31 July 2024

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Ethos Urban Ref: 3220158

Via email: patricia.ocampo@vpa.vic.gov.au

Dear Patricia,

Re: Bannockburn South East PSP Economic & Retail Assessment - Addendum

Ethos Urban prepared a report titled *Bannockburn South East PSP Economic and Retail Assessment* (the Economic and Retail Assessment) for Victorian Planning Authority (VPA) in December 2022. The assessment was prepared to provide guidance for future retail and employment opportunities in the Bannockburn South East growth area precinct.

In particular, the economic analysis sought to determine the level of floorspace required at the proposed centre to serve the shopping and convenience needs of local residents, while ensuring the role and function of the Bannockburn Town Centre is not impacted.

Since the preparation of the Economic and Retail Assessment the potential housing and population densities for the growth areas of Bannockburn have been revised, which substantially increases the potential resident capacity population of the growth areas.

Due to this revision, an update of the economic and retail floorspace analysis contained in the Economic and Retail Assessment was requested. A draft Addendum was prepared dated 2 June 2023, which is now finalised and dated 31 July 2024.

Bannockburn Growth Plan and Updated Development Yield

The *Bannockburn Growth Plan* (the Growth Plan) was published by the VPA in conjunction with Golden Plains Shire in May 2021 to inform the next 30 years of planning in the town. It provides strategic policies and a vision of land use planning for Bannockburn.

The Growth Plan identifies a site for a future activity centre to serve the South East growth area (subject site). The proposed centre is referred to as Bannockburn South East Town Centre in this Addendum.

A number of growth areas are identified in the Growth Plan, as follows:

- South East precinct (short term priority)
- North West precinct (short term priority)
- South West precinct (medium term priority)
- Future growth option – east (future growth option)
- Future growth option – south (future growth option).

The estimated population capacity for each short and medium priority growth area is detailed in the Growth Plan, based on the following key metrics:

- Around 60% of the total land is developable land
- An average of 12 dwellings per hectare of developable land
- An average household size of 2.95 persons.

Based on these metrics, the development yield of the growth areas were calculated as follows:

- South East precinct: 3,770 dwellings; 11,110 population
- North West precinct: 1,270 dwellings; 3,740 population
- South West precinct: 1,160 dwellings; 3,420 population.

The development yield for the Bannockburn growth areas has been revised by the VPA. The target housing yield has increased from 12 dwellings per hectare to around 16-17 dwellings per hectare. The average household size adopted is to remain at 2.95 persons per household.

These changes will lift the development yield for the South East precinct to an estimated 5,240 dwellings, accommodating a potential resident population of approximately 15,460. The development capacity of the South East growth area is +1,474 dwellings (+39%) and +4,350 residents (+39%) higher compared with the figures provided in the Growth Plan.

Assessment of Supportable Centre Floorspace

The future Bannockburn South East Town Centre will primarily serve the South-East growth area as its core catchment. While the centre will also capture some business from throughout the broader Bannockburn district, in terms of determining the level of supportable floorspace at the subject site the population capacity of the South East precinct is the key determinant. Therefore, the increased capacity population of the growth area will have implications for floorspace need and the scale of centre supportable.

It is noted that the analysis does consider demand from surrounding towns such as Lethbridge, Inverleigh and Teesdale, although it is considered that the Bannockburn Town Centre, as the highest-order centre in the area, would be the most appropriate centre in Bannockburn to serve the demand from residents in these towns.

To determine the future shopping centre floorspace need of the South East precinct community, an assessment of retail potential for the growth area has been undertaken utilising a retail floorspace per capita methodology. It is noted that modelling retail demand for a given area can be imprecise and depends on a range of factors. Therefore, the floorspace analysis should be viewed as indicative.

The following analysis is based on the broad current provision and likely future demand for retail floorspace of around 1.9 to 2.2m^2 per person. The expected floorspace demand by retail category is estimated based on a typical provision of retail floorspace and the retail spending behaviour of residents in surrounding local area. The ranges applied are as follows:

- Food, Liquor and Groceries (FLG): 0.6 – 0.7m^2 per person
- Food Catering: 0.25 – 0.3m^2 per person
- Non-food: 1.0 – 1.1m^2 per person
- Retail Services: 0.08 – 0.1m^2 per person.

The future retail floorspace demand of the South East precinct community would be served by existing and future retail facilities located throughout Bannockburn, as well as higher-order retail facilities located outside local area, particularly throughout Greater Geelong.

A future activity centre at the subject site is expected to have the potential to retain a substantial proportion of the fresh food, take-home liquor and grocery (FLG) floorspace demand of future residents in the South East precinct, as well as sizable proportions of food catering (cafes/restaurants/takeaway food) and retail services floorspace demand. Larger retail centres in the broader region, i.e. Geelong, will continue to serve the majority of the non-food retail needs of local residents.

Across the retail categories, the potential proportions of retail floorspace demand the proposed Bannockburn South East Town Centre has the potential to retain are estimated as follows:

- Food, Liquor and Groceries (FLG): 45% – 60%

- Food Catering: 20% – 25%
- Non-food: 4% – 5%
- Retail Services: 25% – 30%

These estimates take into account the capacity population of the area, the likely future role of the proposed centre, and the provision of existing and expected future retail facilities in the area, particularly at the Bannockburn Town Centre. The Bannockburn Town Centre is the largest activity centre in the area and is expected to continue to expand and evolve to meet the convenience, and potentially some higher-order, shopping needs of residents in Bannockburn and surrounding area.

It is considered important that the future scale of the Bannockburn South East Town Centre has consideration for any potential implications on the primacy of the Bannockburn Town Centre.

Allowing for a capacity population of approximately 15,500 residents in the South-East precinct, and the above floorspace demand and retention estimates, the potential range of retail floorspace expected to be supportable at the subject site are estimated as follows:

- Food, Liquor and Groceries (FLG): 4,200 – 5,800m²
- Food Catering: 750 – 950m²
- Non-food: 600 – 850m²
- Retail Services: 300 – 400m²
- **Total Retail** **5,850 – 8,000m²**

A centre with 5,850m² - 8,000m² of retail floorspace would act as a large neighbourhood shopping centre and be able to serve the daily/weekly food, grocery and convenience retail needs of local residents.

When planning for a future activity centre, an understanding of the potential opportunity for a supermarket is important. Supermarkets act as anchor tenants that support adjoining businesses, both retail and non-retail, via the significant levels of custom the supermarkets typically attract to a locality. There is no definitive population threshold to support a supermarket, though a range of 8,000 – 10,000 residents is often quoted as the typical population required to support a full-line supermarket. A full-line supermarket is generally considered to be in the order of 3,200m² or larger.

While a range of factors such as site accessibility and exposure, market demand and competitive landscape influence the scale of supermarket supportable at any particular site, the expected population capacity for the South East precinct, at around 15,500 residents, indicates the clear potential for a full-line supermarket at the subject site.

Supermarkets in Australia are generally the major source of customer traffic to neighbourhood scale shopping centres, and typically generate sufficient levels of visitation to support a range specialty shops. In this case, a full-line supermarket of around 3,500m² – 4,000m² (including liquor) is assessed to be supportable given the expected level of retail floorspace demand and future competitive context of the area. To sustain a large neighbourhood shopping centre at the subject site, the centre would be required to be anchored by a full line supermarket.

The Bannockburn South East Town Centre will have the capacity to accommodate a range of non-retail facilities. An appropriate provision of non-retail uses at the centre is required to ensure it can cater to the needs and preferences of the community. The types of non-retail uses assessed to be supportable include non-retail shopfronts (e.g real estate agents, Australia Post etc.), professional services, a gymnasium, a medical centre, allied health facilities, a childcare centre and some community uses.

The types and scale of uses assessed to be supportable at the proposed Bannockburn South East Town Centre are detailed in **Table 1**.

The estimated floorspace need is based on the anticipated market demand in the South-East precinct once housing development in the area approaches capacity. The floorspace assessment also considers the commercial realities of neighbourhood shopping centres, and particularly considers the typical scale and mix of shops and services at shopping centres located in growth areas of Victoria.

The scale and types of uses assessed to be supportable should be viewed as indicative and are used to determine the scale of centre that is appropriate to serve the needs of the future community. The uses would be best suited to be provided on the ground floor, except for potentially the gym and professional services, which may be supportable on an upper level subject to market demand and consumer preferences at the time of development.

Table 1 Bannockburn South East Town Centre – Scale and Types of Uses Supportable

Category	Indicative Floorspace (m^2)
Retail Uses	
Supermarket and liquor	3,850
Food	500
Food catering	850
Non-food	650
Retail services	350
Total Retail	6,200
Indicative Non-Retail Uses	
Non-retail shopfronts and professional services	400
Gym	400
Medical centre	350
Allied health	300
Total non-retail	1,450
Sub-total	**7,650**
Other Potential Uses	
Pad site - restaurant	300
Childcare centre (internal area)	800
Community uses	400
Total other	1,500
Total	**9,150**

Source: Ethos Urban

Land Area Requirement

Context

It is firstly reiterated that the key purpose of this economic analysis is to determine the level of convenience retail floorspace and other complementary uses required to appropriately serve the needs of future residents of the South East growth area without impacting on the role and function of the Bannockburn Town Centre. The level of expected floorspace need is then used to determine the broad land area requirements for the future Bannockburn South East Town Centre.

Ethos Urban has been made aware that interest has been expressed by some landowners for a higher provision of floorspace at the Subject Site. Given the long-term nature of the proposed development, the needs of local residents may change, therefore, some flexibility should be adopted when determining the appropriate land area reserved for the future centre.

In the future, it may be determined that a higher provision of retail and commercial uses is needed to serve local need, and a future development at the Subject Site may propose a level of floorspace notably higher than as outlined in this Addendum. In this outcome, it is recommended that the proposal is supported by independent economic analysis which demonstrates the need for the proposed floorspace and that the scale of uses would not jeopardise the primacy of the Bannockburn Town Centre.

Land Area Requirement of Bannockburn South East Town Centre

The land area requirements for shopping centres depend on number of factors including the scale of centre, the tenancy mix, if the centre includes an upper level, the provision of carparking, the inclusion of any pad sites, as well as the provision of public open space for community uses.

The approximate land area requirements for the proposed Bannockburn South East Town Centre is shown in **Table 2**. It allows for a shopping centre with 7,650m^2 of leasable floorspace, as well as a pad site restaurant, a childcare centre and some community uses. It is assumed that the majority of the floorspace is provided on the ground floor, except for some professional services or a gym. Carparking is assumed to be provided at 4 – 5 car spaces per 100m^2 of floorspace.

Based on this analysis, around 2.7 hectares of land should be allowed for to accommodate a shopping centre of this scale, assuming the inclusion of a restaurant on a pad site and a mid-sized childcare centre. Total centre floorspace

(9,150m²) accounts for 33% of proposed land area, which broadly reflects the typical benchmark for neighbourhood centres in growth area locations.

Table 2 Bannockburn South East Town Centre – Indicative Land Area Requirements

Description	Estimated Land Area (m^2)
Ground floor GLA for the main centre	7,650
Circulation and the loading dock	2,700
Approx. 340 car spaces and internal roads	10,100
Restaurant pad site (incl carparking)	2,800
Childcare centre	2,300
Community uses	800
Open space	600
Total land required	**26,950 (2.7 hectares)**

Source: Ethos Urban

Distribution of Land Area

The Draft Place Based Plan for the Bannockburn South East precinct (Draft Place Based Plan) currently allocates the land area for the proposed Bannockburn South East Town Centre evenly split across a future connector street (boulevard). Distributing the future town centre across a future thoroughfare is considered an appropriate land use outcome and can provide benefits for the community. However, to allow for flexibility and to appropriately accommodate a supermarket anchored neighbourhood centre with carparking, it is recommended that a majority of land area, perhaps around 70%, is provided on one side of the future connector street.

Other Potential Retail Nodes

The increased population capacity of the South East precinct may create the demand for additional small retail nodes to serve the convenience daily retail needs of residents in a walkable catchment. These potential nodes should be co-located with other facilities and should be dispersed across the growth area. The Draft Place Based Plan designates three areas that are to accommodate local community facilities – one large area situated adjacent to the subject site and two small areas in the north-western and eastern parts of the growth area.

Consideration should be given to nominating potential retail nodes at the two smaller areas planned to provide local community facilities. This would allow for the possible delivery of some future retail uses at these locations subject to market need at the time of development. The potential provision of retail facilities should be capped at around 1,000 – 1,500 sq.m of retail floorspace to ensure the potential retail nodes do not have undue implications for the Bannockburn South East Town Centre.

South East Precinct Potential Employment Outcomes

A range of uses planned to be provided in the South East growth area will create local employment opportunities including the Bannockburn South East Town Centre, the various schools planned as well as other potential health and community uses.

Town Centre Potential Employment

The potential direct ongoing employment levels created by the proposed Bannockburn South East Town Centre are detailed in **Table 3**, which are calculated based on applying industry benchmarks for the uses assessed to be supportable. The likely level of ongoing jobs potentially created by the proposed centre is estimated at around 360 direct jobs, including full-time and part-time workers.

Table 3 Bannockburn South East Town Centre – Potential Employment Levels

Category	Indicative Floorspace (m^2)	Est. employment per $1,000m^2$	Employment (persons)*
Retail Uses			
Supermarket and liquor	3,850	40	154
Food	500	50	25
Food catering	850	50	43
Non-food	650	50	33
Retail services	350	50	18
Total Retail	6,200	44	273
Indicative Non-Retail Uses			
Non-retail shopfronts	400	40	16
Gym	400	15	6
Medical centre	350	30	11
Allied health	300	30	9
Total non-retail	1,450	29	42
Sub-total	7,650	41	315
Other Potential Uses			
Pad site - restaurant	300	40	12
Childcare centre (internal area)	800	30	24
Community uses	400	25	10
Total other	1,500	31	46
Total	**9,150**	**39**	**361**

*Employment includes both full-time and part-time workers
Source: Ethos Urban

Other Uses Potential Employment

The range of other uses planned in the South East precinct will also create employment opportunities.

Additional ongoing jobs will be created at the various schools planned to be provided in the South East precinct. The likely level of jobs created will depend on the size and number of students at each school.

According to the Victorian Teacher Supply and Demand Report 2020 (November 2021), prepared by the Department of Education and Training, teacher demand by student enrolment are as follows:

- Secondary School: 1 teacher for every 10 students
- Primary School: 1 teacher for every 12 students.

The average number of students enrolled in a typical primary school is Victoria is around 300, while the average number of students enrolled in a typical secondary school is around 850.

A typical primary school in Victoria, therefore, employs around 25 teachers, while a typical secondary school employs around 85 teachers.

Given the population growth projected for the Bannockburn growth areas and that a high proportion of young families are expected to be attached to the area, the average size of the schools planned for the South East precinct are expected to larger than average. For the purposes of estimating job creation, the number of enrolled students at the planned schools are assumed to be 50% above the average for Victoria.

A secondary school, two government primary schools, a catholic primary school and a small kindergarten in the South East precinct are estimated to generate 270 direct ongoing employment opportunities. This allows for the schools to be larger than average as well as includes a provision for some non-teacher jobs.

A *Community Infrastructure and Open Space Needs Assessment* was prepared for the Bannockburn South East precinct in September 2022. It found that there may be the potential for a major health precinct in the South East precinct that would serve all of Bannockburn and the surrounding region. Depending on the scale and the type of uses provided, the health precinct could potentially support up to 120 jobs. This is based on the broad assumption of a facility with up to 4,000m^2 of leasable floorspace and approximately 30 jobs per 1,000m^2 of floorspace.

