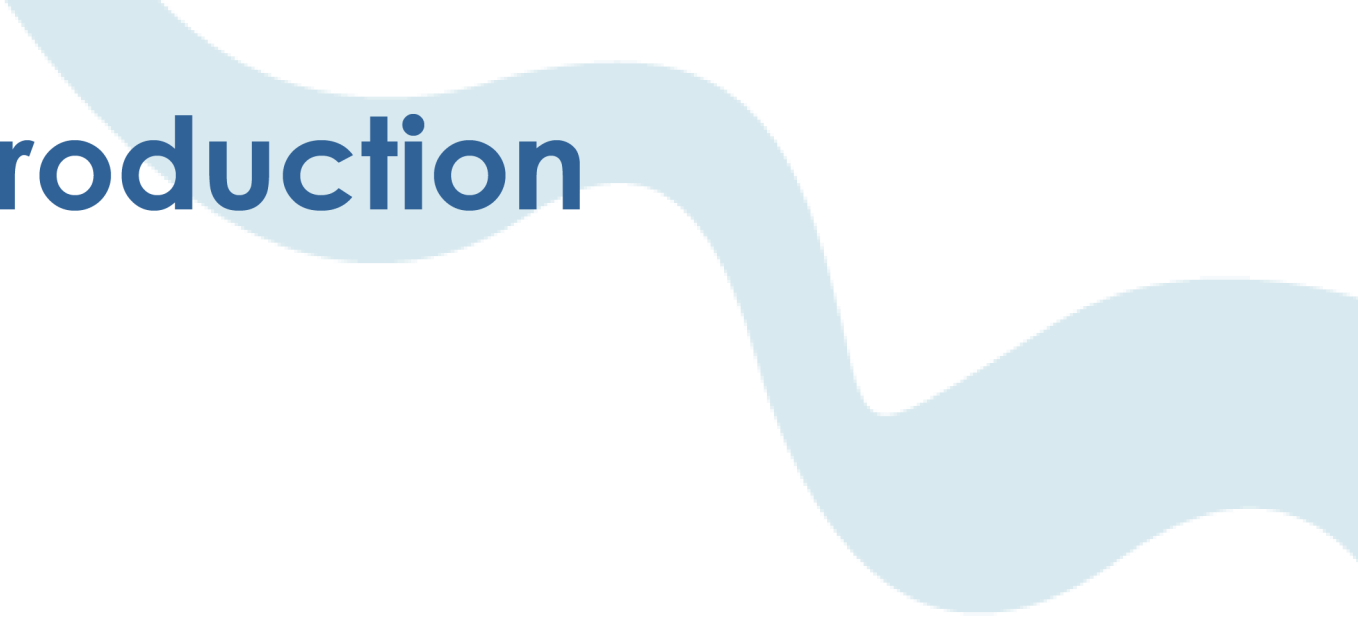
DRAFT

Acknowledgement of Country

Swan Hill Rural City Council acknowledges the traditional custodians of the land on which we meet, and pays its respects to their elders, past and present.

DRAFT

Introduction



1.0 Purpose

Swan Hill Rural City's industrial sector is essential to the welfare and prosperity of the community and northern Victoria.

A key pillar of Swan Hill Rural City Council's vision for the municipality is to build *“a resilient local economy, supporting businesses and attracting investment for a thriving future”* (Council Plan 2025-2029).

The *Swan Hill Industrial Land Use Strategy 2026* (the Strategy) sets a clear direction for industrial lands across Swan Hill and Robinvale to 2040.

The Strategy provides residents, businesses and stakeholders clarity on industrial land use and development. In addition, the Strategy sets the conditions for the SHRCC to attract new industry, investment and workers while also enabling existing industry to grow and expand.

This Strategy guides the long-term direction of the SHRCC's industrial land to ensure the municipality's industrial sector is positioned to support the community's prosperity.

Key Moves

To support the continued growth and development of SHRCC's industrial precincts, the Strategy identifies five key moves.

1. Investigate and confirm a preferred industrial expansion area

To grow industry, jobs and expand SHRCC's economy SHRCC requires new industrial land. The Strategy identifies two preferred locations identified for potential industrial expansion. These locations require further land use investigation.

2. Support industrial renewal and growth

Industrial locations should be well functioning and attractive production and employment areas. The Strategy identifies opportunities to improve the attractiveness of industrial precincts via streetscape and transport infrastructure and initiatives to support renewal of existing industrial facilities.

3. Facilitate and grow the rare earth and mineral sands sector

Industrial land in northern Victoria is essential to supporting rare earth and mineral sand mining growth, providing space for processing, storage and logistics facilities close to the resource base and existing transport links.

4. Support the growth of Robinvale's industrial sector

Robinvale incorporates a large agricultural logistics, packaging and processing sector that operates within agricultural land. The Strategy details policy initiatives to support and guide industrial uses in agricultural land. Robinvale's Moore Street Precinct also incorporates industrial land that is constrained by environmental and development constraints. This Strategy seeks to rezone these areas to ensure industrial land demand is directed towards developable land.

5. Advocate for worker housing

SHRCC's economy is growing and industry is expanding. To thrive the Rural City needs workers. The Strategy advocates for the delivery of dedicated worker housing to meet the accommodation needs of businesses and their employees.

1

Identify and confirm a preferred industrial expansion area

2

Support industrial renewal and growth

3

Facilitate and grow the rare earth and mineral sands sector

4

Support the growth of Robinvale's industrial sector

5

Advocate for worker housing

Swan Hill Rural City Council Industrial Precincts

Businesses in industrial precincts are a vital source of employment income and economic activity for the community.

The municipality's European economy was founded during the mid-1800s, with Swan Hill growing as a major settlement. The area's fruit, grape, grain, dairy and vegetable farming spawned complimentary processing and manufacturing industries including the establishment of plaster, brick, cordial, dairy, tomato factories, as well as flour mills and sawmills many of which located in Swan Hill's industrial precincts.

Today the municipality's industrial precincts provide critical technological, service and material support for local industry sectors while also incorporating enterprises that export building, household, food and farming supplies across the nation. Industrial precincts are also critical locations for delivering the mechanical, engineering, trades and construction services, skills and inputs required by the municipality's community.

In 2023, industrial sectors generated an estimated \$2.2 billion in economic output for the municipality, an increase of \$300 million since 2018 at an annual average growth rate of 2.8% (Source: Economy id). Agriculture is Swan Hill's leading industry, producing \$1.3 billion in economic output in 2023, accounting for 58% of the municipality's economic output (source: Economy id).

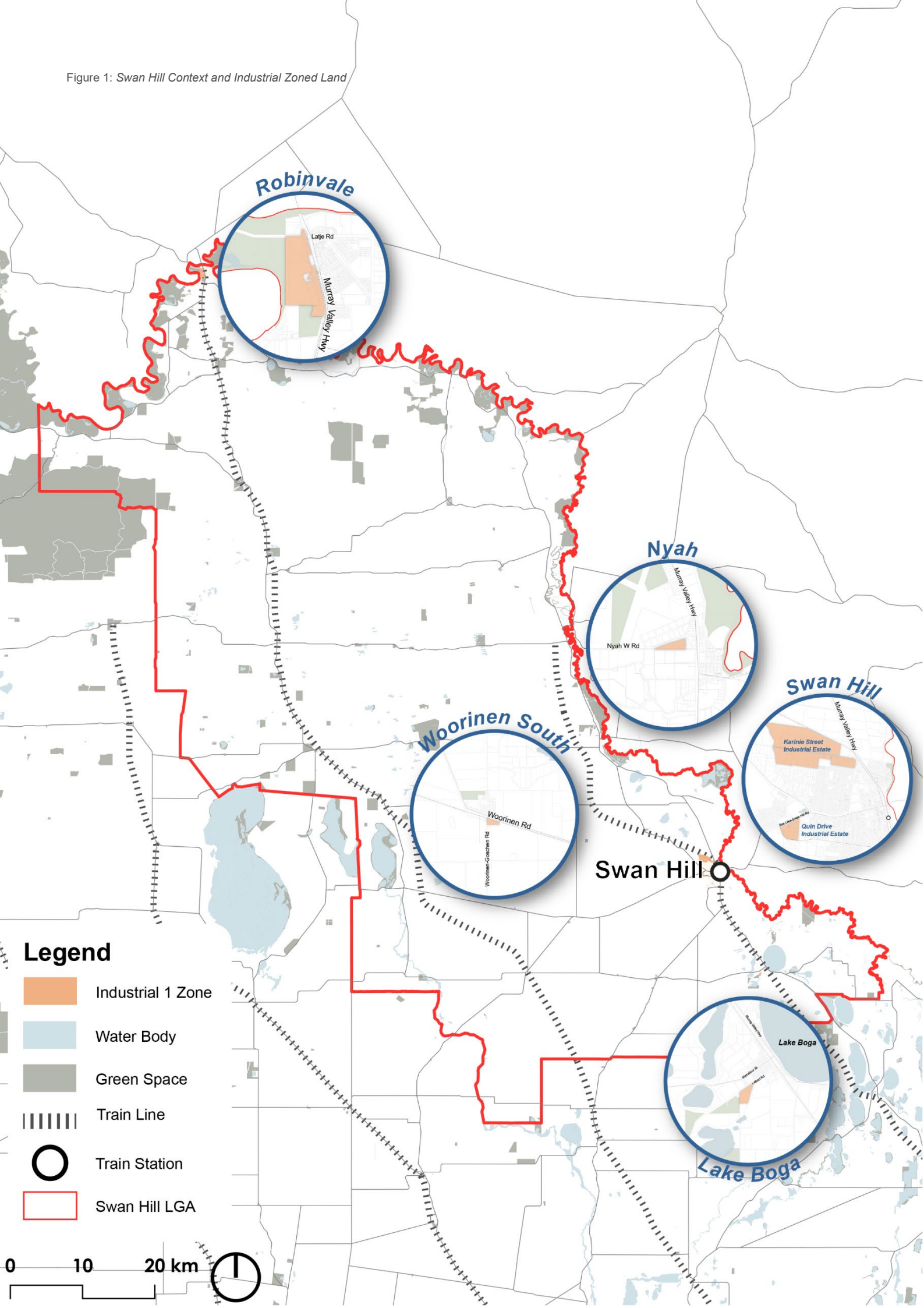
This Strategy focuses on supporting the sustainable development of the municipality's industrial precincts which comprise 249 hectares of industrial land. The municipality incorporates three key industrial precincts across Swan Hill and Robinvale, as well as solitary industrial areas at Lake Boga, Nyah and Woorinen South. These locations support the municipality's industrial base while being a leading source of employment.

In an age of uncertainty in which there is emerging volatility in international trade, local industrial areas are central in supporting the economic resilience and economic capacity of local communities. Ensuring industrial land and ancillary uses are available and affordable is therefore both essential to the prosperity of new and existing businesses but also to national resilience.

Table 1: Industrial Precincts

Precinct	Description
Karinie Street	The Karinie Street industrial estate is located in the Swan Hill township and is the municipality's largest industrial area (145.8 ha). The precinct is characterised by its long-established large format businesses that support construction supply, manufacturing, machinery, automotive, and household supply uses. Karinie Street is the precinct's primary thoroughfare and access point. Lots in the south of Karinie Street border residential development, whilst lots north of Karinie Street benefit from large areas of unencumbered land, bound by the freight rail line.
Quin Drive	Quin Drive industrial estate, located in the west of Swan Hill, holds a distinct role within Swan Hill's industrial landscape, acting as its primary service precinct. Quin Drive's numerous mechanics, electricians, engineering consultants and waste management businesses are oriented towards population and business services. The precinct directly abuts residential development to the south and east. Quin Drive encompasses 14.6 Ha of industrial land.
Robinvale	Robinvale's industrial precinct is Swan Hill's second largest industrial area, encompassing near on 71.5 hectares of land. Adjacent to the town centre, the industrial precinct is a linear precinct concentrated along Moore Street, Robinvale. The precinct supports logistics, automotive, agricultural equipment and supply enterprises. The precinct incorporates approximately 48 hectares of land that is likely to be constrained for development. The area abuts the trainline, with bushland to the west acting as a significant buffer to the Murray River. Robinvale incorporates a large agricultural sector that incorporates an equally significant food storage and distribution sector. Robinvale's agricultural storage and distribution facilities are located on farming land.
Lake Boga	Lake Boga features 10.4 ha of industrial land situated along Lalbert Road. The land is encompassed within a larger lot that is yet to be subdivided that is partially subject to General Residential and Farming zones. At 2026, the land is vacant. Residential development abuts the industrial land to the north.
Nyah	Nyah's industrial land is currently used for a mix of residential, agricultural and auto-servicing uses, across 3.3ha of land.
Woorinen South	Woorinen South's industrial land is comprised of two lots encompassing a total of 3.3ha of land. The land supports three large industrial warehousing structures, with no clear active use present at 2026.

Figure 1: Swan Hill Context and Industrial Zoned Land



1.1 Why are industrial areas important?

Industrial land is rarely the most visible or celebrated component of a regional town's economy. But in a community like Swan Hill (LGA), industrial land performs a critical economic function.

Swan Hill (LGA)'s industrial sector incorporates food, utility and housing manufacturers, agricultural supplies, fabricators, logistics, mechanics, engineers, trades, fuel and storage operators.

These are industries that require both physical space and, in general, some separation from sensitive uses (such as residential areas) to operate effectively. Well located industrial land that enables the industrial sector a level of land use freedom to operate is therefore essential to Swan Hill (LGA)'s economy and the variety of employment generated by the industrial sector.

Industrial land anchors significant business networks which, in turn, draw on a wide array of non-industrial businesses including legal firms, accountants, finance professionals and retail outlets within the Swan Hill (LGA) community.

Regional communities across Victoria face a persistent structural challenge: younger residents, leave for metropolitan areas or larger regional cities because the employment opportunities available locally do not match their capabilities or income expectations.

Industrial land can help reverse this dynamic.

Trade qualified workers including electricians, plumbers, boilermakers, mechanics, refrigeration technicians need local employers who can provide competitive incomes and growing careers. High quality industrial land that accommodates the needs of industry enables local employers to sustain and grow businesses that can attract and retain young residents and workers.

In the future the delivery of the Goschen mineral sands and rare earths project will add a new dimension to Swan Hills economic story providing the impetus to further diversify the township's economic base and the need to attract new workers to the town.

The availability of serviced, high quality industrial floor space to attract new industry associated with the mine will be critical in leveraging the full benefits of the unique rare earth and mineral sand resources of northern Victorian.

Industrial land is also central to helping create a more energy efficient and sustainable economy. Industrial areas are the logical location for battery storage facilities, and the servicing of renewable energy infrastructure. The Goschen mine will produce minerals including zircon, titanium, and rare earths that are themselves critical inputs to clean energy technology.

As is evident in Robinvale, agricultural growth drives significant demand for industrial facilities and uses. Increased volumes of agricultural produce results in a greater need for road freight operations, maintenance capacity, processing space, cold storage, fumigation, and inspection facilities. In Robinvale, the majority of these facilities are currently located within farming land.

Well-planned, well-occupied, and well-presented industrial estates sends a signal to industry, workers and the community that the municipality is a quality place for enterprise and place for workers to make their home. High quality industrial areas signal the importance and value of industry and that investment and growth is valued.

The municipality of Swan Hill sits at a pivotal moment in which agricultural, manufacturing and mining growth in combination with ongoing residential growth creates favourable conditions for the municipality's industrial sector to grow flowing through to local jobs and incomes.

Delivering on Community Objectives Supporting the Community Vision

The Strategy supports the implementation of the Swan Hill Rural City Council Plan 2025–2029 and contributes to the achievement of Council's Community Vision:

“We have a great place to live, work and grow, shared by our diverse culture and connected community.”

~ Swan Hill Rural City Council Plan 2025–2029

The Council Plan identifies the Industrial Land Use Strategy as a key strategy to support the economic development objectives and targets of the Growth and Development Pillar:

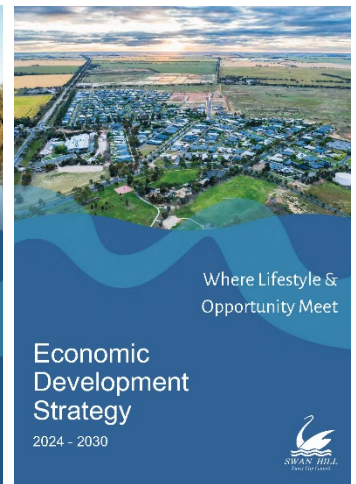
“building a resilient local economy, support businesses and attract investment for a thriving future.”

