



Swan Hill Region Housing Action Plan

2024 - 2025

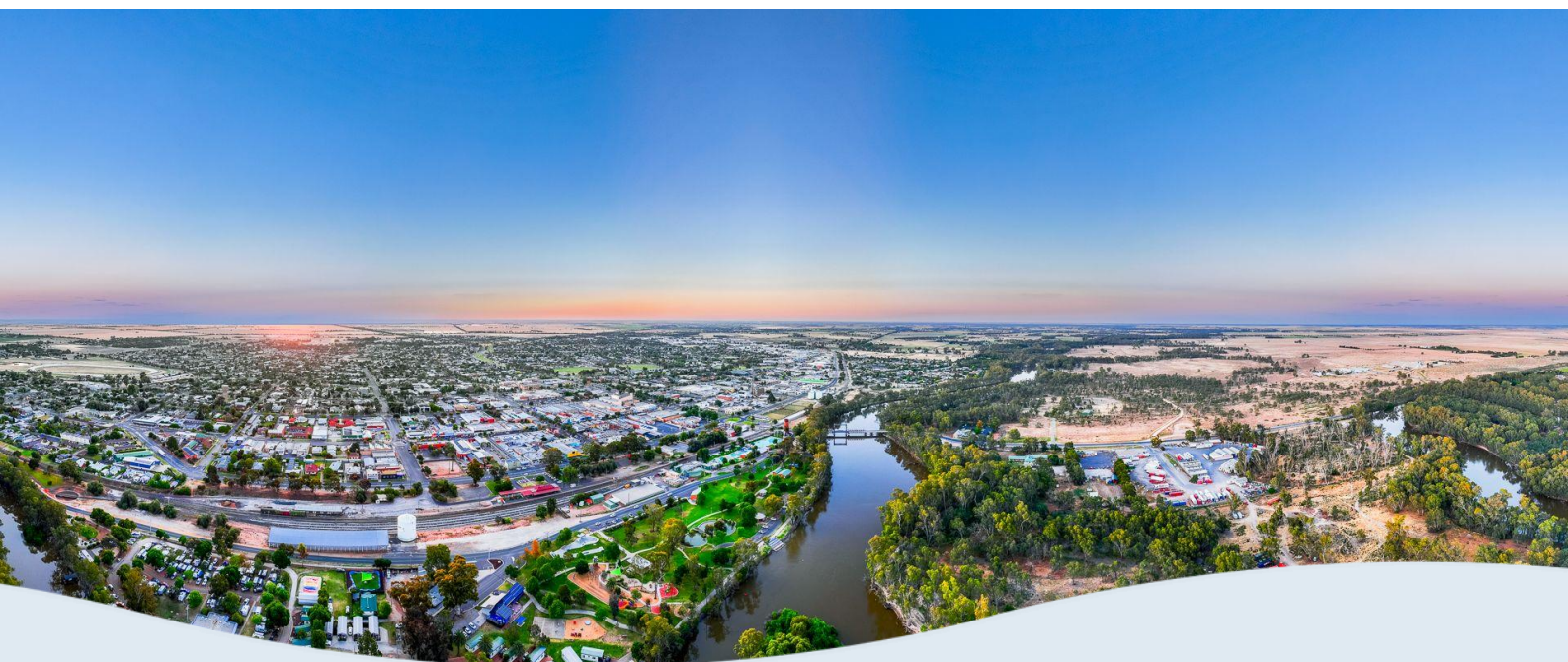
Target 500

Swan Hill Rural City Council (Council) is wanting to address the crippling effects of the current housing crisis gripping regional Victoria. The development of a comprehensive Economic Development Strategy has been underpinned by the clear understanding that the shortage of available and affordable housing is a direct handbrake on realising social and economic aspirations for the municipality.

A consultation process and a major summit November 2023 have highlighted the problems for employers, employees, people looking to move to the region and governments in urgently increasing supply of housing, particularly rental housing for workers. Key outcomes from this process included need for greater coordination, need for both private and public investment and the importance of working together through a partnership led approach.