A range of other facilities may also be developed in the South East precinct as development of the area progresses. These include facilities such as a police station, an ambulance station, a library and an indoor stadium. These uses would create job opportunities in the local area though would serve a wider region of Bannockburn and surrounds. The number of jobs would depend on the type and scale of facilities provided, though at a high-level these types of facilities could potentially create up to approximately 120 employment opportunities.

Overall, the planned uses in the South East precinct including a town centre, education facilities, a large medical/health precinct and a range of other community facilities are estimated to create up to around **870 direct ongoing employment opportunities**. This level of job creation would require some facilities provided in the South East precinct to serve the wider Bannockburn community.

Conclusions

The *Bannockburn Growth Plan* calculated the development capacity of the South East growth area at 3,766 dwellings, accommodating 11,109 residents. This was based on around 60% of the total land being developable, an average of 12 dwellings per hectare and an average household size of 2.95 persons.

The development yield for the Bannockburn growth areas has been revised, with an updated target of around 16-17 dwellings per hectare, while the assumed average household size remains at 2.95 persons per household. This change will increase the development yield for the South East precinct to an estimated 5,240 dwellings, accommodating a potential resident population of 15,460 persons.

The proposed population of the South East growth area is assessed to create the demand for a centre with 6,200m^2 of retail floorspace anchored by a full-line supermarket of 3,500 – 4,000m^2. The Bannockburn South East Town Centre will have the capacity to accommodate a range of non-retail facilities including non-retail shopfronts (e.g. real estate agents, Australia Post etc.), professional services, a gymnasium, a medical centre, allied health facilities, a childcare centre and some community uses. A total of 9,150m^2 of floorspace is assessed to be supportable at the subject site.

Around 2.7 hectares of land is required to accommodate a shopping centre of this scale, assuming the inclusion of a restaurant on a pad site and a mid-sized childcare centre. If the town centre is to be divided by a main street, the majority of this land area is recommended to be clustered on one side of the street.

In terms of employment opportunities, the South East precinct is expected to potentially support up to 870 ongoing jobs. The ongoing jobs would be created by the proposed town centre (estimated 360 jobs), the education facilities (estimated 270 jobs) and other uses potentially provided in the area such a large health precinct, a police station, an ambulance station and other facilities (estimated 240 jobs).

It is reiterated that the key purpose of this economic analysis is to provide guidance on the scale of floorspace need in the local area and the corresponding broad scale of land area required to accommodate the future Bannockburn South East Town Centre. Given the long-term nature of the development, there is a need for some flexibility in the allocation of land area for the future centre.

To ensure that the role and function of the Bannockburn Town Centre is protected, a proposal which seeks to notably increase the amount of floorspace at the Bannockburn South East Town Centre should be supported by independent economic analysis which demonstrates the need for the proposed floorspace and that the scale of uses would not jeopardise the primacy of the Bannockburn Town Centre.

* * *

We trust this Addendum meets with your requirements and would be happy to discuss any aspects with you.

Yours sincerely,

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Bannockburn South East PSP

Economic and Retail Assessment

Ethos Urban

Prepared by Ethos Urban
For Victorian Planning Authority

23 December 2022 | 3220158

Ethos Urban acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, waters and culture.

We acknowledge the Wurundjeri Woi Wurrung people, of the Kulin Nation, the Traditional Custodians of the land where this document was prepared, and all peoples and nations from lands affected.

We pay our respects to their Elders past, present and emerging.

Contact	Ellis Davies Associate Director

This document has been prepared by:	**This document has been reviewed by:**
Ellis Davies & Alex Wilson	Nick Brisbane

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Executive Summary

Context Analysis

1. Bannockburn is the largest town in Golden Plains Shire and is located in the southern portion of the municipality. The town has been the primary source of the municipality's population growth over the course of the past decade. This is due to a variety of factors including availability of affordable land and accessibility to employment and retail areas in the region.

2. Population in Golden Plains Shire and Greater Geelong has increased by approximately +60,860 residents between 2011 and 2021, representing approximately 31% of population growth throughout Regional Victoria. Combined, Golden Plains Shire and Greater Geelong experienced population growth of +2.3% per annum (or +6,090 residents per annum) between 2011 and 2021, and this compares to an average of +1.4% per annum for Regional Victoria.

3. Golden Plains Shire is expected to experience strong population growth over the coming years. Between 2022 and 2036 the population of Golden Plains Shire is anticipated to grow by between +7,850 (VIF2019) and +11,640 (Id. Forecasts) persons or by between +560 and +830 persons per annum respectively.

4. The Greater Geelong municipality has been a major location for commercial and industrial development, and has attracted 78.7% of the value of commercial and industrial development in the G21 region; this equates to a total of $222m in 2022. Whereas Golden Plains Shire captured 7.3% (or $21m) of total value of commercial and industrial approvals.

5. Health Care & Social Assistance and Retail Trade are largest industries of employment in Golden Plains Shire and City of Greater Geelong based on analysis of ABS Census of Population and Housing in 2016. Combined, these two industries account for 28% of jobs.

6. The local housing market in Bannockburn and the surrounding localities of Gheringhap, Maude, Russells Bridge, She Oaks, Steiglitz and Sutherlands Creek has become increasingly constrained with Bannockburn driving the trend in residential vacancy rates. The strength of the Bannockburn housing is further represented through the increase in house sales and the increasing median house price.

7. The Northern Geelong Growth Area (NGGA) and the Western Geelong Growth Area (WGGA) represent the largest growth project in regional Victoria, and combined are expected to accommodate more than 110,000 residents. The Northern and Western Geelong Growth Areas Framework Plan outlines major land uses and development requirements and will inform the preparation of Precinct Structure Plans (PSPs) that will provide a more detailed layer of planning and facilitate urban development in the precincts.

8. The VPA released the Precinct Structure Planning Guidelines: New Communities in Victoria (the Guidelines) in October 2021. The new Guidelines were prepared to ensure a consistent, best practice approach to preparing PSPs. The Guidelines outline the plan for a 20-minute neighbourhood which is about living locally and ensuring residents can meet most of their daily needs within a 20-minute return walk from home. It states that these daily needs include accessing local health facilities and services, schools and shopping centres.

Bannockburn Growth Plan

9. The Bannockburn Growth Plan was prepared in 2021 by the VPA in partnership with Golden Plains Shire and will inform planning for a 30-year timeframe. The vision outlined for 2050 and beyond was to provide a productive, sustainable, and liveable region for its people.

10. The Growth Plan outlines four key themes that will provide guidance for future planning of Bannockburn's future growth areas, these themes are:
    - Housing and Community Infrastructure
    - Economy and Employment
    - Environment and water
    - Transport and Movement

11. The Bannockburn South East precinct, one of five identified growth areas, covers an area of approximately 520ha and is bordered by Charlton Road to the north and the Bruce Creek to the west. The Bannockburn South East

precinct forms the largest growth area to the south of the current Bannockburn urban area, and is bordered by the identified *future growth option - east* and *future growth option – south* growth areas.

12. The Bannockburn Growth Plan identifies a total of approximately 314ha of Net Developable Area (NDA) in the South East precinct. This includes land for residential, commercial and employment uses, though excludes land to be used for roads, recreation and open space. The Growth Plan outlines the potential for 3,766 dwellings in the South East precinct. Based on an average household size of 2.95 persons, the Growth Plan estimates that the South East precinct has the potential to accommodate a population of 11,109 persons at full capacity.

13. An indicative location of an activity centre to be provided in the South East precinct is identified in the Growth Plan. The site is situated on the southern side of a future connector street that will connect to Burnside Road and then Midland Highway to the east and Harvey Road to the west.

Catchment Area Assessment

14. A Catchment Area for retail facilities in Bannockburn has been defined and includes a Primary Trade Area and three Secondary Trade Areas (Lethbridge, Inverleigh and Teesdale).

15. In 2022, the Catchment Area population is estimated at approximately 13,400 residents, with 7,450 residents in the PTA. Since 2016, the Catchment Area increased by an estimated average of +430 persons a year, or equivalently +3.7% per annum. Strong population growth across the forecast period is expected to be driven primarily by housing development in the Bannockburn area including conventional and low density dwelling on the established urban fringe.

16. The population of the Catchment Area is projected to reach approximately 23,970 residents by 2036, with the PTA projected to reach 15,930 residents. The significant population growth expected in the PTA between 2022 and 2036 (annual growth rate of +5.6% or 610 persons) is driven primarily by the expansion of the Bannockburn urban area via the planned growth areas. Growth in the Secondary Trade Areas is forecast to be moderate over the forecast period.

17. The socio-demographic profile of the Catchment Area is reflective of generally more affluent regional towns which contain families in their early to mid-life stages.

18. Total retail spending by Catchment Area residents is forecasted to increase from approximately $204.3m in 2022 to $415.0m in 2036, representing an increase of almost double or +$210.9 million across the 14 years.

Activity Centre Hierarchy Review

19. Within the Catchment Area, the main centre of competitive relevance is the Bannockburn Town Centre. It consists of Bannockburn Plaza and well as a range of retail shops and services provided along High Street.

20. Bannockburn Plaza is currently being redeveloped with the relocation and significant expansion of the Woolworths Supermarket. The anchor supermarket will be supported by around 20 new specialty stores.

Bannockburn South East Activity Centre Potential

21. A retail floorspace analysis for the South East precinct finds that a centre with 5,000m^2 to 6,200m^2 of retail floorspace is supportable. It has the potential to act as a neighbourhood shopping centre and be able to serve the daily/weekly food, grocery and convenience retail needs of local residents. For a centre of this scale to be supportable it would be required to be anchored by a supermarket of sufficient scale.

22. For the South East Precinct a full-line supermarket of around 3,300m^2 – 3,400m^2 (including liquor) is considered appropriate and supportable given the expected level of retail floorspace demand.

23. A further 1,100m^2 of non-retail uses (e.g. gym, medical centre, health uses) and 1,250m^2 of other uses (e.g. childcare centre, community uses and pad site restaurant) are also considered supportable.

24. The land requirement for an activity centre of the recommended scale is around 2.2 hectares.

Potential Employment Outcomes

25. In terms of employment opportunities, the South East precinct could potentially support up to an estimated 700 ongoing jobs. The ongoing jobs potentially created by the activity centre are estimated at around 293. The various schools are estimated to create around 210 jobs, while other uses possibly provided in the area, such a large health precinct, a police station, an ambulance station and other community facilities, could generate up to 195 jobs.

Introduction

Background

Planning for the ongoing residential development within Golden Plains Shire's largest town of Bannockburn has been underway for a number of years. This includes the preparation of the Bannockburn Growth Plan (2021). The Bannockburn South East precinct (the subject of this report) will be the first of five future growth areas that may require Precinct Structure Plans (PSPs) to be completed in the coming years to accommodate the future population requirements in Bannockburn.

The Victorian Planning Authority (VPA) have commissioned this project to provide guidance for future retail and employment opportunities in the Bannockburn South East precinct.

The Bannockburn South East PSP is located directly south of the existing urban area of Bannockburn which has experienced notable population growth over the past decade. To the east of the Bannockburn South East precinct is farm land which is identified as *future growth option – east*, while to the west is the *south west precinct*, listed as medium term priority, and *future growth option – south*.

The preparation of this report has regard for the Precinct Structure Planning Guidelines, as well as the Framework Plan prepared by the VPA which includes locations identified for town centres, employment land and residential uses.

Information Inputs

The analysis in this report has been undertaken on the basis of key information outlined in the *Bannockburn Growth Plan, May 2021* and *Bannockburn Retail Study, February 2020* as provided by the VPA. These documents identify a preferred location for a planned retail centre, a board indication of the preferred road network, residential areas, employment areas, education and community uses, open space, and buffer areas from nearby sensitive uses.

The report has also been informed by a number of other reports and plans available at the time of writing, including the G21 regional Growth Plan, 2013; Western and Northern Geelong Growth Area and PSPs currently in draft form including the nearby Creamery Road PSP.

Report Structure

This report contains the following chapters:

Chapter 1: Context Analysis

Chapter 2: Bannockburn Growth Area Plan

Chapter 3: Catchment Area Assessment

Chapter 4: Activity Centre Hierarchy Review

Chapter 5: Bannockburn South East Activity Centre Potential

Chapter 6: Potential Employment Outcomes

Chapter 7: Summary and Conclusion

1.0 Context Analysis

This Chapter presents an overview of the regional context which Bannockburn is situated. It includes a description of the regional location, a summary of the relevant urban development and economic trends as well as PSPs in the wider region.

1.1 Regional Location

Bannockburn is the largest town in Golden Plains Shire and is located in the southern portion of the municipality. Council offices are located in the town which has been the primary source of the municipality's growth over the course of the past decade. Growth in Bannockburn is due to a variety of factors including availability of affordable land and accessibility to employment and retail areas in Golden Plains Shire and Greater Geelong.

Located approximately 20km north-west of the Geelong CBD, 60km south-east of the Ballarat CBD and 75km south-west of the Melbourne CBD, Bannockburn is well placed to accommodate overflow growth from Greater Geelong due to its relative proximity to the major regional centre and the positive locational attributes associated with the regional town.

Planning for the Western and Northern Geelong Growth Areas (WGGA and NGGA, respectively) has been underway for a number of years and is progressing with some of the identified precincts entering the PSP phase this year including the Creamery Road and McCann precincts. It is expected that the construction of dwellings in these two areas will begin around 2024.

