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# Bacchus Marsh Retail and Economic Assessment

Prepared for Victorian  
Planning Authority and  
Moorabool Shire Council

Final - October 2023

**HiIPDA**  
CONSULTING

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# EXECUTIVE SUMMARY

## Purpose

This report was commissioned to provide overarching retail and economic analysis to inform strategic planning for Bacchus Marsh taking a region-wide perspective.

This report focuses on economic provision required to meet the expected future needs of Bacchus Marsh with specific consideration of the future development of the Parwan, Merrimu, Hopetoun Park North, and Parwan Employment Precincts, as identified in the Bacchus Marsh Urban Growth Framework (BMUGF). The horizon of this report is 2041.

## Summary of Context

- The population of Bacchus Marsh is expected to increase from approximately 27,800 in 2021 to 50,500 by 2041.
- Bacchus Marsh has a relatively low number of jobs relative to resident population at the current time. However, jobs growth is increasing at a faster rate than population growth.
- Urban development and population growth are key drivers of the economy.
- One part of the economic future of the town is to grow retail to meet local needs and reduce escape spending currently flowing to other locations.
- There is also capacity for commercial office, community service, industrial and other non-urban business activities (such as extractive industry and agriculture) to increase significantly as well.

## Summary of Potential

- The population of Bacchus Marsh and surrounds will support approximately 126,700 sqm of retail floorspace across the retail economy as a whole by 2041.
- It is policy to provide as much of this space as possible in the Bacchus Marsh and surrounds area.
- The catchment will be able to support a network of centres in a planned hierarchy, with the primary centre being Bacchus Marsh Town Centre supported by a network of subordinate centres that serve growth areas including Merrimu and Parwan (see table below).
- Bacchus Marsh Town Centre could potentially double its retail floorspace over the next 20 years.
- Overall, the Merrimu area is estimated to generate demand for 22,000 sqm of retail floorspace across the retail economy as a whole by 2041. The extent of floorspace provision in Merrimu will depend on policy settings and place-based design but could include (retail floorspace):
  - A local town centre of approximately 7,000 sqm to 8,000 sqm
  - Plus two local convenience centres of 1,500 sqm to 3,000 sqm.

- The Parwan area is estimated to generate demand for 15,300 sqm of retail floorspace across the retail economy as a whole by 2041. A typical model is to provide a local town centre in the order of 5,000 sqm to 6,000 sqm retail in Parwan. It is understood that planning work is being undertaken for a centre marginally bigger than this size but performing the same role.
- In addition to retail space, centres will also accommodate commercial office and community services space to varying degrees. For major centres, typical provision ratios are up to 50% of retail, for both office and community uses. For neighbourhood and local centres, typical provision ratios are 10% to 20% of retail for both office and community uses.
- The Bacchus Marsh and surrounds study area may be able to support approximately 28,600 sqm of bulky goods floorspace by 2041. This could translate into a need for approximately 8 to 14 hectares of land for this activity.
- Industrial land need is estimated as approximately 250 ha in Bacchus Marsh. Current supply is estimated as 327 ha. This means that current industrial land supply appears sufficient to meet needs within the 2041 planning horizon.
- Other locations will perform an economic and employment role in the region. This includes the Parwan Employment Precinct, which could accommodate businesses in a range of industrial, commercial and agricultural sectors.

### Summary of Growth Area Planning Guidance to 2041:

Location and role	Retail SQM	Commercial & Community SQM	Total SQM	Land Area HA
<b>Merrimu</b>				
Local Town Centre	7,000 to 8,000	1,400 to 1,600	8,400 to 9,600	2.1 to 2.4
Local Convenience Centre 1	1,500 to 3,000	300 to 600	1,800 to 3,600	0.5 to 0.9
Local Convenience Centre 2	1,500 to 3,000	300 to 600	1,800 to 3,600	0.5 to 0.9
<b>Parwan</b>				
Local Town Centre	5,000 to 6,000	1,000 to 1,200	6,000 to 7,200	1.5 to 1.8
<b>Bulky Goods</b>				
Bacchus Marsh and Surrounds	28,600	-	28,600	8.0 to 14.0
<b>Industrial Land</b>				
Existing Zoned Land Provision	-	-	-	327
Change to Provision to 2041	-	-	-	0

Notes: This report is based on information available at the time of writing. This includes data on estimated future dwellings and population. These inputs are subject to ongoing review and refinement in the planning process. The findings and recommendations of this report may require revision over time.

# 1.0 INTRODUCTION

## 1.1 Context

The Bacchus Marsh area is subject to strategic planning to accommodate planned future growth. The population of Bacchus Marsh is expected to increase from approximately 27,800 in 2021 to 50,500 by 2041.

This report was commissioned to provide overarching retail and economic analysis to inform strategic planning for Bacchus Marsh taking a region-wide perspective. Economic issues identified in previous work include:

- Retail expenditure being lost to neighbouring areas (such as Melton)
- Unclear direction for buffer area uses around the Maddingley Mine
- Bacchus Marsh Residents commuting outside the municipality for work.

## 1.2 Purpose

This report provides economic information as an input into decision making, focussing on retail and economic demand and provision required to meet the expected future needs of Bacchus Marsh with specific consideration of the future development of the Parwan, Merrimu, Hopetoun Park North, and Parwan Employment Precincts, as identified in the Bacchus Marsh Urban Growth Framework (BMUGF). The horizon of this report is 2041.

The scope of this assessment comprises three parts:

- Market assessment to explore the overall economic and retail demand created by the development of the growth areas across Bacchus Marsh and surrounding areas
- Retail demand assessment to identify the supportable retail floor space and the size of centres and the aspatial requirements needed to service growth across Bacchus Marsh
- Employment land demand assessment to identify the size of land needed within the growth areas to service the future population of Bacchus Marsh and surrounding areas.

## 1.3 Disclaimer

This report is based on information available at the time of writing. This includes data on estimated future dwellings and population. These inputs are subject to ongoing review and refinement in the planning process. The findings and recommendations of this report may require revision over time.

## 1.4 Report Structure

This report is structured as follows:

- Section 2: policy and research review
- Section 3: retail and economic trends
- Section 4: population and dwelling estimates
- Section 5: activity centres and retail demand
- Section 6: industrial supply and demand
- Section 7: economic profile and projections
- Section 8: findings and recommendations.

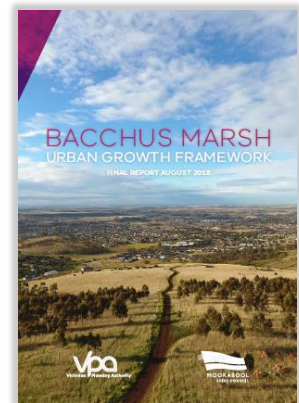
## 2.0 POLICY AND RESEARCH REVIEW

### 2.1 Policy and Strategy Framework

A summary of strategic planning documents that set the overarching policy framework for the area is provided below.

#### **Bacchus Marsh Urban Growth Framework, Victorian Planning Authority and Moorabool Shire Council, 2018 (Gazetted C81)**

This report (released in August 2018) was undertaken by the Victorian Planning Authority and Moorabool Shire Council to formalise a wide range of strategic land use goals and establish a high level planning framework that seeks to balance demand for residential development with parks, extractive industry sites, agricultural land and airport employment land. It seeks to ensure appropriate buffers are maintained between sensitive and offensive land uses and to guide growth appropriately and maximise Bacchus Marsh's exceptional mix of locational, economic and aesthetic appeal.



**Retail** is a high occupation multiplier industry, with retail trade being the largest employment industry in the shire. Economic growth is generally driven by population growth. Town centres are the focal points for retail, employment and social interaction.

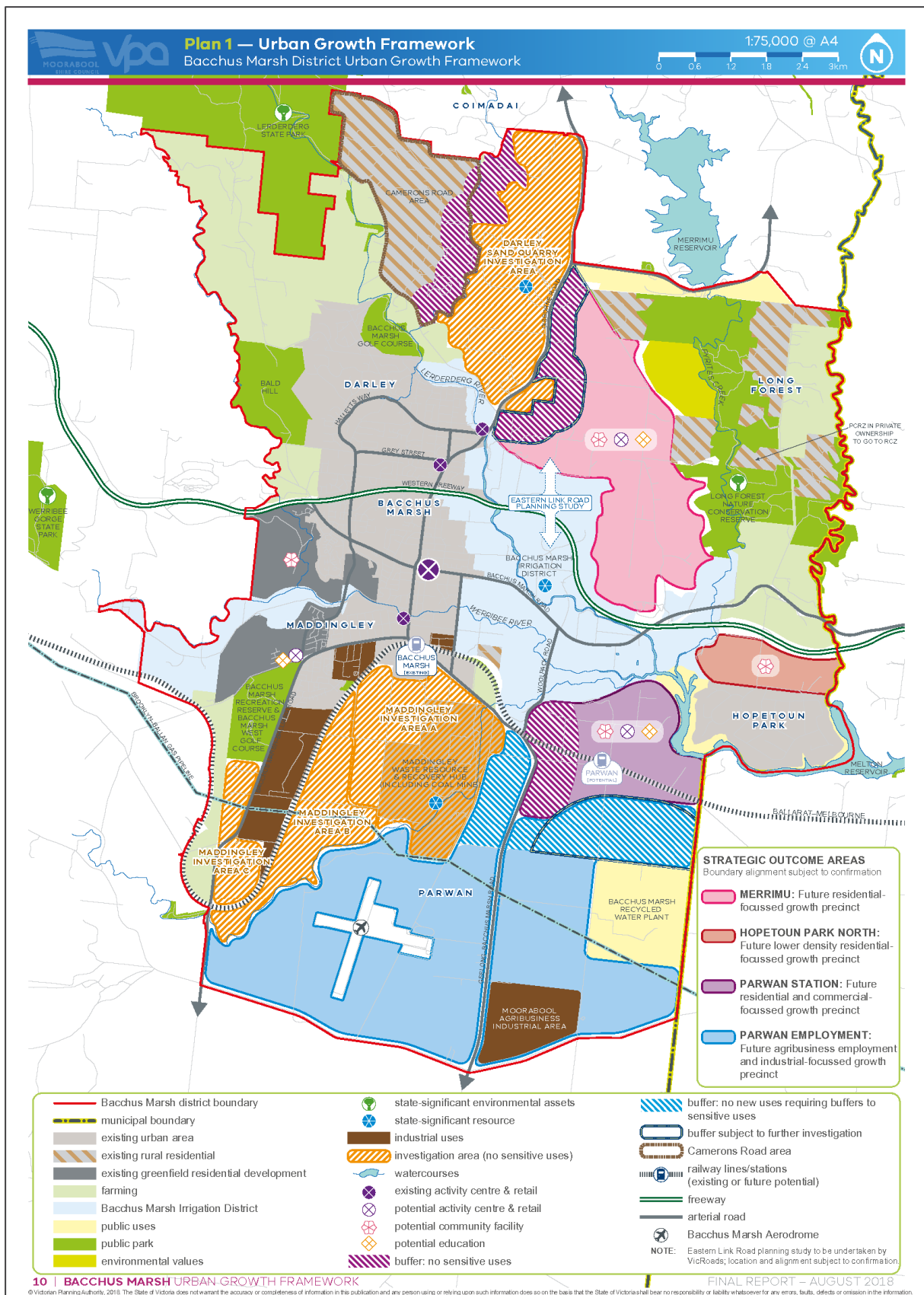
The document states that less than half of the retail expenditure of Moorabool residents is captured within the municipality. Therefore, growth of the local activity centre network is a focus for providing local needs as the population grows. This will reduce escape spending.

Much of the additional retail floorspace needed in coming years will be delivered in the Bacchus Marsh Town Centre. In order to accommodate additional floorspace, a framework is needed to clearly define priorities for future land use planning, design and renewal within the town centre.

Any future retail centres should be complementary to and not compete with the existing Bacchus Marsh Town Centre.

The Parwan Employment Precinct is designated as a regionally significant employment hub expected to host agribusiness uses leveraging the Bacchus Marsh Airport.

Figure 1: Bacchus Marsh Urban Growth Framework



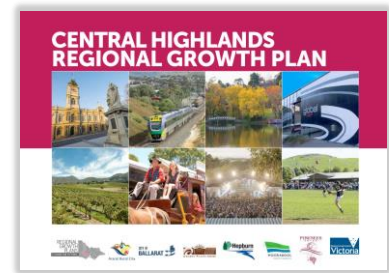
Source: Plan 1 Bacchus Marsh Urban Growth Framework



## Central Highlands Regional Growth Plan

The Central Highlands Regional Growth Plan provides a regional approach to land use planning in the Central Highlands region.

The plan establishes where future development will be supported at a regional scale, and identifies environmental, economic, community and cultural assets and resources of regional significance that should be preserved, maintained or developed.



Moorabool will experience a significant increase in residential population given its location on the periphery of Melbourne and Ballarat. The pressure for residential zoned land must be managed to protect agricultural, tourism, employment and infrastructure assets.

A key strategic direction for Bacchus Marsh is to ensure it retains a strong local employment focus to limit its role as a commuter town.

Several recent and proposed investments reflect Moorabool's growing role in extractive industries. New infrastructure is planned to support the region's growth.

- **Bacchus Marsh East Link Road** - The BMELR is a proposed north south arterial road which would connect Gisborne Road in the north with Bacchus Marsh-Geelong Road to the south. It would divert heavy vehicles and through traffic from the Bacchus Marsh Town Centre, whilst also catering for current and future growth by linking the various growth precincts.

The need for an eastern bypass has been identified in several strategic documents. It would also connect the new residential growth precincts of Merrimu and Parwan and the Parwan Employment Precinct with the Western Highway and Bacchus Marsh. A planning study has been investigating multiple routes with linkage to the Parwan Precinct likely to be established.

- **State Significant Resource Recovery Hub** - Bacchus Marsh is home to Maddingley Brown Coal, a State Significant Resource Recovery Hub. This waste facility and coal mine is 2.5 km from the centre of town and is surrounded by conflicting land uses. The buffers associated with the landfill and mining activities limit the development potential of the growth precinct identified under the UGF.
- **Extractive industry** - There are three state significant sand quarries to the north of Bacchus Marsh. The broader Shire has 26 Extractive Work Areas. There are also 29 Extractive Industry Interest Areas, which fall within the Shire's boundaries, containing a range of resources including basalt, clay, sand, gravel and brown coal.
- **Bacchus Marsh Irrigation District** - The Bacchus Marsh Irrigation District (BMID) is located on a flood plain of the Werribee River. The BMID is a state significant irrigation and agricultural district. Bacchus Marsh produces fruits, vegetables, grains and cereals.

## Plan Melbourne

Plan Melbourne is Melbourne’s metropolitan planning strategy. It establishes high level directions for housing, employment and infrastructure development to 2050. While Bacchus Marsh is not within metropolitan Melbourne, the document provides direction for growth area planning.



Plan Melbourne seeks to match residential land release in growth areas with retail and employment floorspace in new centres. This approach seeks to ensure that communities have access to services and jobs in their local area, which is summarised under the theme ‘20-minute neighbourhoods’ concept, whereby most community needs can be accessed within a 20-minute trip.

New centres should therefore be provided with an aim to capture retail expenditure locally.

Plan Melbourne seeks to focus higher-order employment closer to where people live - in suburban centres, health and education precincts and industrial precincts.

With regard to peri-urban areas, Plan Melbourne recognises the importance of food production, critical infrastructure (such as water supply catchments and airports), sand and stone supply, biodiversity, recreation and tourism.

## Moorabool Council Plan 2021-2025

The Council plan identifies Moorabool’s prospective growth industries including agriculture, agribusiness, processing and value adding, health services, tourism, education, retail, and professional and business services. The plan assumes that many supporting industry sectors are anticipated to thrive due to the increased customer base driven by population growth.

The plan states that Council’s role is as a champion of growth, facilitating and advocating for investment, providing support, networking and training for business, along with digital and traditional marketing campaigns to promote the value of spend local, and the Shire’s visitor experiences.

The plan nominates that the creation of a new Economic Development Strategy, and a separate Visitor Economy Strategy, will deliver a pathway to further success and growth for Moorabool’s economy.

## Moorabool Shire Economic Development Strategy (October 2015)<sup>1</sup>

The Economic Development Strategy identifies the vision, objectives and targets for the future of the Moorabool economy. It details the strategies and actions that Council has identified to help support local growth. The document states that Council is committed to working with

<sup>1</sup> Note: this strategy is being updated in 2023.