~ Swan Hill Rural City Council Plan 2025–2029

The Council Plan's engagement findings also highlight the importance of supporting economic growth and investment, alongside strengthening connections across the municipality's industries and communities:

“As economic growth is seen as key to future prosperity, there is a call for attracting investment, improving enabling infrastructure, and creating meaningful jobs.”

~ Swan Hill Rural City Council Plan 2025–2029



The strategy will support Swan Hill's economy by:

- *expanding industrial land supply*
- *enabling business to grow*
- *setting the conditions to retain industry*
- *setting the conditions to attract new business*
- *addressing constraints on industrial growth*
- *logical planning reforms*
- *celebrating and embrace the municipality's local industry that provides the community with many jobs.*

How to use the Strategy

The Swan Hill Industrial Strategy 2026 provides guidance for business, government and residents on the preferred long term trajectory of the municipality's industrial precincts. The component parts of the Strategy are set out below:

Vision and Objectives



Precinct Directions and Actions

The Strategy details a long term vision for Swan Hill's (LGA) industrial sector and industrial lands and a series of development, policy and land use objectives and implementation actions.

Swan Hill (LGA) incorporates three primary industrial precincts. The Strategy sets directions and actions to shape the development of each precinct.

Strategy Stakeholder Impacts

The following table summarises how the Strategy influences key stakeholder groups across the municipality. It highlights the specific interests, opportunities, and considerations for each group, demonstrating how the Strategy's directions and actions support their needs while contributing to broader economic and planning objectives.

Table 2: Strategy Stakeholders

Stakeholder	
Residents	For residents the Strategy details land use and economic development actions that provide direction for the long-term role and development of the municipality's industrial precincts. The Strategy also aims to raise community awareness of the benefits of the municipality's industrial sector and the way in which the sector can continue to coincide with the natural and urban elements of Swan Hill (LGA) while also helping the municipality to grow and transform as northern Victoria grows.
Workers	For industrial workers the Strategy affirms the role of Swan Hill's (LGA) industrial areas as enduring employment locations and the municipality as a location that combines outstanding lifestyle opportunities with economic opportunity.
Business	For Swan Hill's (LGA) current and future business community, the Strategy provides investment certainty as to the long-term role of industrial areas and the municipality's commitment to the sustainable development of its industrial sector.
Landholders	For owners of industrial land, the Strategy provides certainty as to the long-term role of industrial land and initiatives to expand industrial land and rezone land not suitable for industrial purposes.
State Government	For Victoria's State Government the Strategy provides insight into the ongoing role of locally significant industrial land and precincts and their future role and function in the economy of the region and Victoria's north.
Swan Hill Rural City Council	For Swan Hill Rural City Council the Strategy provides a vision for the municipality's industrial sector including opportunities to set the local land use conditions for the sector to grow. Additionally, the Strategy provides the rationale for updating the local planning scheme to bolster economic land uses and industrial amenity while also providing a basis to assess planning applications and investment initiatives. The Strategy also provides a mechanism to engage with landholders, developers, government agencies and industry sectors and to advocate for infrastructure investment and support from State and Federal government and major institutions.

Project Stages

The development of *The Swan Hill Industrial Strategy 2026* comprises a series of project stages that encompass background research, community, government and industry consultation and in depth strategic economic and built form analysis.

Industrial Futures Discussion Paper

In 2025, Swan Hill Rural City Council initiated an engagement process to explore the future of the municipality's industrial land and industrial based industries.

The engagement included industry interviews, an online survey and discussion paper.

Through this stage of the project, Council canvassed community and business views on improving industrial areas, the local economic outlook, worker housing, zoning anomalies and the need and opportunity to expand industrial land supply. As part of this Council also provided detail information on the industrial economy and industrial land.

1

Industrial Lands Discussion Paper

..... Community & Industry Engagement

2

Draft Industrial Land Use Strategy

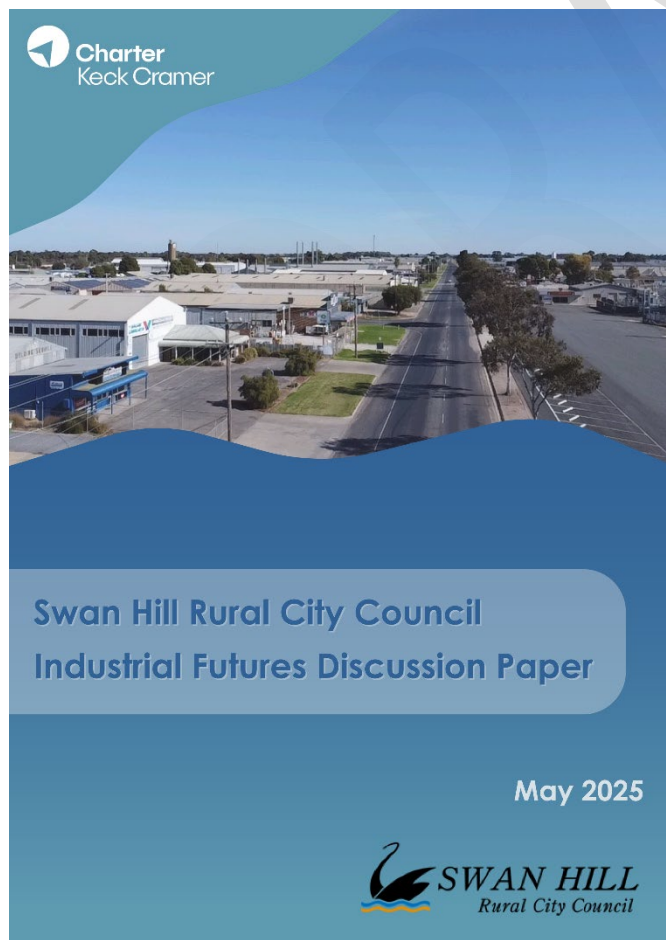
..... Community & Industry Engagement

3

Final Industrial Land Use Strategy

4

Implementation



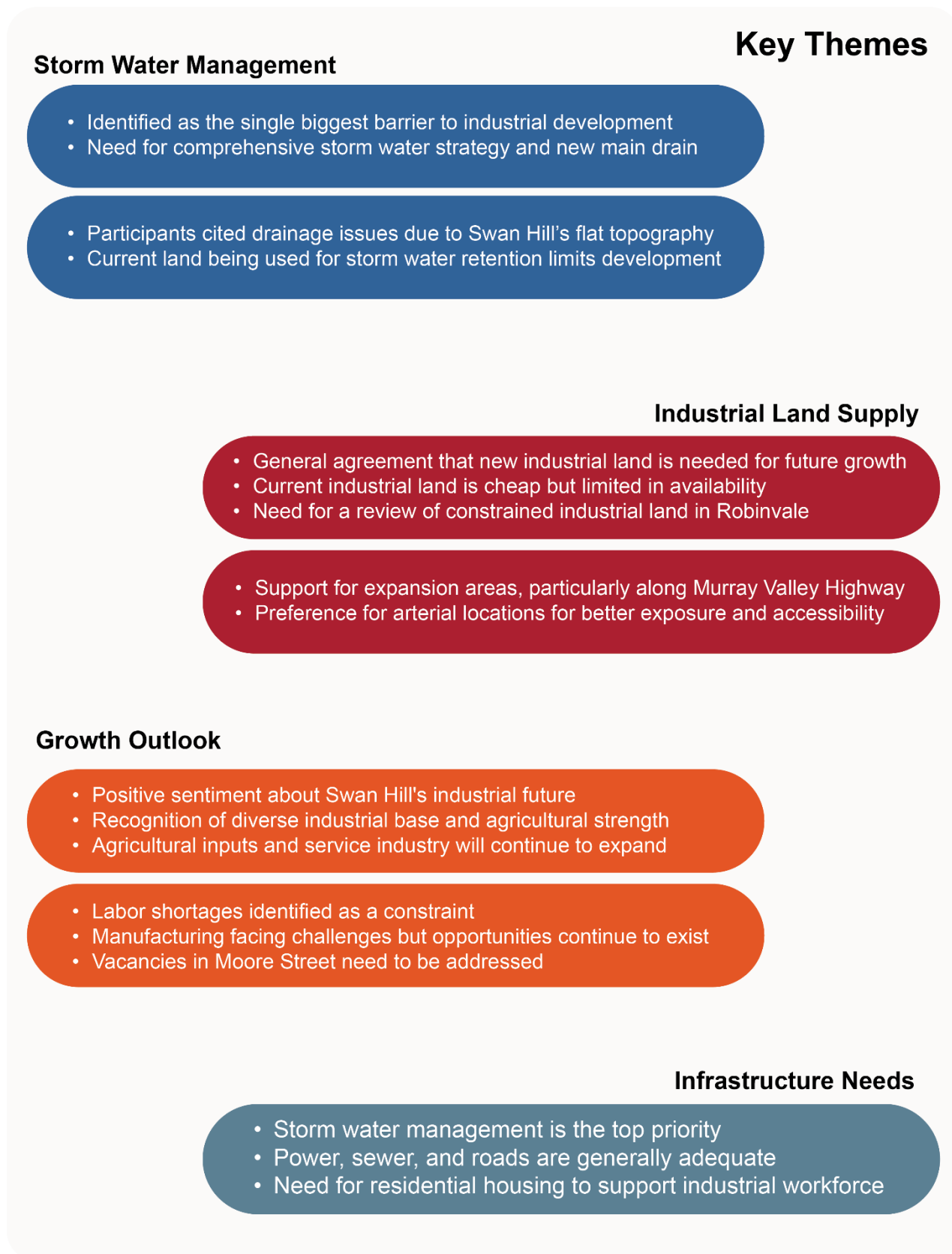
Industry insights

The page features a white background with decorative wavy lines. A light pink wavy line starts at the top left, curves across the top, and then dips down towards the right. A solid dark red wavy line runs horizontally along the bottom edge of the page.

2.0 Business Perspectives

Survey results present a diversity of views on the our industrial land, development constraints and the future of industrial uses in the municipality. Business also expressed views on the business outlook and the need for floor space to foster growth.

Figure 2: Business Survey Results Dashboard



Strategic context

The slide features a white background with decorative orange wavy lines. A thick, light orange wave starts from the top left, curves across the top, and ends on the right side. A solid orange wave runs along the bottom edge of the slide.

3.0 Key Influences

The impetus for the Strategy's directions and actions is informed by a range of economic, land use and environmental influences.

1 A production community

Swan Hill's (LGA) community and economy are a critical part of Victoria's food economy. The municipality is a major producer of table grapes, stone fruits, citrus, grains, almonds and vegetables, with a significant dairy and livestock sector also supporting the wider agricultural sector's economic output. The region maintains a strong visitor economy through its food and wine production, as well as the recreational and leisure opportunities afforded by the Murray River.

Swan Hill's (LGA) strengths in agri-food industries have spurred industrial demand throughout the municipality, with a high proportion of businesses in its industrial areas providing supporting goods and services including packaging, processing, storage, machinery and transportation.

Swan Hill's (LGA) economy is export-oriented. As of 2023, Swan Hill's economic output reached \$3.2B, representing over a 25% increase in annual output since 2016. At both a municipal and state level, exports represent a large proportion of this output, with exports accounting for 45% of Swan Hill's total economic output and 0.3% of Victoria's total exports.

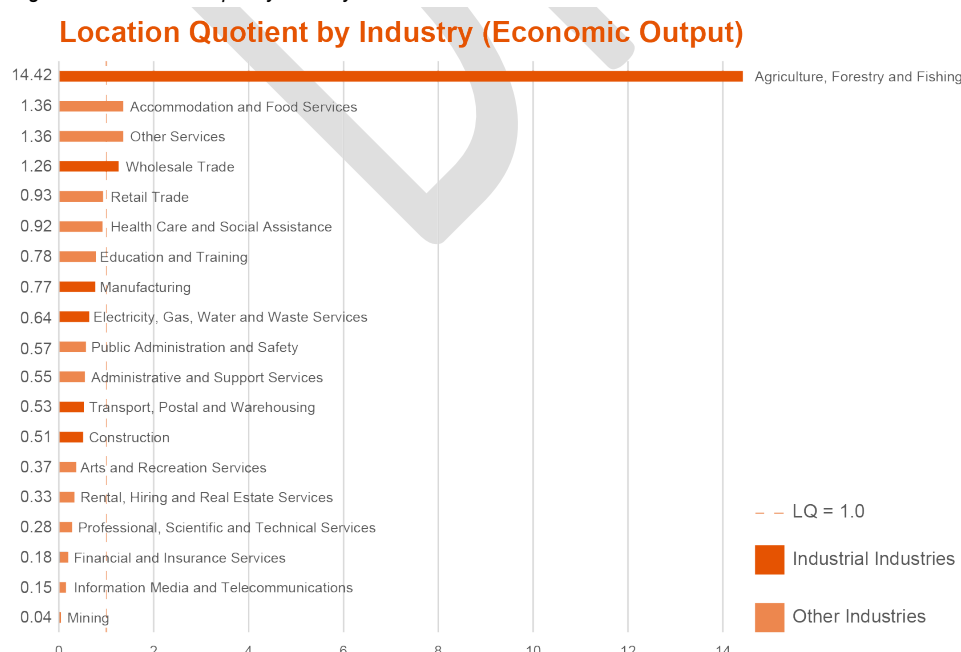
Swan Hill's strength in agriculture accounts for a significant portion of the LGA's overall output, as well as Victoria's agricultural output. The municipality's agricultural sector contributes close to 5% of Victoria's overall agricultural output and 6% of its agricultural exports.

Victoria's reliance on Swan Hill (LGA) for agricultural production has driven demand for industrial land. Agriculture needs industrial floor space to store, repair, distribute and manufacture agricultural inputs and outputs. This includes agrochemical and seed storage, produce distribution, irrigation infrastructure and water technology, feed mills, grain handling, cool storage, equipment sales, repair and service, equipment storage and rentals, transport and logistics, and precision agriculture technology.

Strategic Implications

- *Industry and industrial areas are central to the municipality's economic output and employment base*
- *The Strategy should support the ongoing role and growth of Swan Hill's (LGA) industrial sector as central to the local and regional economy.*

Figure 3: Economic Output by Industry



Source: ABS; Charter Keck Cramer

Figure 5: Economic Indicators

Economic Indicators

Population

21,403

2021 (ABS ERP)

⬆️ +819 residents since 2016

Jobs

9,862

2021 (ABS)

⬆️ +1,298 jobs since 2016

Participation Rate

58.8%

2021, ABS

62.4% in Victoria

Unemployment Rate

3.1%

Sept 2024 (SALM)

4.4% in Victoria

Where do workers travel from?