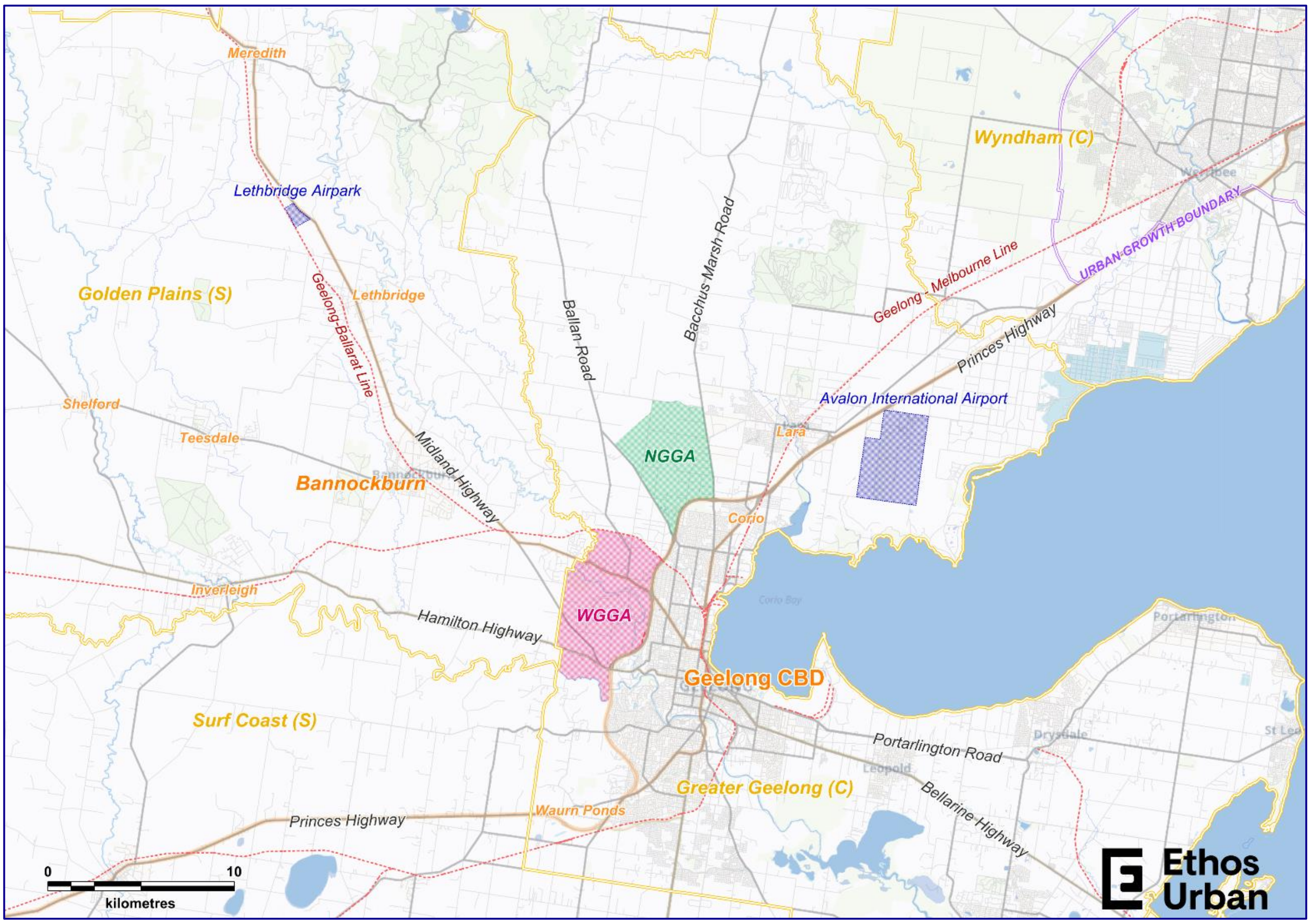
From a retailing perspective, the Bannockburn Town Centre is the largest retail centre in the Golden Plains Shire. While the Bannockburn Town Centre is the closest convenience-based centre, the relative proximity of Geelong means higher-order retailing needs of local residents are mostly met in Greater Geelong rather than in Golden Plains Shire.

Beyond Bannockburn, relevant centres of note include:

- **Geelong CBD -** Located some 20km east along the Midland and Hamilton Highways from Bannockburn and is Victoria's largest regional centre. The Geelong CBD is the primary retail, commercial and administrative centre serving the Greater Geelong region and beyond. It includes Westfield Geelong which draws a regional catchment with over 50,000m² of gross leasable area (GLA), Market Square and an extensive street-based shopping precinct.
- **Corio -** An important retail destination located approximately 15km to the east of Bannockburn and includes Corio Village (Coles, Woolworths and Kmart) and Geelong Gateway precinct (BCF, Chemist Warehouse, ALDI and Harvey Norman) along Melbourne Road.
- **Waurn Ponds** - Located approximately 20km to the south-east of Bannockburn and is accessible via the Geelong Ring Road. A sub-regional centre, Waurn Ponds SC was expanded in 2014 and includes a wide mix of retailers including Kmart and Target discount department stores, Coles and Woolworths supermarkets and a cinema complex. An ALDI store is located opposite the centre. To the south of Waurn Ponds SC is a major large format retail precinct.

The location of the Bannockburn in the broader context of Golden Plains and Geelong growth areas is shown in Figure 1.

Figure 1 Regional Context



Source: Ethos Urban

1.2 Economic Context

Relevant urban development and economic trends in the broader region surrounding Bannockburn are summarised below, including population, residential and employment land development, and labour force growth by industry.

For the purpose of this assessment, the broader region comprises the Golden Plains Shire and the City of Greater Geelong.

Population Growth Trends and Projections

Regional Victoria and in particular in the G21 region which includes the municipalities of Greater Geelong, Golden Plains Shire, Queenscliffe Shire, Surf Coast Shire and Colac Otway Shire, has a number of urban growth fronts which has resulted in significant population growth over the past decade or so.

Notably, the population in Golden Plains Shire and Greater Geelong has increased by approximately +60,860 residents between 2011 and 2021, representing approximately 31% of population growth throughout Regional Victoria. Combined, Golden Plains Shire and Greater Geelong experienced population growth of +2.3% per annum (or +6,090 residents per annum) between 2011 and 2021, and this compares to an average of +1.4% per annum for Regional Victoria.

The rate of population growth has increased in recent years. Between 2006 and 2011 population growth in Golden Plains Shire and Greater Geelong averaged +3,330 persons a year and has substantially increased to +5,350 persons a year between 2011 and 2016, and more recently has experienced significant growth with +6,820 persons a year between 2016 and 2021. These figures are shown in Table 1.

Table 1 Population Growth Trends, 2006 to 2021

Category	2006	2011	2016	2021	2011 to 2021
Golden Plains					
Population (no.)	16,670	18,960	22,020	24,880	+5,920
Average Annual Growth (no.)		+460	+610	+570	+590
Average Annual Growth (%)		+2.6%	+3.0%	+2.5%	+2.8%
Greater Geelong					
Population (no.)	201,500	215,840	239,530	270,780	+54,940
Average Annual Growth (no.)		+2,870	+4,740	+6,250	+5,490
Average Annual Growth (%)		+1.4%	+2.1%	+2.5%	+2.3%
Combined Area					
Population (no.)	218,170	234,800	261,550	295,660	+60,860
Average Annual Growth (no.)		+3,330	+5,350	+6,820	+6,090
Average Annual Growth (%)		+1.5%	+2.2%	+2.5%	+2.3%
Regional Victoria					
Population (no.)	1,291,870	1,355,240	1,436,310	1,551,310	+196,070
Average Annual Growth (no.)		+12,670	+16,210	+23,000	+19,610
Average Annual Growth (%)		+1.0%	+1.2%	+1.6%	+1.4%

Source: ABS, Regional Population Growth Trends, Cat No: 3218.0

Strong levels of population growth in Golden Plains Shire and Greater Geelong are expected to continue over the next 14 years or so. Population projections shown in Table 2 are based on data from the Department of Environment, Land, Water and Planning (DELWP) in *Victoria in Future* (2019), and population forecasts produced by Id. Consultants (Forecast Id.). The strong growth will be supported by the continued release of residential land for development, notably in the future growth areas of western and northern Geelong.

The population in Greater Geelong is forecast to increase by approximately +83,190 (VIF2019) to +86,360 (Id. Forecasts) persons between 2022 and 2036 at an average of between +5,940 and +6,170 persons a year, respectively. Golden Plains Shire is expected to experience strong population growth over the same period, at a smaller scale but at a higher average annual growth rate. Between 2022 and 2036, Golden Plains Shire is anticipated to grow by between +7,850 (VIF2019) and +11,640 (Id. Forecasts) persons or by between +560 and +830 persons per annum, respectively.

It should be noted that the VIF2019 projections were prepared in 2019, prior to the COVID-19 pandemic; while the forecasts prepared by Id Consulting were released in July 2020 during a period when there was a number of unknown factors around the likely impacts of COVID-19. As such the projections outlined in Table 2 do not account for the impact of COVID-19, although does allow for the scale of future residential growth planned for Bannockburn and in Greater Geelong.

It is also noted that during the COVID-19 period (2020 to 2022), regional Victoria experienced a significant increase in the demand for housing. Uncertainty still exists as to whether the recent surge in demand represents a structural realignment of regional Victoria's growth trajectory or a short-term trend in response to the COVID-19 pandemic. Nevertheless, Bannockburn possesses the lifestyle attributes to continue to attract future residents and accommodate substantial population growth.

Table 2 Projected Population Growth, 2022 to 2036

Category	2022	2026	2031	2036	2022 to 2036
Id Forecasts					
Golden Plains					
Population (no.)	24,620	26,240	30,500	36,260	+11,640
Average Annual Growth (no.)		+410	+850	+1,150	+830
Average Annual Growth (%)		+1.6%	+3.1%	+3.5%	+2.8%
Greater Geelong					
Population (no.)	274,650	298,720	330,430	361,010	+86,360
Average Annual Growth (no.)		+6,020	+6,340	+6,120	+6,170
Average Annual Growth (%)		+2.1%	+2.0%	+1.8%	+2.0%
VIF2019 Projections					
Golden Plains					
Population (no.)	25,220	27,460	30,280	33,070	+7,850
Average Annual Growth (no.)		+560	+560	+560	+560
Average Annual Growth (%)		+2.2%	+2.0%	+1.8%	+2.0%
Greater Geelong					
Population (no.)	277,060	301,560	330,720	360,250	+83,190
Average Annual Growth (no.)		+6,130	+5,830	+5,910	+5,940
Average Annual Growth (%)		+2.1%	+1.9%	+1.7%	+1.9%

Source: DELWP, Victoria in Future, 2019; Id Consulting, Forecast Id, Golden Plains Shire and City of Greater Geelong

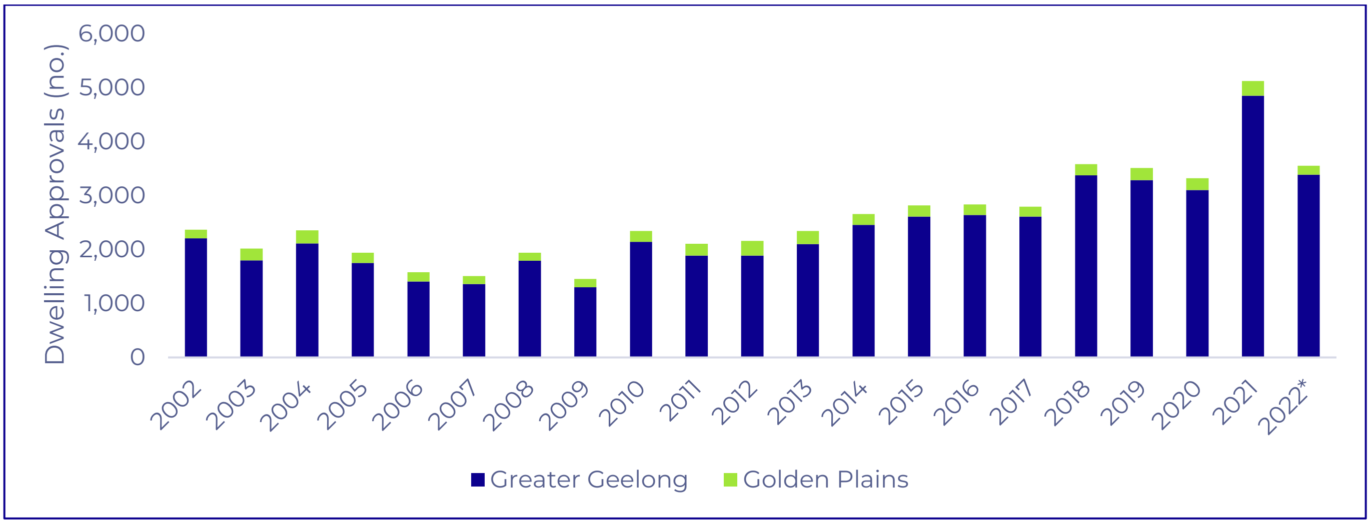
New Dwelling Approvals

The continued release of residential land has supported an average of approximately 200 new dwelling building approvals a year since 2002 in Golden Plains Shire, with the neighbouring municipality of Greater Geelong averaging approximately 2,390 new dwelling approvals over the same period.

Recent trends in new dwelling building approvals in Golden Plains Shire and City of Greater Geelong are summarised in Figure 2.

Armstrong Creek and a number of residential development areas on the Bellarine Peninsula such as St Leonards, Ocean Grove, Curlewis, Leopold and Clifton Springs have been the main driver of new dwelling approvals in the Greater Geelong municipality. Supply in these growth fronts is becoming exhausted, noting the WGGA and NGGA will drive the next wave of development. The presence of Bannockburn only a short distance beyond the WGGA (from Geelong) provides an opportunity for Bannockburn and Golden Plains Shire to accommodate a portion of the overall growth in the wider region.

Figure 2 Golden Plains Shire and City of Greater Geelong New Dwelling Approvals, 2002 to 2022



Source: ABS, Building Approvals, Cat No. 8731.0
Note: (*) denotes year to April

Employment Land Development Trends and Investment

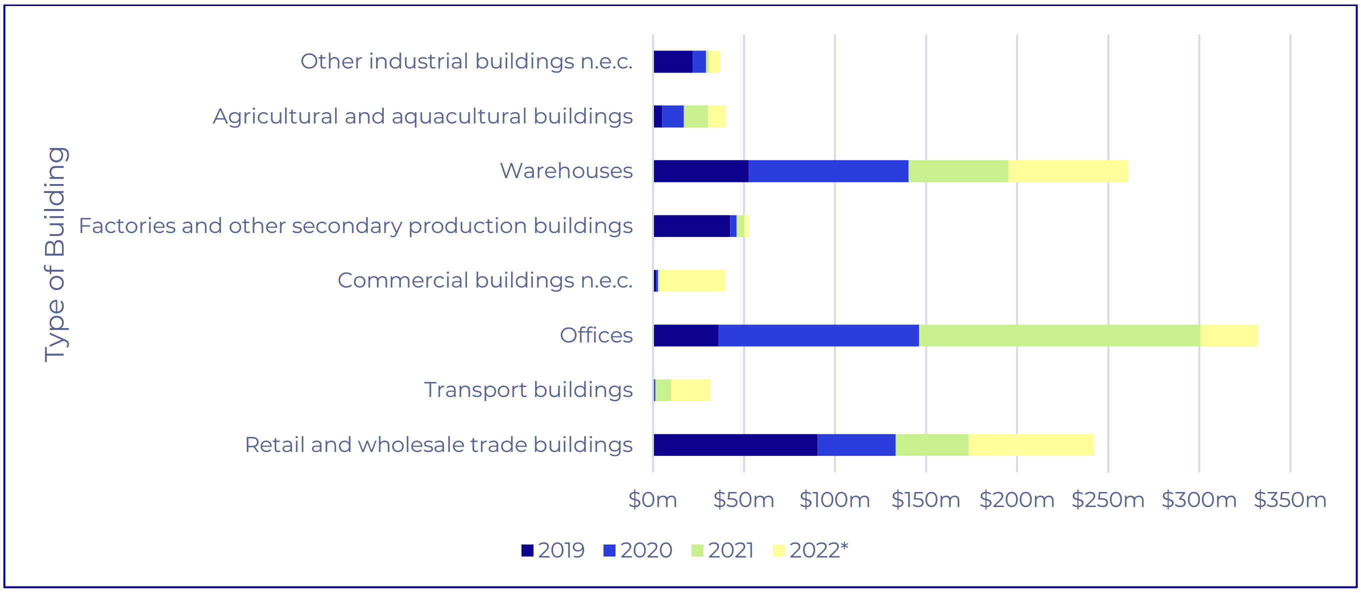
The Greater Geelong municipality has been a major location for commercial and industrial development, and has attracted 78.7% of the value of commercial and industrial development in the G21 region; this equates to a total of $222m in 2022. Whereas the Golden Plains Shire captured 7.3% (or $21m) of total value of commercial and industrial approvals.

In the local regions (Golden Plains Shire and Greater Geelong), the three building types which attracted the largest share of investment between July 2019 and April 2022 were:

- **Office:** $332m or 32% of the total value
- **Warehouses:** $261m or 25% of the total value
- **Retail and Wholesale Trade Supplies:** $242m or 23% of the total value.