To support this process, Council has tabled the Swan Hill Region Housing Action Plan with the aim to articulate Council's role and intent to increase housing outcomes for the region over the next two years, as we strive for 500 new dwellings by 2030.

Featuring key initiatives from the Robinvale Housing Strategy and Loddon Mallee Housing Action Plan, the Swan Hill Region Housing Action Plan will be a flexible working document, reported back to Council twice a year.



Plan & Develop

	ACTION	ACTIVITY	TIME	LINK
Plan - Unlocking Council Owned Site	Review Council's future development options Tower Hill	1 Prepare Tower Hill Future Development Options Report eg 'Super block' 2 Review Master Plan	Yr 1	Economic Development Strategy
	Review Council's residential sites and other sites at Tower Hill	Renew Master Plan to make housing choice simple	Yr 2	Council Plan
	Prepare 42 Monash Drive for sale	Rezoning commercial Prepare an EOI for sale	Yr 1	Economic Development Strategy
	Determine preferred development option Feldtmann Lane - Swan Hill	Prepare Future Development Options Report	Yr 2	
	Investigate Council's Beveridge street carpark for accommodation purposes	Undertake Business case and methodology to rezone/future sale of site – seek partnership	Yr 1	
	Develop McCartney Court (old preschool site) - Robinvale	Seek partners and potential workers accommodation developments (10 units) - including RDHS and College	Yr 1	Robinvale Housing Strategy
	Review Robinvale Resource Centre site for alternate options for housing	Review Accommodation Development Prospectus	Yr 1	Robinvale Housing Strategy
	Review Council's Bromley Rd site Robinvale for suitability for housing	1 Review planning scheme, prepare amendment (if necessary)-if appropriate 2 Develop a prospectus for sale	Yr 2	
	Review land positively impacted by the new Robinvale levee	Investigate suitability of land for housing	Yr 2+	
Accelerate development suitable land for housing	Investigate sites in Swan Hill that support accommodation outcomes	Undertake a Future Development Plan Swan Hill	Yr 2	Economic Development Strategy
	Activate un-used private vacant residential land within Swan Hill	Undertake audit vacant site in Swan Hill, contact owner understand current matters that may be restricting development	Yr1	Economic Development Strategy
	Support small town and population growth	Create small town brochures ready for investors	Yr1	Small Town Audit

Partner & Support

	ACTION	ACTIVITY	TIME	LINK
Partner	Establish Housing Action: Greater Swan Hill	Develop process and aims of the committee	Yr 1	Economic Development Strategy
	Establish Council Development Support Program	Develop a framework and implementation model to support planning applications	Yr 1	Housing summit
	Investigate accessing NHFIC funding for infrastructure – develop priority areas and types of infrastructure required	Develop EOI with key partners eg LMW	Yr 2	Loddon Mallee Action Plan
Support	Increase shared knowledge	Develop housing/industry service contact database and provide Council and development updates	Yr 1	Housing summit

Advocacy & Policy

	ACTION	ACTIVITY	TIME	LINK
Advocacy	Investigate future land availability for housing – prioritise Crown/government land sites	Lobby key partners support increase housing supply opportunities	Yr 2	Loddon Mallee Action Plan
	Re-activate Robinvale Education Residential Sites	Lobby Department Education for new housing development outcomes	Yr 2	Economic Development Strategy
	Increase social and affordable accommodation	Advocate Big Build funding for social housing outcomes	Yr 2	Loddon Mallee Action Plan
	Enabling Critical Infrastructure	Advocate connections to sewerage, water etc for small rural townships including Woorinen South & Piangil – NHFIC	Yr 2	Loddon Mallee Action Plan
Policy	Review Council's Investment Attraction Policy	Support private investment housing/accommodation	Yr 2	Economic Development Strategy
Planning	Plan for low density housing development	Develop low density residential and rural living Development Strategy	Yr 2	