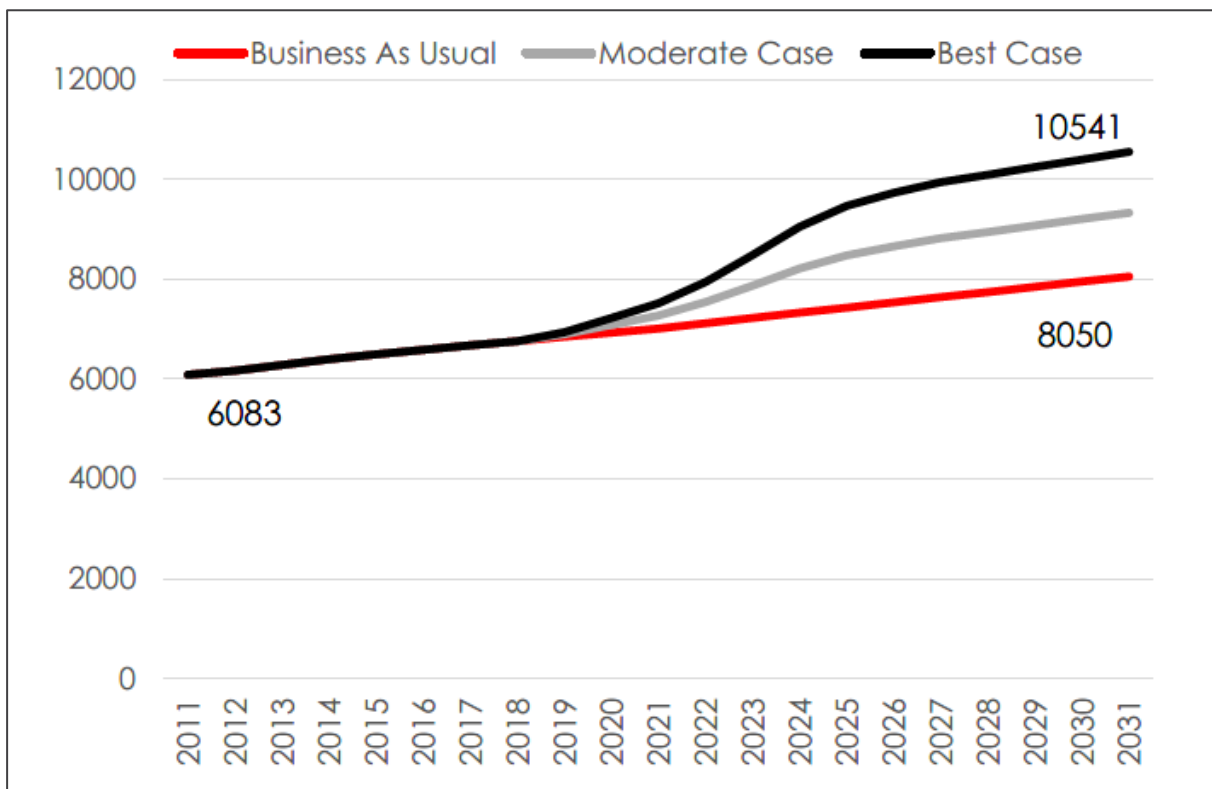
local businesses, investors and other levels of government to achieve the targets identified in the strategy.

The strategy identifies facilitating new investment in Bacchus Marsh Town Centre as a key to achieving its objectives. The completion of Bacchus Marsh Urban Growth Framework Plan is a key direction of the strategy.

The strategy acknowledges that Bacchus Marsh Town Centre is likely to provide the largest concentration of new jobs in the municipality over the coming decade, with expected growth in retailing, health services and office activities. It is vitally important that the town centre is both efficient and attractive to investors and consumers. Creating a ‘sense of place’ for the centre will be critical.

The strategy commits Council to investigate the supply of land within the centre for new activities and where necessary consider the need for active intervention in the land market including site assembly, joint venture developments and compulsory purchase if required.

**Figure 2: Future Moorabool Employment Scenarios**



Source: Figure 4 Moorabool Shire Economic Development Strategy

## Moorabool Shire Council - Retail Strategy 2041 (2016)<sup>2</sup>

The Retail Strategy calculated supportable retail floorspace in Moorabool at around 45,500 sqm and identified a shortfall of retail floorspace in the municipality of approximately 14,300 sqm. It estimated that as the population of Moorabool increases, the indicative under-supply of retail floorspace would increase to around 40,000 sqm by 2031, and to approach 55,000 sqm by 2041 if no further additions were made.

The strategy estimated that escape expenditure for Moorabool was as follows:

- Around 30% for spending on FLG (supermarkets, bakeries, butchers)
- 20-25% for food catering spending (cafés, restaurants)
- 70-75% of apparel spending (clothing, footwear)
- 80-85% of household goods spending (hardware, electrical goods)
- 70-75% of leisure goods spending (stationary, books, sports)
- 55-60% of general retail spending (pharmacy, florist)
- 40-45% of retail services (hairdressing, beauty).

The strategy estimated around 6,000 sqm of bulky goods/homemaker floorspace was supportable in Bacchus Marsh, which should be accommodated as out-of-centre development given the lack of large sites in the Bacchus Marsh Town Centre. The centre should be retained for a traditional retail offer.

The analysis calculated the amount of retail floorspace that could be supportable in the Bacchus Marsh Town Centre once certain population thresholds are reached:

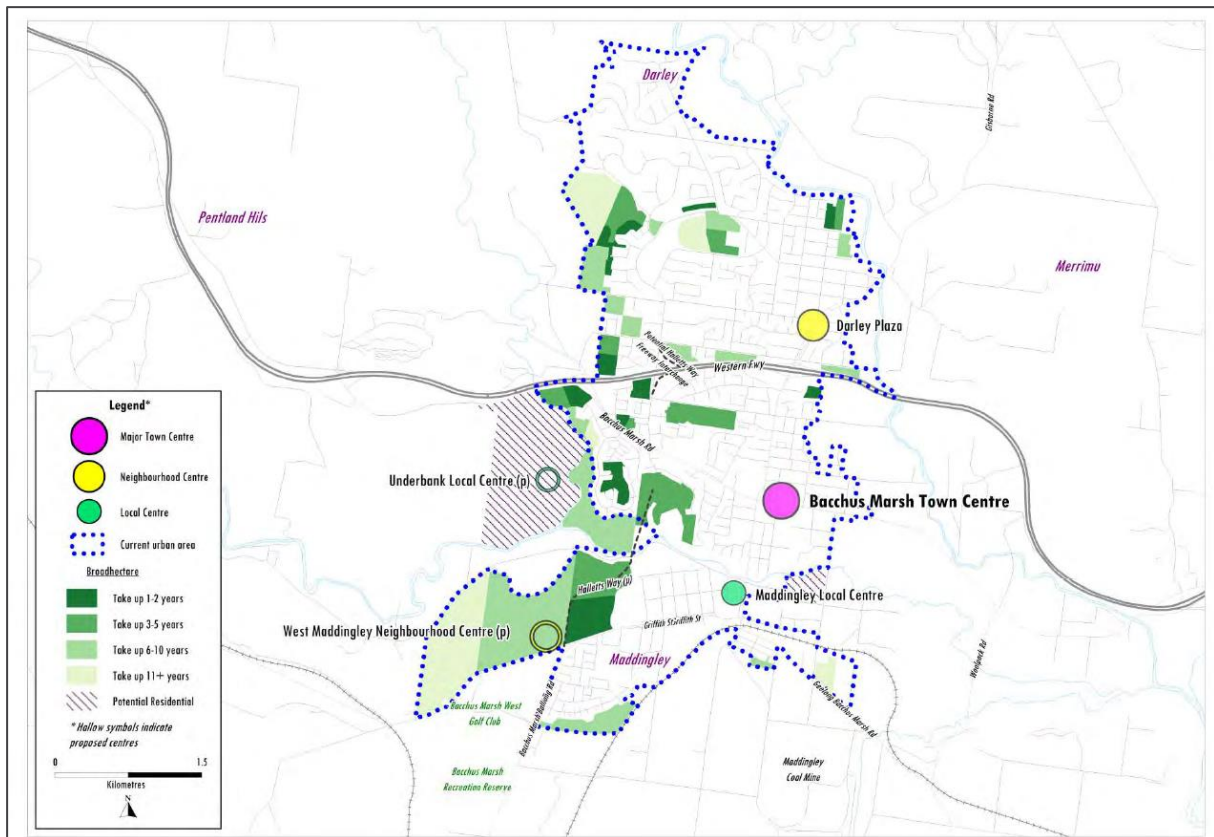
- At 25,000 residents (expected by 2021) - around 47,000 sqm of retail floorspace or 20,000 sqm greater than current provision. The additional floorspace would require approximately 5 to 6 hectares of land.
- By 2041 with an expected population of 35,000 residents, the area would generate demand for approximately 70,000 sqm (or 40,000 - 45,000 sqm greater than current provision), requiring approximately 10 to 12 hectares of land.

The strategy recommended:

- Optimise retail mix and encourage a concentration of facilities within the Bacchus Marsh Town Centre
- Position the Bacchus Marsh Town Centre for growth, in keeping with its role as the key activity centre for Moorabool and improve movement in the centre
- Create a sense of place for the Bacchus Marsh Town Centre
- Provide a range of facilities and services in and around Bacchus Marsh Town Centre
- Develop Moorabool as a retail tourism destination
- Support new centres and expansions of centres to serve growth areas
- Manage out-of-centre development in Bacchus Marsh.

<sup>2</sup> Note: this strategy is being updated in 2023.

**Figure 3: Future Retail Floorspace Provision**



Source: Map 8.1 Moorabool Shire Council – Retail Strategy 2041

## Moorabool Planning Scheme

The Moorabool Planning Scheme identifies the following key issues for local employment:

*Moorabool Shire residents are employed in a diverse range of industries that are characterised by its rural environment and proximity to urban centres. The Shire has significant location advantages for business including its proximity to ports and major population centres and access to road and rail infrastructure that provides transport links across Victoria and into South Australia. There is a distinct commuter labour force that travels outside of the municipal boundaries to places of employment. A primary goal is to facilitate economic development that reduces the reliance on employment opportunities outside of Moorabool Shire.*

*The clustering of employment generating land uses is a high priority within the Parwan Employment Precinct to the south of Bacchus Marsh, in order to provide for an increasing level of local employment. This precinct benefits from accessibility to the Western Freeway, the Melbourne-Ballarat rail corridor, significant separation from sensitive uses and larger landholdings. The Parwan Employment Precinct provides a range of opportunities for industrial and agribusiness investment, particularly value adding*

*enterprises that are vertically or horizontally integrated with the local agricultural sector, and which export products beyond the Shire.*

*A network of master-planned and transport-oriented activity centres throughout Bacchus Marsh will assist in reducing the high rate of escape expenditure currently experienced, enhance the township character and amenity, and will create a critical mass of people living and working in the town.*

*Tourism is a growing industry and important economic driver in the Shire that presents opportunities for economic development and diversification of the local economy and workforce. The Shire and the Spa Region to the north have tourism links with the Goldfields region to the west and north of the Shire. Tourism development draws on many aspects of the Shire including recreation, leisure activities, environment, wineries, mineral springs, heritage and landscape features. Council recognises that economic prosperity is dependent on its natural resources and seeks to promote economic activity that is consistent with protecting and enhancing the Shire's natural resource assets.*

The planning scheme includes the following commercial development strategies at Clause 21.04-3:

- Facilitate appropriate investment attraction and development of the core activity centres shown on the Bacchus Marsh Urban Growth Framework Plan, in accordance with the following hierarchy:
  - Major Activity Centre - Bacchus Marsh (Main Street)
  - Neighbourhood Activity Centres - Darley Plaza, West Maddingley
  - Local Activity Centres - Maddingley (Grant Street).
- Require sound economic analysis and strategic justification for potential additional activity centres to service local needs in growth precincts, as shown on the Bacchus Marsh Urban Growth Framework Plan.
- Ensure that growth precinct planning delivers any new activity centres in the early stages, and that new activity centres are co-located with community facilities.
- Encourage and facilitate redevelopment and expansion of Darley Plaza as the basis for a modern, high amenity neighbourhood activity centre for local residents in Darley.
- Plan for an out-of-centre bulky goods retail (restricted retail) precinct in Bacchus Marsh, sufficient to accommodate the long term needs for such uses.
- Enhance the Ballan commercial centre streetscape and support wider pedestrian movement, signage and landscaping improvements.
- Encourage an appropriate mix of commercial and residential land uses which complement the mixed-use function of activity centres.

The following strategies relate to local employment in Clause 21.04-5:

- Facilitate development of the tourism sector by protecting the natural environment, heritage and town character.

- Promote tourist-related industries (such as wineries, art, festivals), and strengthen tourism links with surrounding municipalities.
- Encourage home-based occupations and facilitate relocation for enterprises with a demand for out-of-home business accommodation.
- Facilitate the establishment of a regionally significant Parwan Employment Precinct, incorporating a mix of agribusiness and industrial uses on appropriately zoned land.
- Work with state government and relevant agencies to facilitate and attract potential business investment to the Parwan Employment Precinct.

## **2.2 Research Reports**

The following pages provide a summary of research reports that address retail and economic issues, including those of private parties.

### **Strategic Bulky Goods Assessment (2017)**

The Moorabool Shire Retail Strategy recommended that a strategic bulky goods assessment be undertaken to prevent ad hoc approaches to this type of development and retail.

The assessment identified the following key locational principles that should be applied to the assessment of potential bulky goods retail locations in Bacchus Marsh:

- Located on an arterial road, highly visible and well exposed to passing traffic
- Easily accessible for local residents, as well as residents in the broader region
- Sufficient sized site to accommodate bulky goods retailing and other similar uses
- A relatively flat site
- A site that is sympathetic to surrounding uses (including residential uses).

The assessment applied these principles to sites and identified two locations that met the criteria. However, the report concluded that neither site was likely to be developed.

Consequently, the assessment stated that if Moorabool is seeking to attract a bulky goods retail development to Bacchus Marsh in the short to medium-term, alternative and potentially non-preferred sites from a Council and community perspective may need to be considered.

### **Parwan Centre, Bacchus Marsh – Retail Development Potential (May 2018)**

The potential trade area for the Parwan Centre includes the entire Parwan growth area. The main trade area population is expected to grow rapidly from the year 2024 and is projected to reach around 9,400 residents by 2036 and a capacity of 16,000 residents by 2044. The study recognised that the rate of population growth in the area will depend on a broad range of factors and could alter these projections.

The analysis indicates that by around 2033-34, a Stage 1 supermarket based centre would be supportable at the Parwan Centre site and up to 10 retail specialty shops, mostly food and convenience based retailers. Suggested tenants include two food specialty stores (i.e. a

bakery and a butcher), a café, a restaurant, two take-away food stores, a newsagency, a pharmacy, a hairdresser and a beauty salon. By that time, the amount of retail floorspace considered supportable was estimated at 5,000 sqm, including some 3,500 sqm of food, liquor and groceries (FLG) floorspace.

In addition to the retail facilities, some non-retail uses are expected to be supportable at the Parwan Centre in Stage 1 including possibly a real estate agent, a travel agent, a small fitness centre, a small medical centre and a childcare centre.

The analysis in this report indicated that a larger neighbourhood centre with around 9,000 to 10,000 sqm of retail floorspace (Stage 2) could be supportable at the Parwan Centre site around 2040, which could potentially include a second supermarket and a number of mini-major tenants, as well as additional specialty space and 2,000 sqm of non-retail/commercial facilities, as well as a childcare centre.

The actual timing when a larger centre would depend on the rate of population growth in the area and on being able to attract new anchor tenants to the site.

### **Merrimu Residential Growth Precinct - Activity Centres Strategy Green Paper (December 2017)**

The Merrimu residential growth precinct has been identified as capable of accommodating all of Bacchus Marsh's estimated residential growth to 2041.

Depending on whether a low scenario (6,800 lots) or high scenario (10,000 lots) development outcome is delivered at Merrimu, the key parameters relating to demand for retail facilities are expected to be as follows:

- The indicative annual retail expenditure that will be generated by the total resident population of Merrimu is expected to range between \$195 million and \$389 million, in 2016 dollar terms.
- The total provision of retail floorspace that will be needed by the Merrimu population will range between approximately 32,000 sqm (low scenario) and 65,000 sqm (high scenario). The study acknowledged that not all of the floorspace provision will be supportable within Merrimu.

In floorspace per capita terms, the total retail floorspace demand created is expected to range between 2.16 and 2.42 sqm which is broadly in line with metropolitan Melbourne.

The only hierarchical level at which retail facilities will be supportable in the earlier years is the local/neighbourhood level. For example, under the development assumptions adopted, in the order of 5,000 sqm of local/neighbourhood level type facilities would be supportable approximately 10 years after development commences under the low scenario, and approximately seven years after development commences under the high scenario.



At Major Activity Centre (MAC) level, the low development scenario would support around 7,300 sqm of floorspace at full development.

Under the high development scenario, 14,600 sqm of retail floorspace would be supportable by the time full development is reached.

It could take until approximately 2037 before 10,000 sqm of MAC floorspace would be supportable under the high scenario development assumptions adopted for the preliminary assessment.

### **Merrimu Precinct Structure Plan - Key Issues & Opportunities (July 2022)**

The report identified the following issues:

- Location of town centres to best accommodate the 20-minute neighbourhood principle
- Precinct is large enough for a Local Town Centre, primary school (government and non-government) and open space reserves
- Potential for Merrimu to be a regional tourism destination
- New office/co-working spaces should be provided locally.

### **Parwan Employment Precinct – Scoping Study (July 2022)**

The study identifies a range of macro-economic trends influencing the direction of agriculture and energy/resource consumption that could impact the development of the Parwan Employment Precinct (PEP), including global demand for food production, agricultural innovation and new energy technologies.

It states that Moorabool's economy is currently driven by agricultural activities, extractive industries, tourism and population and professional services. In particular, agriculture and extractive industries are key propulsive sectors with strong local supply chains and export value that could drive future economic growth.

The precinct could accommodate businesses which support both existing agricultural strengths, production and distribution supply chains and emerging population driven demand for local employment and services. These businesses would extend across several land use types, including industrial, commercial and agricultural sectors.

The agricultural sector opportunities in locations close to Melbourne will be driven by higher intensity production such as nursery and horticulture businesses. Importantly, there is an opportunity for businesses in the PEP to support existing agricultural businesses in the Bacchus Marsh area, for example with food processing, packing and distribution.

The region will experience strong population and urban growth, especially around Bacchus Marsh, Melton and Wyndham, which will require increases in infrastructure and services and drive demand for urban employment land.