The value of building approvals for commercial and industrial uses in the Golden Plains Shire and Greater Geelong municipalities are summarised in Figure 3.

Figure 3 Value of Commercial and Industrial Building Approvals - Golden Plains Shire & City of Greater Geelong



Source: ABS, Building Approvals, Cat No. 8731.0
Note: 2022 year to April (10 months of data)

Labour Force Trends

Health Care & Social Assistance and Retail Trade are largest industries of employment in Golden Plains Shire and City of Greater Geelong based on analysis of ABS Census of Population and Housing in 2016. Combined, these two industries account for 28% of jobs. This notable change reflects the shift from Geelong being a manufacturing city to now being a hub for government health care and social assistance departments including WorkSafe, NDIS and TAC. It is noted that the employment data from the 2021 Census will be released in October 2022.

Moreover, Manufacturing has experienced a significant decline in employment numbers, whereas, Health Care and Social Assistance and Education and Training has experienced strong growth. Construction has become a major driver of employment, development and investment in the local region due to surge in residential, commercial and industrial development in Geelong. It is expected office related industries (such as Professional, Scientific and Technical Services, Administrative and Support Services and Financial and Insurance Services) will drive investment in the region in the future, with significant interest in office towers in the Geelong CBD. In turn, this will drive growth for construction related jobs and land required to accommodate construction firms and depots.

In 2016, the main industries of employment for those who live in Golden Plains Shire were Health Care and Social Assistance, Construction, Education and Training, Retail Trade and Manufacturing, with these industries comprising almost 55% of workers in the municipality. Other industries with significant numbers of workers in the Golden Plains Shire include Agriculture, Forestry and Fishing (7.6% of workers) and Public Administration and Safety (6.4%).

According to the 2016 ABS Census of Population and Housing data, the employed labour force in Golden Plains and Greater Geelong increased by approximately +6,970 persons between 2011 and 2016 (or approximately +1,390 persons a year).

The major growth industries in regard to those employed residents in Golden Plains and Greater Geelong between 2011 and 2016 include:

- Health Care and Social Assistance: +3,110 employed persons
- Education and Training: +1,650 employed persons
- Accommodation and Food Services: +1,230 employed persons
- Construction: +1,150 employed persons

Table 3 Labour Force Trends in Golden Plains Shire and City of Greater Geelong, 2011-2016 (No. Persons)

Industry of Employment	2011		2016		Change 2011 to 2016	
	Greater Geelong (C)	Golden Plains (S)	Greater Geelong (C)	Golden Plains (S)	Greater Geelong (C)	Golden Plains (S)
Health Care and Social Assistance	13,020	1,130	15,860	1,400	+2,840	+270
Education and Training	8,710	650	10,170	840	+1,460	+190
Accommodation and Food Services	6,400	410	7,600	440	+1,200	+30
Construction	9,310	900	10,180	1,180	+870	+280
Professional, Scientific and Technical Services	4,800	350	5,660	420	+860	+70
Public Administration and Safety	5,790	550	6,460	620	+670	+70
Administrative and Support Services	2,860	210	3,150	260	+290	+50
Transport, Postal and Warehousing	4,140	500	4,420	530	+280	+30
Arts and Recreation Services	1,510	90	1,780	130	+270	+40
Other Services	3,440	360	3,700	400	+260	+40
Electricity, Gas, Water and Waste Services	1,110	110	1,310	120	+200	+10
Agriculture, Forestry and Fishing	950	700	1,150	740	+200	+40
Financial and Insurance Services	2,790	150	2,950	180	+160	+30
Retail Trade	12,100	950	12,260	1,000	+160	+50
Rental, Hiring and Real Estate Services	1,210	100	1,320	120	+110	+20
Mining	290	50	310	70	+20	+20
Information Media and Telecommunications	1,200	110	1,210	130	+10	+20
Wholesale Trade	3,140	320	2,360	260	-780	-60
Manufacturing	10,790	1,170	7,750	900	-3,040	-270

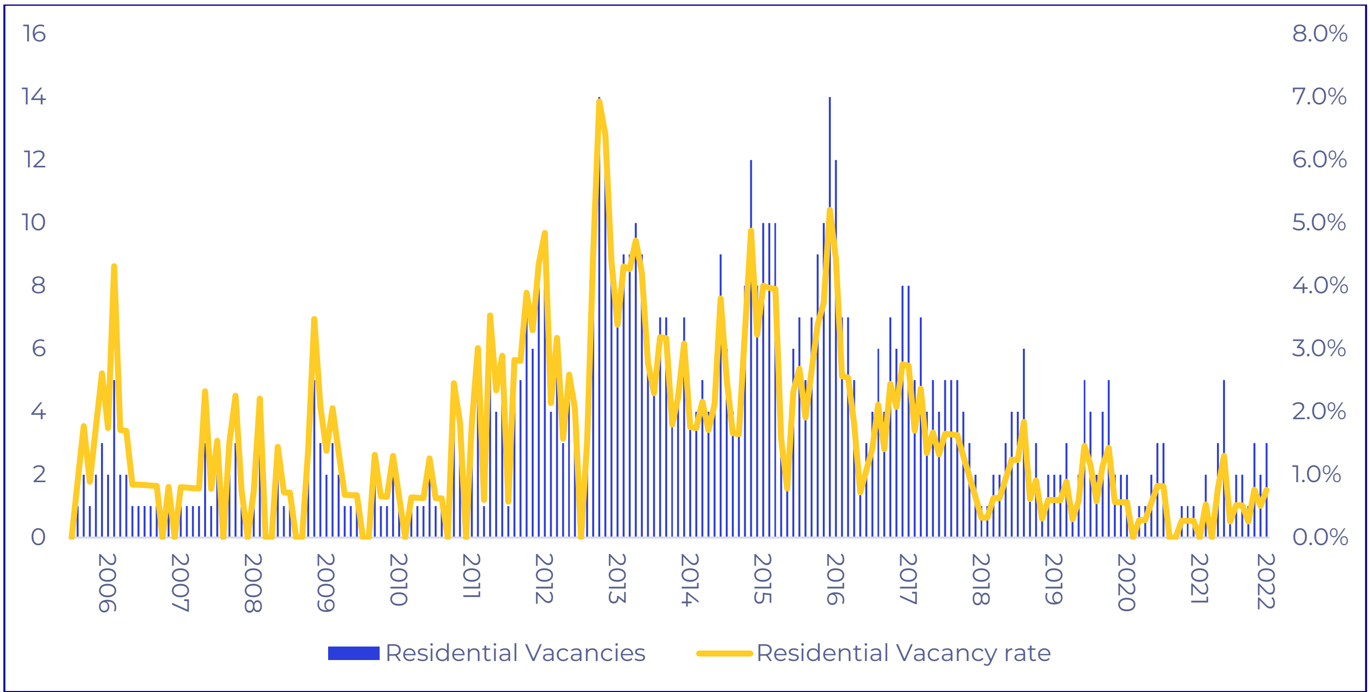
Source: ABS, Census of Population and Housing, 2016

Residential Market Overview

The local housing market in Bannockburn and the surrounding suburbs including Gheringhap, Maude, Russells Bridge, She Oaks, Steiglitz and Sutherlands Creek have become increasingly constrained with Bannockburn driving the trend in residential vacancy rates. Data sourced from SQM research outlines limited availability of dwellings with the demand for housing in the local area of Bannockburn. As reflected in Figure 4, the residential vacancy rate declined to 0.8% in May 2022, from 6.9% experienced in 2013, and ultimately reflects a tightening of the residential market in the local area.

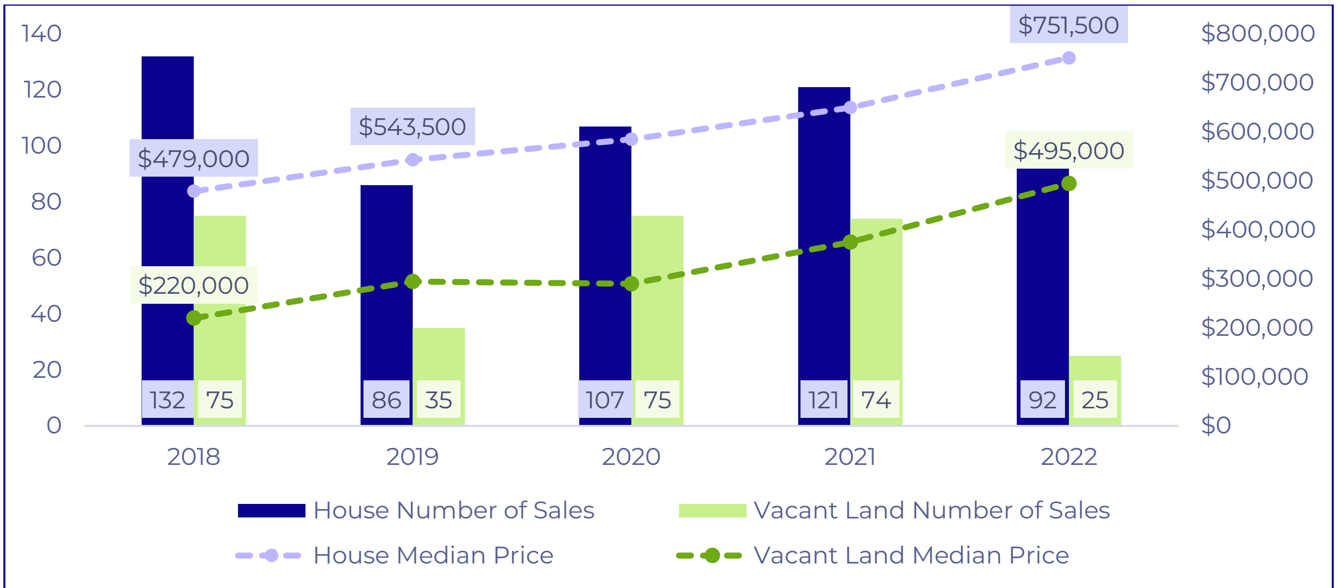
The strength of the Bannockburn housing is further represented through the increase in consistent level of house sales and the increasing median house price. In 2022, Bannockburn experienced 92 house sales with a median sale price of $751,500; for context in 2019 when the fewest house sales were recorded (86 house sales) a median house price was $543,500, as shown in Figure 5.

Figure 4 Bannockburn Postcode (3331) Residential Vacancy



Source: SQM Research

Figure 5 Bannockburn House and Vacant Land Sales and Median Sale Price, 2018 to 2022



Source: PriceFinder.com
Note: Year to June

1.3 Overview of Other Relevant Frameworks and Precinct Structure Plans

North and Western Geelong Growth Areas

The Northern Geelong Growth Area (NGGA) and the Western Geelong Growth Area (WGGA) represent the largest growth project in regional Victoria, and combined are expected to accommodate more than 110,000 residents. The Northern and Western Geelong Growth Areas Framework Plan is intended to guide future land use and development in the two growth areas. The Framework Plan outlines major land uses and development requirements and will inform the preparation of Precinct Structure Plans (PSPs) that will provide a more detailed layer of planning and facilitate urban development in the precincts. An overview of the two growth areas is provided below.

The NGGA is located in the area of Lovely Banks, north-west of central Geelong. The WGGA is located west of Geelong and to the south of the locality known as Batesford.

Key features of the proposed NGGA of most relevance include the following:

- An employment area in the south-east of the NGGA with frontage to the Geelong Ring Road and Bacchus Marsh Road.
- Five activity centres are proposed in the NGGA to serve the growth area's future population. These include:
  - A sub-regional activity centre with retail floorspace of approximately 25,000m² to 30,000m², and non-retail floorspace of approximately 10,000m²-25,000m².
  - Four neighbourhood activity centres, each containing an estimated retail floorspace of approximately 5,000m²-7,000m² and non-retail floorspace of approximately 2,000m² to 3,000m².
  - Smaller local activity centres will be accommodated in areas within comfortable walking distance for customers and will focus on convenience-based retail. The location and retail offer of the smaller centres will not hinder the viability of neighbourhood centres.

Key features of the proposed WGGA of most relevance include:

- An employment area in the south-west of the WGGA.
- A number of activity centres are proposed in the WGGA to serve the growth area's future population. These include:
  - A sub-regional activity centre with retail floorspace of approximately 40,000m², restricted retail floorspace of approximately 20,000m²-25,000m² and non-retail floorspace of approximately 40,000m²-45,000 m².
  - Five neighbourhood activity centres, each containing an estimated retail floorspace of approximately 7,000m²-8,000m² and restricted retail floorspace of approximately 3,000m² to 4,000 m².
  - A specialised activity centre adjacent to the lake (on the main north-south road on the eastern side of the lake) which will be subject to an urban design framework.
  - Smaller local activity centres in areas located beyond a comfortable walk to the sub-regional and neighbourhood activity centres, particularly south of the Hamilton Highway.

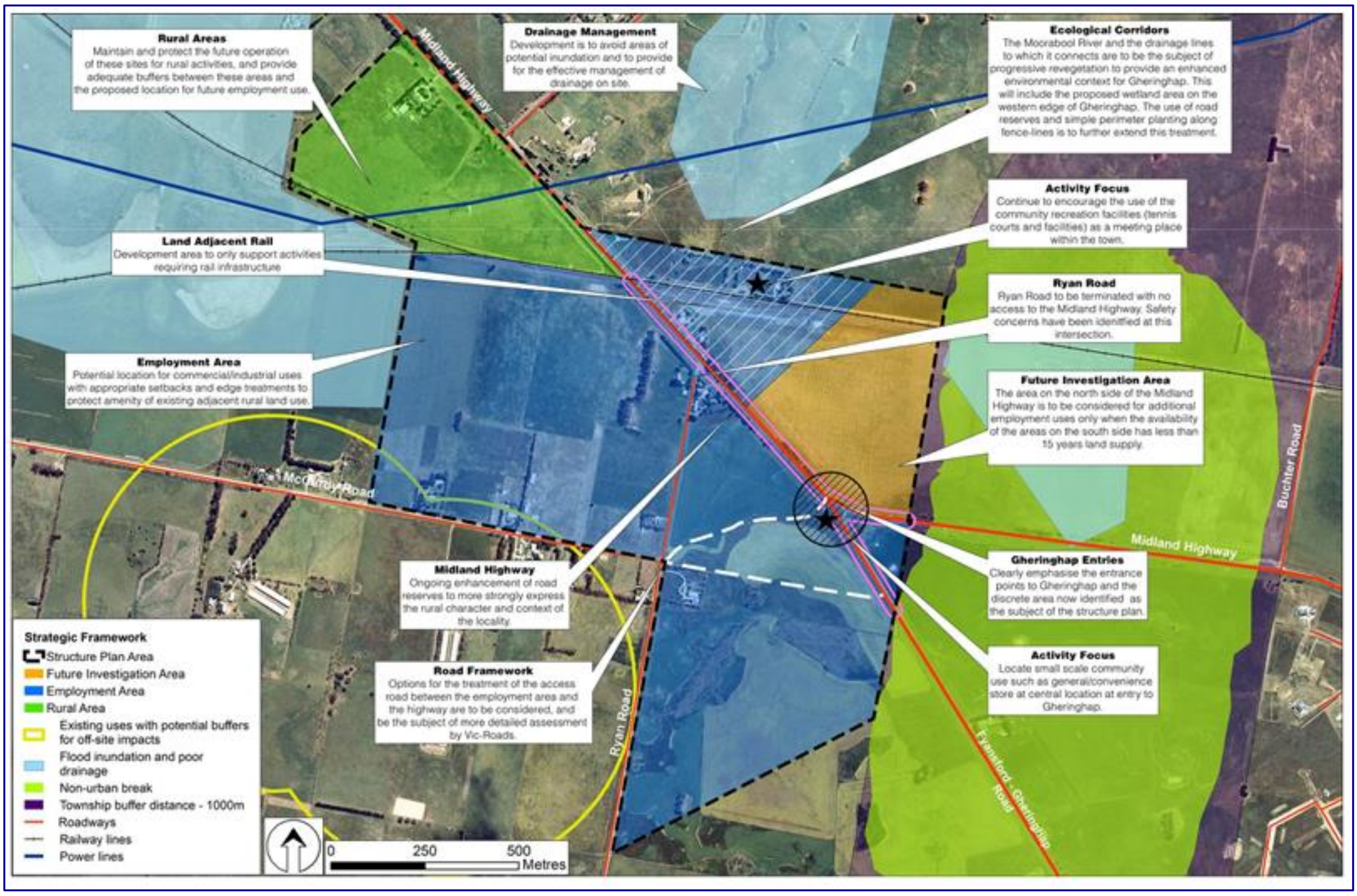
Gheringhap Structure Plan

The Gheringhap Structure Plan (2012) provides recommendations to guide the future planning and development of the Gheringhap local area. The vision of the strategic document is as follows:

To balance the rural character and lifestyle of Gheringhap while providing for future business opportunities and community facilities that are appropriately located, sited and designed so to protect the rural, natural and amenity features of the area.