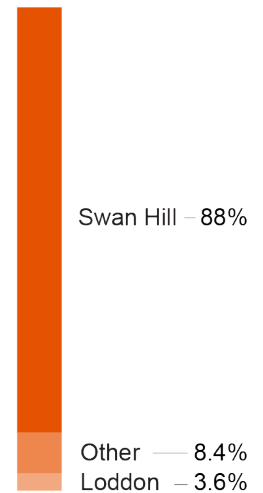
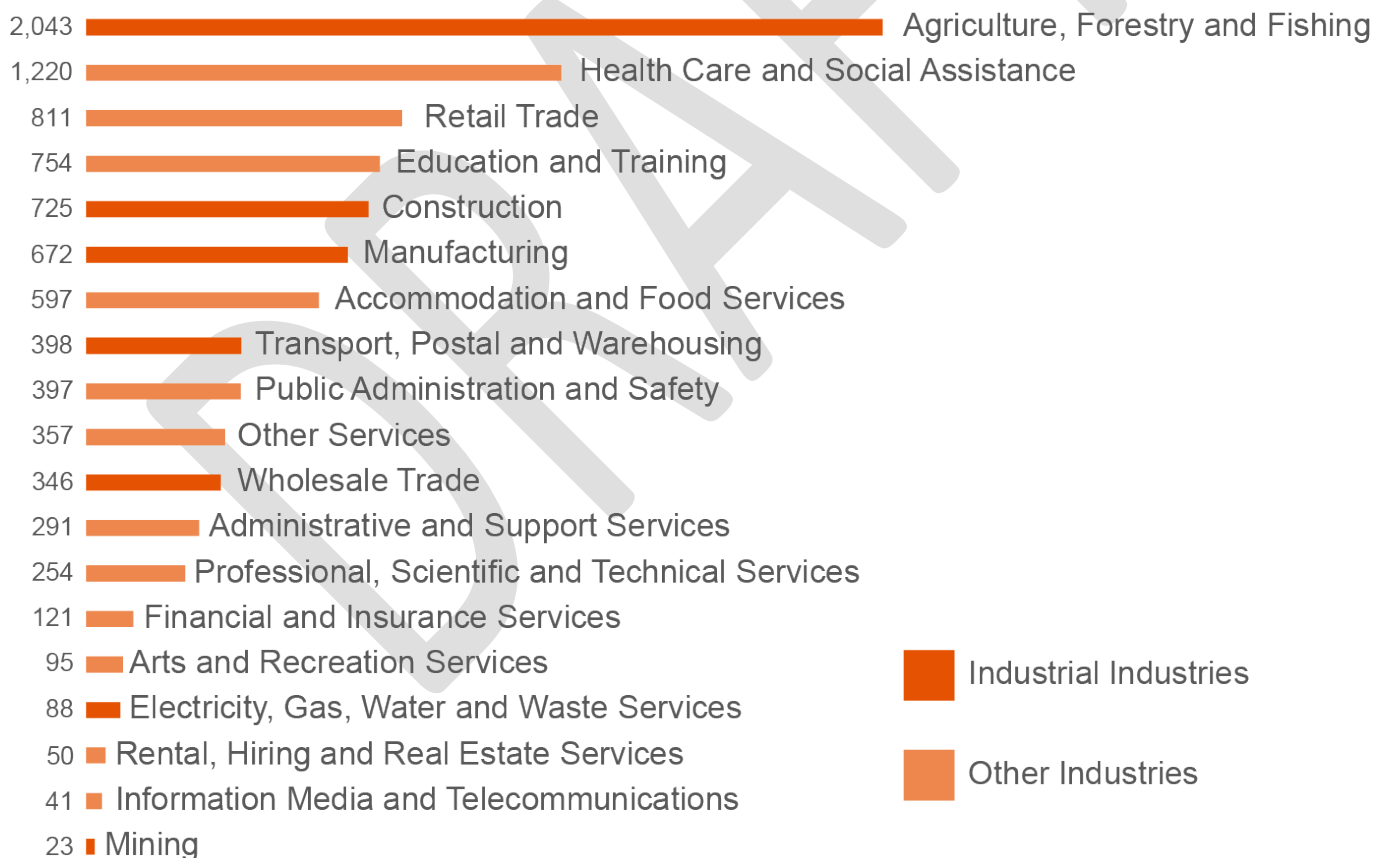


Figure 4: Jobs by Industry

Jobs by Industry (LGA)



Source: ABS, CKC

2 An ageing community

At 2025, Swan Hill's (LGA) population was estimated at approximately 21,000 residents (ABS).

Since 2020, Swan Hill's (LGA) has declined at a rate of approximately 100 residents per annum primarily due to migration from the municipality. This contrasts with the period between 2016 to 2020 when the municipality was adding 120 net new residents per annum.

State government population forecasts (*Victoria in Future 2023*) project a decline of 750 residents by 2036, at an average of 50 residents every year.

However, as noted by the Robinvale Population Determination Briefing Paper (2019), there may be discrepancies between estimated resident population and the what bank transaction and water usage data would suggest is the Swan Hill (LGA) actual resident population. Discrepancies in population data may be present throughout Swan Hill and suggest the accuracy of forecasted population changes may be limited.

Over the next 2021 to 2036 periods, the municipality's cohort of residents over 60 years of age is projected to increase to over 30% of the population from 25% at 2021. At the same time, the proportion of residents aged 0-29 years of age is projected to drop to 32% of the population from 37%.

This has significant implications for the municipality's future labour pool which already includes significant numbers of older workers.

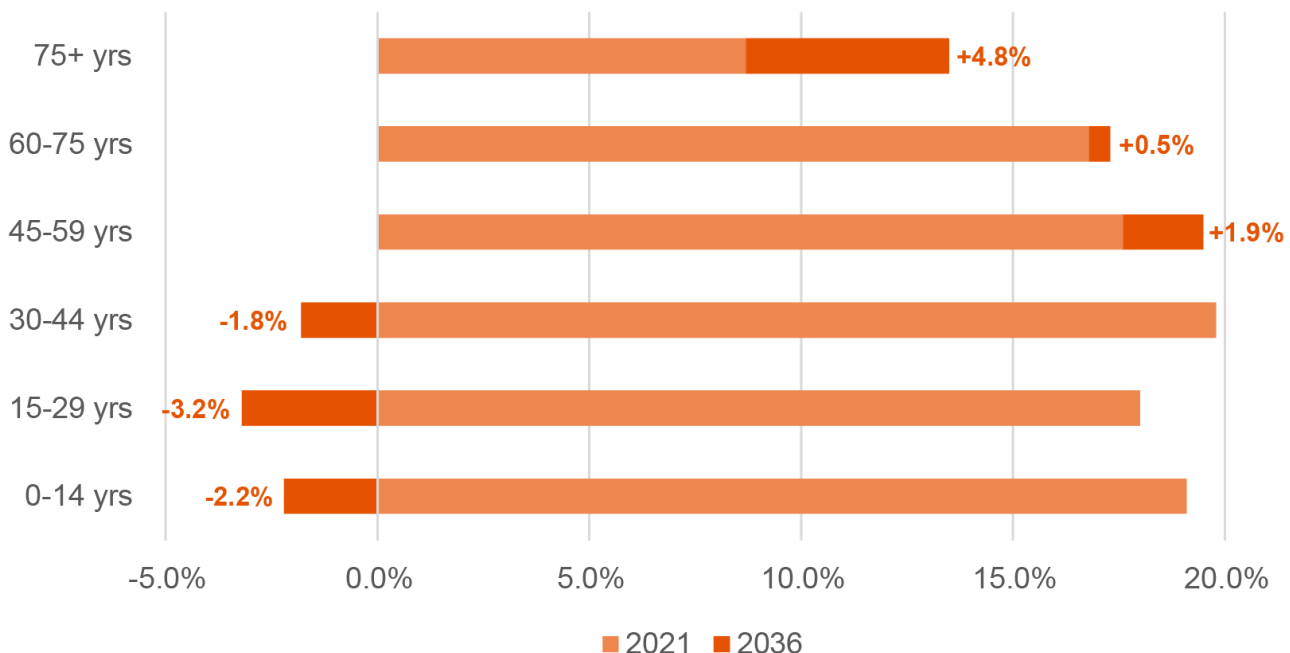
Swan Hill's (LGA) community is a production community that produces goods for national and international consumption. As per industry feedback, the outlook for the municipality's industrial sectors is positive. However, a shortage of labour force is also identified as a major constraint.

Strategic Implications

- Growing local industry will require growing labour force
- Attracting younger migrants to Swan Hill by leveraging the municipality's employment opportunities will be critical in future proofing the economic vitality of the region and its capacity to service the needs of the community.

Figure 6: Projected Proportion of Population by Age Group (LGA) 2021-2036

Projected Proportion of Population by Age Group (LGA) 2021-2036



Source: VIF; CKC

Goschen Mineral Sands and Rare Earths Project

Swan Hill's export-oriented economy is set to grow further with the establishment of the Goschen Project. Located 35km south of the Swan Hill township, the site encompasses 1,500 hectares of land with a deposit of approximately 629 million tonnes of ore. Extracted minerals will be transported from Ultima to the Port of Melbourne for overseas export.

The project is expected to run for 20-25 years, with VHM overseeing its operations. Over this period, the project is anticipated to add over \$2 billion to the Loddon-Mallee economy and a further \$1.3 billion to the Victorian economy.

It is estimated that the project will create at least 325 direct full-time jobs during site establishment and construction, and a further 400 full-time jobs during operation. Like agriculture, mining is also a driver of industrial land demand including land for contractor equipment, fuel and fleet operations, vehicle and equipment maintenance, catering and safety operations. Given the township of Swan Hill's proximity to Goschen, the township is a logical source of mining services and labour force noting that within the region, Bendigo incorporates an established mining services sector.

Strategic Implications

- *There is a strategic opportunity to proactively create the land use and policy conditions for the development of a mining services sector in Northern Victoria.*
- *The Strategy should seek to support the emergence of Northern Victoria's mineral sands industry and resulting industrial supply chains.*

Figure 7: Goschens Mineral Sands and Rare Earths Project



Source: Industry Capability Network

4 Limited industrial land

To date, the availability of industrial land supply has been successfully managed, with sufficient supply to sustain a steady rate of industrial development over the past 20 years.

At 2026, there is 248.9 hectares of zoned industrial land across Swan Hill (LGA). The vast majority of which (231.9 ha) is located across the municipality's three primary industrial precincts – Karinie Street (145.8 ha), Quin Drive (14.6 ha) and Robinvale (71.5 ha).

Vacant land across the municipality

At 2024, within the three primary precincts, 107.1 ha of the municipality's zoned industrial land had been developed for industrial uses. A further 40.5 ha was subject to non-industrial uses while 79.7 ha of land was theoretically vacant and thereby theoretically able to support future industrial expansion.

A detailed review of vacant industrial land identified 48 hectares of vacant industrial land in Robinvale that is constrained for development (see case study overleaf). Constraints include heritage constraints, landlocked parcels without street access and development limitations resulting from vegetation, topography, bushfire, cultural sensitives and flooding risks.

This strategy identifies constrained land in Robinvale for rezoning from the Industrial Zone to the Rural Conservation Zone which would result in vacant land supply of 31.7 ha in Swan Hill (LGA's) prime industrial areas.

Karinie Street Industrial Estate is the only estate in the SHRCC's prime industrial areas that includes substantive and developable vacant land supply comprising 31.4 hectares of vacant land and 40 hectares of land subject to non-industrial uses. The Quin estate is a fully occupied estate and thereby does not incorporate vacant land supply.

Table 4: Industrial Precincts IN1Z Land

Occupancy Status of Land (Ha) by Precinct				
Status	Karinie St	Quin Dr	Robinvale	Total
Occupied	74.0	14.6	18.5	107.1
Vacant	31.4	-	48.3	79.7
Non-Industrial	40.5	-	-	40.5
Vacant Building	-	-	4.6	4.6
Total	145.8	14.6	71.5	231.9

Vacant Land Consumption

During the period since 2007 to 2024 period, approximately 24.6 hectares of the municipality's vacant industrial land was developed for industrial uses across 5 key sites. This equates to an annual average development rate of 1.5 ha. Since 2021, however, average annual industrial development grew to 2 ha per annum.

Karinie Street Industrial Estate is set to undergo a new wave of development as indicated by current subdivision and development applications. Since 2022, Karinie Street industrial estate has been subject to 10 planning permit applications for the subdivision or development. These permits have been approved and apply to 34 hectares of land comprising 24 hectares of vacant industrial land (see figure 10) and 10 hectares of land subject to agricultural or residential uses. The delivery of these permits is primarily dependant on the delivery of storm water infrastructure.

The eventual delivery of the Karinie Street precinct permits will:

- result in the full development of Karinie Street's core industrial area which comprises the precinct's centre and east.
- largely restrict Swan Hill's (LGA) industrial land supply to lots that support agricultural and residential uses. The development of permits results in land supply of 37 hectares of available land comprising 31 hectares of land subject to non-industrial uses in the precinct's west and 6 hectares of unencumbered vacant land.

Figure 8: Land Consumption (Ha) – Karinie Street 2007-2024

Land Consumption (Ha) - Karinie Street 2007-2024

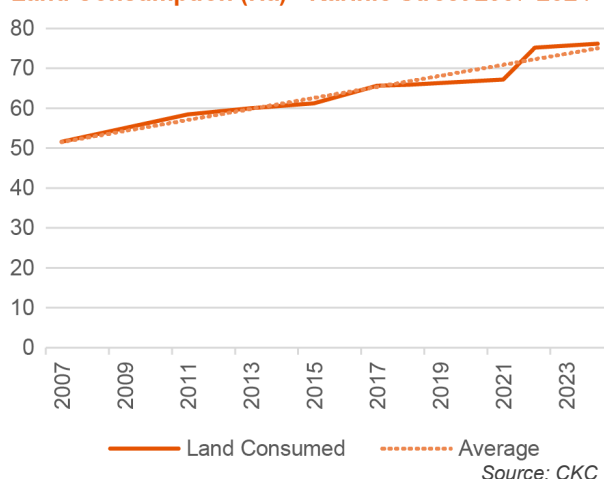


Table 3: Industrial Precincts IN1Z Land

Precinct	IN1Z (Ha)
Swan Hill	160.4
Robinvale	71.5
Lake Boga	10.4
Woorinen South	3.3
Nyah	3.3
Total	248.9

Robinvale Constrained Vacant Land

Of the five potentially vacant lots four were found to be constrained to varying degrees. As depicted in the map below, Lots B and C are considered highly constrained due to their sloping topography, areas of cultural heritage sensitivity and bushfire risk. Lot D is moderately constrained as it includes an area of cultural heritage sensitivity and is identified as bushfire prone. Lot E is likewise bushfire prone and slopes toward its west. Lot A is the only lot to be classified as vacant and unconstrained.

Accounting for all constrained vacant land, Robinvale's industrial precinct incorporates approximately 0.32 hectares of potentially developable vacant land. Whilst lots B – D could potentially be developed; constraints are likely to result in a range of costs that will limit the feasibility of future development.

As noted by the *Commercial and Industrial Zones Review (2018)*, development of available land to the west of Moore Street would require the consideration of the following factors:

- Development of these sites will require the subdivision of existing properties and therefore are subject to the intent of the land owners to do so.
- The majority of the land is located behind existing development and does not have frontage to an existing road, resulting in relatively poor site exposure.
- Upgrade and/or extension of road infrastructure would be required to service these areas.
- The potential to augment water, electricity and sewer services to these sites have not been considered
- Further technical assessments will be required to confirm flood and native vegetation impacts
- Cultural heritage sensitivity management plans and assessments are likely to be required across most lots
- The eventual development plan for individual sites may increase the developable land area due to design responses and mitigation measures incorporated in development outcomes (such as flood mitigation)

Assessing Robinvale's vacant land against the development constraints included in our assessment found that there are 6 lots (A-E) containing vacant land in the industrial precinct, of which 5 are subject to potential environmental and regulatory development constraints.

Figure 10 and Table 5 highlight the various environmental and regulatory constraints present throughout Robinvale's industrial precinct. Constraints impacting the area are as follows:

- Bushfire Management Overlay
- 100 Year ARI Area (flooding risk)
- Cultural Heritage Sensitivity Areas
- Topography
- Access
- Size

Figure 9: Robinvale Industrial Precinct Vacant Land



Source: CKC

Table 5: Robinvale Vacant Land Site Assessment

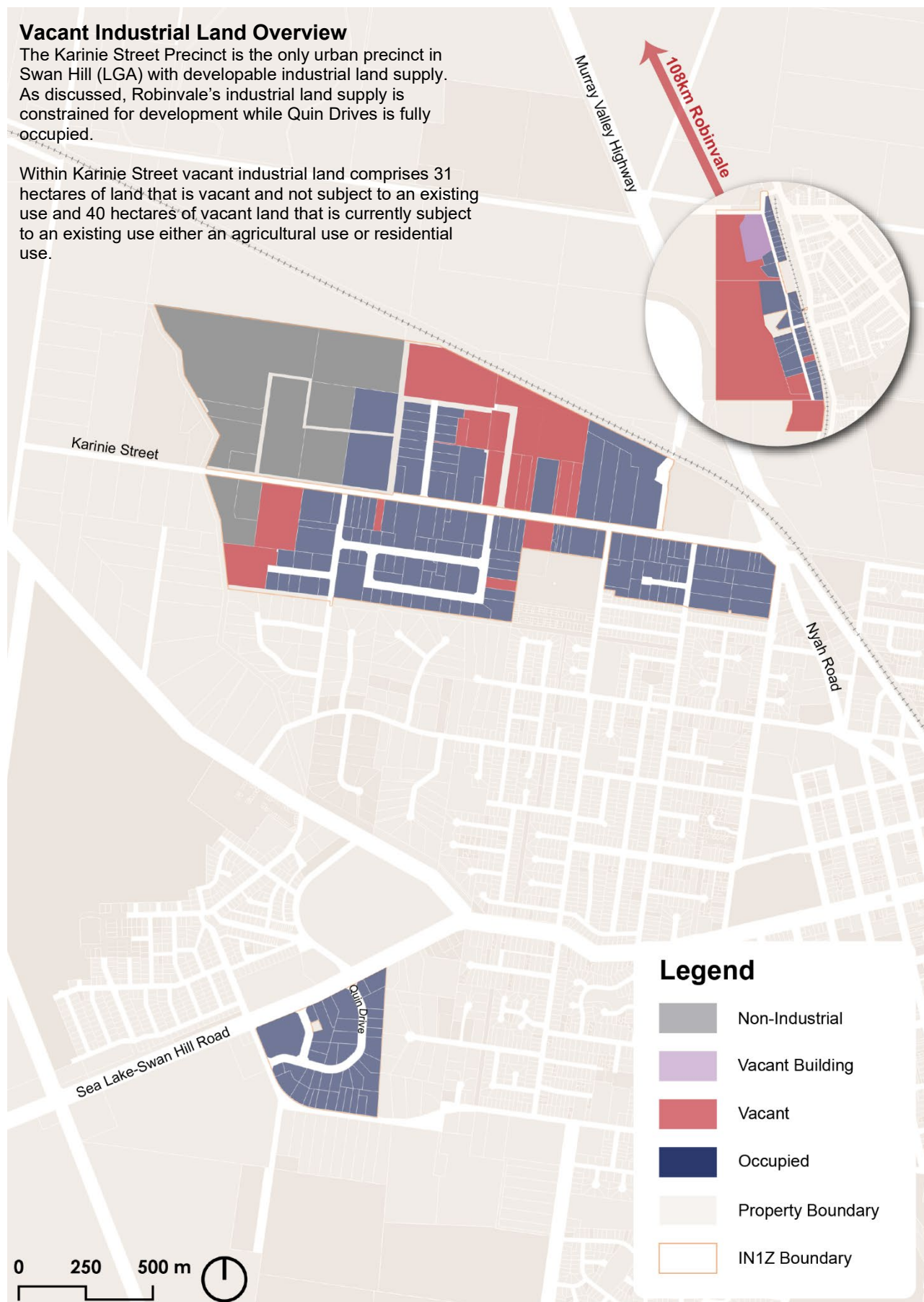
Site	Constraints	Area (Ha)
A	No visible constraints	0.32
B	Native Vegetation Cultural Heritage Sensitivity Bushfire (Bushfire Management Overlay)	10.7
C	Slope Vegetation Cultural Heritage Sensitivity Bushfire (Bushfire Management Overlay)	31.8
D	Cultural Heritage Sensitivity Bushfire (Bushfire Prone Area)	3.8
E	Bushfire (Bushfire Prone Area) Slope	1.7

Figure 10: Industrial Land by Vacancy Status

Vacant Industrial Land Overview

The Karinie Street Precinct is the only urban precinct in Swan Hill (LGA) with developable industrial land supply. As discussed, Robinvale's industrial land supply is constrained for development while Quin Drives is fully occupied.