There are limited examples of successful agribusiness precincts in Victoria and several other employment precincts in the region have been identified as strategic locations for certain types of industrial and/or agribusiness uses. It is therefore critical to differentiate the land use vision and role of the precinct based on the competitive advantages of the location.

Melbourne's west contains a substantial quantum of employment land, however this land is rapidly being consumed and is the strongest demand location for industrial activity in Melbourne.

There is limited employment land available in Moorabool Shire, although larger stocks are available in Ballarat and Geelong. The western section of Melton does not contain any further proposed employment precincts that would be located close to Parwan, and there are no other additional major employment precincts planned in or around Bacchus Marsh.

There is significant demand for employment land in Bacchus Marsh including commercial and industrial which is currently not being met. Demand modelling estimates a need for an urban industrial and commercial precinct of approximately 190 hectares to support long term population and business growth in Bacchus Marsh.

Across metropolitan Melbourne, there are very few locations where businesses seeking large buffers to sensitive uses can be accommodated (such as in the Industrial 2 Zone) due to residential land and interfaces.

The experience of landowners and state government agencies in fielding interest from large businesses indicates that the scale of land demand for the precinct is likely to be considerably greater than simply accommodating local business demand and 'overflow' from metropolitan areas.

Other business demand is anticipated to respond to the competitive advantages of the precinct, in particular businesses seeking to respond to increased aviation activity, capitalise on infrastructure improvements for agribusiness purposes and co-locate with the Protein Recovery Facility as part of a specialised circular economy precinct.

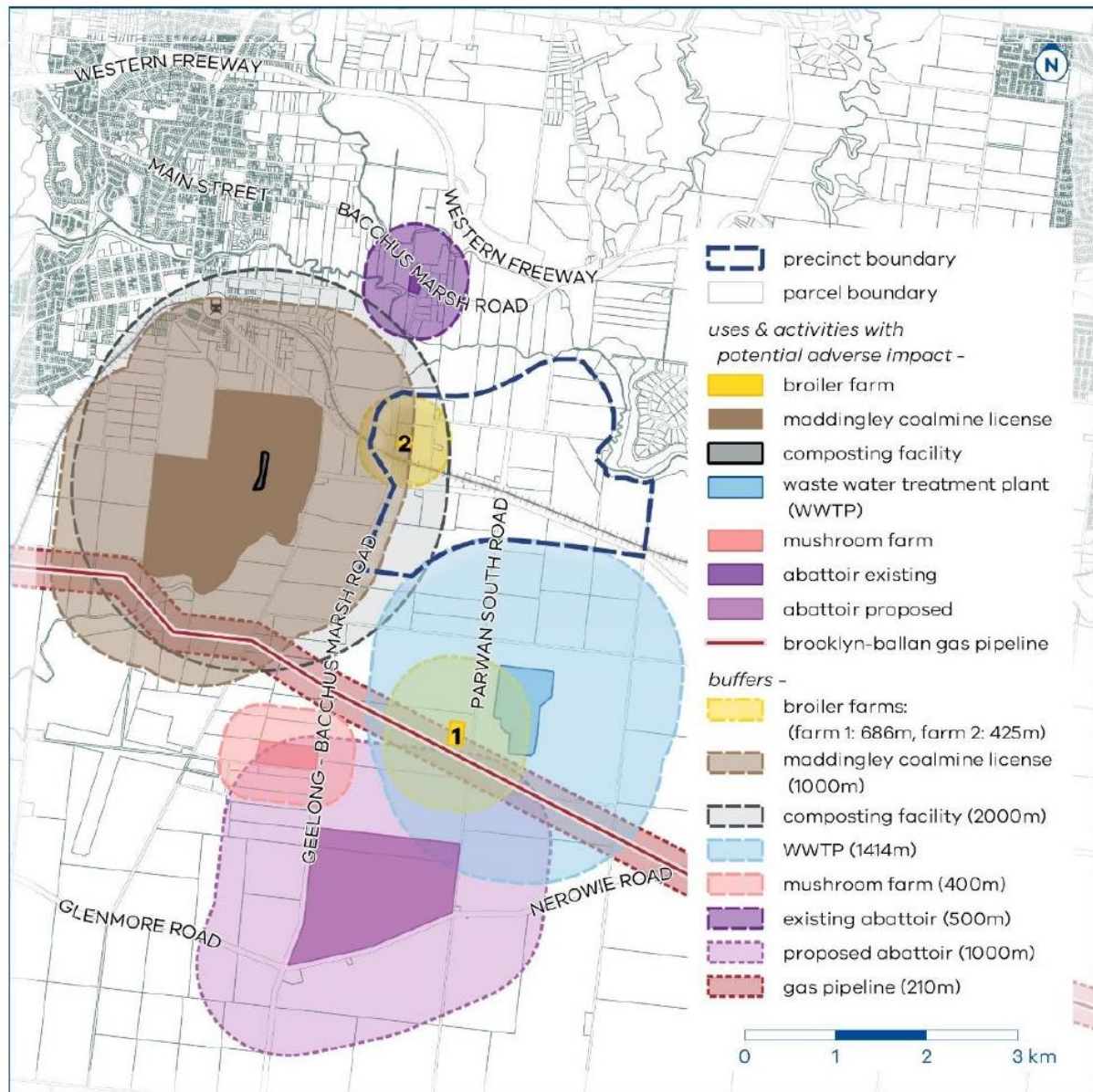
### **Parwan PSP Key Issues and Opportunities Paper (March 2022)**

The paper identified the need for the following buffers:

- Greater Western Water Parwan wastewater treatment plant:
  - The guideline separation distance of 1,400 metres for the current plant capacity.
- Maddingley Brown Coal landfilling and composting operations:
  - The guideline separation distance for the solid inert waste landfill operation 2000 metres.
- Mushroom farm on Geelong-Bacchus Marsh Road:
  - There is no guideline separation distance specified for mushroom and substrate production (determined on a case-by-case specific basis).

- Broiler farms on Browns Lane and Geelong-Bacchus Marsh Road:
  - The calculated guideline separation distances for these two broiler farms are 425 metres and 686 metres.

**Figure 4: Sensitive Use Buffers**



Source: Figure 7 Parwan PSP Key Issues and Opportunities Paper

### Parwan PSP - Retail and Economic Assessment (July 2021)

This report is a retail and economic study of the Parwan PSP area, to provide an understanding of the potential growth in retail and related commercial demand in the area in the context of existing and proposed activity centres in the broader area.

This report also explores potential land use for a potential mixed-use precinct known as the western interface (or buffer) area between future residential areas in the PSP area and Maddingley Waste Resources and Recovery Hub and Coal Mine.

The report concluded that the Parwan Precinct is estimated to be able to support in the order of 2,400 sqm of retail floorspace in 2041 and 5,600 sqm at full development, under a hierarchy assumption in which the centre performs a local neighbourhood role.

The centre could accommodate a small supermarket (grocery store) plus speciality stores by 2041 and a larger supermarket in the longer term.

In addition, the potential for office floorspace is estimated as 800 sqm in 2041 and 1,700 sqm at full development. It anticipated the office sector would include local shopfront offices and shop top offices such as banks, real estate agents, accountants and other business services. Other office development types which may become more significant in the future include:

- Small Office Home Office (SOHO) premises near the centre
- Co-working spaces and hubs.

## 3.0 RETAIL AND ECONOMIC TRENDS

### 3.1 Trends of Significance

An overview of the factors influencing the development of peri-urban regions and economic activities (including retail sectors, activity centres and industrial areas) is provided below.

#### **Resumption of Population Growth**

The COVID-19 pandemic led to government policy restrictions on movement and migration, which stalled the previous trend of rapid population growth in Victoria up to 2020. The latest available data suggests population growth has now resumed. Projections suggest Victoria's population may increase by approximately 4 million between 2021 and 2056 (from 6.7 million in 2021).

#### **Accelerated Suburban and Regional Growth**

Demand for housing in regional areas and outer suburbs increased during the pandemic, particularly for separate houses and townhouses. This has been in part driven by the shift to working from home.

Peri-urban areas on Melbourne's periphery are expected to continue to be popular places to live if people continue to have less need to commute to work.

#### **Retail Sector Trends**

Population and visitor growth and consumer sentiment are key drivers of change in the retail sector.

Online retail is competing strongly with traditional retailing for consumer goods like clothing and electronics.

Demand remains strong for the restaurant and café sectors with some outlets increasingly using food delivery platforms. The growth of food delivery apps has seen some operators seek secondary locations with smaller dining areas that do not rely on passing trade.

In-person retail is shifting strongly towards experience and convenience, with lifestyle preferences driving change.

The supermarket and grocery sector is evolving with specialty food retailers tapping into niche markets and organics.

Department stores remain under competitive pressure due to competition from online platforms, fashion trends and low cost stores.

The importance of local retail, services and centres is likely to grow in the post-pandemic era, as consumers refocus on their local community and centres.

Continued expansion of retail store types generates a dynamic competitive market, necessitating a need to continually improve services and amenity for consumers.

### **20 Minute Neighbourhoods**

State planning policy (as stated in Plan Melbourne) seeks to ensure communities have access to services and jobs in their local area, which is summarised under the theme '20-minute neighbourhoods', whereby most community needs are accessed within a 20 minute trip.

This means that planning and development should have a greater focus on connecting with and responding to the needs of the local catchment (nominally within 800m to 1km).

### **Amenity**

The assessment of centre amenity is generally focused on the public environment in and around the centres. The characteristics of centres that have an impact on public realm quality include:

- Solar orientation
- Shelter
- Social space
- Public facilities
- Landscape quality
- Public realm material quality
- Natural surveillance.

### **Accessibility**

Quality of accessibility to and within centres should consider on all modes of access including:

- Car parking
- Public transport
- Active transport
- Road hierarchy
- New technologies (like e-scooters).

### **Other Population-Driven Sectors are Growing**

Education, health care and social assistance are among the fastest growing sectors in many growth areas. These activities can have significant land and floorspace needs.

### **Industrial Land Sectors**

Industrial land demand is primarily driven by logistics, local service industry and manufacturing sectors based on local advantages such as in mining or agriculture.

Sectors involved in logistics such as transport, storage and wholesale trade have become significant drivers of industrial land demand in recent decades.

### 3.2 Implications for Bacchus Marsh

Ongoing population growth in the Bacchus Marsh region will generate opportunities to grow the network of activity centres including retail, education, health and related commercial uses.

Proposals for an expanded network of retail and commercial centres, in addition to the existing town centre, will continue as the population grows.

The industrial sector will have opportunities to cater for additional local demand, regional primary industry based production demand and from logistics activities.

### 3.3 Investment Trends

A review of investment activity and proposals (with a value of at least \$1m) since 2013 indicates that most investment in the Bacchus Marsh region relates to urban development (i.e. community and civic, residential subdivision and infrastructure investment). The table below provides a summary of the review. See Appendix A for a list of projects and proposals.

Thirteen industrial, retail and commercial proposals are reported in this data, with a combined total value of \$48.7m. This indicates relatively modest investment in these business sectors in recent years. However, as the urban development of the area is expanded and established, investment in these sectors should increase.

**Table 1: Reported Developments and Proposals Since 2013 (Value >\$1m)**

Category	Number	Total Value	Average Value
Community and Civic	42	\$299,288,000	\$7,125,905
Residential Subdivision	25	\$266,640,000	\$10,665,600
Infrastructure	13	\$60,491,000	\$4,653,154
Townhouses and Apartments	14	\$42,700,000	\$3,050,000
Industrial	7	\$26,025,000	\$3,717,857
Retail and Commercial	6	\$22,700,000	\$3,783,333
<b>Total (Sample)</b>	<b>107</b>	<b>\$717,844,000</b>	<b>\$6,708,822</b>

Source: Derived from Cordell Connect 2022

## 4.0 DWELLING AND POPULATION ESTIMATES

### 4.1 Overview

This section provides dwelling and population estimates and projections for selected areas within the study area. The projections to 2041 are consistent with published state and Council information sources at the time of preparation.

### 4.2 Dwellings

An estimate of dwellings in the Bacchus Marsh Sub-region at five-year intervals to 2041 is shown in the table below. The area is estimated to accommodate approximately 11,100 dwellings at the current time. It is estimated dwelling stock could increase to approximately 15,100 by 2031 and approximately 19,600 by 2041.

**Table 2: Dwelling Projection Estimates, Bacchus Marsh Sub-Region, 2016-2041**

Area / Year	2016	2021	2026	2031	2036	2041
Bacchus Marsh	2,939	3,653	4,415	5,116	5,701	6,046
Darley	3,083	3,360	3,487	3,649	3,674	3,684
Maddingley	1,358	1,814	2,090	2,164	2,181	2,191
Merrimu, Hopetoun Park	485	510	785	1,540	2,470	3,520
- Merrimu North		52		952		1,866
- Merrimu South		52		74		831
- Hopetoun Park		406		514		823
Parwan	21	21	91	591	1,291	2,031
Rural East	1,676	1,751	1,826	1,901	1,976	2,051
<b>Total Bacchus Marsh Sub-region</b>	<b>9,562</b>	<b>11,109</b>	<b>12,694</b>	<b>14,961</b>	<b>17,293</b>	<b>19,523</b>

Source: forecast .id November 2020; VPA 2021

### 4.3 Population

An estimate of population in the Bacchus Marsh Sub-region at five-year intervals to 2041 is shown in the table below. The area is estimated to accommodate approximately 27,700 residents at the current time. It is estimated the resident population could increase to approximately 37,700 by 2031 and approximately 50,500 by 2041.



**Table 3: Population Projection Estimates, Bacchus Marsh Sub-Region, 2016-2041**

Area / Year	2016	2021	2026	2031	2036	2041
Bacchus Marsh	6,610	8,295	10,052	11,633	12,928	13,628
Darley	8,637	9,234	9,470	9,833	9,762	9,682
Maddingley	3,539	4,688	5,298	5,432	5,416	5,396
Merrimu, Hopetoun Park	1,553	1,591	2,365	4,926	8,017	11,426
- Merrimu North		162		3,046		6,057
- Merrimu South		162		235		2,698
- Hopetoun Park		1,268		1,644		2,671
Parwan	54	48	327	1,840	3,917	6,056
Rural East	3,866	3,849	3,880	3,962	4,097	4,249
<b>Total Bacchus Marsh Sub-region</b>	<b>24,259</b>	<b>27,705</b>	<b>31,392</b>	<b>37,626</b>	<b>44,137</b>	<b>50,437</b>

Source: forecast .id November 2020; VPA 2021

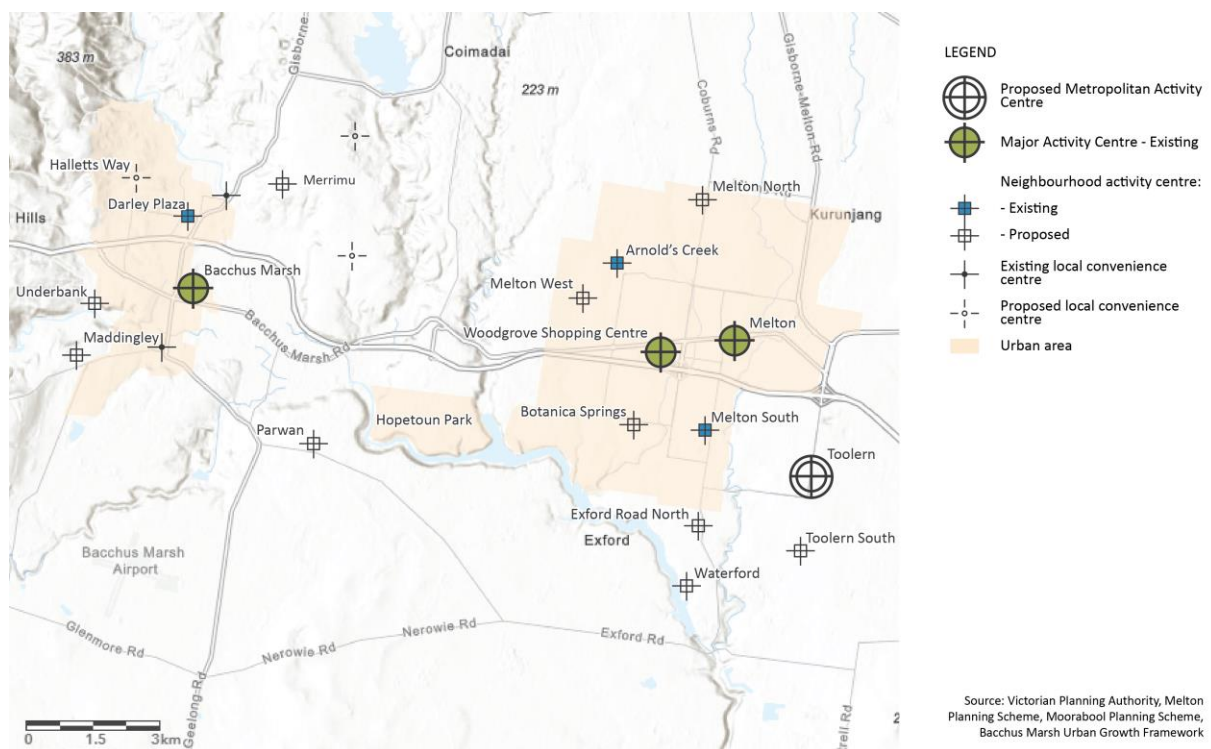
## 5.0 ACTIVITY CENTRES AND RETAIL DEMAND

### 5.1 Current Network and Supply

The following figure shows the location of activity centres in Bacchus Marsh and surrounds. The figure shows existing, proposed and (this report's) recommended centres.