The Structure Plan divides the Gheringhap into three sub-regions including Future Investigation Area, Employment Area and Rural Area. These three sub-regions are reflected in the Framework Plan shown in Figure 6. Employment Area is the prominent land use identified in the structure plan area with buffers between existing business uses and the surrounding areas. The Framework Plan states that use of the south west region of the structure plan area for future development of business, employment, industrial or transport activities. The south west employment region is well positioned to accommodate for transport businesses due to the area's strategic position at the junction of the Midland Highway and Fyansford-Gheringhap Road.

Figure 6 Gheringhap Land Use Framework Plan, 2012



Source: Golden Plains Shire, 2012

1.4 PSP Development Process and PSP Guidelines

PSP Development Process

The development of a PSP can be a long and complex process, as a result, the delivery of a PSP is managed by the Victorian Planning Authority (VPA) in conjunction with landowners and the local Council (in this case is Golden Plains Shire). Early in the planning phase for a PSP, technical reports are required in order to inform town planners on the likely limitations of the identified land.

Once the foundation work is completed, the local Council and the VPA begin to prepare a draft plan for the precinct with an indicative outline on the location of land uses including activity centres, residential and employment areas, and greenspace. The draft plan is then released to key stakeholders (government agencies, service providers and the broader community) to provide submissions in order to refine the direction of the PSP. These submissions will be reviewed by the VPA, and adjustments will be made where required.

In order to finalise the PSP, an independent panel will be appointed and a Panel Hearing will be held in order to resolve any issues associated with the submission phase. The panel will then outline their recommendations for the Minister for Planning to then finalised the PSP and planning scheme amendments.

Finally, once the amendment is approved the PSP will be incorporated in the local Council Planning scheme, and permits will be granted by the local Council in order to allow for development.

PSP Guidelines

The VPA released the Precinct Structure Planning Guidelines: New Communities in Victoria (the Guidelines) in October 2021. The new Guidelines were prepared to ensure a consistent, best practice approach to preparing PSPs.

The Guidelines outline the plan for a 20-minute neighbourhood and state that it is about living locally and ensuring residents can meet most of their daily needs within a 20-minute return walk from home. It states that these daily needs include accessing local health facilities and services, schools and shopping centres. The 20-minute journey represents a 400m walk from home to a destination and back again (or 800m in total).

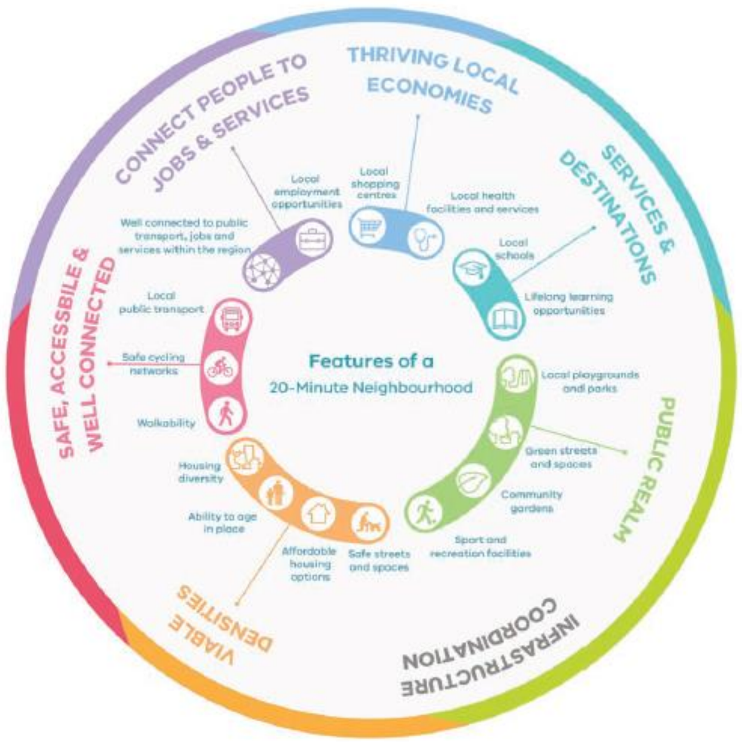
The new Guidelines, under Thriving Local Economies, also state that a target of 80-90% of dwellings should be located within 800m of an activity centre (T19).

Three general principles are identified in the guidelines in relation to activity centre planning, these principles comprise:

- **F 16.1 - Activity centres should provide for a full range of employment opportunities to support a diverse, sustainable local economy. New activity centres should be located, scaled and designed to:**
  - prioritise pedestrian movement and access to public transportation
  - create a sense of place through high-quality, human-scale urban design, including maximised activation of uses at ground level
  - be sustainable, adaptable and responsive to local conditions and forecast climate change conditions
  - designate land for an appropriate and viable amount of retail, civic and commercial floorspace and appropriately located public open space.
- **F 16.2 - The allocation and arrangement of land uses within new activity centres should:**
  - seek to provide a full range of services (including anchor retail)
  - create a focal point and heart of the centre, that incorporates civic and community uses
  - provide appropriate interfaces to surrounding land uses
  - provide for a flexible structure and block pattern that is adaptable over time in response to changing economic, climate and social conditions
  - maximise opportunity for employment, health, community uses, not-for-profit uses, employment-finding and education services, adaptable/multifunctional spaces and housing in the short and long-term.
- **F 16.3 - Mechanisms to support early activation of the activity centre should be explored and encouraged.**

In the context of regional areas, the guidelines outline a varied approach compared to metropolitan planning – the creation of thriving local economy should not have potential to create impacts (negative) on any existing town centres. In this regard, it is important that local convenience centres meet day-to-day needs of residents.

Figure 7 The 20-minute Neighbourhood



Source: DELWP

2.0 Bannockburn Growth Plan Overview

This Chapter provides an overview of the key features of the Bannockburn Growth Plan including dwelling and population yield and potential future demographic characteristics.

2.1 Bannockburn Growth Plan

The Bannockburn Growth Plan outlined a vision and strategic approach to land use planning in Bannockburn with reference to the main surrounding towns (Inverleigh, Batesford, Teesdale, Lethbridge and Gheringhap).

The Growth Plan was prepared in 2021 by the VPA in partnership with Golden Plains Shire and will inform planning for a 30-year timeframe. The vision outlined for 2050 and beyond was to provide a *productive, sustainable, and liveable region* for its people. Some particular extracts of relevance from the vision are:

New residents and visitors are attracted to Bannockburn as a regional hub due to its distinct identity, affordable lifestyle and local amenity (pg. 18).

The community conveniently accesses the services, employment and education opportunities offered by regional cities via the re-instated passenger services on the Geelong-Ballarat rail line and improved bus connections (pg. 18).

Local employment opportunities respond to the town's rural character through an enhanced agricultural sector and diverse industrial precincts (pg.18).

The Growth Plan outlines four key themes that will provide guidance for future planning of Bannockburn's future growth areas, these themes are:

- *Housing and Community Infrastructure*
- *Economy and Employment*
- *Environment and water*
- *Transport and Movement.*

With regard to the theme most relevant to this report (Economy and Employment) the objectives listed in the growth plan include:

- *Encourage investment in the Gheringhap Employment Precinct as a strategic location for regionally significant employment and economic growth.*
- *Encourage investment in the Golden Plains Food Production Precinct to enhance the local economy and provide local jobs.*
- *Plan for additional industrial land within Bannockburn that responds to local needs and considers potential amenity impacts.*
- *Continue to focus investment and improve the amenity of the existing Bannockburn Town Centre as the primary activity centre.*
- *Plan for an additional retail centre to encourage walkable neighbourhoods and local employment. Protect and build upon agricultural opportunities by preventing land-use conflicts between adjoining and nearby farming uses and proposed urban uses.*

It is noted that the Growth Plan identifies a need for a minimum addition of 20 hectares of industrial land in order to adequately support the town at its current size, role and function, with Council supportive of this need being met in the short term. This industrial or employment land is expected to be developed in the emerging Gheringhap precinct and in the extension of the business precinct to the west of the Bannockburn Town Centre.

The Bannockburn Town Centre, part of which is currently being redeveloped in order to better serve the local community, is expected to continue to be the primary activity centre for Bannockburn residents. The centre is expected to evolve as Bannockburn's resident population expands in the coming decades. With the town's population anticipated to experience significant growth, additional retail is expected to be required in order to support the Bannockburn Town Centre while enhancing the liability of the new communities.

2.2 Bannockburn South East Precinct

The Bannockburn South East precinct covers an area of approximately 520ha and is bordered by Charlton Road to the north and the Bruce Creek to the west. The Bannockburn South East precinct forms the largest growth area to the south of the current Bannockburn urban area, and is bordered by the *future growth option - east* and *future growth option – south,* as detailed in the Growth Plan.

<u>Indicative Activity Centre Location (Subject site)</u>

Preliminary analysis undertaken by MacroPlan for the VPA (as outlined following) identified the need for an additional activity centre to serve the future growing population. The broad location of the activity centre is identified in the Growth Plan to be centrally positioned in the South East precinct, as shown in Figure 8.

The indicative site is situated on the southern side of a future connector street that will connect to Burnside Road and then Midland Highway to the east and Harvey Road to the west. In this report, the indicative location of the future activity centre is referred to as the subject site.

The positive locational attributes of the subject site include proximity to future residents in the southern part of Bannockburn and exposure to the planned east-west connecter route. At a high-level, the subject site appears to be a suitable location for a retail centre in the Bannockburn South East precinct, being removed from the Bannockburn Town Centre and easily accessible from the surrounding area.

The general position of the subject site in relation to the identified future growth areas is shown in Figure 9.

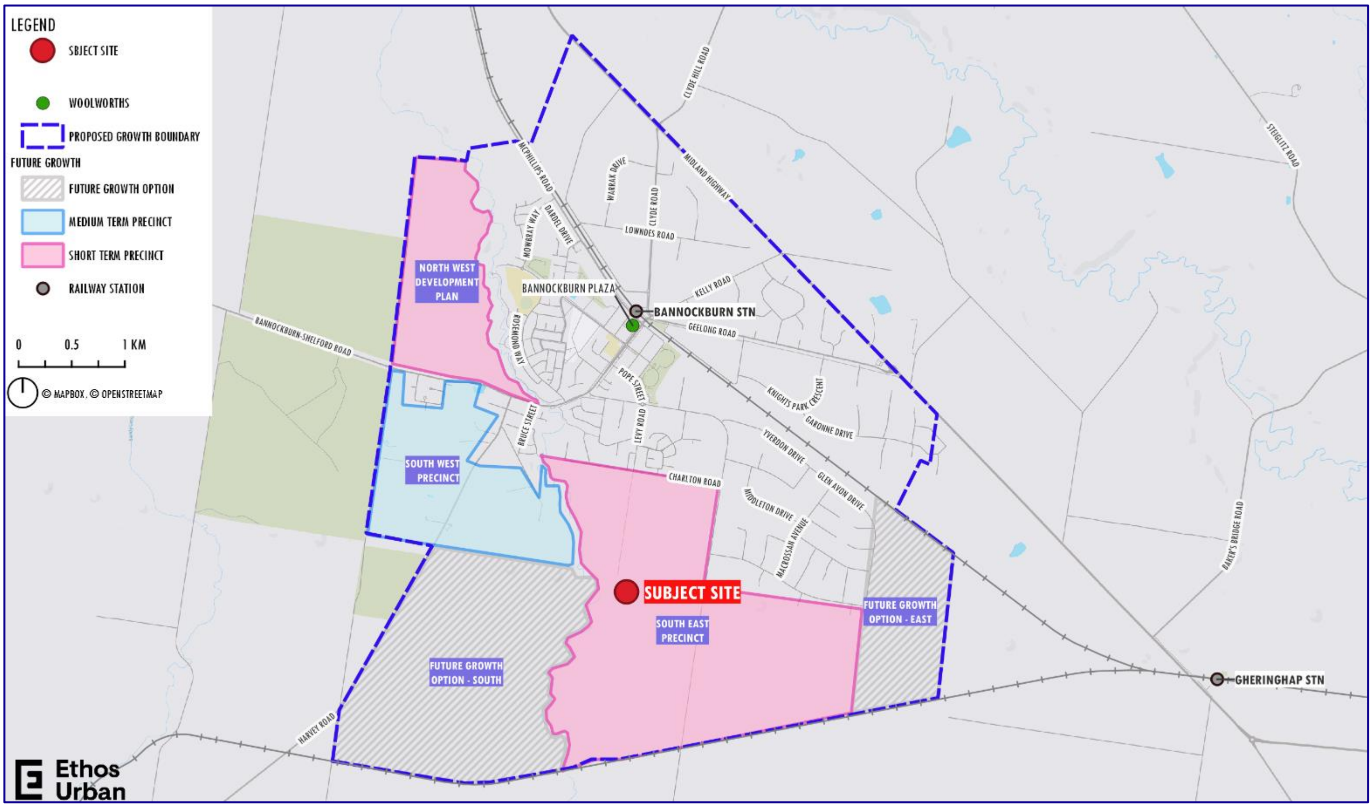
The land use zones in the area are shown in Figure 10 as sourced from VicPlan. It is noted that Council is currently reviewing the extent of the commercial zone in the Bannockburn Town Centre.

The market demand for the planned centre, and particularly the extent of retail and non-retail floorspace supportable, is assessed in this report.