Within Karinie Street vacant industrial land comprises 31 hectares of land that is vacant and not subject to an existing use and 40 hectares of vacant land that is currently subject to an existing use either an agricultural use or residential use.



How many years of land supply can Swan Hill Rural City Council's vacant industrial land support?

Swan Hill Rural City Council has a regulatory responsibility to ensure sufficient supply of industrial land to support at least 15 years of demand. As such a key question is whether there is sufficient land in the municipality to accommodate 15 years of demand.

As per the above analysis, there is currently 79.7 hectares of land available for industrial development. In light of this, is there 15 years of supply?

- Robinvale incorporates 48.3 hectares of vacant industrial land across 5 lots, approximately 61% of the municipality's land supply. However, of this, 47 hectares of Robinvale's vacant industrial land is constrained for development by environmental risks, accessibility and cultural sensitivity. Robinvale is also not a focus for industrial growth and incorporates a number of large vacant industrial buildings and underutilised occupied sites to support new demand.
- This strategy identifies constrained land in Robinvale for rezoning. When this land is removed from the municipality's supply of vacant industrial land, Swan Hill's (LGA) three prime industrial precincts effectively incorporate approximately 32 hectares of unencumbered vacant land.
- Swan Hill township faces future industrial land supply constraints. As discussed above, the Quin Street precinct is now fully occupied. Within the Karnie Street precinct, 34 hectares of land is subject to approved subdivision and/or development permits. When permitted land is developed, the township's remaining industrial land supply will comprise 37 hectares comprising 8 lots in the precinct's west. This includes 24 hectares of land currently used for residential and agricultural purposes. Lot supply at 2024, as per figure 11, is already very limited, totalling 16 lots above 200 sqms.
- When current permits in Karnie Street are delivered, the township's industrial land supply options will be limited to land in the precinct's west. This is land in direct proximity to the Rural Living Zone and thereby nearby residential areas and therefore unlikely to satisfy the conditions of Clause 53.10 of the Swan Hill planning

scheme which defines buffer distances to manage the impact of industrial uses.

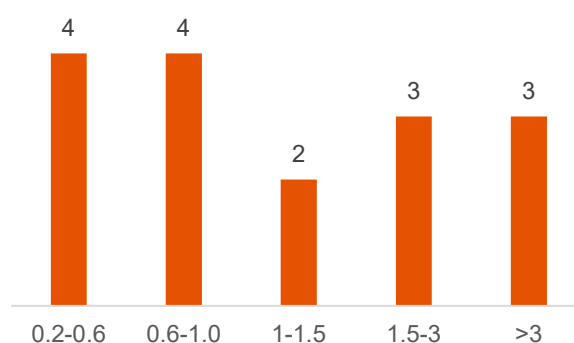
- Buffer requirements are likely to limit industrial uses in the western part of Karinie Street to low impact commercial uses which, in turn, will limit demand from traditional industrial industry. Swan Hill (LGA) already incorporates significant vacant Commercial 2. This land is along the Murray Valley Highway, Swan Hill which enjoys far superior accessibility for low amenity impact commercial uses than land to the west of Karinie Street.

At 2025, the municipality incorporated over 15 years of land supply given recent rates of development equating to between 1.5 to 2 hectares per annum. Development of permitted applications, however, will ultimately see the township's potential supply of vacant industrial land in its prime precincts decline to a small number of parcels (8 parcels). The majority of these parcels are however

- (a) potentially constrained by their current residential and or agricultural uses
- (b) are in direct proximity to residential areas
- (c) are not located in the core industrial area (which is further discussed overleaf).

Given the above, new industrial land supply options are needed in Swan Hill township.

Figure 11: Vacant lots by lot size (Ha) Swan Hill (LGA) 2025



Source: CKC

Strategic Implications

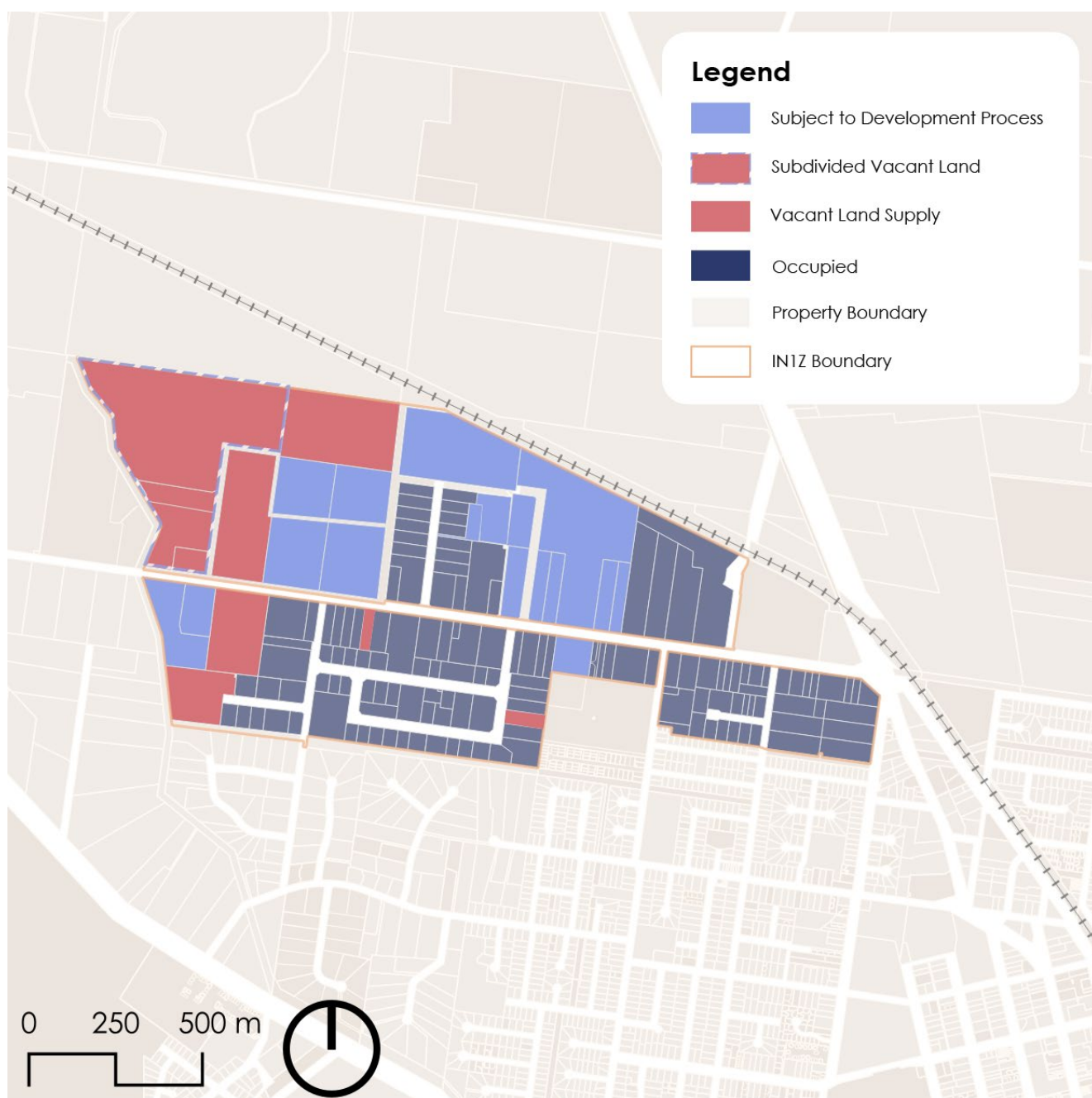
- *In the medium term, the municipality is likely to experience an industrial land supply shortage.*
- *To ensure long term land supply, the Strategy must ensure that potential industrial expansion areas are investigated and identified.*

Industrial Land Development Outlook – Karinie Street Precinct

Karinie Street is Swan Township's largest industrial precinct and the township's only precinct with vacant zoned industrial land.

The map below identifies land in Karinie Street that was subject to a development permit process at 2025. At 2025, 34 hectares of land was subject to either a subdivision or development process. When this land is developed the Karinie Street precinct will incorporate 38 hectares of vacant land comprising 10 lots. Of these lots, 31 hectares of land is currently subject to non-industrial uses including agricultural and residential uses.

Eventual delivery of permitted lots will result in a highly concentrated and potentially limited industrial land supply conditions within Swan Hill's prime industrial precinct potentially limiting industry growth and business attraction.



Source: CKC

Within Swan Hill and Robinvale, industry and housing are in relatively close proximity which reflects the influence of the towns' historic settlements and the recent growth of residential areas.

As the municipality's industrial sector continues to grow, interaction between expanding residential areas and established industrial facilities risks has given rise to a range of amenity concerns by residents in relation to noise, odour and traffic which has resulted in industry expressing concerns about the impact of growing residential areas on their operations and continuity

Strategic Implications

There is a need to address community amenity concerns while providing operational certainty for major industry. This will help:

- *retain established industry*
- *attract new industry and investment*
- *improve community perceptions of industrial areas*
- *enhance worker experience of industrial lands*

Table 6: Industrial Precincts Strategic Context

Precinct	Observations
Karinie Street	<i>Improving amenity</i> – As Karinie Street grows the number of workers and visitors to the precinct will likewise grow. Ensuring the ongoing attractiveness of the precinct is essential to continuing to attract enterprise and workers to the precinct. This will entail maintaining high quality pedestrian infrastructure (connected footpaths), well lit streets, attractive and permeable industrial frontages, and high quality roads that support heavy vehicle movement.
Quin Drive	<i>Maintaining amenity</i> – Quin Drive is a fully occupied industrial precinct. The precinct is bound by uses that mean it can no longer expand. While the precinct is unable to expand, there is a need to maintain its amenity, specifically ensuring high quality footpaths, lighting and heavy vehicle capacity. <i>Industrial Renewal</i> – The precinct includes large serviced sites that in the future may be subject to industrial renewal and intensification. Quin drive may grow in employment and use without expanding its land area. <i>Managing Urban Interface</i> – The precinct is in direct proximity to current and future residential uses which may result it in sound, odour and dust concerns. Managing the industrial urban interface is likely to require acoustic treatments and other operational treatments.
Robinvale	<i>Moore Street Amenity and Presentation:</i> The majority of sites are legible, incorporate orderly front set backs that comprise orderly access, storage and waste areas. The precinct lacks pedestrian infrastructure but currently does not support consumer oriented uses. <i>Road infrastructure</i> – Moore Street remains the singular access point for most sites limiting potential development to the east. <i>Moore Street Renewal:</i> At 2025, Moore Street includes large vacant sites that may be appropriate for renewal into smaller industrial spaces that support a diversity of urban and traditional industrial uses. <i>Agricultural industry</i> – In Robinvale, industrial demand is focused within agricultural land. Agricultural land supports transport, storage, packing facilities in direct proximity to agricultural produce. This both accelerates processing and helps minimise loss of product. <i>Accommodation</i> – Robinvale is facing an accommodation and housing crisis, with land for housing a major priority. <i>Constrained vacant land</i> – As discussed, Robinvale's Moore Street precinct incorporates vacant industrial zoned land subject to significant development constraints including environmental constraints, flooding and bushfire risk, native vegetation, topography, accessibility and areas of cultural sensitivity.

National, State and Regional economic and land use policy impacts on Swan Hill Rural City Council's industrial land use, decision-making, and investment outlook.

Victorian Economic Growth Statement (2024)

The *Victorian Economic Growth Statement*, identifies advanced manufacturing and defence, health technologies and medical research, circular economy, digital technologies and agribusiness as priority growth sectors for the Victorian economy. Critically, to support sector growth the Victorian government is committed to delivering a 10-year pipeline of industrial land, focusing on Melbourne's northern and western growth corridors and regional Victoria. This initiative aims to provide businesses with clear pathways for expansion and development. The industrial land initiative is supported by a commitment to streamline regulatory processes and to support market led investment.

Mallee Regional Economic Development Strategy (2022)

Swan Hill Rural City Council is located within the Mallee economic region. The region is home to approximately 93,000 residents that together produce over 5.3 billion in economic value per annum.

Agriculture and supporting industries, including food manufacturing and processing, are key and growing comparative advantages and source of economic output for the region. It follows that the Strategy's leading priority is to:

Drive sustainable growth in the food industry

The strategy builds on The Australian Government's *Make it Happen – The Australian Government's Modern Manufacturing Strategy* and the Victorian Government's *Food and Fibre Sector Strategy* which both highlight that food and beverage manufacturing is a priority industry.

The strategy also commits to:

Leverage natural endowments to diversify the economy into emerging industries

Plan Victoria (2025)

Plan Victoria is the Victorian Government's land use strategy. The plan seeks to deliver more jobs near homes by planning for, protecting and readying commercial and industrial land for development.

Action 8: Ensure new industrial and commercial land is ready for development

Accordingly, government commits to resolving issues preventing development, including service, drainage and environmental constraints. As part of this commitment, the government has created a \$15 million Trunk Infrastructure Fund to enable the delivery of water supply, power supply, sewerage facilities, road networks and technology.

Separation Distance Guidelines (2024)

The Environment Protection Authority provides guidelines for industry separation distances. The guidelines recommend specific buffer distances for various industrial activities to manage the impact of odour, dust, and noise. The separation guidelines complement Clause 53.10 of the Swan Hill Planning Scheme which specifies buffer requirements for industrial uses.

Strategic Implications

There is a need for the Strategy to address State and regional industrial policy by:

- *ensuring Swan Hill (LGA) is positioned to expand industrial land supply*
- *ensuring new industrial expansion land is able to accommodate separation and buffer distance requirements.*
- *facilitating the resolution of infrastructure constraints*
- *setting the policy conditions to support the growth and retention of manufacturers including major food processors*
- *investigating the process of applying for State government trunk infrastructure funding.*

What are Council planning for?

Swan Hill's (LGA) industrial land supports industries that generate vital income, employment and enduring business networks for the community.

The prosperity of the region is reliant on an industrial sector that is able to deliver comprehensive logistics, construction, agricultural supplies and maintenance, processing and packaging, engineering, fabrication and waste services. It is therefore vital that Swan Hill (LGA) incorporates the industrial policy and land settings that support the continued functions and growth of the region's industrial sector. Looking to the future, this includes proactively enabling an emerging mining services sector and supporting ongoing construction, manufacturing and agric-tech growth.