This section of the report provides a profile of centres before providing demand estimates and recommendations.

**Figure 5: Existing, Proposed and Recommended Centres**



Source: HillPDA

Bacchus Marsh Town Centre is designated as a Major Activity Centre and has approximately 24,000 sqm of retail space. The Town Centre is supported by a series of local centres: Darley Plaza, Grant Street Local Centre and Albert Street Local Centre.

The surrounding growth areas of Merrimu, Maddingly Village, Parwan and Underbank propose to accommodate a network of neighbourhood and local centres.

Higher order services are currently available in Melton in the City of Melton and in other centres further away including regional towns and cities such as Ballan, Ballarat and Gisborne. Melton is approximately 13km from Bacchus Marsh.

The table below provide additional details.

**Table 4: Existing and Proposed Centre in Region**

Centre	Hierarchy	Status	Estimated size (sqm)	Major tenants
<b>Existing Centres</b>				
Bacchus Marsh Town Centre	MAC	Existing	24,000	Coles, Aldi, Foodworks
Darley Plaza	NAC	Existing	1,600	IGA
Grant Street Local Centre	LCC	Existing	2,700	-
Albert Street Local Centre	LCC	Existing	1,700	-
<b>Sub-Total</b>			<b>30,000</b>	-
<b>Proposed Centres</b>				
Maddingley Village	NAC	Under construction	6,500	IGA (Supermarket & Retail Centre, Restaurants & Cafes, Aquatic & Fitness Centre, Childcare & Health Services)
Merrimu	NAC / LCCs	Proposed	5,000-14,600	To be confirmed
Parwan	NAC	Proposed	5,000-10,000	To be confirmed
Underbank	LCC	Proposed	1,300	To be confirmed
Halletts Way	LCC	Proposed	TBC	To be confirmed
<b>Other Centres in Region</b>				
Woodgrove SC	MAC	Existing	53,000	Woolworths, Coles, Aldi, Big W, Kmart
Melton	MAC	Existing	40,000	Aldi, SUPA IGA
Station Square	NAC	Existing	6,500	Coles
Arnold's Creek	NAC	Existing	1,600	Foodworks
Toolern	PAC	Proposed	70,000	4x supermarkets, department store, discount department store
Exford Road North	NAC	Proposed	5,000	-
Waterford	NAC	Proposed	5,000	-
Toolern South	NAC	Proposed	5,000	-
Melton North	NAC	Proposed	TBC	-
Botanica Springs	NAC	Proposed	TBC	-
Melton West	NAC	Proposed	TBC	-
<b>Regional Towns and Cities</b>				
Includes: Ballan, Ballarat, Gisborne	Various	Existing	Various	Full range of local town to regional city services.

Source: HillPDA

### Bacchus Marsh Town Centre

The Bacchus Marsh Town Centre is a major retail strip servicing the regional catchment. It includes main street shop retailing and a shopping mall. It accommodates a diversity of retail shops, community services, office and public uses. Car parking plays a major role in overall land use. The major grocery stores are Coles, Aldi and Foodworks.

As noted in the policy review shown in this report, it is policy to reinforce the role of Bacchus Marsh as the primary centre in the area, and to support its growth and limit escape

expenditure. The previous retail strategy calculated that the MAC could support 40,000 sqm of retail floorspace in 2021 increasing to 70,000 sqm by 2041.

A key challenge is to have capacity to accommodate expansion and growth in or adjacent to the centre.

The Bacchus Marsh Town Centre Structure Plan is being developed and is underpinned by an updated Moorabool Retail strategy under development concurrently.

**Figure 6: Bacchus Marsh Town Centre Profile**



Source: HillPDA

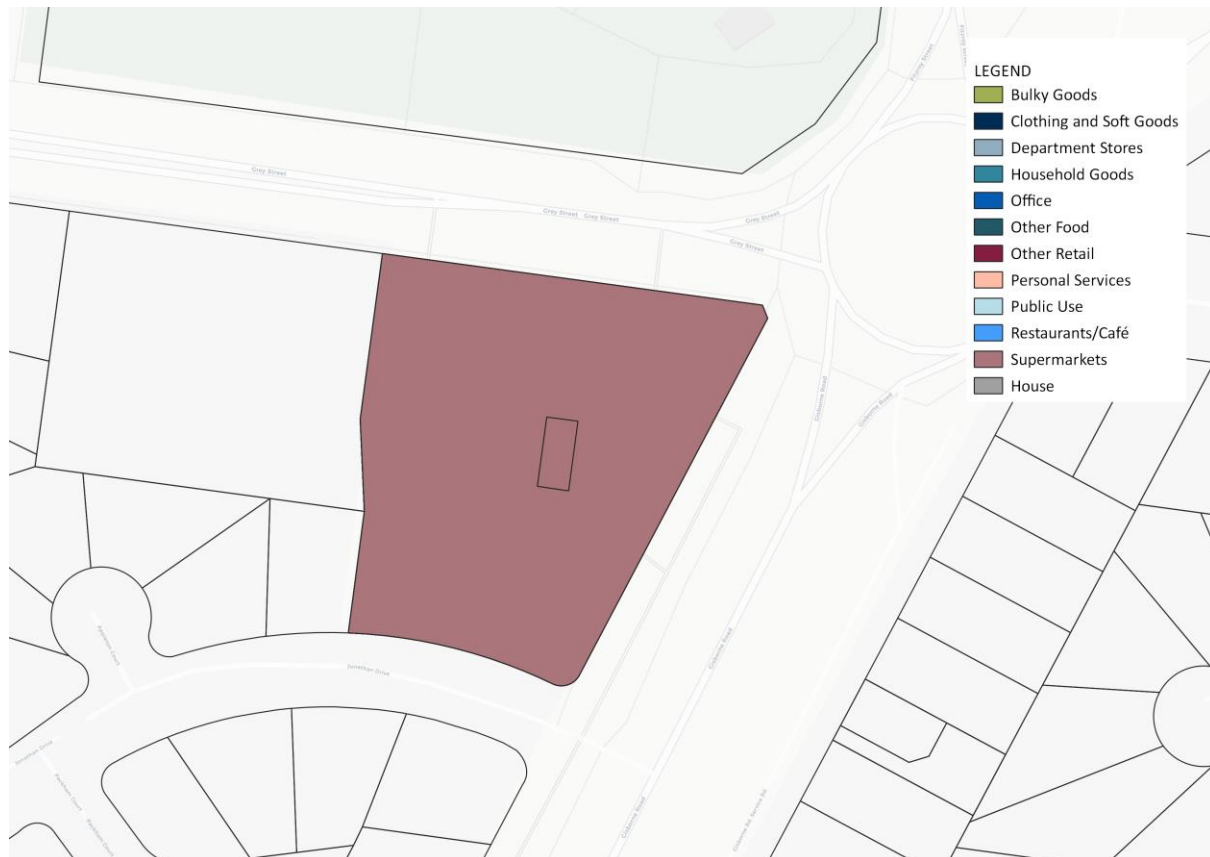
### **Darley Plaza**

Darley Plaza is located at the intersection of Bacchus Marsh-Gisborne Road and Grey Street. It is anchored by a 1,300 sqm IGA supermarket and includes three shops (a pharmacy, a café/bakery and a takeaway food) in addition to a service station / convenience store, on a site of approximately 0.7 hectares.

The retail strategy concluded that there is sufficient market demand for an expansion of the centre to include a larger supermarket and additional specialty shops and services, though site constraints may restrict the centre’s ability to expand, unless adjacent properties are acquired.

A centre of around 4,000 sqm to 6,000 sqm was assessed as supportable in Darley, potentially including a larger supermarket plus in the order of 10 to 15 specialty shops and services. It also recommended the inclusion of community uses to create a more vibrant centre.

**Figure 7: Darley Plaza Profile**



Source: HillPDA

### Grant Street Local Centre

The Grant Street local centre contains a number of retail and non-retail shops fronting Grant Street, including a hotel, a liquor drive-thru outlet, a convenience store, an Indian restaurant, a children’s apparel store, a pet washing service and a petrol station, which includes a take-away food shop.

The Bacchus Marsh Leisure Centre is located on Labilliere Street, a short distance west of Grant Street. It includes a health club, sports courts and swimming pool. There is also an accountant’s office located on Labilliere Street.

The retail strategy considered that the small shopping centre has limited potential to be expanded, given both land constraints and its location in close proximity to the Bacchus Marsh Town Centre.

**Figure 8: Grant Street Local Centre Profile**

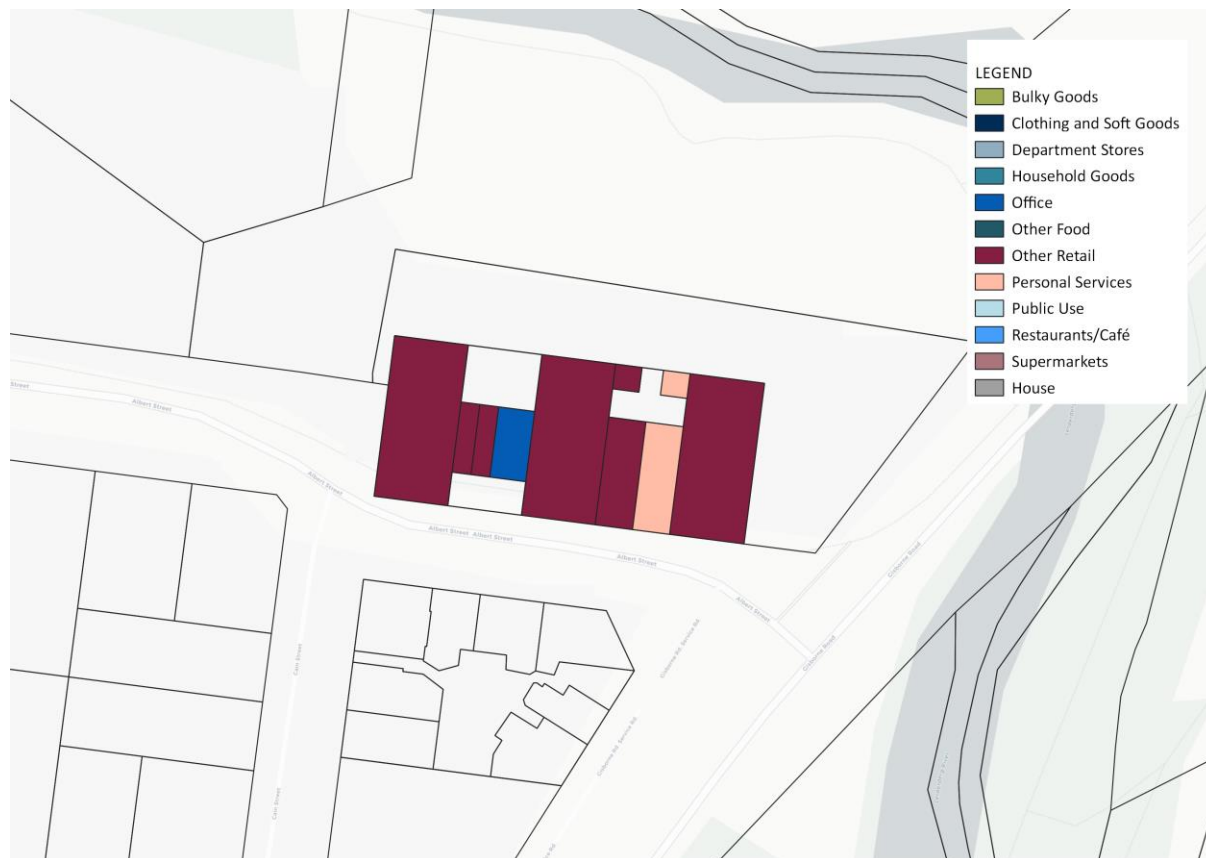


Source: HillPDA

### **Albert Street Local Centre**

This is a small convenience centre. The Bacchus Marsh Business Centre on Albert Street includes two takeaway food shops, a hairdresser, a laundromat, a builder's office, a bottle shop, a dentist and a trade supply store. There are some automotive and storage yard uses in the area.

**Figure 9: Albert Street Local Centre Profile**



Source: HillPDA

### **Maddingly Village (under construction)**

Maddingly Village is currently under construction and will comprises over 6,500 sqm of retail, commercial and office space. The centre is anchored by Champions IGA. Other pre-commitments include Saltwater Swim School and Amiga Montessori, who have secured the Learn to Swim tenancy and the Childcare tenancy.

### **Merrimu NAC (proposed)**

Merrimu, which is north east of Bacchus Marsh, is expected to accommodate for 13,400 to 20,000 people. The Merrimu Residential Growth Precinct Activity Centres Strategy Green Paper estimated that depending on the growth scenario, the development of this precinct could support between 32,000 sqm and 65,000 sqm of retail space across the retail economy although not all this floorspace would be located within Merrimu. That report states in the earlier years of development a neighbourhood level centre would be supportable in the area, such as in the order of 5,000 sqm, then to around 7,300 sqm of floorspace at full development under a low growth scenario. Under the high development scenario, 14,600 sqm of retail floorspace would be supportable by the time full development is reached.

### Parwan NAC (proposed)

Parwan is likely to perform a neighbourhood centre role, achieving around 5,000 sqm to 10,000 sqm depending on the number of residents in the local area and catchment accessibility characteristics that will determine capture and escape spending rates. The centre could accommodate a small supermarket (grocery store) plus speciality stores in the short term and a larger supermarket in the longer term.

### Underbank (proposed)

Development of a residential estate at the Underbank Stud Farm Estate may support a local convenience centre of approximately 1,300 sqm.

### Halletts Way (proposed)

Proposed development of a local convenience centre on the corner of Halletts Way and Ramsay Crescent. A planning permit has been approved for this site.

## 5.2 Future Demand

Retail demand estimates have been generated to guide planning in the area.

The estimates are based on retail expenditure patterns and retail shop turnover rates to determine potential floorspace supported across the retail economy by residents by retail sector. Retail capture rates are assumed to increase in the area over time in line with policy aspirations.

### Supportable Space Per Person

The table below shows the total estimated supportable floorspace per person in the Bacchus Marsh area over time. This includes an assumption of real growth in retail expenditure over time to 2041, which is assumed to remain constant thereafter. The figure that follows shows the data for retail sectors.

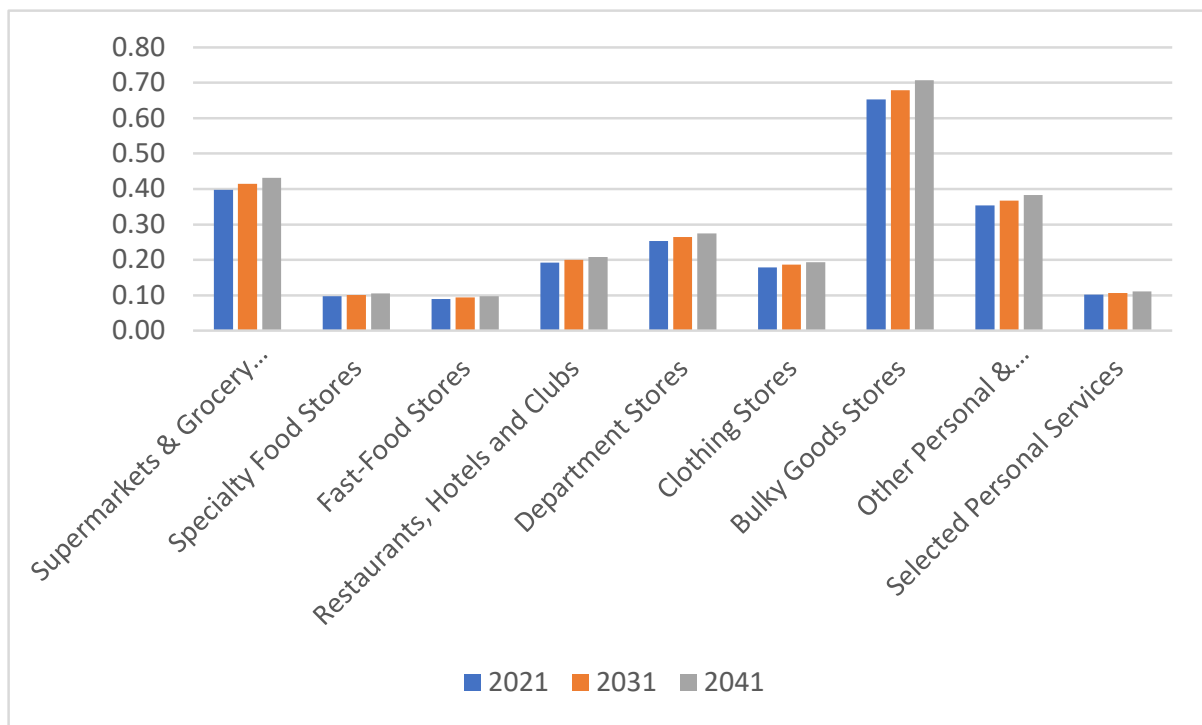
**Table 5: Supportable Retail Floorspace Per Person, Bacchus Marsh and Surrounds**

Sector	2021	2031	2041
Total Retailing	2.32	2.41	2.51

Source: HillPDA



**Figure 10: Supportable Retail Floorspace Per Person, Bacchus Marsh and Surrounds**



Source: HillPDA

### Supportable Space

Retail floorspace supported by the Bacchus Marsh and surrounds population (across the entire) retail economy is approximately 64,000 sqm. The area currently accommodates approximately 30,000 sqm of floorspace within its network of centres, and therefore the capture rate is in the order of 47% overall. The escape spending would flow primarily to centres in Melton and beyond.