Figure 8 Bannockburn Growth Area – Framework Plan

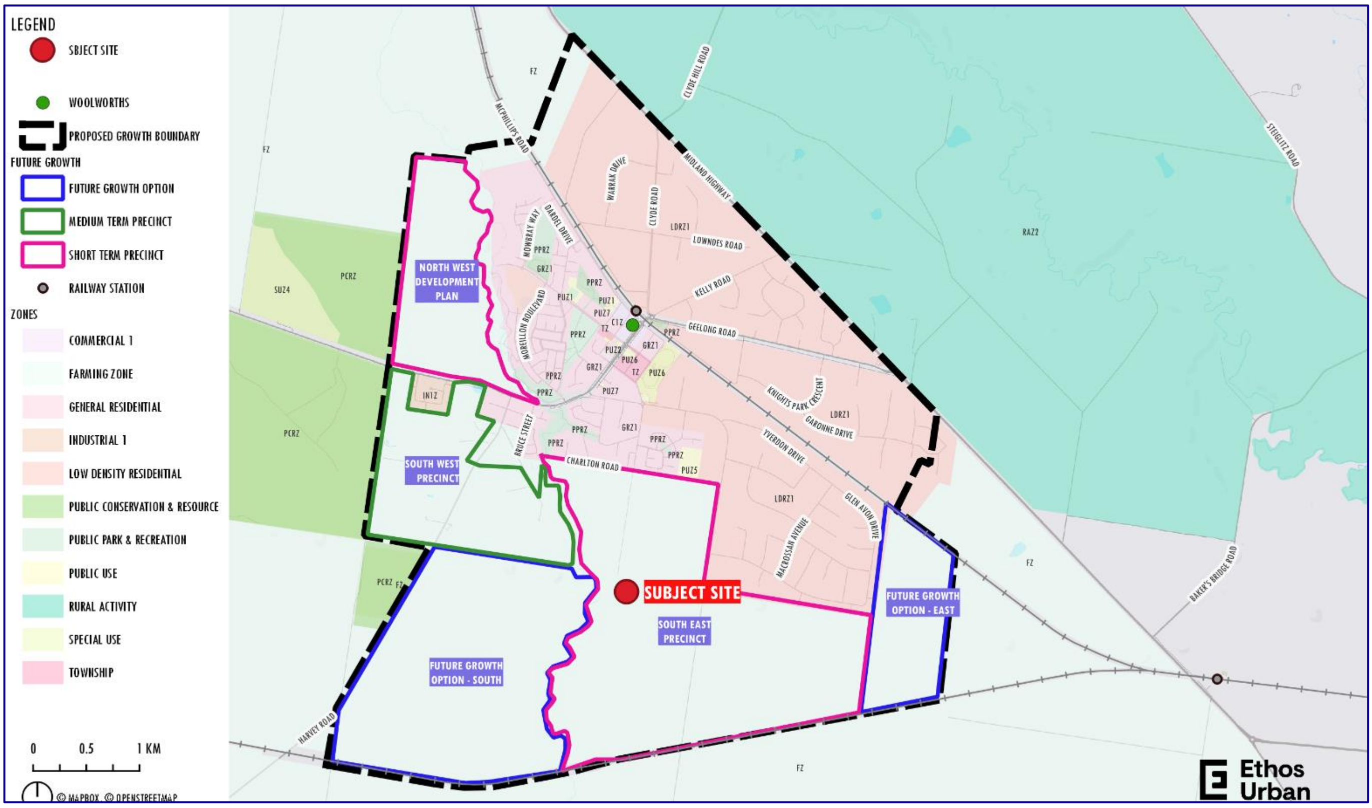
Source: VPA

Figure 9 Subject Site and Bannockburn Growth Plan Context



Source: Ethos Urban; VPA

Figure 10 Subject Site and Land Zones



Source: Ethos Urban; VicPlan; VPA

Estimate of Residential Dwelling Yield and Population

The Bannockburn Growth Area Plan identifies a total of approximately 314ha of Net Developable Area (NDA) in the South East precinct. This includes land for residential, commercial and employment uses, though excludes land to be used for roads, recreation and open space.

The Growth Plan outlines the potential for approximately 3,770 dwellings in the South East precinct, which represents an average yield of 12 lots per hectare.

Based on an average household size of 2.95 persons, the Growth Plan estimates that the South East precinct has the potential to accommodate a population of approximately 11,110 persons at full capacity.

Potential Future Demographic Characteristics of PSP Residents

It is difficult to establish the precise socio-economic characteristics of future Bannockburn South East precinct residents. However, analysis of the 2021 ABS Census of Population and Housing data for the Ballarat West Growth Area and Armstrong Creek Growth Area, which have been the focus for new residential communities over the past decade, provides an indication of the potential characteristics of future Bannockburn South East residents.

The key socio-economic features of residents in the developing areas of Ballarat West (e.g. Lucas and Delacombe) and Armstrong Creek are summarised in Table 4.

The key distinguishing features include:

- **Above-average household incomes**, with the median household income of +42.3% and +59.0% above the median for Regional Victoria for the growth areas of Ballarat West and Armstrong Creek, respectively.
- **Younger age structure**, with a median age in these growth areas being 29.6 (Ballarat West) and 29.9 years (Armstrong Creek). This is significantly lower when compared to the Regional Victoria benchmark of 42.8 years. The proportion of children aged 4 years and younger in these areas, at over 10%, is also very high.
- **High share of couple family households with children**, which account for between 37.5% to 40.3% of households compared to 26.3% in Regional Victoria. This contributes to an average household size of 2.8 persons compared to an average of 2.4 persons for Regional Victoria.
- **High proportion of households with a mortgage**, which accounts for between 51.6% to 56.5% of households compared to 34.1% for Regional Victoria.

Table 4 Demographic Profile of Comparable Western Regional Victorian Growth Areas, 2021

Category	Ballarat West Growth Area	Armstrong Creek Growth Area	*Regional Vic*
Income			
Median individual income (annual)	$47,970	$52,960	*$37,160*
Variation from Regional Vic. median	*+29.1%*	*+42.5%*	*n.a.*
Median household income (annual)	$103,480	$115,620	*$72,730*
Variation from Regional Vic. median	*+42.3%*	*+59.0%*	*n.a.*
Age Structure			
0-4 years	10.1%	10.7%	*5.4%*
5-19 years	20.7%	18.8%	*17.8%*
20-34 years	29.7%	31.3%	*16.9%*
35-64 years	30.3%	32.1%	*37.7%*
65-84 years	8.1%	6.4%	*19.6%*
85 years and over	1.1%	0.8%	*2.7%*
Median Age (years)	29.6	29.9	*42.8*
Country of Birth			
Australia	82.4%	81.4%	*88.2%*
Other Major English Speaking Countries	3.6%	6.3%	*4.9%*
Other Overseas Born	14.0%	12.3%	*6.9%*
% speak English only at home	*84.1%*	*85.4%*	*93.0%*
Household Composition			
Couple family with no children	24.9%	26.2%	*29.9%*
Couple family with children	37.5%	40.3%	*26.3%*
Couple family - Total	62.4%	66.4%	*56.2%*
One parent family	14.0%	11.2%	*10.8%*
Other families	0.9%	1.0%	*0.7%*
Family households - Total	77.3%	78.6%	*67.7%*
Lone person household	18.2%	15.3%	*29.4%*
Group household	4.4%	6.1%	*2.9%*
Dwelling Structure (Occupied Private Dwellings)			
Separate house	97.5%	96.1%	*90.2%*
Semi-detached, row or terrace house, townhouse etc.	2.5%	3.5%	*7.2%*
Flat, unit or apartment	0.0%	0.0%	*1.9%*
Other dwelling	0.0%	0.5%	*0.7%*
Total dwellings	4,080	6,230	*606,730*
Occupancy rate	*96.3%*	*94.8%*	*86.0%*
Average household size	2.8	2.8	*2.4*
Tenure Type (Occupied Private Dwellings)			
Owned outright	15.8%	12.8%	*40.3%*
Owned with a mortgage	51.6%	56.5%	*34.1%*
Rented	32.2%	29.9%	*23.6%*
Other tenure type	0.4%	0.9%	*2.0%*
Housing Costs			
Median monthly mortgage repayment	$1,618	$1,867	*$1,443*
Variation from Rest of Vic. median	*+12.2%*	*+29.4%*	*na*
Median mortgage as a share of median household income	18.8%	19.4%	*23.8%*
Median weekly rents	$393	$423	*$289*
Variation from Rest of Vic. median	+35.6%	+46.2%	*na*
Median rent as a share of median household income	19.7%	19.0%	*20.7%*

Source: ABS, 2021; Ethos Urban
Note: Interpretation of small area data from the 2021 ABS Census should consider potential outcomes from the COVID-19 pandemic.

2.3 Bannockburn Growth Plan Retail Study Overview

MacroPlan prepared a report titled "*Bannockburn Retail Study*" for the VPA in February 2020. A summary of the key findings of the report is provided as follows:

- The catchment identified by MacroPlan covers the urban area and growth areas of Bannockburn, and was estimated at 5,860 people in 2019 and forecast to reach around 15,660 residents by 2036.
- MacroPlan summarised the socio-demographic profile of the Bannockburn as being reflective of a growth area in regional Victoria including a high-proportion of traditional family units in their early life stages, who are attracted to the area by the affordability and lifestyle on offer.
- The assessment found that the level of retail expenditure per household for the catchment in 2019 was estimated at $39,915, which at the time was stated to be some 20% above the regional Victorian average.
- Total retail expenditure in the Main Trade Area was forecast to grow at a significant rate, from $78 million in 2019 to $214 million in 2036, reflecting an average annual growth rate of 6.1% per annum over the forecast period.
- The report states that Bannockburn Town Centre, which is centred on High Street and includes Bannockburn Plaza, is the main location for retail in the catchment.
- The assessment identified the Geelong CBD as the main hub for retailing and business services for the wider region, including residents in the identified Main Trade Area. It states that the Geelong CBD serves a regional catchment and includes a Westfield shopping centre and Geelong Market Square.
- The MacroPlan assessment found with the establishment of the growth areas in Bannockburn, the town will require another retail precinct. The timing of the centre was established to be around 2038-2040, when the growth area south sector (as identified) reaches a population of 3,000. At that time a small 1,500m^2 centre anchored by a 500m^2 foodstore was assessed to be supportable in the southern growth area. When the area reaches 8,000 residents, which was estimated to be by around 2058-2060, the report found that a centre anchored by a full-scale supermarket would be supportable.

3.0 Catchment Area Assessment

A review of an indicative Catchment Area is provided in this Chapter. The Catchment Area is a region considered most relevant for retail facilities provided throughout Bannockburn and is provided as context for the assessment of demand for retail floorspace at the subject site provided in following Chapters. An assessment of the Catchment Area population, demographics and retail spending is detailed.

3.1 Resident Catchment Area Definition

The extent of a catchment for any facility is shaped by a number of factors such as the following:

- The relative attraction of the facility in question as compared with alternative facilities including its scale and composition, as well as easy of access and provision of carparking at the subject facility.
- The surrounding competitive context, particularly the location, scale and quality of competing facilities.
- The available road network and public transport service and how they operate to effect ease of use and access to the site in question.
- Significant physical barriers which are difficult to cross, which can act to delineate the boundaries of a catchment.

The Catchment Area defined for the retail facilities in Bannockburn, particularly the Bannockburn Town Centre, reflects the following factors:

- The provision of retail facilities, which mostly serve the daily/weekly food, grocery and convenience-oriented needs of residents in the surrounding area.
- The limited existing competitive supermarket facilities in many of the surrounding towns.
- The extensive range and provision of retail centres located throughout the Greater Geelong region.

The extent of the defined Catchment Area primarily reflects the presence of a full-line supermarket and range of convenience retail uses at the Bannockburn Town Centre. It also has regard to mobile device ping data from Near.

The data sourced from Near, which is for the time period from June 2021 to May 2022, provides individual geolocations of mobile device pings in the Bannockburn Town Centre, randomised by within an area of 50m to protect the privacy of users. Mobile devices 'ping' when they interact with a mobile network tower. A ping can result from a call, text message, use of an application, a change in user location, and the device periodically providing its location to the nearest tower to retain connection with the carrier network. Though mobile ping data is not able to give an exact estimate of visitor numbers, the number and location of mobile pings can provide an indication of the intensity of visitation across different times and areas.

Based on all of the above, the Catchment Area is defined to include a Primary Trade Area and three Secondary Trade Areas, as illustrated in Figure 11 and described as follows:

- The **Primary Trade Area** (PTA) is centred around the established urban area of Bannockburn including the future growth areas and the adjoining rural suburbs of Gheringhap, Russells Bridge, Murgheboluc and Stonehaven.
- The **Secondary Trade Area – Lethbridge** (STA-L) encompasses the rural suburbs of Lethbridge, Maude and parts of Sutherland Creek.
- The **Secondary Trade Area – Inverleigh** (STA-I) contains the town of Inverleigh, and extends west to include Hesse and Wingeel along the Melbourne – Adelaide freight railway line.
- The **Secondary Trade Area – Teesdale** (STA-T) encompasses the town of Teesdale and the surrounding rural areas including Shelford, Warrambine and Bamganie

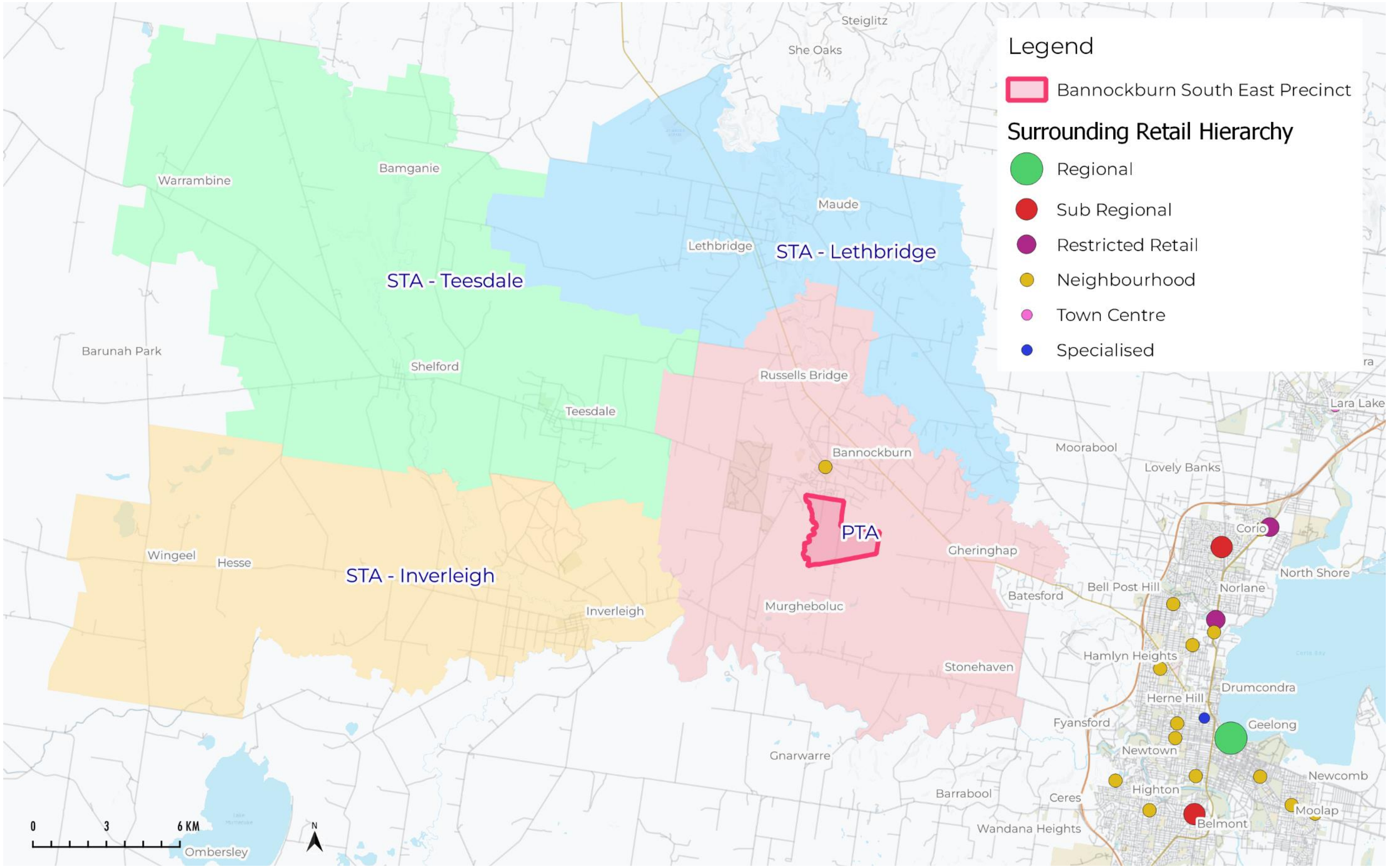
The proportion of visitors and visits to the Bannockburn Town Centre from each Trade Area sector is outlined Table 5, as calculated from data provided by Near. It shows that 73.5% visits to the Bannockburn Town Centre are generated from residents living in the Catchment Area, which is generally consistent for retail catchments defined for regional towns.