In light of the above Council is planning to:

- *support the ongoing role and growth of Swan Hill's (LGA) industrial sector as central to the local and regional economy.*
- *enable local industry to grow its labour force by attracting new workers*
- *proactively ensure long term land supply is available and appropriate for future industrial expansion and development*
- *proactively create the land use and policy conditions to enable the industrial sector to support the development of the Northern Victorian mining sector.*
- *improve industrial amenity and the attractiveness of industrial precincts*
- *ensure new industrial expansion land is able to accommodate separation and buffer distance requirements.*
- *enable existing industrial operations to expand and renew their facilities*
- *proactively address infrastructure requirements*

The background features decorative wavy lines. A thick, light olive green wave starts from the top left and flows towards the right, partially behind the text. A solid gold wave runs horizontally across the bottom of the page.

Strategic vision & directions

4.0 Strategic Vision and Directions

Northern Victoria's industrial sector will thrive as it welcomes investment, grows its employment and drives the region's prosperity.

Swan Hill Rural City will achieve this by ensuring the municipality has the industrial land, development enabling infrastructure, workforce, and strategic relationships central to an industrial sector that supports the needs of the region's agriculture, manufacturing, mining, logistics and supplies sectors while generating well-paid, enduring employment.

Swan Hill Rural City will plan ahead of demand, ensuring that there is serviced industrial land and infrastructure that enables long term planning and investment.

The above vision will be implemented through land use policy and the Swan Hill Planning Scheme, public and private investment in amenity improvements, economic development initiatives and regional and statewide advocacy.

Objective 1

Grow the Industrial Sector

Objective 2

Investigate and Confirm the Preferred Industrial Expansion Area

Objective 3

Facilitate and Grow the Rare Earth and Mineral Sands Sector

Objective 4

Grow Worker Housing

Objective 5

Monitor Industrial Land Development and Address Planning Anomalies

Objective 1: Grow the Industrial Sector

Growth enabling policy, land supply, infrastructure and economic facilitation will enable the Swan Hill's (LGA) and the region's industrial sector to grow.

Swan Hill Rural City Council will undertake actions to set in place the conditions for industrial growth, renewal and investment certainty.

Directions & Actions

Direction 1.1

Support ongoing industrial growth and renewal

Council will support and guide the growth and renewal of the industrial precincts by:

- supporting the ongoing operations of established industry
- supporting the renewal of existing industrial operations and land
- improving the amenity of industrial areas
- facilitating the land and development needs of new industry
- identifying assessing and confirming industrial land expansion areas
- promoting industrial areas as locations for new energy.
- promoting established industrial areas at Karinie Street and Quin Drive Swan Hill and Moore Street Robinvale as the preferred locations for industrial activity.

Action 1

Planning scheme amendment

Undertake a planning scheme amendment to implement the Swan Hill Industrial Strategy into the Swan Hill Planning Scheme by amending:

- Clause 02.02L – Vision – to introduce an industrial growth vision.
- Clause 02.03-6L – Economic Development – to incorporate directions from the Industrial Strategy.
- Clause 02.04-L – Strategic framework plans – introduce an industrial strategic framework plan
- Clause 17.03 -1L- Industrial Land Supply – to introduce a new local clause that incorporates the directions and objectives of the industrial strategy.
- Clause 17.03 -2L- Sustainable Industry – to introduce a new local clause that promotes industrial amenity and infrastructure development.
- Amend Clause 33.01 - industrial 1 Zone to rezone land in Robinvale to the Rural Conservation Zone.
- Amend Clause 59.15 – Local VicSmart Applications- to enable VicSmart applications in industrial areas for works up to \$3 million.

Direction 1.2

Support and direct the long term growth and renewal of established industrial precincts

A precinct approach to strategic development enables a coordinated and deliberate focus on supporting the planning and development of a location with the aim of achieving cohesive on the ground outcomes.

Karinie Street, Quin Drive and Robinvale each support different economic uses and eras of development.

Directions in the precinct section of this Strategy:

- define the identity and role of each precinct
- identify urban design interventions that address public realm gaps due to age and stage of development of each precinct.
- communicate to businesses, government and our community the direction of our industrial areas.

Addressed in Action 1 and Action 3

Planning scheme amendment

Addressed in Action 1:

The implementation of the Strategy in the Planning Scheme at Clause 17.03-1L will introduce policy statements that support the long term role and direction of the municipality's key industrial precincts. Additionally, VicSmart reform at Clause 59.15, will support industrial renewal. New policy statements will seek to affirm the continued operations of industrial uses in Swan Hill's (LGA) primary industrial areas.

Addressed in Action 2

The delivery of the Swan Hill and Robinvale Drainage Strategy will enable industrial growth.

Addressed in Action 3

The delivery of amenity improvements will enhance the attractiveness of industrial precincts as places to work and invest.

Direction 1.3

Deliver Stormwater Infrastructure Upgrades

Council is committed to delivering stormwater infrastructure upgrades to ensure industrial land is appropriately serviced.

Action 2

Implement Swan Hill and Robinvale Drainage Strategy

The implementation of the Swan Hill and Robinvale Drainage Strategy will address stormwater drainage deficiencies across the townships by:

- installing new drainage pipes
- increasing pit and pipe sizes
- establishing new pump stations
- upgrading existing pump stations
- redirecting stormwater flows

The implementation of the drainage strategy will be growth enabling for industrial land.

Direction 1.4

Improve and enhance industrial amenity

Council will seek to:

- improve road infrastructure in industrial areas
- minimise the use of industrial roads to access residential areas
- improve pedestrian accessibility to major workforce destinations.

Action 3

Investigate and deliver industrial amenity improvements

Along Karinie Street, continue to deliver infrastructure upgrades:

- Road markings and road side signage.
- Drainage construction, (kerb and gutter, side entry and junction pits, cross drains and overland flow drains).
- Establishment of on-street parking structure.
- Footpath (south side and north side).
- Review of lighting
- Tree planting and landscaping.
- Re-establishment of off-street parking in front of the saleyards.

In Quin Drive:

- Investigate the delivery of shared footpath infrastructure and additional street tree planting throughout the estate.
- Road improvements such as line markings and road side accessories such as signage.

In Robinvale:

- Investigate the delivery of footpath infrastructure along Moore Street.
- Investigate opportunities to upgrade/extend road infrastructure to service vacant land.
- Investigate opportunities to deliver tree planting within the road reserve of Moore Street.

Direction 1.5

Protect established industry from encroachment

Council aims to retain and support the operations of existing industry while creating the conditions to welcome new industry.

Existing land use policy at Clause 17.03-2S explicitly limits encroachment onto industrial precincts from incompatible uses.

Council will continue to support the retention of industry by:

- affirming policy directions at Clause 17.03-2S
- affirming the role of industry in established industrial areas
- discouraging the rezoning of land for residential purposes in direct proximity to existing industrial precincts.
- discouraging the development of new sensitive uses such as schools and medical facilities in proximity to established industrial precincts.
- encouraging industry in established industrial precincts to incorporate noise attenuation, dust and odour treatments as necessary.

Action 4

Affirm and strengthen existing policy discouraging encroachment

In introducing a new Clause 17.03-1 and 2L:

- introduce policy statements that affirm the long term role of established industrial precincts and support ongoing industrial operations.
- Introduce local policy that discourages the establishment of schools and other sensitive uses in direct proximity to established industrial areas.
- Introduce policy that seeks to discourage residential growth in direct proximity to established industrial areas.

Direction 1.6

Support industrial renewal

Strategy supports the redevelopment of aged industrial sites within its established industrial precincts.

Specifically, the Strategy supports:

- the redevelopment of established industrial sites for new industrial uses
- the renewal of existing industrial floor space
- renewal that will result in industry and employment growth

Addressed in Action 1

In amending the Swan Hill planning scheme at Clause 17.03-1I introduce policy that provides support for industrial renewal and redevelopment.

Amend Clause 59.15 – Local VicSmart Applications – to enable VicSmart applications in industrial areas for works up to \$3 million in value.

Direction 1.7

Elevate awareness of key precincts

Council will clearly communicate the distinction between industrial and non-industrial areas by providing signage that identifies the Karinie Street, Quin Drive and Robinvale precincts. Signage will identify the economic role and boundaries of precincts to elevate community recognition of industrial precincts and their spatial scale.

Action 5

Introduce signage

Introduce signage that identifies industrial precincts, their economic role and maps the boundary of the precinct.

Objective 2: Investigate and Confirm the Preferred Industrial Expansion Area

New industrial land adjacent to existing precincts will alleviate the risk of long term industrial land supply constraints and the resulting risk of missed investment and enterprise growth.

Swan Hill Rural City Council is committed to establishing the industrial land supply conditions that help Swan Hill's community undergo sustainable growth and transformation. Council has identified logical expansion opportunities in areas adjoining the municipality's existing industrial precincts. This includes short and long term investigation areas as detailed as follows:

Short term investigation areas:

- Expansion Area 1: Murray Valley Highway Expansion Area - 21 hectares of potential expansion land along the Murray Valley Highway
- Expansion Area 2: Sea-Lake Swan Hill Road Expansion Area - 25 hectares of expansion along Sea Lake- Swan Hill Road

Long term investigation areas:

- Long Term Investigation Area 1: Back Boga Road, North of Swan Hill Airport.
- Long Term Investigation Area 2: Sea Lake, Swan Hill Road opposite Swan Hill Landfill
- Long Term Investigation Area 3: Murawee & Bish Road.
- Long Term Investigation Area 4: Lake Boga – Ultima Road
- Long Term Investigation Area 5: Robinvale Sea Lake Road, Robinvale Aerodrome

The environmental, topographic, accessibility and contextual attributes need to be assessed and the site or sites that incorporate the optimal characteristics for industrial development identified. The optimal characteristics for industrial development are identified in Appendix A. Long term investigation areas are depicted in Appendix B.

Direction 2.1

Investigate and Confirm the Preferred Industrial Expansion Area in Swan Hill Township

Council will work with landholders to undertake investigations to identify a preferred industrial expansion area or areas.

Action 6

Investigate and Confirm the Preferred Industrial Expansion Area

Work with landholders to investigate the industrial development potential of expansion areas at:

- Murray Valley Highway Expansion Area
- Sea-Lake Swan Hill Road Expansion Area

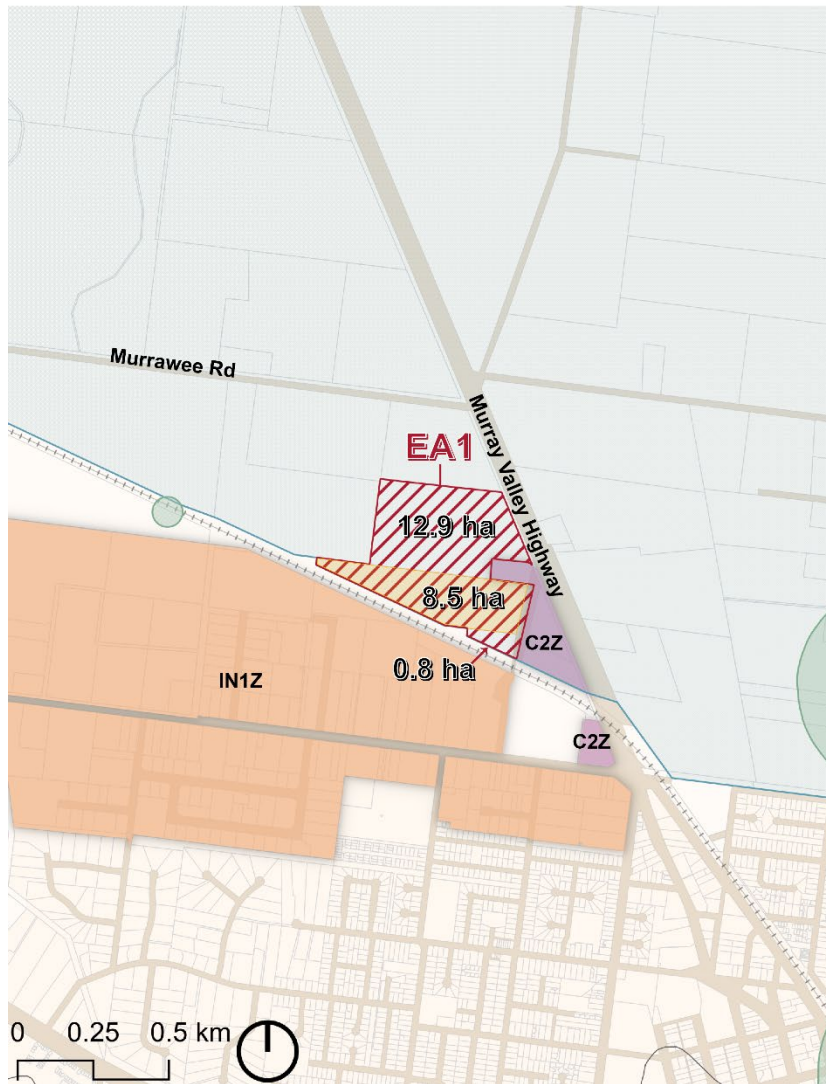
The investigation must assess:

- Potential developable land
- Bushfire and flooding risk
- Topography
- Environmental sensitivity
- Cultural sensitivity
- Accessibility
- Proximity to sensitive uses and capacity to accommodate industrial buffers
- Proximity to energy, water and sewer infrastructure

Based on the outcome of the assessment the preferred expansion area should be selected for endorsement by Council as the preferred expansion area.

1

Murray Valley Highway Expansion Area



Source: CKC

LEGEND

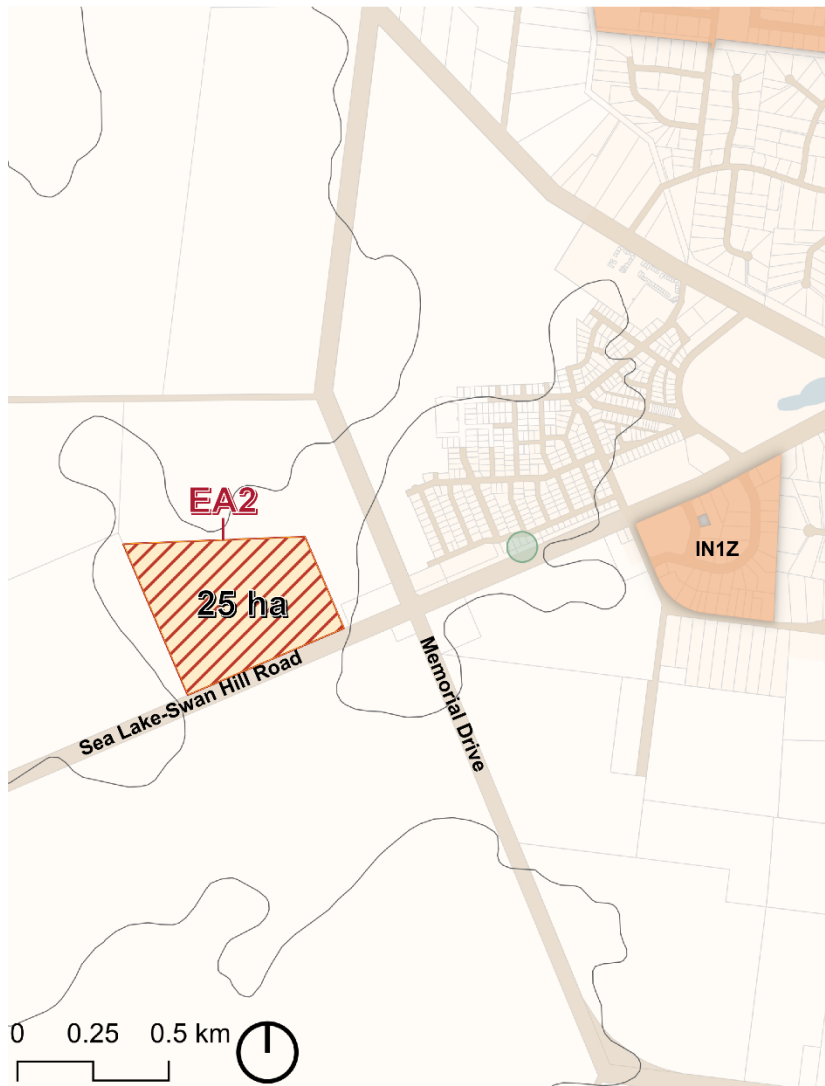
- 10M CONTOUR
- TRAINLINE
- EXPANSION AREA
- PROPERTY BOUNDARY
- 100 YEAR ARI AREA
- CULTURAL SENSITIVITY AREA
- COUNCIL OWNED LAND

POTENTIAL CONSTRAINTS

- LOT SIZE
- WATERBODIES
- ELEVATION
- SENSITIVE AREAS
- BUSHFIRE PRONE
- FLOOD PRONE
- ROAD INFRASTRUCTURE
- ACCESSIBILITY
- ZONING

2

Sea Lake-Swan Hill Road Expansion Area



LEGEND

- 10M CONTOUR
- TRAINLINE
- EXPANSION AREA
- PROPERTY BOUNDARY
- CULTURAL SENSITIVITY AREA
- COUNCIL OWNED LAND

POTENTIAL CONSTRAINTS

- LOT SIZE
- WATERBODIES
- ELEVATION
- SENSITIVE AREAS
- BUSHFIRE PRONE
- FLOOD PRONE
- ROAD INFRASTRUCTURE
- ACCESSIBILITY
- ZONING

Objective 3: Facilitate and Grow The Rare Earth and Mineral Sands Industrial Sector

A new industrial sector will emerge to support growing rare earth and mineral sands mining in northern Victoria

Mining requires land for equipment, fuel and fleet operations, vehicle and equipment maintenance, catering, safety operations and ore storage, processing and distribution.