Demand is expected to double by 2041. Assuming a higher capture rate in the future, the region could accommodate significant retail growth in the future. This will depend on the assumed capture rate.

### Retail Analysis Data Tables

The following tables provide guidance data for the following locations:

- Bacchus Marsh and surrounds in total
- Merrimu local town centre and local convenience centre(s)
- Parwan neighbourhood centre.

The data provided for each location is:

- Total expenditure estimate by sector based on catchment population
- Total supportable floorspace generated by residents in the area
- Estimated retail demand captured locally (scenario only).

Note that a fixed capture rate is shown across the years. This provides a guide as to what the space provision would be now if these capture rates were achieved. The capture rates adopted are:

- Region total: 100% for all sectors apart from bulky goods at 50%, which provides a net rate of 92%
- Local neighbourhood and convenience centres using a range net rate of 35% across all retail sectors.

The second table in each data set shows 100% floorspace demand generated from the area. This can be used to show a higher capture rate should that be required in planning.

The analysis focuses on quantum of floorspace needed to minimise escape spending in accordance with policy aspirations. This is designed to provide floorspace planning guidance at the upper end of a reasonable range. The actual floorspace provision may be less than the upper end guide.

**Table 6: Bacchus Marsh and Surrounds Retail Data**

<b>Total Expenditure Supported Across Retail Economy (\$m)</b>			
<b>YEAR</b>	<b>2021</b>	<b>2031</b>	<b>2041</b>
<b>No. of Residents</b>	<b>27,705</b>	<b>37,626</b>	<b>50,437</b>
Supermarkets & Grocery Stores	\$121.4	\$171.6	\$239.4
Specialty Food Stores	\$25.7	\$36.3	\$50.6
Fast-Food Stores	\$21.2	\$30.0	\$41.8
Restaurants, Hotels and Clubs	\$26.6	\$37.6	\$52.5
Department Stores	\$24.6	\$34.8	\$48.5
Apparel Stores	\$28.2	\$39.9	\$55.7
Bulky Goods Stores	\$66.9	\$94.6	\$131.9
Other Personal & Household Goods Retailing	\$46.0	\$65.0	\$90.7
Selected Personal Services	\$9.9	\$14.0	\$19.6
<b>Total Retailing</b>	<b>\$370.6</b>	<b>\$523.7</b>	<b>\$730.7</b>
<b>Total Floorspace (sqm) Supported Across Retail Economy</b>			
<b>YEAR</b>	<b>2021</b>	<b>2031</b>	<b>2041</b>
Supermarkets & Grocery Stores	11,036	15,598	21,760
Specialty Food Stores	2,701	3,817	5,325
Fast-Food Stores	2,494	3,526	4,919
Restaurants, Hotels and Clubs	5,323	7,524	10,496
Department Stores	7,029	9,935	13,860
Clothing Stores	4,955	7,003	9,770
Bulky Goods Stores	18,083	25,559	35,657
Other Personal & Household Goods Retailing	9,790	13,838	19,305
Selected Personal Services	2,836	4,008	5,591
<b>Total Retailing</b>	<b>64,246</b>	<b>90,806</b>	<b>126,682</b>

**Estimated Retail Floorspace (sqm) Capture in Local Area**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	11,036	15,598	21,760
Specialty Food Stores	2,701	3,817	5,325
Fast-Food Stores	2,494	3,526	4,919
Restaurants, Hotels and Clubs	5,323	7,524	10,496
Department Stores	5,623	7,948	11,088
Clothing Stores	4,955	7,003	9,770
Bulky Goods Stores	14,467	20,447	28,525
Other Personal & Household Goods Retailing	9,790	13,838	19,305
Selected Personal Services	2,836	4,008	5,591
<b>Total Retailing</b>	<b>59,224</b>	<b>83,708</b>	<b>116,779</b>
<b>Jobs at 35 sqm per job</b>	<b>1,692</b>	<b>2,392</b>	<b>3,337</b>

Source: HillPDA

**Table 7: Merrimu Local Town Centre and Local Convenience Centre(S) Retail Data**

**Total Expenditure Supported Across Retail Economy (\$m)**

YEAR	2021	2031	2041
<b>No. of Residents</b>	<b>323</b>	<b>3,282</b>	<b>8,755</b>
Supermarkets & Grocery Stores	\$1.4	\$15.0	\$41.5
Specialty Food Stores	\$0.3	\$3.2	\$8.8
Fast-Food Stores	\$0.2	\$2.6	\$7.3
Restaurants, Hotels and Clubs	\$0.3	\$3.3	\$9.1
Department Stores	\$0.3	\$3.0	\$8.4
Apparel Stores	\$0.3	\$3.5	\$9.7
Bulky Goods Stores	\$0.8	\$8.2	\$22.9
Other Personal & Household Goods Retailing	\$0.5	\$5.7	\$15.7
Selected Personal Services	\$0.1	\$1.2	\$3.4
<b>Total Retailing</b>	<b>\$4.3</b>	<b>\$45.7</b>	<b>\$126.8</b>

**Total Floorspace (sqm) Supported Across Retail Economy**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	129	1,360	3,777
Specialty Food Stores	32	333	924
Fast-Food Stores	29	307	854
Restaurants, Hotels and Clubs	62	656	1,822
Department Stores	82	866	2,406
Clothing Stores	58	611	1,696
Bulky Goods Stores	211	2,229	6,189
Other Personal & Household Goods Retailing	114	1,207	3,351
Selected Personal Services	33	350	971
<b>Total Retailing</b>	<b>749</b>	<b>7,920</b>	<b>21,989</b>

**Estimated Retail Floorspace (sqm) Capture in Local Area - For a Local Town Centre (NAC)**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	107	1,129	3,135
Specialty Food Stores	26	276	767
Fast-Food Stores	24	255	709
Restaurants, Hotels and Clubs	26	272	756
Department Stores	0	0	0
Clothing Stores	24	253	704
Bulky Goods Stores	0	0	0
Other Personal & Household Goods Retailing	47	501	1,391
Selected Personal Services	14	145	403
<b>Total Retailing</b>	<b>268</b>	<b>2,832</b>	<b>7,864</b>
<b>Jobs at 35 sqm per job</b>	<b>8</b>	<b>81</b>	<b>225</b>

**Estimated Retail Floorspace (sqm) Capture in Local Area - Per Local Convenience Centre**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	26	272	755
Specialty Food Stores	3	33	92
Fast-Food Stores	3	31	85
Restaurants, Hotels and Clubs	6	66	182
Department Stores	0	0	0
Clothing Stores	0	0	0
Bulky Goods Stores	0	0	0
Other Personal & Household Goods Retailing	0	0	0
Selected Personal Services	3	35	97
<b>Total Retailing</b>	<b>41</b>	<b>437</b>	<b>1,212</b>
<b>Jobs at 35 sqm per job</b>	<b>1</b>	<b>12</b>	<b>35</b>

Source: HillPDA

**Table 8: Parwan Neighbourhood Centre Retail Data**

**Total Expenditure Supported Across Retail Economy (\$m)**

YEAR	2021	2031	2041
<b>No. of Residents</b>	<b>48</b>	<b>1,840</b>	<b>6,056</b>
Supermarkets & Grocery Stores	\$0.2	\$8.4	\$28.7
Specialty Food Stores	\$0.0	\$1.8	\$6.1
Fast-Food Stores	\$0.0	\$1.5	\$5.0
Restaurants, Hotels and Clubs	\$0.0	\$1.8	\$6.3
Department Stores	\$0.0	\$1.7	\$5.8
Apparel Stores	\$0.0	\$2.0	\$6.7
Bulky Goods Stores	\$0.1	\$4.6	\$15.8
Other Personal & Household Goods Retailing	\$0.1	\$3.2	\$10.9
Selected Personal Services	\$0.0	\$0.7	\$2.3
<b>Total Retailing</b>	<b>\$0.6</b>	<b>\$25.6</b>	<b>\$87.7</b>

**Total Floorspace (sqm) Supported Across Retail Economy**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	19	763	2,613
Specialty Food Stores	5	187	639
Fast-Food Stores	4	172	591
Restaurants, Hotels and Clubs	9	368	1,260
Department Stores	12	486	1,664
Clothing Stores	9	342	1,173
Bulky Goods Stores	31	1,250	4,281
Other Personal & Household Goods Retailing	17	677	2,318
Selected Personal Services	5	196	671
<b>Total Retailing</b>	<b>111</b>	<b>4,441</b>	<b>15,211</b>

**Estimated Retail Floorspace (sqm) Capture in Local Area**

YEAR	2021	2031	2041
Supermarkets & Grocery Stores	16	633	2,169
Specialty Food Stores	4	155	531
Fast-Food Stores	4	143	490
Restaurants, Hotels and Clubs	4	153	523
Department Stores	0	0	0
Clothing Stores	4	142	487
Bulky Goods Stores	0	0	0
Other Personal & Household Goods Retailing	7	281	962
Selected Personal Services	2	81	279
<b>Total Retailing</b>	<b>40</b>	<b>1,588</b>	<b>5,440</b>
<b>Jobs at 35 sqm per job</b>	<b>1</b>	<b>45</b>	<b>155</b>

Source: HillPDA

### 5.3 Retail Centre Provision

#### Bacchus Marsh Town Centre

Bacchus Marsh Town Centre could double in size based on demand growth in the region over the next 20 years, assuming land and floorspace capacity is available for the centre to expand and develop.

The lack of readily available land for growth has been identified as a constraint in previous planning studies. This presents a risk of a large competing centre (or centres) being established in greenfield areas in conflict with policy for the town centre to be maintained as the primary centre in the region.

The Bacchus Marsh Town Centre Structure Plan is being developed and is underpinned by an updated Moorabool Retail strategy under development concurrently.

#### Bulky Goods

The Bacchus Marsh study area may be able to support approximately 28,600 sqm of bulky goods floorspace by 2041.

#### Merrimu

Overall, the Merrimu area is estimated to generate demand for 22,000 sqm of retail space by 2041. The extent of centre provision in the area will depend on policy settings and place-based design.

A typical model is to provide a local town centre and a network of local convenience centres.

- The local town centre could be 7,000 sqm to 8,000 sqm
- This centre could be supported by two local convenience centres of 1,500 sqm to 3,000 sqm.

This approach places the Merrimu area as sub-ordinate to Bacchus Marsh Town Centre in accordance with policy.

In order to meet the 20 minute neighbourhood policy, the centres must be large enough to deliver a strong food and grocery offering and as wide a range of other services as possible whilst serving a catchment with a radius of 800m to 1,000m.

The main centre could have a bigger non-retail space share. For example, a greater variety of civic and community services - library, maternal and child health clinic and the like - as well as encouragement for a range of office activities, co-working spaces and small workshops. Another centre could have a different specialty (recreation facilities for example).

#### Parwan

Overall, the Parwan area is estimated to generate demand for 15,300 sqm of retail space by 2041.

A typical model is to provide a local town centre in the order of 5,000 sqm to 6,000 sqm retail. It is understood that planning work is being undertaken for a centre marginally bigger than this size but performing the same role.

### **Hopetoun Park**

Hopetoun Park will generate demand for retail services. It is Council policy to locate local convenience centres in other locations.

### **Other Local Convenience Centres**

The urban area will also accommodate local convenience centres of various sizes over time. These generally provide local shops, community and commercial services.

Two such centres are Halletts Way and Underbank.

## **5.4 Commercial Demand Allowance**

In addition to retail space, centres will also accommodate commercial office and community services and facilities space to varying degrees.

For major centres, typical provision ratios are up to 50% of retail, for both office and community uses.

For neighbourhood and local centres, typical provision ratios are 10% to 20% of retail for both office and community uses.

Additional analysis of all industry sectors is provided Section 7 of this report.

## 6.0 INDUSTRIAL SUPPLY AND DEMAND

### 6.1 Industrial Precincts and Supply

Bacchus Marsh and surrounds is estimated to have approximately 327 ha of industrial 1 and Industrial 2 zoned land, of which approximately 110 ha is estimated to be occupied and 217 vacant.

In addition to this supply, a large land stock is zoned Special Use Zone.

**Figure 11: Industrial Land Supply, Bacchus Marsh and Surrounds**

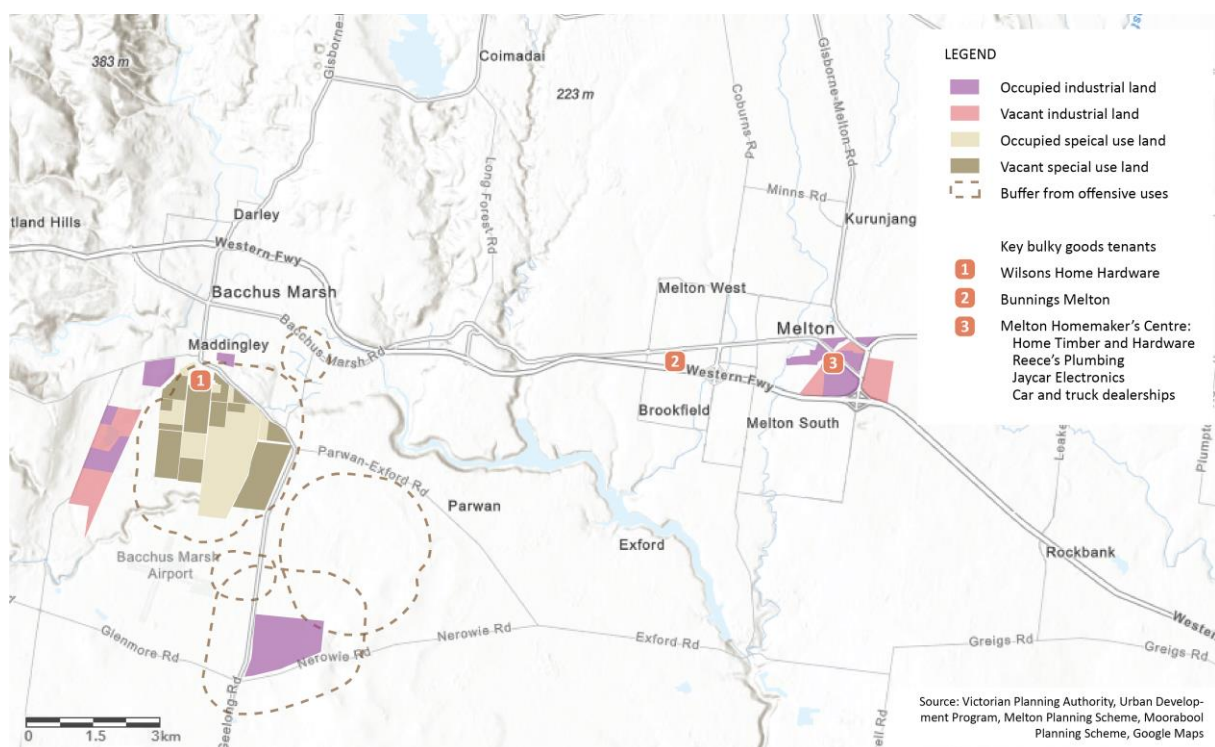
Zone	Occupied	Vacant	Total
Industrial 1 and 2	109.6	217.1	326.7
Special Use Zone	1,123.6	644.4	1,768.0

Source: HillPDA; Department of Environment, Land, Water and Planning Urban Development Program

The industrial precincts that accommodate businesses are McPherson Street, Park Street and Balliang Road precincts.

Much of the vacant industrial land supply is impacted by sensitive use buffers, as shown earlier in this report (see Figure 4). This issue requires further investigation. It may be that much of the nominal land supply is compromised and not suitable for a range of businesses whilst the buffers remain in place.

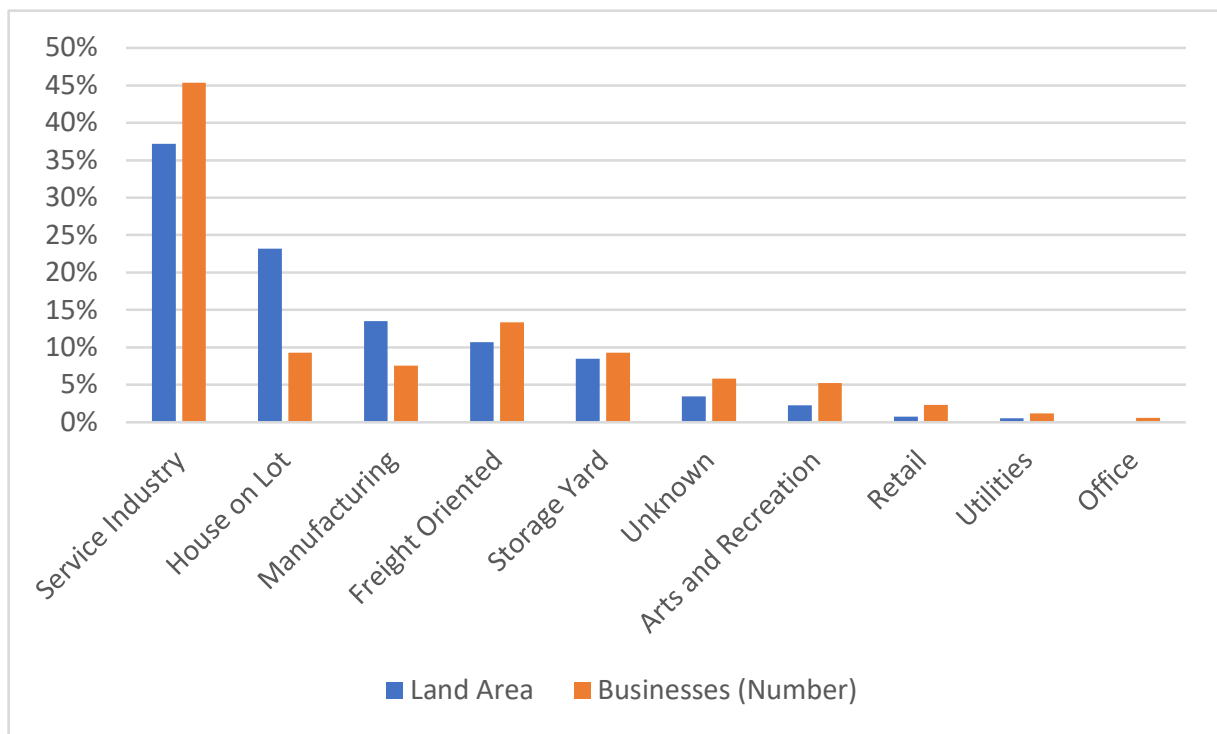
**Figure 12: Industrial Precincts, Bacchus Marsh and Surrounds**



Source: Urban Development Program, Department of Environment, Land, Water and Planning, 2012



**Figure 13: Industrial Land Use Profile, Occupied Land, Bacchus Marsh and Surrounds**



## 6.2 McPherson Street Industrial Precinct

The McPherson Street industrial precinct is the largest in the Bacchus Marsh area and accommodates businesses that meet local catchment needs in addition to some businesses that service broader economic needs. The dominant land use is population-servicing industry such as automotive services and repairs. There are some manufacturing uses including steel fabrication.