Table 5   Share of Visitors and Visits to Bannockburn Town Centre

Area	Visitors (%)	Visits (%)
Catchment Area		
PTA	18.7%	54.0%
STA - Lethbridge	2.8%	6.2%
STA – Inverleigh	2.8%	3.5%
STA – Teesdale	4.3%	9.8%
Total Catchment Area	**28.6%**	**73.5%**
G21 Region		
Colac Otway	0.6%	0.1%
Golden Plains	31.6%	74.9%
Greater Geelong	35.2%	14.6%
Queenscliffe	0.2%	0.1%
Surf Coast	2.9%	1.3%
Total G21 Region	**70.6%**	**91.0%**
Beyond	29.4%	9.0%
Total	**100.0%**	**100.0%**

Source: Near (mobile ping data); Ethos Urban

Figure 11 Bannockburn Catchment Area



Source: Ethos Urban

3.2 Catchment Area Resident Population

In 2022, the Catchment Area population is estimated at approximately 13,400 residents, with 7,450 residents in the PTA. Since 2016, the Catchment Area increased by an estimated average of +430 persons a year, or equivalently +3.7% per annum. Strong population growth across the forecast period is expected to be driven primarily by housing development in the Bannockburn area including conventional and low density dwelling on the established urban fringe.

The population of the Catchment Area is projected to reach approximately 23,970 residents by 2036, with the PTA projected to reach 15,930 residents. The significant population growth expected in the PTA between 2022 and 2036 (annual growth rate of +5.6% or 610 persons) is driven primarily by the expansion of the Bannockburn urban area with the five planned or proposed growth areas. Growth in the Secondary Trade Areas is forecast to slow although remain at a strong level for predominantly rural areas.

Historic population levels for the Catchment Area have been estimated by using ABS estimated resident population (ERP) data, which is considered the most accurate and up-to-date population data available in Australia.

The population projections are based on a range of sources including ABS data and .id projections prepared for Golden Plains Shire and other research undertaken by this office. It is noted that .id produce population and dwelling forecasts for Golden Plains Shire, as detailed in Chapter 1, that includes small areas that combine to broadly reflect the Catchment Area and were produced in July 2020.

Population estimates for the Catchment Area are summarised in Table 6.

Table 6 Historic, Current and Forecast Catchment Area Population (2016 to 2036)

	2016	2021	2022	2026	2031	2036	2022 to 2036
Population (no.)							
PTA	6,030	7,250	7,450	8,350	11,470	15,930	+8,480
STA - Lethbridge	1,360	1,510	1,530	1,600	1,700	1,800	+270
STA - Inverleigh	1,460	1,700	1,750	1,950	2,200	2,450	+700
STA - Teesdale	2,040	2,600	2,680	3,000	3,400	3,800	+1,120
Catchment Area	**10,890**	**13,060**	**13,400**	**14,900**	**18,760**	**23,970**	**+10,570**
Average Annual Growth (no.)							
PTA		+240	+200	+230	+620	+890	+610
STA - Lethbridge		+30	+20	+20	+20	+20	+20
STA - Inverleigh		+50	+50	+50	+50	+50	+50
STA - Teesdale		+110	+80	+80	+80	+80	+80
Catchment Area		**+430**	**+340**	**+380**	**+770**	**+1,040**	**+760**
Average Annual Growth (%)							
PTA		+3.8%	+2.8%	+2.9%	+6.6%	+6.8%	+5.6%
STA - Lethbridge		+2.1%	+1.3%	+1.1%	+1.2%	+1.1%	+1.2%
STA - Inverleigh		+3.1%	+2.9%	+2.7%	+2.4%	+2.2%	+2.4%
STA - Teesdale		+5.0%	+3.1%	+2.9%	+2.5%	+2.2%	+2.5%
Catchment Area		**+3.7%**	**+2.6%**	**+2.7%**	**+4.7%**	**+5.0%**	**+4.2%**

Source: ABS; Forecast id., Golden Plains Shire; Ethos Urban

3.3 Demographic Characteristics

The demographic characteristics of an area are an important factor to consider within the retail landscape, with implications for shopping behaviour patterns as well as the retail needs and expectations of the population. Table 7 compares the socio-demographic profile of residents in the Catchment Area with Regional Victoria, as sourced from the 2021 ABS Census.

The main points drawn from the data are as follows:

- **Above average median household incomes.** At the 2021 ABS Census, median annual household incomes for each Trade Area were significantly higher than the Regional Victoria benchmark.
- **Younger age structure in PTA.** The PTA had a median age of 36.2 years in 2021 which is significantly younger than for Regional Victoria (42.8 years). The lower median age in the PTA reflects Bannockburn's popularity with younger families and for greenfield development in the Catchment Area and Golden Plains Shire more broadly.
- **Significant proportion of Australian born residents.** Similar to Regional Victoria although to a greater extent, the vast majority of residents in the PTA and Catchment Area were born in Australia. United Kingdom and New Zealand were the main countries of origin for overseas born residents.
- **Predominantly family orientated house composition.** Approximately three-quarters (86.8%) of households in the Catchment Area were family households in 2021, well above the Regional Victorian average (67.7%). In the STA - Inverleigh the share of family households is the highest in Catchment Area (88.0%).
- **High proportion of dwellings owned with a mortgage.** The share of homes owned with a mortgage in the Catchment Area (58.1%) is significantly higher than the Regional Victoria average (34.1%). The comparatively high share of homes owned with a mortgage in the Catchment Area reflects the high composition of young families.
- **Above average housing costs.** Housing costs in the Catchment Area are notably higher than the regional Victorian average, particularly in STA – Inverleigh and STA – Teesdale. Mortgage repayments in the Catchment Area are +31.6% higher than the Regional Victoria benchmark of $1,443.

Overall, the socio-demographic profile of the Catchment Area is reflective of generally more affluent regional towns which attract families in their early to mid-life stages. The majority of residents were born in Australia, and most homes are owned with a mortgage. The above demographic profile also broadly reflects those outlined in Section 2.2 for Ballarat West and Armstrong Creek.

Table 7 Socio-demographic Profile of Catchment Area Population, 2021

Category	PTA	STA - Lethbridge	STA - Inverleigh	STA - Teesdale	Catchment Area	*Regional Vic.*
Income						
Median individual income (annual)	$44,980	$41,810	$45,090	$42,880	$44,080	*$37,160*
Variation from Regional Vic. median	+21.0%	+12.5%	+21.3%	+15.4%	+18.6%	*n.a.*
Median household income (annual)	$110,930	$107,210	$112,090	$110,550	$110,410	*$72,730*
Variation from Regional Vic. median	+52.5%	+47.4%	+54.1%	+52.0%	+51.8%	*n.a.*
Age Structure						
0-4 years	7.5%	5.1%	7.8%	7.4%	7.2%	*5.4%*
5-19 years	24.6%	23.1%	23.9%	22.2%	23.9%	*17.8%*
20-34 years	15.9%	16.5%	11.9%	15.0%	15.3%	*16.9%*
35-64 years	37.5%	43.2%	44.9%	42.9%	40.2%	*37.7%*
65-84 years	12.7%	11.5%	11.1%	11.6%	12.1%	*19.6%*
85 years and over	1.8%	0.5%	0.4%	0.8%	1.3%	*2.7%*
Median Age (years)	36.2	38.4	38.7	38.1	37.1	*42.8*
Country of Birth						
Australia	91.3%	90.0%	91.6%	91.6%	91.2%	*88.2%*
Other Major English Speaking Countries	5.7%	5.0%	5.8%	5.9%	5.7%	*4.9%*
Other Overseas Born	3.0%	5.0%	2.7%	2.5%	3.1%	*6.9%*
% speak English only at home	*96.6%*	*96.0%*	*97.4%*	*97.8%*	*96.9%*	*93.0%*
Household Composition						
Couple family with no children	28.0%	30.5%	32.3%	29.2%	29.1%	*29.9%*
Couple family with children	48.2%	45.1%	49.5%	50.2%	48.4%	*26.3%*
Couple family - Total	76.1%	75.6%	81.8%	79.4%	77.5%	*56.2%*
One parent family	10.3%	9.3%	6.2%	7.3%	9.1%	*10.8%*
Other families	0.2%	0.0%	0.0%	0.7%	0.2%	*0.7%*
Family households - Total	86.6%	85.0%	88.0%	87.4%	86.8%	*67.7%*
Lone person household	12.7%	14.4%	12.0%	11.0%	12.5%	*29.4%*
Group household	0.7%	0.6%	0.0%	1.6%	0.8%	*2.9%*
Dwelling Structure (Occupied Private Dwellings)						
Separate house	96.3%	100.0%	99.4%	100.0%	97.9%	*90.2%*
Semi-detached, townhouse etc.	3.7%	0.0%	0.0%	0.0%	2.0%	*7.2%*
Flat, unit or apartment	0.0%	0.0%	0.6%	0.0%	0.1%	*1.9%*
Other dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	*0.7%*
Total dwellings	2,290	480	540	820	4,130	*606,730*
Occupancy rate	*96.6%*	*93.3%*	*94.3%*	*96.8%*	*95.9%*	*86.0%*
Average household size	3.0	2.9	3.0	3.0	3.0	*2.4*
Tenure Type (Occupied Private Dwellings)						
Owned outright	30.8%	38.4%	33.3%	32.9%	32.4%	*40.3%*
Owned with a mortgage	58.1%	52.5%	60.6%	59.5%	58.1%	*34.1%*
Rented	10.4%	6.5%	4.6%	6.2%	8.3%	*23.6%*
Other tenure type	0.8%	2.6%	1.5%	1.5%	1.2%	*2.0%*
Housing Costs						
Median monthly mortgage repayment	$1,883	$1,784	$1,948	$1,968	$1,899	*$1,443*
Variation from Rest of Vic. median	+30.5%	+23.6%	+35.0%	+36.4%	+31.6%	*na*
Median weekly rents	$385	$349	$321	$407	$380	*$289*
Variation from Rest of Vic. median	+33.0%	+20.6%	+11.0%	+40.7%	+31.5%	*na*

Source: ABS, 2021; Ethos Urban
Note: interpretation of small area data from the 2021 ABS Census should consider potential outcomes from the COVID-19 pandemic.

3.4 Retail Expenditure

Estimates of retail expenditure for the Catchment Area have been derived from MarketInfo, which is a micro-simulation model that combines data from the ABS Household Expenditure Survey, ABS Population and Housing Census, National Accounts and other sources, to generate estimates of retail expenditure for small areas. MarketInfo is widely used in the retail economic, property and planning sectors.

Retail spending estimates for the Catchment Area are provided for the following retail spending categories:

- Food, liquor, groceries (FLG) which is the most relevant in terms of assessing future supermarket opportunities
- Food catering, including cafés, restaurants and take away food
- Non-food spending
- Retail services, including beauty salons and hairdressers.

Average Per Capita Retail Spending

Per capita retail spending in the Catchment Area is estimated at $15,240 in 2022, around -2.9% below the Regional Victoria average.

Per capital retail spend in the PTA is -3.7% below the Regional Victoria average despite the higher individual and household income, and therefore likely reflects the relatively limited retail offering in the local area, proximity to higher order retail, and younger age structure. The per capita spending levels for each trade area and the total catchment area are shown in Table 8 and includes the variation from the Regional Victorian benchmark.

Table 8 Average Per Capita Retail Spending, Catchment Area, 2022

Catchment Area	Food, Liquor and Groceries	Food Catering	Non Food	Services	Total Retail
Per Capita Spending ($2021/22)					
PTA	**$6,480**	**$1,710**	**$6,430**	**$500**	**$15,120**
STA - Lethbridge	$6,810	$1,680	$6,430	$450	$15,370
STA - Inverleigh	$6,390	$1,660	$6,260	$470	$14,790
STA - Teesdale	$6,910	$1,800	$6,600	$490	$15,800
Catchment Area	**$6,590**	**$1,720**	**$6,440**	**$490**	**$15,240**
Rest of Vic	*$6,970*	*$1,790*	*$6,420*	*$530*	*$15,700*
Variation from Regional Vic average					
PTA	**-7.0%**	**-4.5%**	**+0.2%**	**-5.7%**	**-3.7%**
STA - Lethbridge	-2.3%	-6.1%	+0.2%	-15.1%	-2.1%
STA - Inverleigh	-8.3%	-7.3%	-2.5%	-11.3%	-5.8%
STA - Teesdale	-0.9%	+0.6%	+2.8%	-7.5%	+0.6%
Catchment Area	**-5.5%**	**-3.9%**	**+0.3%**	**-7.5%**	**-2.9%**

Source: MarketInfo; Ethos Urban

Total Retail Spending

Estimates of total retail expenditure by Catchment Area residents to 2036 are shown in Table 9 and have been calculated with reference to per capita spending in Table 8 and the population projections in Table 6.

In addition, the estimates are subject to an application of real growth in per capita spending, calculated with reference to historical growth rates in retail spending over the past 20 years as derived from ABS Australian National Accounts data. All figures are expressed in constant 2022 dollars, and thus the effects of retail inflation are excluded.

Total retail spending by Catchment Area residents is forecasted to increase from approximately $204.3m in 2022 to $415.0m in 2036, representing an increase of almost double or +$210.9 million across the 14 years.

Table 9 Forecast Retail Spending by Catchment Area Residents, 2022 to 2036 (2021/22 dollars)

Retail Category	2022	2026	2031	2036
PTA				
FLG	$48.3m	$55.4m	$78.2m	$111.8m
Food Catering	$12.7m	$14.5m	$20.5m	$29.1m
Non-Food	$47.9m	$56.8m	$83.5m	$124.2m
Services	$3.7m	$4.3m	$6.2m	$9.1m
Total Retail	**$112.6m**	**$131.0m**	**$188.3m**	**$274.2m**
STA - Lethbridge				
FLG	$10.4m	$11.1m	$12.2m	$13.2m
Food Catering	$2.6m	$2.7m	$3.0m	$3.2m
Non-Food	$9.8m	$10.8m	$12.4m	$14.0m
Services	$0.7m	$0.7m	$0.8m	$0.9m
Total Retail	**$23.5m**	**$25.4m**	**$28.4m**	**$31.4m**
STA - Inverleigh				
FLG	$11.2m	$12.7m	$14.8m	$16.9m
Food Catering	$2.9m	$3.3m	$3.8m	$4.4m
Non-Food	$10.9m	$12.9m	$15.6m	$18.6m
Services	$0.8m	$1.0m	$1.1m	$1.3m
Total Retail	**$25.8m**	**$29.9m**	**$35.3m**	**$41.2m**
STA - Teesdale				
FLG	$18.5m	$21.2m	$24.7m	$28.4m
Food Catering	$4.8m	$5.5m	$6.4m	$7.3m
Non-Food	$17.7m	$20.9m	$25.4m	$30.4m
Services	$1.3m	$1.5m	$1.8m	$2.1m
Total Retail	**$42.4m**	**$49.2m**	**$58.4m**	**$68.3m**
Catchment Area				
FLG	$88.4m	$100.4m	$129.9m	$170.4m
Food Catering	$23.0m	$26.1m	$33.7m	$44.1m
Non-Food	$86.4m	$101.4m	$136.8m	$187.2m
Services	$6.5m	$7.5m	$10.0m	$13.5m
Total Retail	**$204.3m**	**$235.4m**	**$310.3m**	**$415.1m**

Source: MarketInfo; Ethos Urban

4.0 Activity Centre Hierarchy Review

This Chapter presents an overview of the competitive landscape with a focus on the hierarchy of activity centres in the surrounding region.