This strategy provides support for the growth of the north Victoria mining sector and the consolidation of supportive industrial operations in Ultima and the township of Swan Hill.

Direction 3.1

Support the growth of the rare earth and mineral sands industrial sector

Through economic development and land use planning support the development and consolidation of industries that support mining in Ultima and Swan Hill township.

Action 7

Engage the mining sector

Council's economic development and strategic planning units will engage with the north Victoria mining industries to understand:

- Future plans
- Land use requirements of mining support operations
- Infrastructure requirements of mining support operations
- Worker requirements of mining support operations

Seek also to identify the economic benefit of these operations.

Addressed in Action 1

Introduce growth enabling policy support

In updating Clause 17.03-1L introduce policy statements that support the development of mining support services sectors in Ultima and Swan Hill township.

Objective 4: Grow Worker Housing

Industry will attract a skilled workforce to sustain enterprise and stimulate the local and regional economy.

Swan Hill's agricultural economy and growing mining and energy sectors will continue to propel the municipality. As these sectors grow, it is paramount that the municipality is able to continue to attract skilled workers and retain them in the long-term. In order to further attract and retain a suitable workforce, adequate amenities and housing are needed to support workers and their families.

Direction 4.1

Support the delivery of worker housing

Major industrial businesses are highly reliant on imported labour.

The development of dedicated worker housing in proximity to major employment locations incorporates a wide range of benefits including:

- Helping retain major industry
- Improving the health and well being of key workers
- Reducing the conversion of private market housing, holiday accommodation and rentals into worker facilities
- Reducing worker commuter and transport time and costs
- Growing Swan Hill's workforce and community

Council is committed to working with major employers to support the development of high quality worker housing. Council is also committed to working with State and Federal government to introduce policy settings that further enable worker housing investment.

Action 8

Facilitate the development of worker housing

Facilitate the development of dedicated worker housing by:

- Working with major employers to facilitate the development of high quality worker housing in proximity to major employment locations.
- Advocating to State and Federal government for the development of policy that support the facilitation of worker housing in regional locations.
- Investigating sites that are owned by Council that could develop dedicated worker housing in partnership with major employers.

Objective 5: Monitor Industrial Land Development and Address Planning Anomalies

There are a number of vacant sites zoned for industrial purposes that due to their context and environmental constraints are inappropriate for future industrial development. This includes sites that have limited accessibility and frontage, undulating topography, significant native vegetation and areas of cultural heritage sensitivity. Council is committed to working alongside State Government and landowners to rezone these locations to accurately reflect potential uses and to avoid future development applications that may result in undesirable outcomes.

Across Robinvale's agricultural lands, extensive industrial development has occurred, primarily to support agricultural production processes. Council is committed to developing a policy to manage future industrial development in agricultural areas, helping provide certainty to landholders and ensuring that industrial development is appropriately located.

Direction 5.1

Rezoning vacant constrained land in Robinvale

The vacant land adjacent to the Moore Street industrial precinct is subject to significant constraints:

- Poor accessibility
- Prone to bushfires and flooding
- Cultural heritage sensitivity areas
- Undulating topography

The potential development of these lots is unlikely at 2026.

Action 9

Rezoning vacant land to appropriate zoning

Council to work with State Government and landowners to amend Clause 33.01 of the Swan Hill planning scheme to rezone vacant constrained land to the Rural Conservation Zone (RCZ) in Robinvale.

Direction 5.2

Monitor the development of vacant Industrial land

The western portion of Karinie Street incorporates industrial zoned land that is not currently subject to industrial uses. Council will monitor the development of this land. In monitoring the development of this land Council will consider whether the land should continue to be zoned for industrial purposes or whether the zoning of this land should be changed to reflect its long-term use.

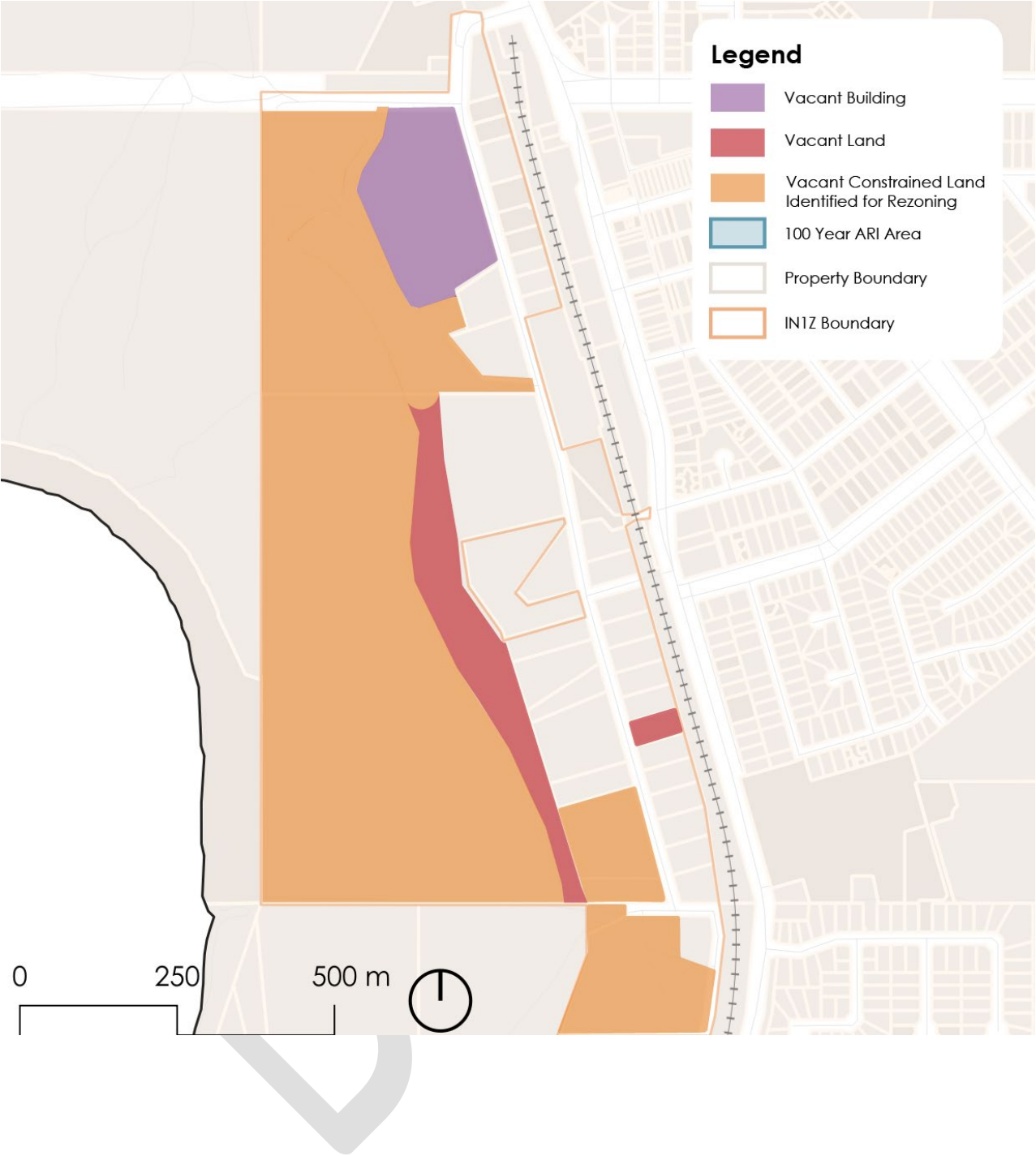
Action 9

Monitor the development of all vacant industrial land across Swan Hill (LGA)

Council will monitor the development of vacant industrial land focusing on vacant industrial land in the western part of Karinie Street. This land is predominately currently not subject to industrial uses.

If in the next five years this land is not developed for industrial purposes and new expansion area land is confirmed, Council may seek to rezone undeveloped industrial zoned land that continues to support non-industrial uses.

Robinvale Vacant Constrained Land identified for rezoning



Industrial precincts

The page features a light blue background with decorative wavy lines. A light blue wavy line starts at the top left, curves under the title, and extends towards the right edge. A darker blue wavy line runs horizontally across the bottom of the page.

5.0 Industrial Precincts

The Swan Hill Rural City Council Industrial Strategy 2026 acknowledges the different economic role and development trajectory of the municipality's industrial precincts and industrial sites.

The following explores the outlook and evolution of the municipality's industrial precincts.

Precinct 1 Karinie Street

The Karinie Street Industrial Area will continue to lead Swan Hill's industrial growth. By offering a full range of industrial lot sizes that are serviced to a standard that removes infrastructure as a barrier to industrial investment, Swan Hill will enable local business to grow while attracting new enterprise. Karinie Street's storm and waste water management, high quality roads and serviced land supply will ensure that all businesses with the will to invest in Swan Hill will be accommodated.

The Karinie Street industrial precinct in the township of Swan Hill is the municipality's largest industrial area. The precinct is characterised by its established large format businesses that support construction supply, manufacturing, machinery, automotive, and household uses. Businesses within Karinie Street provide critical inputs to support the growth of the township, and regional industries.

Karinie Street is the precinct's primary thoroughfare and access point. Land surrounding the precinct comprises agricultural land to the north and residential neighbourhoods to the south. This is with the exception of a small section of Commercial 2 Zoned land to the north east. The precinct includes the Swan Hill saleyards, the future of which is currently under review.

The attractiveness, form and development of the precinct is central to Swan Hill's (LGA) industrial capacity, industry and future economic growth. As a result it is vital that the precinct:

- Maintains a high standard of industrial amenity.
- Retains a high level of land use freedom by minimising encroachment on industrial operations by sensitive uses.
- Maintains a supply of development ready land.
- Incorporates long term expansion options.

Direction 6.1

Support the growth and development of the Karinie Street Industrial Estate

Support the ongoing improvement of the Karinie Street Industrial precinct by:

- supporting the renewal of existing underutilised industrial sites.
- signifying the location, role and extent of the precinct via the introduction of wayfinding and signage.
- continuing to deliver streetscape and transport infrastructure improvements.
- supporting the retention and protection of existing industry.
- working to establish an industrial expansion area to support demand for land supply.

Addressed in Actions 1, 3, 4, 5, 6 & 7

Land use policy and urban improvements

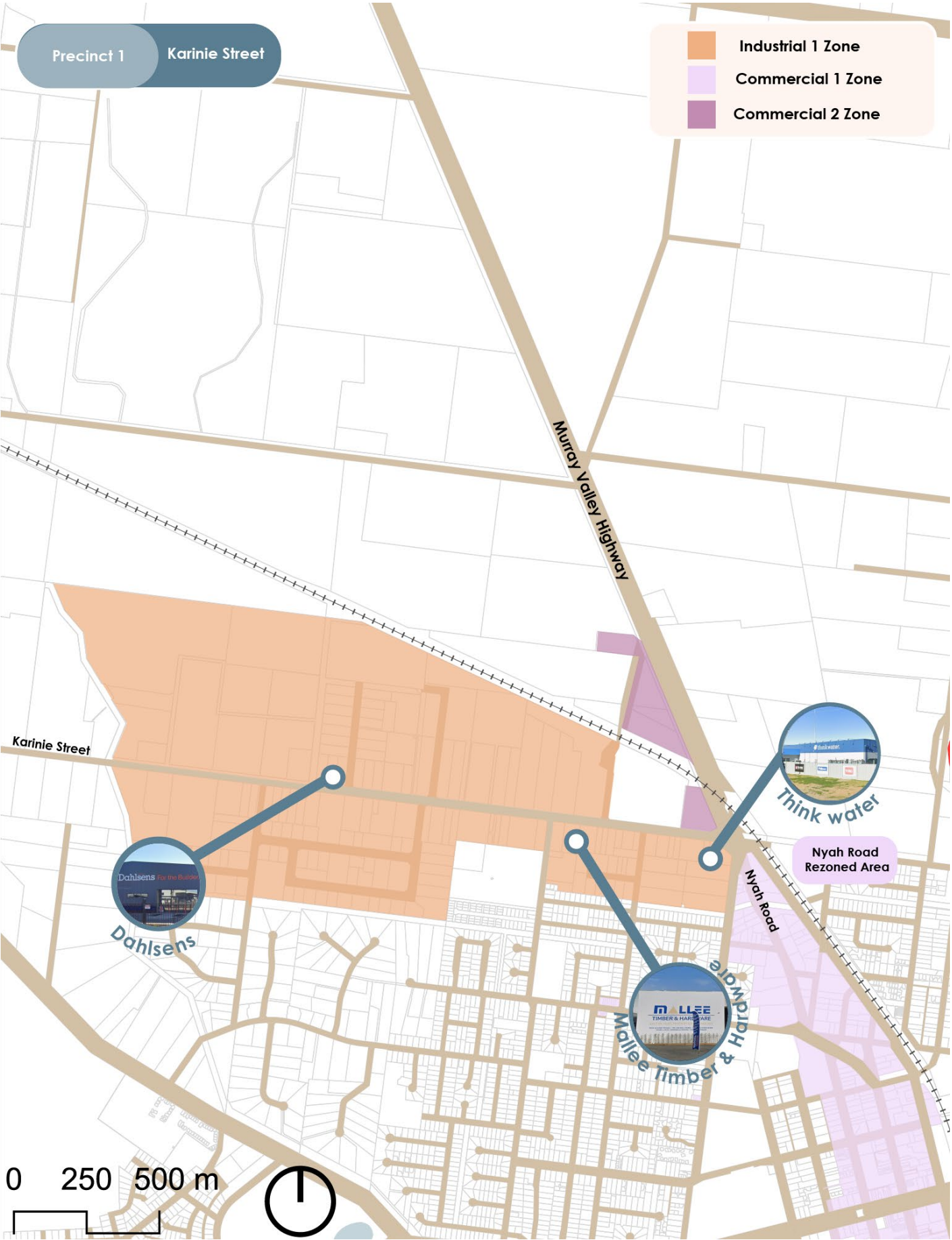
Land use policy:

- Introduce a vision to guide the development of Karinie Street at Clause 17.03 (Action 1).
- Update Clause 17.03-2S to introduce a policy that discourages new sensitive uses in direct proximity to industrial area. (Action 4)
- Investigate the viability of the Murray Valley Highway Expansion Area (Action 6 & 7).

Urban improvements:

- Deliver infrastructure and streetscape upgrades to support the accessibility of the precinct (Action 3).
- Introduce wayfinding signage to communicate the role, location and extent of the precinct (Action 5).

Figure 12: Karinie Street Industrial Estate



Source: CKC

Precinct 2 Quin Drive

The Quin Drive Industrial Estate will continue to uphold its distinct role within Swan Hill's industrial landscape as its primary industrial service precinct. Overtime, established industrial sites will undergo renewal and intensification as enterprise continues to invest in industrial facilities and equipment.

Quin Drive has evolved into a population and town services precinct. The precinct incorporates numerous mechanics, electricians, engineering and waste management firms. The precinct's 14.6 hectares of industrial land is fully occupied. As a result, further development of the precinct will result from the renewal of existing sites.

The Strategy aims to:

- retain existing enterprise
- support industrial renewal
- support the precinct's attractiveness and industrial amenity.