There are a number of houses in the employment precinct and several properties of vacant land. A number of properties are used as storage for vehicles or scrap material. Furthermore, there are several warehouses with unknown land use, possibly vacant or used as storage.

Overall, the precinct has potential for further development.

**Figure 14: McPherson Street Industrial Precinct**



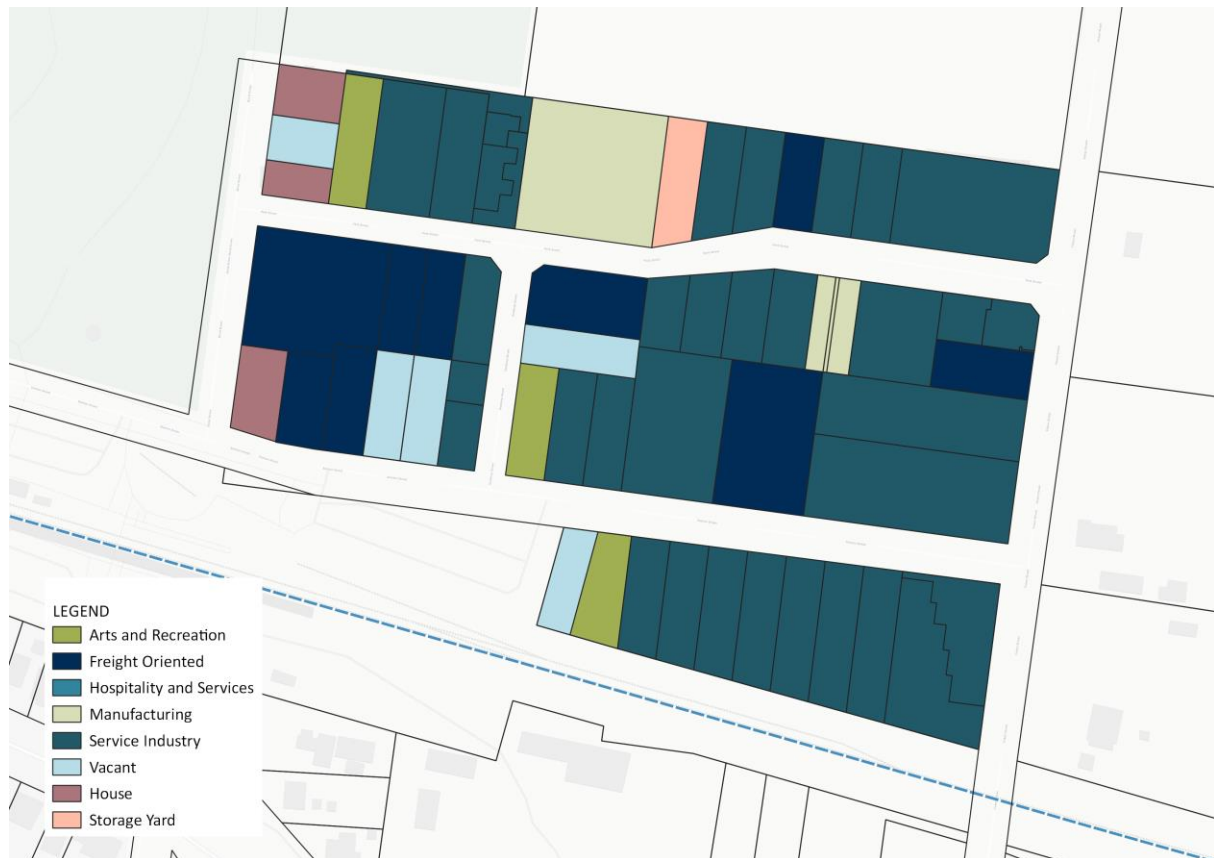
Source: HillPDA

### 6.3 Park Street Industrial Precinct

The Park Street precinct has a focus on service industry, with a representation of automotive and construction services. Some freight/transport uses are located in the precinct, such as Australia Post and the Bus Depot.

There are a limited number of vacant lots, and the precinct is unlikely to attract investment in a significant way.

**Figure 15: Park Street Industrial Precinct**



Source: HillPDA

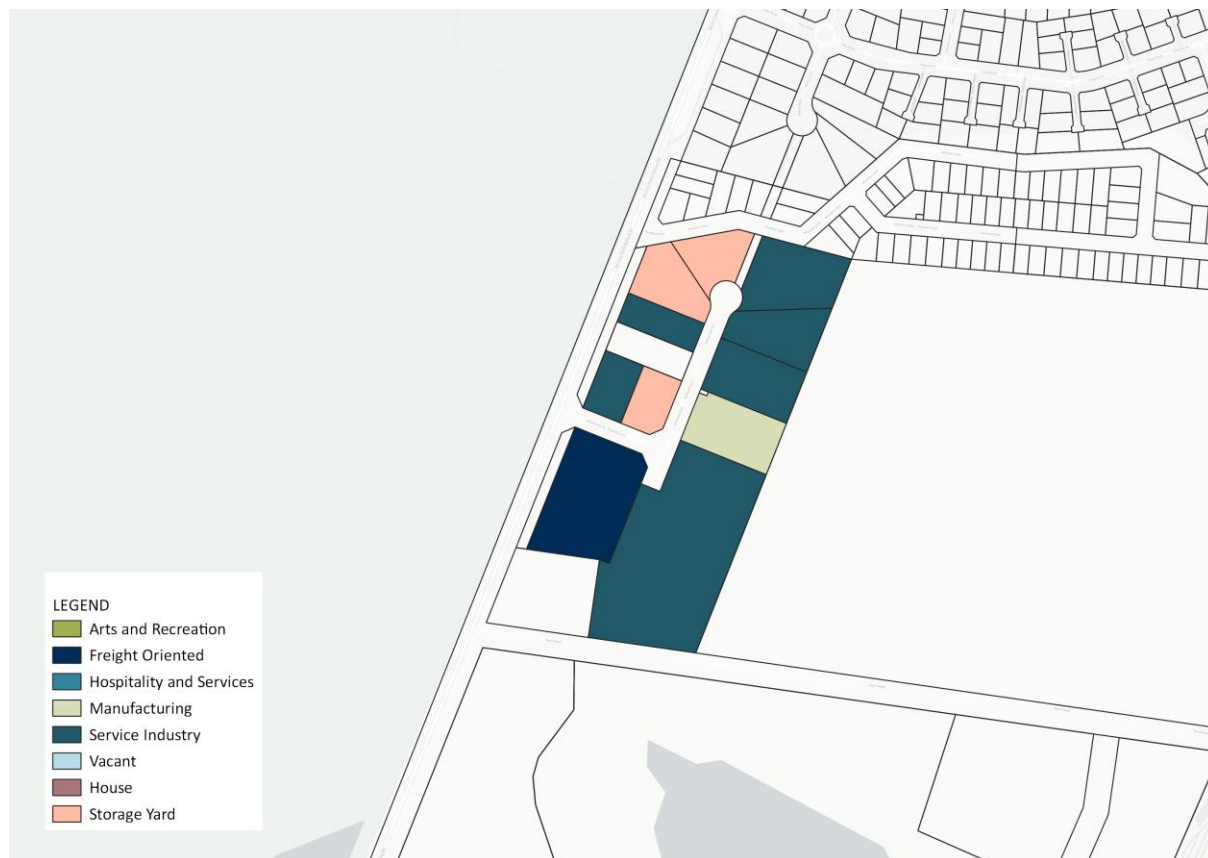
#### **6.4 Balliang Road Industrial Precinct**

The Balliang Road precinct is a small industrial area which is adjacent to a large area of vacant industrial zoned land. The precinct includes materials supply businesses and construction services. Generally, the properties use a large portion of lots for storage yards. A recent development has included a smaller factoryette development.

The industrial zoned area not covered in the map is subject to lease agreements with manufacturers and a subdivision proposal.

The adjacent area accommodates extractive industry.

**Figure 16: Balliang Road Industrial Precinct**



Source: HillPDA

## 6.5 Nerowie and Bacchus Marsh-Geelong Roads Precinct

This area has an approved development plan and an approved permit for a \$14.8m protein recovery facility (under construction).

## 6.6 Demand Estimates

The need for industrial land is examined from three perspectives. The first is based on an assessment of the ratio of occupied land to population. The second is based on investment trends. The third is based on a projection of jobs in industrial land sectors.

### Occupied Land to Population

This method compares occupied industrial land to population in an area. This provides a guide to quantum of land that may be needed as the population changes based on the current structure of the economy.

The table below shows the Bacchus Marsh historic rate as approximately 40 sqm of occupied industrial land per person. This is similar to the metropolitan Melbourne rate.

**Table 9: Occupied Industrial Land to Population Ratios**

Scenario	Description	Occupied Industrial Land (Ha)	Estimated Population	Square Metres of Occupied Industrial Land Per Person
Bacchus Marsh (2021) Total Industrial	Bacchus Marsh Historic Rate	110	27,705	40
Greater Melbourne (2018) Total Industrial	Metro Melbourne Historic Rate	19,843	4,870,000	41
SSIP in Greater Melbourne (2018)	Higher Order Metro Melbourne Rate	10,343	4,870,000	21
Greater Melbourne (2018) Industrial Excluding SSIP	Local / Sub-Regional Metro Melbourne Rate	9,500	4,870,000	20

Source: HillPDA; Department of Environment, Land, Water and Planning, Urban Development Program - Melbourne Metropolitan Industrial; ABS Estimated Resident Population; forecast .id / VPA

Assuming the current rate holds in the future, Bacchus Marsh would accommodate approximately 200 ha of industrial land by 2041.

If the structure of the economy changes, this figure could be higher or lower.

**Table 10: Estimated Future Industrial Need (Population Ratio Method)**

Year	Bacchus Marsh Region Population	Bacchus Marsh Historic Rate	Metro Melbourne Historic Rate	Higher Order Metro Melbourne Rate	Local / Sub-Regional Metro Melbourne Rate
<b>SQM / Person</b>		<b>40</b>	<b>41</b>	<b>21</b>	<b>20</b>
2021	27,705	110	113	59	54
2026	31,392	124	128	67	61
2031	37,626	149	153	80	73
2036	44,137	175	180	94	86
2041	50,437	200	206	107	98

Source: HillPDA

### Investment Trends

Investment trends data indicates \$26m in core industrial investment (of at least \$1m) has been reported over the past decade. This extrapolates to 13 to 26 ha of land absorption over 40 years. It is likely that future industrial investment will be greater than recent trends indicate.

### Summary of Need

Industrial land need by 2041 is estimated at approximately 250 ha (i.e. 206 ha being the highest of the methods shown plus a buffer margin of 20% or +41.2 ha).

Current occupied supply is approximately 110 ha. This means that a further 140 ha of industrial land may be developed in Bacchus Marsh to 2041.

There is estimated to be approximately 217 ha of vacant industrial zoned land at the current time. Current supply appears sufficient to meet needs within the 2041 planning horizon.

### **6.7 Industrial Land Recommendations**

It is recommended that Bacchus Marsh and surrounds have a total industrial land supply of 250 ha by 2041.

There is currently 327 ha of supply (of which 110 ha is developed and 217 ha is vacant). Current supply appears sufficient to meet needs within the 2041 planning horizon.

## 7.0 ECONOMIC PROFILE AND PROJECTIONS

### 7.1 Moorabool Shire Economy

The following table provides jobs by industry sector data for Moorabool Shire as a whole for the years 2011, 2016 and 2021. Data for Bacchus Marsh is shown in the next sub-section of this report.

Moorabool Shire had an estimated 9,800 jobs in 2021 relative to a population of 37,800.

Jobs growth has been stronger than population growth over the past five years (5.4% p.a. vs 3.0% p.a.) and decade (4.8% p.a. vs 3.0% p.a.).

The leading sectors in terms of jobs (in 2021) are:

- Construction: 1,200 jobs
- Education and Training: 1,178
- Health Care and Social Assistance: 1,163
- Retail Trade: 886
- Agriculture, Forestry and Fishing: 816
- Accommodation and Food Services: 766
- Transport, Postal and Warehousing: 506.

The fastest growing sectors in terms of annual average change between 2016 and 2021 are:

- Financial and Insurance Services: 14.1% p.a.
- Electricity, Gas, Water and Waste Services: 12.6% p.a.
- Other Services: 10.9% p.a.
- Construction: 10.6% p.a.
- Information Media and Telecommunications: 6.8% p.a.
- Public Administration and Safety: 6.30%
- Arts and Recreation Services: 6.30% p.a.

This data supports earlier information that indicates urban development and population growth are key drivers of economic activity but within this trend there are a range of service sectors which are growing rapidly and agriculture remains significant.

**Table 11: Jobs by Sector, Moorabool Shire, 2011-2021**

Sector / Year	2011	2016	2021	5 year change per annum	10 year change per annum
<b>Primary Industry</b>					
Agriculture, Forestry and Fishing	594	746	816	1.8%	3.2%
Mining	64	126	118	-1.3%	6.3%
<b>Sub-Total</b>	<b>658</b>	<b>872</b>	<b>934</b>	<b>1.4%</b>	<b>3.6%</b>
<b>Core Industrial Land Sectors</b>					
Manufacturing	324	340	406	3.6%	2.3%
Wholesale Trade	172	97	95	-0.4%	-5.8%
Transport, Postal and Warehousing	361	448	506	2.5%	3.4%
<b>Sub-Total</b>	<b>857</b>	<b>885</b>	<b>1,007</b>	<b>2.6%</b>	<b>1.6%</b>
<b>Utilities and Construction</b>					
Electricity, Gas, Water and Waste Services	50	57	103	12.6%	7.5%
Construction	595	724	1,200	10.6%	7.3%
<b>Sub-Total</b>	<b>645</b>	<b>781</b>	<b>1,303</b>	<b>10.8%</b>	<b>7.3%</b>
<b>Service Sectors</b>					
Retail Trade	739	739	886	3.7%	1.8%
Accommodation and Food Services	481	587	766	5.5%	4.8%
Information Media and Telecommunications	28	31	43	6.8%	4.4%
Financial and Insurance Services	61	64	124	14.1%	7.4%
Rental, Hiring and Real Estate Services	79	88	116	5.7%	3.9%
Professional, Scientific and Technical Services	286	356	439	4.3%	4.4%
Administrative and Support Services	112	165	212	5.1%	6.6%
Public Administration and Safety	370	347	472	6.3%	2.5%
Education and Training	698	920	1,178	5.1%	5.4%
Health Care and Social Assistance	716	906	1,163	5.1%	5.0%
Arts and Recreation Services	84	131	178	6.3%	7.8%
Other Services	197	285	478	10.9%	9.3%
<b>Sub-Total</b>	<b>3,851</b>	<b>4,619</b>	<b>6,055</b>	<b>5.6%</b>	<b>4.6%</b>
<b>Other</b>					
Inadequately described/Not stated	70	333	439	5.7%	20.2%
<b>Total Jobs</b>	<b>6,081</b>	<b>7,490</b>	<b>9,738</b>	<b>5.4%</b>	<b>4.8%</b>
<b>Population</b>	<b>28,125</b>	<b>32,672</b>	<b>37,895</b>	<b>3.0%</b>	<b>3.0%</b>

Source: Job trends: ABS Census 2011, 2016, 2021, Working Population Profile; Population: id consulting



## 7.2 Bacchus Marsh Economy

This section provides jobs by industry sector data for a Bacchus Marsh data area for the years 2016 and 2021 (note that 2011 data is not included due to data geography changes). The data area for the job trends analysis is shown in the figure below. Projections are also provided for the years 2031 and 2041.

### Trends

Bacchus Marsh had an estimated 7,000 jobs in 2021 relative to a population of 27,700.

This represents 1 job for every 3.96 residents. A fully mature economy will have approximately 1 job for every 2 residents.

Nevertheless, jobs growth has been stronger than population growth over the past five years (5.2% p.a. vs 2.7% p.a.).