Direction 7.1

Support the growth and improvement of the Quin Drive industrial precinct

Support the ongoing improvement of the Quin Drive Industrial precinct by:

- supporting the renewal of existing underutilised industrial sites.
- signifying the location, role and extent of the precinct via the introduction of wayfinding and signage.
- reviewing opportunities to improve transport and transport infrastructure.
- supporting the retention and protection of existing industry.
- working to establish an industrial expansion area to support demand for land supply.

Addressed in Actions 1, 3, 4, 5, 6 & 7

Land use policy and urban improvements

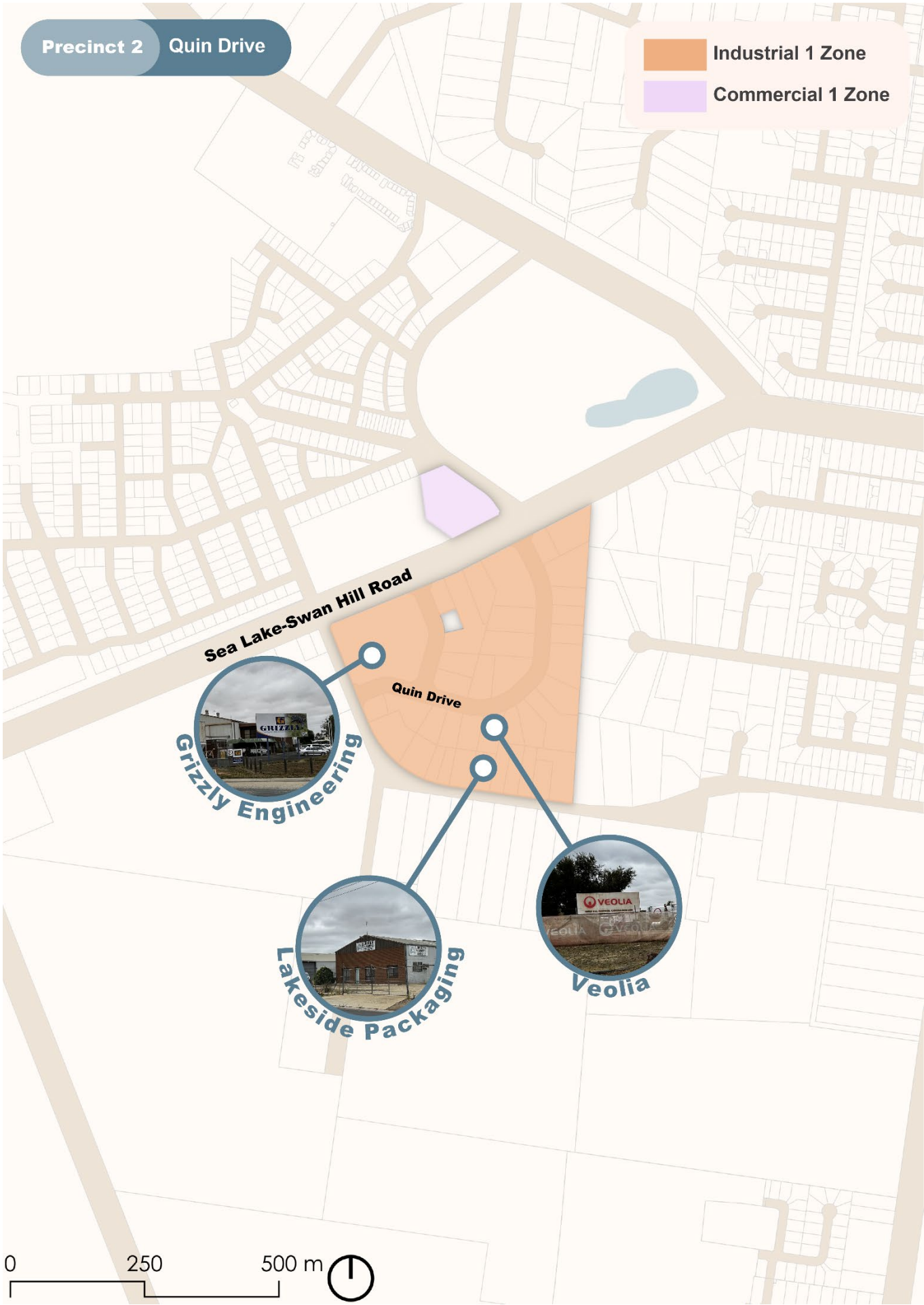
Land use policy:

- Introduce a vision to guide the development of Quin Drive at Clause 17.03 (Action 1).
- Update Clause 2.03-6 to support the renewal of underutilised industrial sites to deliver contemporary, high quality and sustainable industrial floor space (Action 1).
- Update Clause 17.03-2S to introduce a policy that discourages new sensitive uses in direct proximity to industrial area. (Action 4)
- Investigate the viability of the Sea Lake-Swan Hill Road Expansion Area (Action 6 & 7).

Urban improvements:

- Review the precinct's transport infrastructure (Action 3).
- Investigate the delivery of shared footpath infrastructure and additional street tree planting (Action 3).
- Introduce wayfinding signage to communicate the role, location and extent of the precinct (Action 5).

Figure 13: Quin Drive Industrial Estate



Source: CKC

Precinct 3 Robinvale

Moore Street Robinvale will evolve into a contemporary industrial precinct that supports the industrial needs of the region's agricultural sector and the construction, automotive and recreational needs of the township. Storage, processing and logistics uses on agricultural properties will continue to expand in line with agricultural expansion while avoiding non-agricultural related uses.

Robinvale's industrial precinct is Swan Hill's (LGA) second largest industrial node, encompassing near on 71.5 hectares of land. Adjacent to the town centre, the industrial precinct is a linear precinct concentrated along Moore Street, Robinvale. The precinct comprises 45 lots of varying size and shape.

Surrounding bushland and green space are currently zoned for public conservation and resource zoning, as well as public park zoning, with the exception of a small area directly south of the industrial precinct which is zoned for low density residential uses. Much of the land is also subject to a Bushfire Management Overlay and classified as a 1:100 ARI area.

The Strategy:

- Supports streetscape improvements along Moore Street.
- Supports the renewal and intensification of industrial sites along Moore Street.
- Supports the ongoing expansion of industrial uses to support agriculture in the Farming Zone provided these uses directly support agricultural industry.
- Seeks to Rezone industrial land that is constrained for industrial development
- Grow Robinvale's supply of worker housing

Direction 8.1

Support the improvement of the Robinvale Industrial Precinct

Support the ongoing improvement of the Robinvale Industrial Precinct by:

- supporting the delivering of key worker housing.
- signifying the location, role and extent of the precinct via the introduction of wayfinding and signage.
- reviewing opportunities to improve the Moore Street streetscape.
- supporting the retention and protection of existing industry.
- managing the development of industrial uses in agricultural areas.

Addressed in Actions 1, 3, 4, 5, 8, 9 & 10

Land use policy and urban improvements

Land use policy:

- Introduce a vision to guide the development of Robinvale Industrial Precinct at Clause 17.03 (Action 1).
- Update Clause 17.03-2S to introduce a policy that discourages new sensitive uses in direct proximity to industrial area (Action 4).
- Support the development of key worker housing (Action 8).
- Rezone constrained vacant land to appropriate zoning (Action 9).
- Introduce a policy to manage industrial uses in the Farming Zone (Action 10).

Urban improvements:

- Review the precinct's transport infrastructure (Action 3).
- Investigate the delivery of shared footpath infrastructure and additional street tree planting (Action 3).
- Introduce wayfinding signage to communicate the role, location and extent of the precinct (Action 5).

Direction 8.2

Support and guide industrial uses in agricultural areas

Most horticultural produce needs to be stored quickly following harvest. This is why cold stores, storage sheds, and processing facilities are located on farm or immediately adjacent to farms.

Accordingly, in Robinvale, agricultural properties incorporate on farm storage, processing, packing and logistics infrastructure and uses particularly in irrigation district.

The prevalence of industrial uses in agricultural areas can result in growing urbanisation and uses that are not compatible and/or may be detrimental to agriculture.

The Strategy:

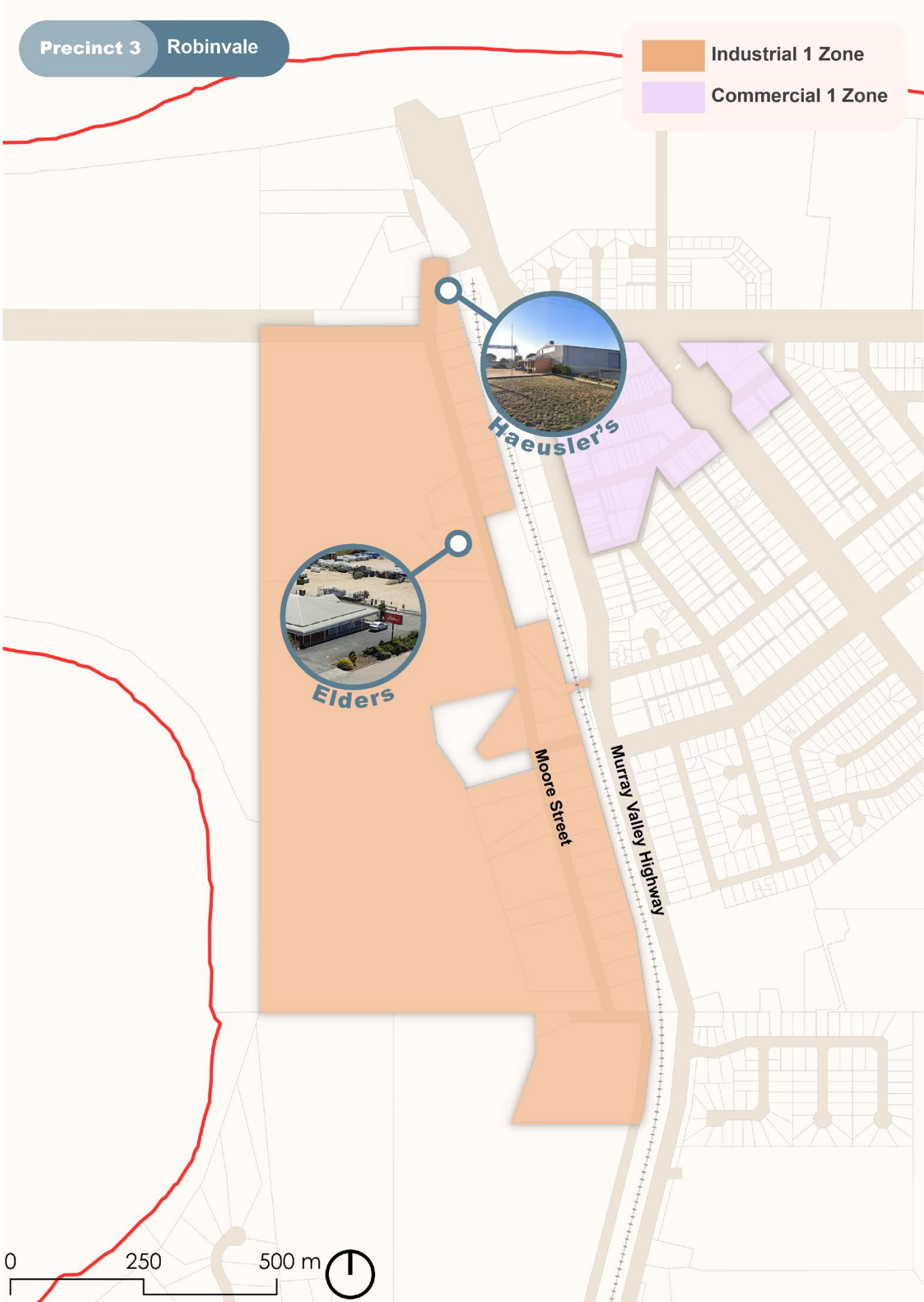
- supports the ongoing development of facilities and uses that support rural industry within farms
- seeks to curtail industrial uses that do not relate to agricultural production in agricultural areas.

Action 10

Develop industrial policy for managing industrial development in agricultural areas

Introduce policy statements at Clause 17.03 -2L- Sustainable Industry – to support the development of economic uses in irrigation districts that directly support farming uses while seeking to direct uses that risk food safety, irrigation integrity, and contamination to dedicated industrial areas.

Figure 14: Robinvale Industrial Precinct



Source: CKC

Other Industrial Areas

Table 7: Other Industrial Precincts – Directions & Actions

Precinct	Directions & Actions
Lake Boga	Council will: • Monitor the ongoing use and development of vacant industrial land in Lake Boga
Woorinen South	Council will: • Monitor the ongoing use of industrial land in Woorinen South
Nyah	Council will: • Monitor the ongoing use of industrial land in Nyah

Appendices



6.0 Appendices

Appendix A: Industrial Land Search

In order to identify suitable new industrial land, Council has developed a series of guiding preconditions to help identify appropriate land.

Table 8: Industrial Land Search Criteria

Preconditions	Description
Site Attributes	Size: Sites that are of a sufficient size to enable a range of industrial development formats including the opportunity to incorporate mixed office or restricted retail use. Safety: The site is not subject to bushfire and flooding risk. Topography: Sites that are flat are preferred. Environment: Avoid areas designated for conservation and protection.
Context	Access: The site is located within proximity to major transport networks and population centres. The site can connect to established road infrastructure enabling safe access and egress. The site should be in proximity to road networks suitable for heavy vehicles. Business networks: The site is preferably located within or near a precinct that includes an agglomeration of existing industrial businesses. Proximity to residential areas: The site is not in close proximity to residential areas. The site should ideally enable traditional industrial uses that generate noise without the risk of amenity impacts on nearby residents. Proximity to infrastructure: Ideally the site is located in close proximity to established water and energy infrastructure.

Industrial Land Search Checklist

Location	<i>Where is the site?</i>		
Site Description	<i>What is the current use?</i>		
Site Attributes	Please tick the following questions		
	Is the site flat?	Yes	No Not Sure
	Is the site subject to flooding risk?	Yes	No Not Sure
	Is the site densely vegetated?	Yes	No Not Sure
	Is the site subject to bushfire risk?	Yes	No Not Sure
	Is the site a recognized heritage or conservation area?	Yes	No Not Sure
Context	Is the site in proximity to the Principal Freight Network?	Yes	No Not Sure
	Is the existing road infrastructure capable of accommodating heavy trucks?	Yes	No Not Sure
	Is the site located in or close to existing industrial areas?	Yes	No Not Sure
	Is the site adjacent to existing businesses?	Yes	No Not Sure
	Are there residential uses nearby?	Yes	No Not Sure