The leading sectors in terms of jobs (in 2021) are:

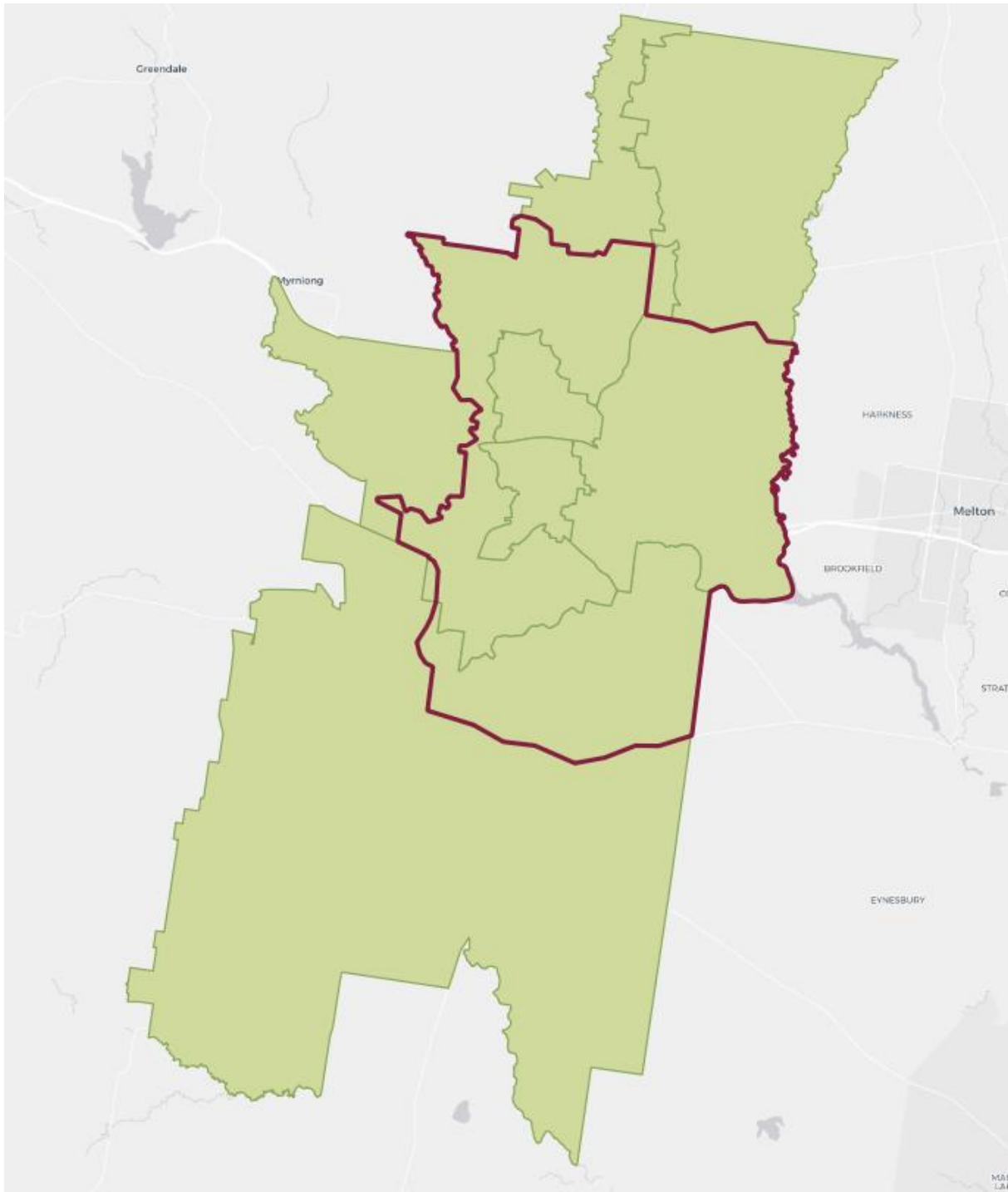
- Health Care and Social Assistance: 951 jobs
- Education and Training: 950
- Construction: 836
- Retail Trade: 723
- Accommodation and Food Services: 520
- Agriculture, Forestry and Fishing: 388.

The fastest growing sectors in terms of annual average change between 2016 and 2021 are:

- Electricity, Gas, Water and Waste Services: 14.9% p.a.
- Financial and Insurance Services: 14.2% p.a.
- Other Services: 11.8% p.a.
- Construction: 9.7% p.a.
- Information Media and Telecommunications: 7.7% p.a.
- Education and Training: 5.5% p.a.
- Administrative and Support Services: 5.4% p.a.

This data reflects the municipal profile given that Bacchus Marsh is the primary economic hub of the municipality. Urban development and population growth are key drivers of the economy and a range of service sectors are growing rapidly.

Figure 17: Data Area for Job Trends Analysis



Source: ABS Census 2016, 2021, Working Population Profile; HillPDA

## Projections

Projections have been developed for Bacchus Marsh on the following basis:

- Projections for Retail Trade and Accommodation and Food Services are derived from the retail modelling shown earlier in this report
- Most other sectors continue their growth trends on a per annum basis
- Sectors that experienced above average growth rates are assumed to grow at half the rate of the past five years over the long term but not less than 5.2% p.a.
- Some sectors that declined are assumed to plateau.

This set of assumption provides the following results:

- Jobs may increase from approximately 7,000 in 2021 to 11,300 in 2031 to 17,300 in 2041
- The ratio of residents per job may decline from 3.96 in 2021 to 3.35 in 2031 to 2.92 in 2041.

The leading job sectors in 2041 could be:

- Education and Training: 2,700 jobs
- Health Care and Social Assistance: 2,600
- Construction: 2,400
- Retail Trade: 2,000
- Accommodation and Food Services: 1,400
- Other Services: 1,200
- Professional, Scientific and Technical Services: 900
- Public Administration and Safety: 900.

The economy is likely to be led by service sectors in the future.

**Table 12: Jobs by Sector, Bacchus Marsh, Trends 2016-2021 and Projections 2031-2041**

Sector / Year	2016	2021	5 year change per annum	2031	2041
<b>Primary Industry</b>					
Agriculture, Forestry and Fishing	351	388	2.0%	474	579
Mining	101	77	-5.3%	77	77
<b>Sub-Total</b>	<b>452</b>	<b>465</b>	<b>0.6%</b>	<b>551</b>	<b>656</b>
<b>Core Industrial Land Sectors</b>					
Manufacturing	271	312	2.9%	414	548
Wholesale Trade	66	69	0.9%	75	82
Transport, Postal and Warehousing	323	363	2.4%	458	579
<b>Sub-Total</b>	<b>660</b>	<b>744</b>	<b>2.4%</b>	<b>947</b>	<b>1,210</b>
<b>Utilities and Construction</b>					
Electricity, Gas, Water and Waste Services	37	74	14.9%	152	311
Construction	527	836	9.7%	1,392	2,318
<b>Sub-Total</b>	<b>564</b>	<b>910</b>	<b>10.0%</b>	<b>1,544</b>	<b>2,629</b>
<b>Service Sectors</b>					
Retail Trade	628	723	2.9%	1,391	1,941
Accommodation and Food Services	405	520	5.1%	1,001	1,396
Information Media and Telecommunications	20	29	7.7%	48	80
Financial and Insurance Services	49	95	14.2%	188	373
Rental, Hiring and Real Estate Services	67	77	2.8%	102	134
Professional, Scientific and Technical Services	249	317	4.9%	514	833
Administrative and Support Services	112	146	5.4%	243	405
Public Administration and Safety	227	293	5.2%	488	813
Education and Training	727	950	5.5%	1,582	2,634
Health Care and Social Assistance	742	951	5.1%	1,562	2,566
Arts and Recreation Services	85	88	0.7%	94	101
Other Services	218	380	11.8%	673	1,191
<b>Sub-Total</b>	<b>3,529</b>	<b>4,569</b>	<b>5.3%</b>	<b>7,886</b>	<b>12,467</b>
<b>Other</b>					
Inadequately described/Not stated	221	314	7.3%	314	314
<b>Total Jobs</b>	<b>5,426</b>	<b>7,002</b>	<b>5.2%</b>	<b>11,243</b>	<b>17,276</b>
<b>Population</b>	<b>24,259</b>	<b>27,705</b>	<b>2.7%</b>	<b>37,626</b>	<b>50,437</b>
<b>Persons / Job</b>	<b>4.47</b>	<b>3.96</b>	<b>-2.4%</b>	<b>3.35</b>	<b>2.92</b>

Source: Job trends: ABS Census 2016-2021, Working Population Profile; Job projections: HillPDA; Population: id consulting and VPA data

### 7.3 Floorspace and Land Area Implications

The main industrial sectors and activity centre sectors have been grouped in the table below. Ratios for floorspace and land area have been applied to provide a guide to potential land needs to accommodate the economic activity to 2041.

This approach suggests approximately 150 ha of land will be needed for industrial sectors. This approach provides a marginally lower result to the alternative industrial land analysis shown earlier in this report (calculated as 206 ha of need before adjustment).

The approach suggests approximately 78 ha in total will be required in the long term for activity centre, commercial and community land uses.

**Table 13: Scenarios of Floorspace and Land Needs, 2041**

Sector	Jobs	Floorspace	Hectares	Jobs per Hectare
Manufacturing	548	52,061	12.0	46
Logistics Industrial	661	145,447	53.0	12
Construction	2,318	347,701	71.4	32
Utilities	311	37,329	13.8	22
<b>Industrial and Related Uses</b>	<b>3,838</b>	<b>582,538</b>	<b>150.2</b>	<b>26</b>
Office	3,829	95,726	11.8	325
Education, Health and Recreation	5,301	265,058	32.6	163
Retail	1,941	67,935	20.9	93
Hospitality	1,396	41,889	12.9	108
<b>Activity Centre Uses</b>	<b>12,467</b>	<b>470,607</b>	<b>78.2</b>	<b>159</b>

Source: HillPDA estimates

## 8.0 FINDINGS AND RECOMMENDATIONS

### Population

The population of Bacchus Marsh is expected to increase from approximately 27,800 in 2021 to 50,500 by 2041.

### Jobs

Bacchus Marsh has a relatively low number of jobs relative to resident population at the current time. Bacchus Marsh had an estimated 7,000 jobs in 2021 relative to a population of 27,700. This represents 1 job for every 3.96 residents. A fully mature economy will have approximately 1 job for every 2 residents.

The leading sectors in terms of total jobs (in 2021) are:

- Health Care and Social Assistance: 951 jobs
- Education and Training: 950
- Construction: 836
- Retail Trade: 723
- Accommodation and Food Services: 520
- Agriculture, Forestry and Fishing: 388.

However, jobs growth is increasing at a faster rate than population growth (5.2% p.a. vs 2.7% p.a. over the past five years). The fastest growing sectors in terms of annual average change between 2016 and 2021 are:

- Electricity, Gas, Water and Waste Services: 14.9% p.a.
- Financial and Insurance Services: 14.2% p.a.
- Other Services: 11.8% p.a.
- Construction: 9.7% p.a.
- Information Media and Telecommunications: 7.7% p.a.
- Education and Training: 5.5% p.a.
- Administrative and Support Services: 5.4% p.a.

Urban development and population growth are key drivers of the economy and a range of service sectors are growing rapidly.

### Future Jobs

The economy will be led by service sectors in the future. One part of the economic future of the town is to grow retail to meet local needs and reduce escape spending currently flowing to other locations.

There is also capacity for commercial office, community service, industrial and other non-urban business activities (such as extractive industry and agriculture) to increase significantly as well.

Projections have been developed for Bacchus Marsh as follows:

- Jobs may increase from approximately 7,000 in 2021 to 11,300 in 2031 to 17,300 in 2041
- The ratio of residents per job may decline from 3.96 in 2021 to 3.35 in 2031 to 2.92 in 2041.

## **Centres**

With respect to retail, it is policy to support the primary of Bacchus Marsh Town Centre. Any future retail centres should be complementary to - and not directly compete with - the Bacchus Marsh Town Centre.

### **Bacchus Marsh Town Centre**

This report has found that the Town Centre could potentially double its retail floorspace over the next 20 years, but land and floorspace capacity to do so appears limited and constrained.

Proposals for a second major retail and commercial centre concept, provided in addition to the existing town centre, may eventuate in the area as the population grows if a plan to accommodate more space in the Town Centre is not further developed.

### **Merrimu**

Overall, the Merrimu area is estimated to generate demand for 22,000 sqm of retail floorspace across the retail economy as a whole by 2041. The extent of floorspace provision in Merrimu will depend on policy settings and place-based design but could include (retail floorspace):

- A local town centre of approximately 7,000 sqm to 8,000 sqm
- Plus two local convenience centres of 1,500 sqm to 3,000 sqm.

This approach places the Merrimu area as sub-ordinate to Bacchus Marsh Town Centre in accordance with policy.

In order to meet the 20 minute neighbourhood policy, the centres must be large enough to deliver a strong food and grocery offering and as wide a range of other services as possible whilst serving a catchment with a radius of 800m to 1,000m.

The main centre could have a bigger non-retail space share. For example, a greater variety of civic and community services - library, maternal and child health clinic and the like - as well as encouragement for a range of office activities, co-working spaces and small workshops. Another centre could have a different specialty (recreation facilities for example).

### **Parwan**

The Parwan area is estimated to generate demand for 15,300 sqm of retail floorspace across the retail economy as a whole by 2041. A typical model is to provide a local town centre in the order of 5,000 sqm to 6,000 sqm retail in Parwan.

It is understood that planning work is being undertaken for a centre marginally bigger than this size but performing the same role.

### **Hopetoun Park**

Hopetoun Park will generate demand for retail services. It is Council policy to locate local convenience centres in other locations.

### **Other Centres**

Other neighbourhood and local centres are:

- Darley Plaza
- Grant Street Local Centre
- Albert Street Local Centre
- Maddingley Village (under construction)
- Underbank (proposed).

### **Commercial Demand Allowance in Centres**

In addition to retail space, centres will also accommodate commercial office and community services space to varying degrees.

For major centres, typical provision ratios are up to 50% of retail, for both office and community uses.

For neighbourhood and local centres, typical provision ratios are 10% to 20% of retail for both office and community uses.

### **Bulky Goods**

The Bacchus Marsh and surrounds study area may be able to support approximately 28,600 sqm of bulky goods floorspace by 2041. This could translate into a need for approximately 8 to 14 hectares of land for this activity.

### **Industrial Land**

The industrial sector will have opportunities to cater for additional local demand, regional primary industry based production demand and from logistics activities.

It is recommended that Bacchus Marsh and surrounds have a total industrial land supply of 250 ha by 2041.

There is currently 327 ha of supply (of which 110 ha is developed and 217 ha is vacant). Current supply appears sufficient to meet needs within the 2041 planning horizon.

A question relates to the attributes of available land, and whether the location and infrastructure connections of vacant land are suitable to meet business needs. This should be explored in more detail.



## **Other Locations**

Other locations will perform an economic and employment role in the region. This includes the Parwan Employment Precinct, which could accommodate businesses in a range of industrial, commercial and agricultural sectors. Example include food processing, packing and distribution and businesses associated with the mineral resource sector.