Industrial Suitability Assessment

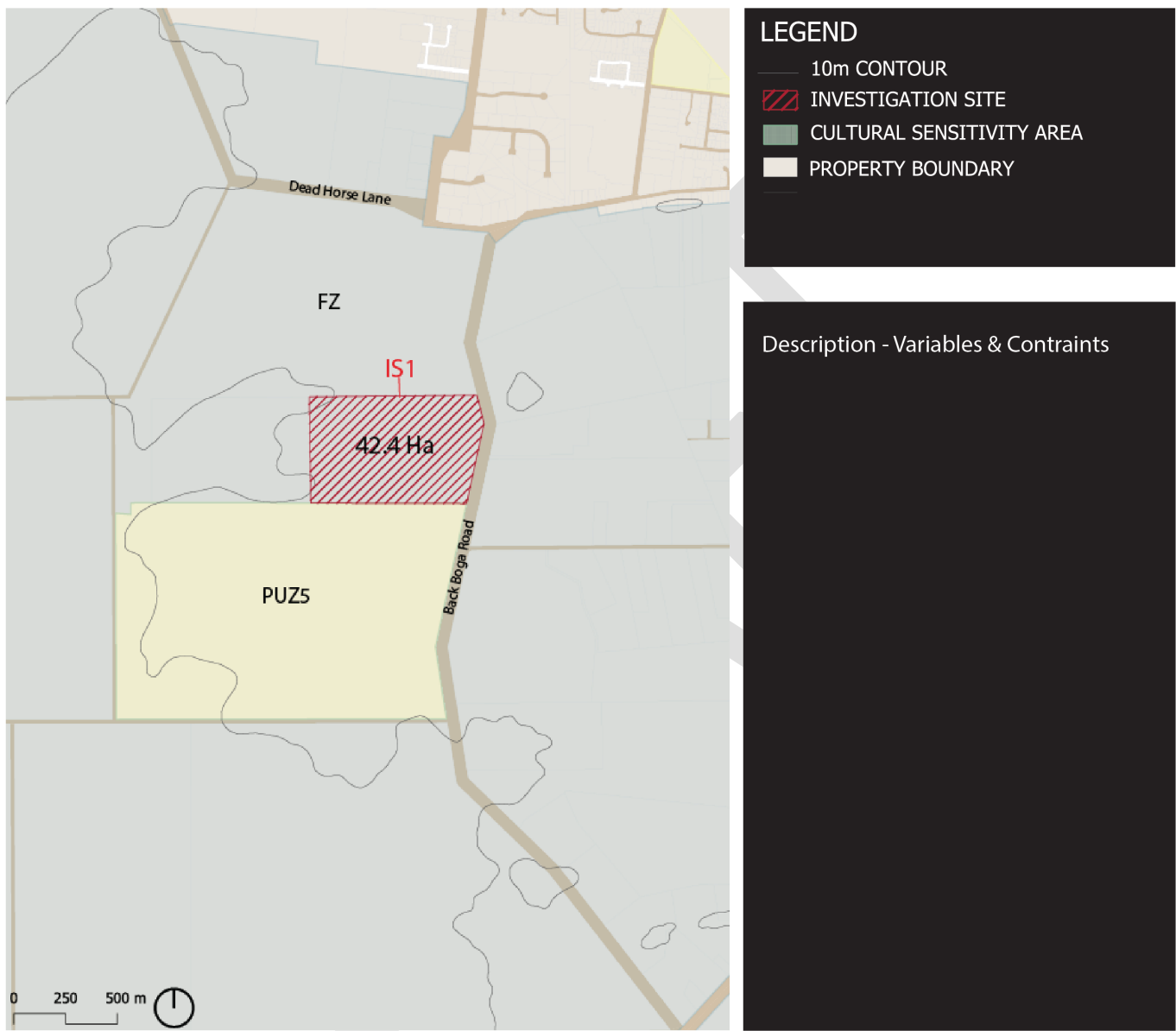
Table 9: Industrial Investigation Sites

Site	Land Available (ha)	Industrial Suitability	Rationale
Karinie Street Industrial Estate North Expansion Area (EA1)	22.3		
Quin Drive Expansion Area (EA2)	25		
Total	47.3		

DRAFT

1

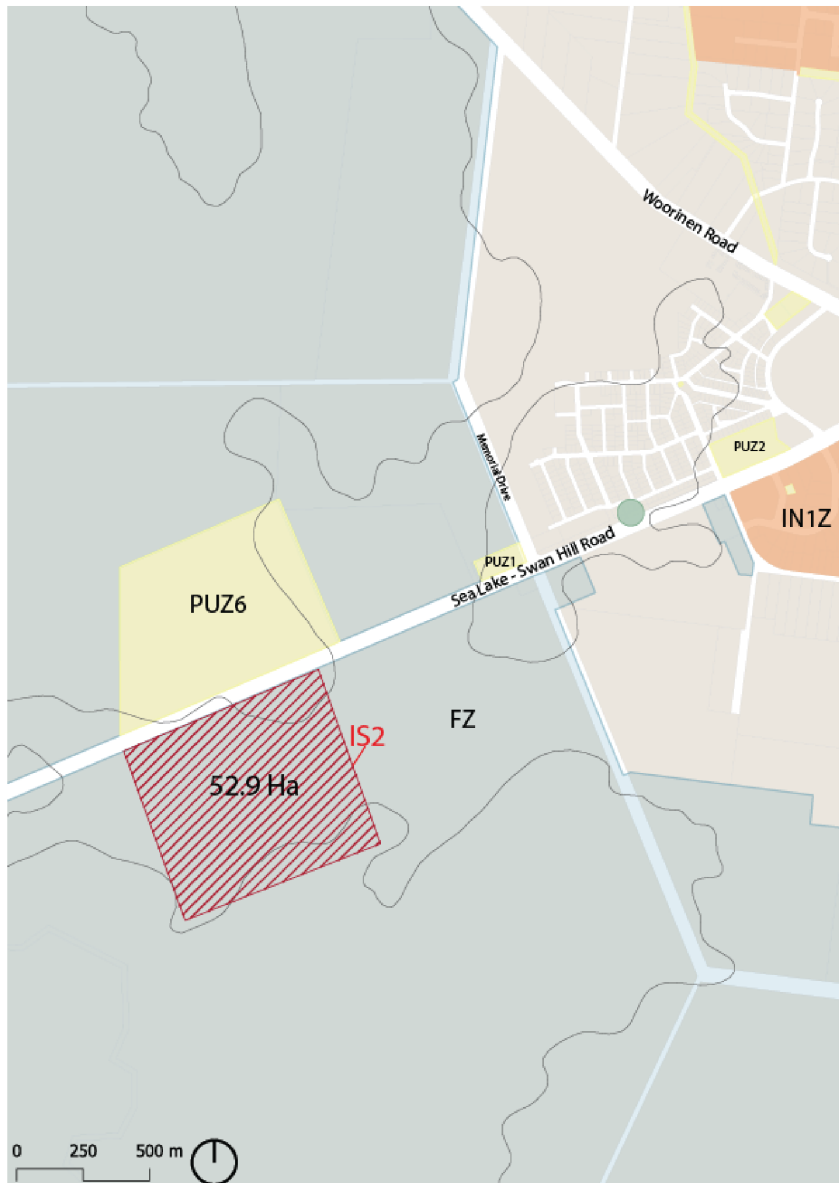
ADDITIONAL LONG TERM INDUSTRIAL INVESTIGATION SITE
Back Boga Road, North of Swan Hill Airport



2

ADDITIONAL LONG TERM INDUSTRIAL INVESTIGATION SITE

Sea Lake - Swan Hill Road, opposite Swan Hill Landfill



LEGEND

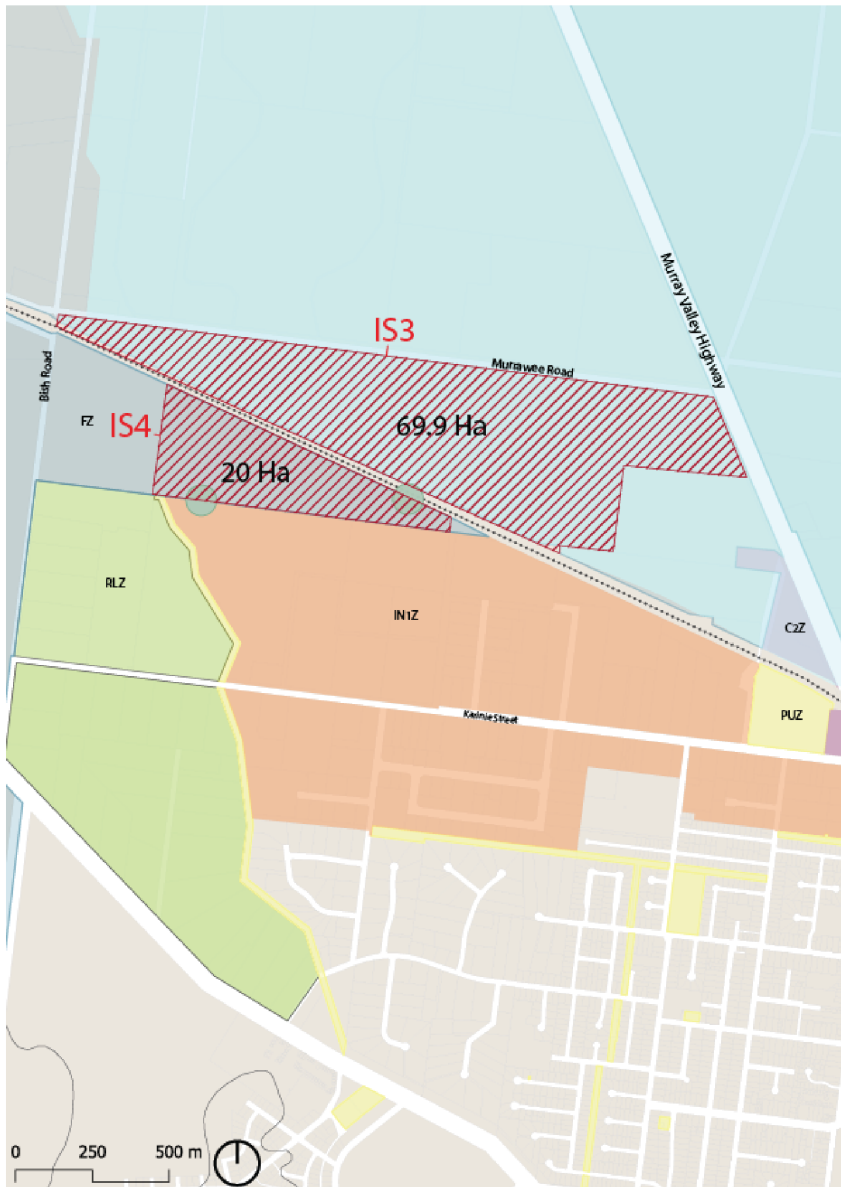
- 10m CONTOUR
- INVESTIGATION SITE
- CULTURAL SENSITIVITY AREA
- PROPERTY BOUNDARY

Description - Variables & Constraints

3

ADDITIONAL LONG TERM INDUSTRIAL INVESTIGATION SITE

Murawee & Bish Road



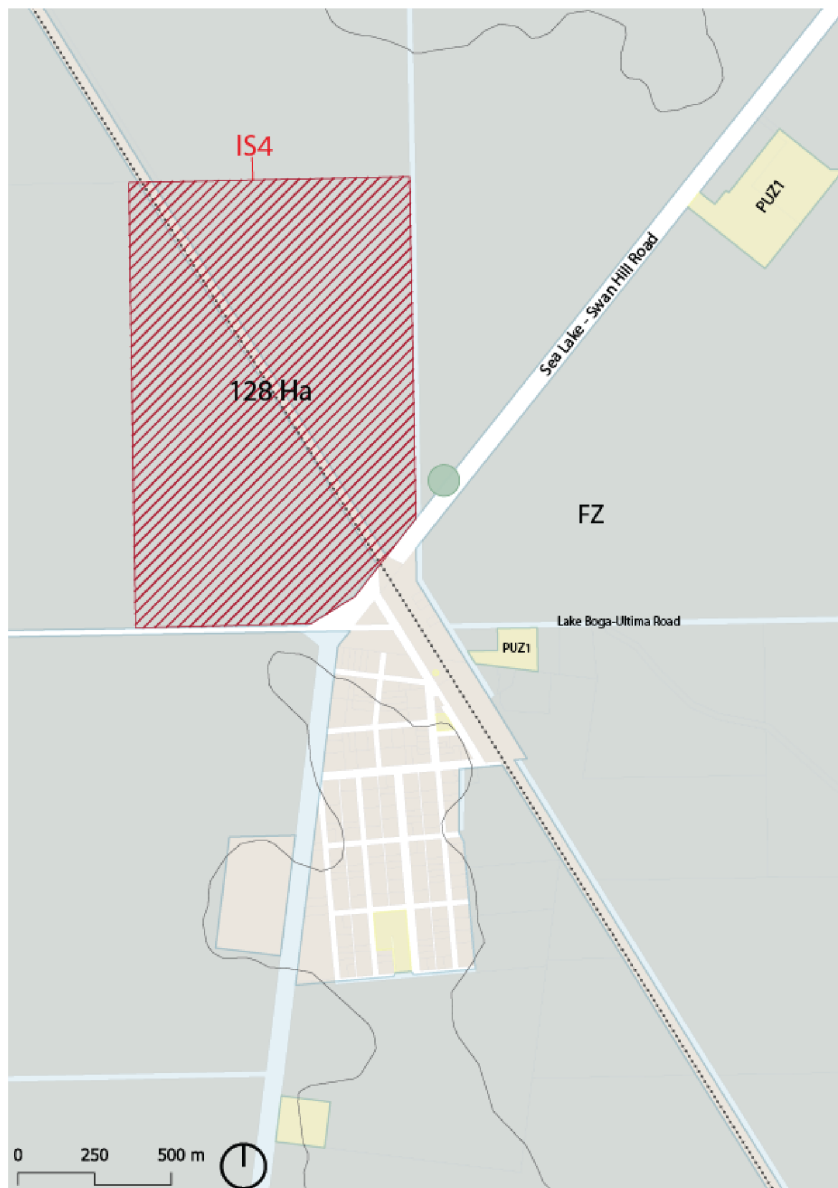
LEGEND

- 10m CONTOUR
- INVESTIGATION SITE
- CULTURAL SENSITIVITY AREA
- PROPERTY BOUNDARY
- 100 YEAR ARI AREA
- TRAINLINE

Description - Variables & Constraints

4

ADDITIONAL LONG TERM INDUSTRIAL INVESTIGATION SITE Lake Boga-Ultima Road, North of Ultima



LEGEND

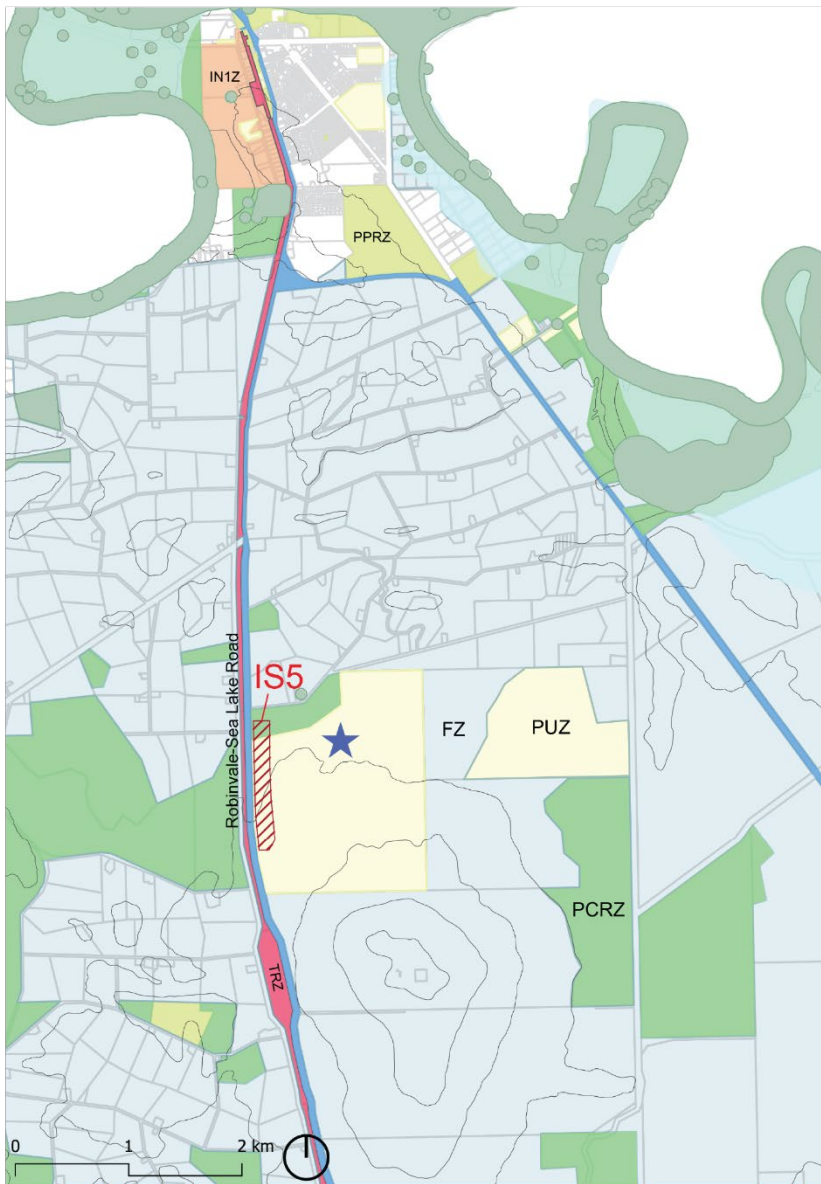
- 10m CONTOUR
- ▨ INVESTIGATION SITE
- CULTURAL SENSITIVITY AREA
- PROPERTY BOUNDARY
- TRAINLINE

Description - Variables & Constraints

5

ADDITIONAL LONG TERM INDUSTRIAL INVESTIGATION SITE

Robinvale-Sea Lake Road, South of Robinvale Aerodrome



LEGEND

- ★ ROBINVALE AIRPORT
- ▨ INVESTIGATION SITE
- CULTURAL SENSITIVITY AREA
- ▭ PROPERTY BOUNDARY
- ▧ 100 YEAR ARI AREA
- TRAINLINE
- LGA BOUNDARY
- 10m CONTOUR

Description - Variables & Constraints

Lorem ipsum