## APPENDIX A: INVESTMENT TRENDS DATA

Figure 18: Reported Developments and Proposals Since 2013 (Value >\$1m)

Project Title	Address	Location	Type	Estimated Value
<b>Community and Civic</b>				
BACCHUS MARSH SPORTS PRECINCT	-	BACCHUS MARSH	CONSULTANCY FOR QUANTITY SURVEYOR - indoor sports/aquatic centre	\$40,000,000
BACCHUS MARSH SPORTS PRECINCT AQUATIC COMPLEX/LAWN BOWLS STAGES 2-3	21 Taverner Street (Lot 1 TP883701 & Lot 1 PS326264)	MADDINGLEY	SPORTS PRECINCT - stage 2-3	\$31,000,000
BACCHUS MARSH RACECOURSE RECREATION RESERVE	Bacchus Marsh Racecourse Recreation Reserve	BACCHUS MARSH	EQUESTRIAN CROSS COUNTRY COURSE	\$20,000,000
MOORABOOL SHIRE INDOOR RECREATION FACILITIES	Not yet determined	BACCHUS MARSH	INDOOR RECREATION FACILITIES	\$19,000,000
BACCHUS MARSH SPORTS PRECINCT	-	BACCHUS MARSH	Principal consultancy for design & documentation - sports precinct - stage 2 & 3	\$17,100,000
BACCHUS MARSH GRAMMAR LIBRARY & CLASSROOMS	37 South Maddingley Road	MADDINGLEY	LIBRARY/CLASSROOMS - 2 storey	\$16,100,000
BACCHUS MARSH SPORTS PRECINCT STAGE 1	21 Taverner Street	MADDINGLEY	SPORTS PRECINCT - stage 1	\$15,000,000
VILLA MARIA CATHOLIC HOMES PROVIDENCE VILLAGE AGED CARE FACILITY	9 Griffith St	MADDINGLEY	AGED CARE FACILITY - extn	\$10,000,000
DARLEY PRIMARY SCHOOL UPGRADE	21 Nelson Street	BACCHUS MARSH	SCHOOL - upgrade	\$10,000,000
GRANT LODGE AGED CARE FACILITY	6 Clarinda Street	BACCHUS MARSH	AGED CARE FACILITY - redevelopment	\$9,250,000
DJERRIWARRH HEALTH SERVICES BACCHUS MARSH HOSPITAL THEATRES PROJECT	35 Grant St	BACCHUS MARSH	HOSPITAL/THEATRE - upgrade	\$9,000,000
WEST MADDINGLEY EARLY YEARS HUBS	Gladman Street	MADDINGLEY	EARLY YEARS HUBS	\$7,000,000
BACCHUS MARSH REGIONAL BOWLS CENTRE	Taverner Street	BACCHUS MARSH	BOWLS CENTRE	\$7,000,000
WEST MADDINGLEY EARLY YEARS & COMMUNITY HUB	Cnr McCormacks Road & Gladman Road	MADDINGLEY	KINDERGARTEN/COMMUNITY HUB	\$6,758,000
RACECOURSE RESERVE COMMUNITY PAVILION	Balliang Road	BACCHUS MARSH	COMMUNITY PAVILION	\$6,500,000
TVSA PILOT TRAINING	404 Cummings Rd (Lot 1 TP847678X)	PARWAN	ACCOMMODATION/TRAINING FACILITY - 2 storey - addns	\$6,000,000
BACCHUS MARSH COLLEGE YEAR 9 CENTRE	Grant St	BACCHUS MARSH	YEAR 9 CENTRE	\$5,000,000
BACCHUS MARSH GRAMMAR MIDDLE SCHOOL STAGE 3	37 South Maddingley Rd	MADDINGLEY	CLASSROOMS - 2 storey - stage 3	\$5,000,000
BACCHUS MARSH RACECOURSE RECREATION RESERVE ACTIVE SPORTS PRECINCT	Bacchus Marsh Racecourse Recreation Reserve	BACCHUS MARSH	DESIGN CONSULTANCY FOR SPORTS PRECINCT - stage 1	\$5,000,000
DARLEY COMMUNITY HUB	Halletts Wy	DARLEY	EARLY YEARS HUB/MULTIPURPOSE PAVILION/LIFT	\$4,200,000
BACCHUS MARSH LEISURE CENTRE	5 Labilliere St	MADDINGLEY	COURTS (2)/SHOW COURT	\$4,200,000
DARLEY PARK COMMUNITY & SPORTS CENTRE	Fitzroy & Grey Streets	DARLEY	COMMUNITY/SPORTS CENTRE	\$4,100,000
BACCHUS MARSH RACECOURSE RECREATION RESERVE	Balliang Road	BACCHUS MARSH	OVAL	\$4,000,000
BACCHUS MARSH AMBULANCE STATION	102 Gisborne Rd	BACCHUS MARSH	AMBULANCE STATION	\$3,000,000
BACCHUS MARSH COLLEGE UPGRADE STAGE 2	73 Grant St	BACCHUS MARSH	SCHOOL BUILDINGS - upgrade - stage 2	\$3,000,000
NEW DISTRICT LEVEL SPORTING FACILITY	Underbank	BACCHUS MARSH	OVALS(2)/PAVILION	\$2,800,000
ST BERNARDS PARISH PRIMARY SCHOOL	9 Patterson Street (Lot 1 LP606707Q & Lots 51-52 LP10589)	BACCHUS MARSH	CLASSROOM BUILDING - addns	\$2,350,000
MADDINGLEY PARK PAVILION	16 Taverner St	MADDINGLEY	CLUBROOMS/TURF WICKET/TENNIS COURTS/NETBALL COURTS	\$2,300,000
NEW DISTRICT LEVEL SOCCER FACILITY	Darley	DARLEY	FIELDS(3)/PAVILION/FLOODLIGHTS	\$2,200,000
176 GISBORNE ROAD KINDERGARTEN	176 Gisborne Road	DARLEY	KINDERGARTEN	\$2,183,000
GRAHAM STREET CHILD CARE CENTRE BACCHUS MARSH	3 Graham Street	BACCHUS MARSH	CHILD CARE CENTRE	\$2,000,000
3 GRAHAM STREET MEDICAL CENTRE BACCHUS MARSH	3 Graham Street	BACCHUS MARSH	MEDICAL CENTRE	\$2,000,000
GISBORNE ROAD CHILD CARE CENTRE	101 Gisborne Road (Lots 401 & 403 PS212230R)	BACCHUS MARSH	CHILD CARE CENTRE	\$2,000,000

Project Title	Address	Location	Type	Estimated Value
24 GRIFFITH STREET MADDINGLEY EDEN ACADEMY CHILDCARE CENTRE BACCHUS MARSH	24 Griffith Street (CP174055D)	MADDINGLEY	CHILD CARE CENTRE	\$2,000,000
BACCHUS MARSH RACECOURSE RECREATION RESERVE	Bacchus Marsh Racecourse	MADDINGLEY	SPORTS PAVILION & EQUESTRIAN PAVILION	\$2,000,000
DARLEY CIVIC & COMMUNITY HUB	182 Halletts Wy	DARLEY	NETBALL COURTS(2)/GYMNASIICS ROOM/CHANGEROOMS/AMENITIES	\$2,000,000
LISMORE CIRCUIT CHILD CARE CENTRE	6 Lismore Cct (Lot S6 PS725974N)	BACCHUS MARSH	CHILD CARE CENTRE - 2 storey	\$1,800,000
DJERRIWARRH HEALTH SERVICES & BACCHUS MARSH HOSPITAL CENTRAL STERILE SUPPLY UNIT	35 Grant St	BACCHUS MARSH	CENTRAL STERILE SUPPLY UNIT	\$1,547,000
LAKE IMAGING BACCHUS MARSH HOSPITAL	29-35 Grant St	BACCHUS MARSH	RADIOLOGY CLINIC - fitout	\$1,500,000
BMRRR REGIONAL PLAYSACE	Balliang Road	BACCHUS MARSH	PLAYSPACE	\$1,200,000
HALLETTS WAY MEDICAL CENTRE	102-104 Halletts Wy	BACCHUS MARSH	MEDICAL CENTRE/PHARAMCY	\$1,200,000
DJERRIWARRH HEALTH MATERNITY ENHANCEMENT PROJECT	35 Grant St	BACCHUS MARSH	MATERNITY WARD - upgrade	\$1,000,000
<b>Total Community and Civic</b>				<b>\$299,288,000</b>
<b>Residential Subdivision</b>				
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT REMAINING STAGES	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (1316) LOTS - remaining stages	\$200,000,000
HOLTS LANE RESIDENTIAL SUBDIVISION	Lot 2 Holts Ln (TP967966W)	DARLEY	RESIDENTIAL SUBDIVISION (69) LOTS	\$11,000,000
STONEHILL	Werribee Vale Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (157) LOTS/DWELLINGS (10)	\$10,000,000
UNDERBANK ESTATE	174 Mortons Road (Lot S7 PS725408Y) PENTLAND HILLS	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (142) LOTS - stages 24-29	\$6,400,000
STONEHILL	McCormacks Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (118) LOTS	\$5,300,000
THE AVENUE ESTATE - MADDINGLEY	22, 24A & 26 Taverner Street (Lot 2 TP637441R)	MADDINGLEY	RESIDENTIAL SUBDIVISION (92) LOTS - stages 1-5	\$4,140,000
WERRIBEE VALE ROAD RESIDENTIAL SUBDIVISION	233 Werribee Vale Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (81) LOTS	\$3,200,000
STONEHILL ESTATE STAGE 11	Btwn Griffith St, Balliang Rd & McCormacks Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 11	\$2,000,000
STONEHILL ESTATE STAGE 13	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 13	\$2,000,000
STONEHILL ESTATE STAGE 14	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 14	\$2,000,000
STONEHILL ESTATE STAGE 16	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 16	\$2,000,000
STONEHILL ESTATE STAGE 17	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 17	\$2,000,000
STONEHILL ESTATE STAGE 18	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 18	\$2,000,000
STONEHILL ESTATE STAGE 19	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 19	\$2,000,000
STONEHILL ESTATE STAGE 20	Btwn Griffith St, Balliang Rd & McCormacs Rd, Maddingley	MADDINGLEY	RESIDENTIAL SUBDIVISION (60) LOTS - stage 20	\$2,000,000
BELLEVUE TOPS ESTATE STAGE 4	1 Halletts Way	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (38) LOTS - stage 4	\$1,200,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 5	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (34) LOTS - stage 5	\$1,200,000
BELLEVUE TOPS ESTATE STAGE 1	1 Halletts Way	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (29) LOTS - stage 1	\$1,100,000
STONEHILL ESTATE STAGE 8A	Btwn Griffith St, Balliang Rd & McCormacks Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (28) LOTS - stage 8a	\$1,100,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 1	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (28) LOTS - stage 1	\$1,000,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 2	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (27) LOTS - stage 2	\$1,000,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 6	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (27) LOTS - stage 6	\$1,000,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 7	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (24) LOTS - stage 7	\$1,000,000
UNDERBANK STUD FARM RESIDENTIAL REDEVELOPMENT STAGE 8	Morton St, Western Fwy & Werribee River	BACCHUS MARSH	RESIDENTIAL SUBDIVISION (25) LOTS - stage 8	\$1,000,000
WERRIBEE VALE ROAD RESIDENTIAL SUBDIVISION	165A Werribee Vale Rd	MADDINGLEY	RESIDENTIAL SUBDIVISION (22) LOTS	\$1,000,000
<b>Total Residential Subdivision</b>				<b>\$266,640,000</b>

Project Title	Address	Location	Type	Estimated Value
<b>Infrastructure</b>				
WESTERN FREEWAY BACCHUS MARSH LINK PROJECT RAMPS & PATH STAGE 2	Halletts Way	BACCHUS MARSH	RAMPS/SHARED USER PATH/BRIDGE - stage 2	\$12,800,000
MELTON & PARWAN PUMP STATIONS	Butlers Road, Melton & Parwan South Road	PARWAN	PUMP STATIONS	\$10,000,000
GRANT STREET RISING MAIN & EAST MADDINGLEY WATER MAIN	Griffith Street & Barwon Road	MADDINGLEY	WATER MAINS	\$9,670,000
BACCHUS MARSH RECYCLED WATER WINTER STORAGE LAGOON	Bacchus Marsh Recycled Water Plant	BACCHUS MARSH	RECYCLED WATER WINTER STORAGE LAGOON - additional storage	\$5,260,000
GRANT STREET SEWAGE PUMP STATION	Cnr Grant St & Peelmans Ln	BACCHUS MARSH	PUMPING STATION	\$4,690,000
AVENUE OF HONOUR RISING WASTEWATER MAIN DUPLICATION	Woolpack Rd BACCHUS MARSH to Parwan Recycled Water Plant	PARWAN	WASTE WATER RISING MAIN - duplication	\$4,450,000
GEELONG ROAD SEWER RISING MAIN	Geelong Rd to Woolpack Rd	BACCHUS MARSH	RISING MAIN - construction	\$4,150,000
GRANT STREET SEWER PUMP STATION UPGRADE	Grant St	BACCHUS MARSH	SEWER PUMP STATION - upgrade	\$2,400,000
MERRIMU WATER FILTRATION PLANT FLUORIDATION	Merrimu	MERRIMU	WATER FILTERATION PLANT	\$2,183,000
MASONS LANE RECREATION RESERVE SEWER PUMP STATION	Masons Ln, O'Keefe Cr	BACCHUS MARSH	SEWER PUMP STATION	\$1,400,000
NORTHERN TRUNK SEWER DUPLICATION	Geelong Rd	BACCHUS MARSH	SEWER DUPLICATION	\$1,288,000
HAMILTON STREET, SUTHERLANDS ROAD, & WEBB COURT SPS	Hamilton St & Sutherland Rd, Riddells Creek & Webb Ct	HOPETOUN PARK	SEWER PUMP STATIONS - upgrade	\$1,200,000
BACCHUS MARSH RWP GROUNDWATER INFILTRATION & WOODEND RWP DISINFECTION UPGRADES	Woodend &	BACCHUS MARSH	CIVIL WORKS	\$1,000,000
<b>Total Infrastructure</b>				<b>\$60,491,000</b>
<b>Townhouses and Apartments</b>				
101 GISBORNE ROAD TOWNHOUSES	101 Gisborne Road (Lot 223 PS317067A)	BACCHUS MARSH	TOWNHOUSES (74) - single & 2 storey	\$14,250,000
CATHOLIC HOMES PROVIDENCE VILLAGE	5-9 Griffith St	MADDINGLEY	AGED CARE UNITS (28)	\$4,000,000
SIMPSON STREET TOWNHOUSES	22-24 Simpson Street (Lot 1 TP120512P)	BACCHUS MARSH	TOWNHOUSES (12) - 2 storey	\$3,600,000
MEIKLE STREET TOWNHOUSES	Meikle St (lot 4) & 8-12 Labilliere St	MADDINGLEY	TOWNHOUSES (13) - 2 storey	\$2,800,000
22 & 24A TAVERNER STREET DWELLINGS SOHO LIVING	22 & 24A Taverner Street (Lot 2 PS637441R)	MADDINGLEY	DWELLINGS (12)	\$2,500,000
MORTONS ROAD & ADELONG WAY TOWNHOUSES	174 Mortons Road & Lot 5701 Adelong Way (PS725408)	BACCHUS MARSH	TOWNHOUSES (10) - 2 storey	\$2,400,000
PEELMANS LANE DWELLINGS	8 Peelmans Lane	MADDINGLEY	DWELLINGS (16)	\$2,400,000
MORTONS ROAD DWELLINGS	174 Mortons Road	BACCHUS MARSH	DWELLINGS (9)	\$2,300,000
SANDOWN STREET BACCHUS MARSH - TOWNHOUSES	Lot 55 Sandown Street (PS725408Y)	BACCHUS MARSH	TOWNHOUSES (10) - 2 storey	\$2,000,000
HIGGINS COURT DWELLINGS	25 Higgins Ct	BACCHUS MARSH	DWELLINGS (9)	\$1,500,000
BURBIDGE DRIVE DWELLINGS	97 Burbidge Drive (Lot 630 PS627650N)	BACCHUS MARSH	DWELLINGS (8) - single & 2 storey	\$1,500,000
10 BARRY STREET TOWNHOUSES	10 Barry Street (Lot 1 TP167605S)	MADDINGLEY	TOWNHOUSES (5) - 2 storey	\$1,250,000
MASONS LANE RESIDENTIAL DEVELOPMENT	100 Masons Ln	BACCHUS MARSH	TOWNHOUSES (3)/UNITS (3) - 2 storey	\$1,200,000
CROMARTY CIRCUIT UNITS	27 Cromarty Cct	DARLEY	UNITS (8)	\$1,000,000
<b>Total Townhouses and Apartments</b>				<b>\$42,700,000</b>
<b>Industrial</b>				
L&G MEATS COMMERCIAL DEVELOPMENT	3922 Geelong-Bacchus Marsh Road (Part Lots 1 & 2 TP188461W)	PARWAN	PROTEIN RECOVERY FACILITY/OFFICES	\$14,750,000
L & G MEATS ABATTOIR EXPANSION	6 Woolpack Road	BACCHUS MARSH	abattoir - extension	\$2,500,000
KENNEDY PLACE INDUSTRIAL SUBDIVISION STAGE 1 & 2	Lot 1, PS 308919Y, Kennedy Place	MADDINGLEY	INDUSTRIAL SUBDIVISION (17) LOTS - stage 1 & 2	\$2,500,000
RUTHERFORD COURT WAREHOUSES	26 Rutherford Ct (Lot 9 PS317065)	MADDINGLEY	WAREHOUSES (15)	\$2,500,000
OSBORNE STREET WAREHOUSES	8 Osborne Street (Lot 2 LP218916W)	MADDINGLEY	WAREHOUSES (3)/OFFICE	\$1,500,000
MAIN STREET SALES WAREHOUSE & SHOWROOM	210 Main Street	BACCHUS MARSH	WAREHOUSE/SHOWROOM	\$1,275,000
BACCHUS MARSH BUS DEPOT	-	BACCHUS MARSH	BUS DEPOT	\$1,000,000
<b>Total Industrial</b>				<b>\$26,025,000</b>
<b>Retail and Commercial</b>				
BP SERVICE STATION BACCHUS MARSH	101 Gisborne Rd (Lots 401 & 403 PS212230R)	BACCHUS MARSH	SERVICE STATION/SHOP/CONVENIENCE RESTAURANTS (3)	\$7,500,000

Project Title	Address	Location	Type	Estimated Value
THE VILLAGE BACCHUS MARSH EXPANSION	176 Main Street (Lot 1 PS733215Q)	BACCHUS MARSH	SHOOPING CENTRE/COMMERCIAL BUILDING - 2 storey - extn	\$4,300,000
4164 GEELONG-BACCHUS MARSH ROAD SERVICE STATION	4164 Geelong-Bacchus Marsh Road (Lot 3 LP118970)	PARWAN	SERVICE STATION/RESTAURANT	\$4,000,000
COLES SUPERMARKET BACCHUS MARSH	Main St & Young St	BACCHUS MARSH	SUPERMARKET - refurbishment	\$3,000,000
SMITHS ROAD SERVICE STATION	5 Smiths Road	PARWAN	SERVICE STATION	\$2,500,000
COLES EXPRESS SERVICE STATION BACCHUS MARSH	176 Main Rd	BACCHUS MARSH	SERVICE STATION	\$1,400,000
<b>Total Retail and Commercial</b>				<b>\$22,700,000</b>

Source: Derived from Cordell Connect 2022

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This valuation is prepared on the assumption that the lender or addressee as referred to in this valuation report (and no other) may rely on the valuation for mortgage finance purposes and the lender has complied with its own lending guidelines as well as prudent finance industry lending practices, and has considered all prudent aspects of credit risk for any potential borrower, including the borrower's ability to service and repay any mortgage loan. Further, the valuation is prepared on the assumption that the lender is providing mortgage financing at a conservative and prudent loan to value ratio.
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