An existing framework of centres operates in the region surrounding Bannockburn. This generally includes one established centre in Bannockburn, as well as a broad mix of activity centres located throughout Greater Geelong.

Within the Catchment Area, the only existing centre of competitive relevance is the Bannockburn Town Centre located approximately 2.5km to the north of the subject site. The Bannockburn Town Centre consists of Bannockburn Plaza and well as a range of retail shops and services provided along High Street.

Bannockburn Plaza is currently being redeveloped with a significant redevelopment and expansion of the Woolworths Supermarket. The anchor supermarket is being relocated and will be supported by around 20 new specialty stores. The centre has historically served the immediate surrounding population including the surrounding rural areas. The expansion will allow the centre to better serve the needs of residents of Bannockburn and of the surrounding localities.

An insight into the tenancy mix in the Bannockburn Town Centre is provided in Table 10. The Bannockburn Town Centre provided a mix of retail, commercial and other shop fronts typically present in regional towns.

Table 10 Bannockburn Town Centre Land Use Mix, 2022

Category	Bannockburn	
	Main Street	Bannockburn Plaza*
Retail Anchors		
National supermarket	-	1
Fresh Produce	3	-
Total Retail Anchors	3	1
Retail Specialties		
Liquor	1	1
Food Catering	9	1
Leisure	2	-
Household Goods	1	-
General Retail	1	1
Retail Services	6	-
Total Retail Specialties	20	3
Vacant Shops	1	-
Total Retail Shops	24	4
Other non-retail		
Medical/health	5	-
Gym	1	-
Tavern/Bar	1	-
Offices	5	1
Other	1	1
Total Other Non-retail	13	2
Total	37	6

* Pre expansion
Source: Ethos Urban Field Visit (June 2022)

Other notable retail precincts beyond the Catchment Area include:

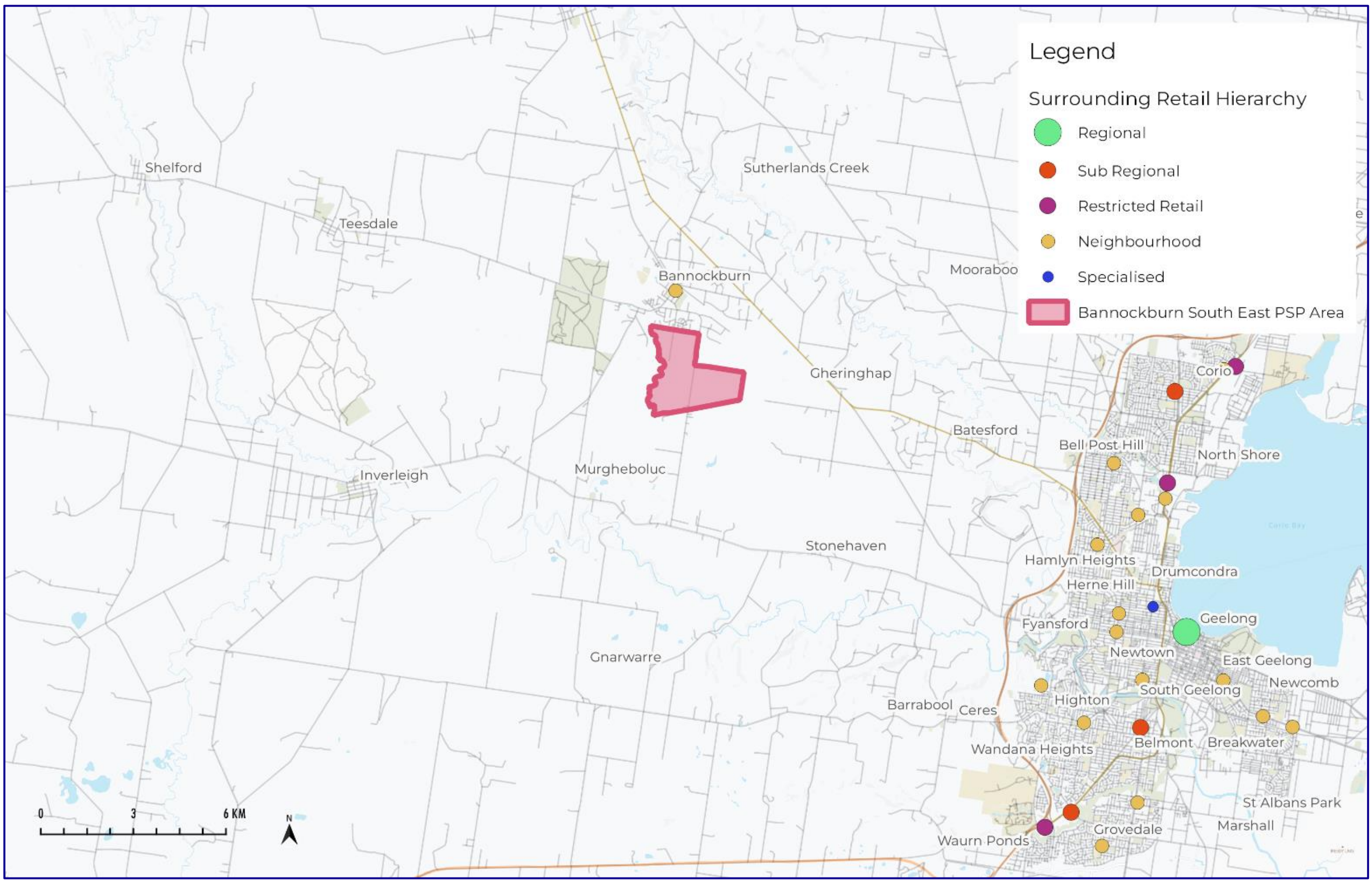
- **Geelong CBD**, which is the primary retail, commercial and administrative centre serving the Greater Geelong region and beyond. It includes Westfield Geelong, Market Square and an extensive street-based shopping precinct.
- **Corio**, which is another significant retail destination located approximately 15km to the east of the subject site. It includes Corio Village, a sub-regional shopping centre anchored by Kmart, Coles and Woolworths, and the Geelong Gateway precinct (BCF, Chemist Warehouse, ALDI and Harvey Norman) along Melbourne Road. Corio Village was recently sold and has undergone a renovation.
- **Waurn Ponds Shopping Centre**, which is a sub-regional centre located approximately 20km to the south east of the proposed activity centre and is accessible via the Midland Highway and Geelong Ring Road. Expanded in 2014, the centre includes a strong mix of retailers including Kmart and Target discount department stores, Coles and Woolworths supermarkets and a cinema centre. A major large format retail precinct is located nearby.

As outlined in Chapter 1 of this report, the future NGGA and WGGA are planned a short distance from Bannockburn and are planned to provide up to 13 activity centres ranging from sub-regional to local centres. The timing of the development of these centres remains uncertain, and will be dependent on population growth in the respective areas.

In addition to the above, limited local convenience retailing is provided in the towns of Teesdale and Inverleigh.

The activity centre hierarchy in the area surrounding Bannockburn is shown in Figure 12.

Figure 12 Surrounding Activity Centre Hierarchy



Source: Ethos Urban

5.0 Bannockburn South East Activity Centre Potential

The Chapter provides an assessment of the extent of retail and non-retail commercial floorspace supportable at the subject site, as well as the indicative land area requirements.

5.1 Retail Potential

An activity centre at the subject site is expected to serve the South-East precinct as its core catchment. While it would likely capture some trade from throughout the previously defined Bannockburn Catchment Area, in terms of determining the level of supportable floorspace it is considered appropriate for the following analysis to be based on the population capacity of the South East precinct.

As previously detailed, the Bannockburn South East precinct is anticipated to accommodate approximately 3,770 dwellings and some 11,110 residents. The extent of the Bannockburn South East precinct, in context to the surrounding retail hierarchy, is shown in the previous Figure 12.

When planning for a future activity centre, an understanding of the potential opportunity for a supermarket is important. Supermarkets act as anchor tenants that support adjoining businesses, both retail and non-retail, via the significant levels of custom the supermarkets typically attract to a locality. There is no definitive population threshold to support a supermarket, though a range of 8,000 – 10,000 residents is often quoted as the typical population required to support a full-line supermarket. A full-line supermarket is generally considered to be in the order of 3,200m^2 or larger.

While a range of factors such as site accessibility and exposure, market demand and competitive landscape influence the scale of supermarket supportable at any particular site, the expected population capacity for the South East precinct, at over 11,000 residents, indicates that there may be the potential for a full-line supermarket to be sustainable in the area.

The following provides an analysis of the expected demand for retail floorspace generated by the population of the South-East precinct at capacity.

Assessments of retail floorspace demand are typically based on a retail expenditure or a floorspace per capita methodology. In this case where the population growth is yet to commence and the retail spending behaviour of future residents is not known, a floorspace per capita methodology is used. It is noted that modelling retail demand for a given area can be imprecise and depends on a range of factors. Therefore, the floorspace demand analysis should be viewed as indicative.

There is no up-to-date and reliable source of the amount of retail floorspace provided in Australia, though a broad measure often quoted by economists is 2.1 – 2.2m^2 of retail floorspace per person. In our view, this is considered a reasonable estimate.

The ongoing growth in online spending is likely to have some implications for the demand of retail floorspace. The ABS collects information on online sales as part of its Retail Trade survey. As at May 2022, the data indicates that 5.6% of food sales were made online as well as 16.1% of non-food sales. However, it is important to note that increasing online sales does not necessarily result in a decline in physical retail floorspace. For example, a proportion of online sales would be served by physical outlets including supermarkets and takeaway food stores. Nevertheless, it is clear that some retail spending demand will be served by businesses not requiring physical retail floorspace, and this is likely to increase in the future.

The following analysis is based on expected demand for a range of around 1.9 to 2.2 m^2 per person in the region. The expected floorspace demand by retail category is estimated based on a typical provision of retail floorspace and the retail spending behaviour of residents in surrounding area. The ranges applied are as follows:

- Food, Liquor and Groceries (FLG): 0.6 – 0.7m^2 per person
- Food Catering: 0.25 – 0.3m^2 per person
- Non-food: 1.0 – 1.1m^2 per person
- Retail Services: 0.08 – 0.1m^2 per person.

This level of retail floorspace demand would be served by existing and future retail facilities located within Bannockburn, as well as retail facilities located outside local area, particularly throughout Greater Geelong.

A future activity centre at the subject site is expected to have the potential to retain a substantial proportion of the fresh food, take-home liquor and grocery (FLG) floorspace demand of future resident in the South East precinct, as well as sizable proportions of food catering (cafes/restaurants/takeaway food) and retail services floorspace demand. Larger retail centres in the broader region, i.e. Geelong, will continue to serve the majority of the non-food needs of local residents.

Across the retail categories, the potential proportions of retail floorspace demand an activity centre at the subject site has the potential to retain are estimated as follows:

- Food, Liquor and Groceries (FLG): 55% – 65%
- Food Catering: 20% – 25%
- Non-food: 4% – 5%
- Retail Services: 30% – 35%

These estimates take into account the likely future role of the proposed activity centre, and the provision of existing and likely future retail facilities in the area, particularly at the Bannockburn Town Centre. The Bannockburn Town Centre is the largest activity centre in the area and is expected to continue to expand and evolve to meet the convenience shopping needs of residents in Bannockburn and surrounding area.

Allowing for a capacity population of approximately 11,100 residents in the South-East precinct, and the above floorspace demand and retention estimates, the potential range of retail floorspace expected to be supportable at the subject site are estimated to be as follows:

- Food, Liquor and Groceries (FLG): 3,700 – 4,500m^2
- Food Catering: 600 – 750m^2
- Non-food: 450 – 550m^2
- Retail Services: 250 – 350m^2
- **Total Retail** **5,000 – 6,200m^2**

A centre with 5,000m^2 to 6,200m^2 of retail floorspace would act as a neighbourhood shopping centre, and be able to serve the daily/weekly food, grocery and convenience retail needs of local residents. For a centre of this scale to be supportable, it would be required to be anchored by a supermarket of sufficient scale. Supermarkets in Australia are generally the major source of customer traffic to neighbourhood scale shopping centres, and typically generate sufficient levels of visitation to support a range specialty shops.

In this case, a full-line supermarket of around 3,300m^2 – 3,800m^2 (including liquor) is potentially supportable given the expected level of retail floorspace demand, together with some 400m^2 – 700m^2 food specialty stores. This analysis indicates that approximately 1,300m^2 – 1,700m^2 of other retail specialty space is potentially sustainable.

The above estimates are based on the anticipated market demand in the South-East precinct as it approaches capacity. The other element that needs to be considered is the typically mix of stores at shopping centres of this scale.

Also, to ensure the centre can be developed prior to the area reaching residential development capacity, the amount of retail floorspace considered appropriate to be planned is based on the lower end of the above ranges.

5.2 Non-retail Potential

The following provides a broad indication of potential non-retail uses that may accommodate at the subject site and reflect a typical mix of businesses at other similar supermarket-based centres. Where possible, supporting a range of non-retail uses should be encouraged in order to support local employment opportunities.

Non-retail shopfront and professional services

In addition to retail activities, neighbourhood scale activity centres also accommodate a range of non-retail shopfront uses and some professional services. Examples include real estate agents, travel agents, post offices, solicitors, accountants, tax agents, financial advisers, and so on. The proportion of non-retail shopfront floorspace in local centres varies considerably. In this case, allowing for around 300m^2 of ground floor non-retail shop space is considered appropriate, while further space for professional services would be well suited on an upper level of the future centre.

Gymnasium

The growing health and well-being sector presents an opportunity to provide a gymnasium or fitness centre at activity centres. These types of facilities add to the overall convenience of centres and provide convenience to local residents. Gyms have the potential to drive activity outside of typical retail hours and can greatly contribute to the overall amenity of activity centre developments.

Based on the future market capacity, a small to mid-sized gymnasium is expected to be supportable at the subject site.

Medical Centre and Allied Health

With a growing proportion of expenditure going toward healthcare costs, medical centres are an increasingly important use in activity centre developments. Medical centres play an important role in generating a steady flow of people to locations, with benefits for other uses. Medical centres attract all population segments, though the most important customer groups are elderly residents and young children.

Given the scale of resident population planned for the area, and the expected influx of family households, a future opportunity for a medical centre along with various allied health facilities will exist at the subject site. A medical centre and 2-3 complementary allied health facilities is expected to be supportable and is expected to require approximately 450m^2 of floorspace.

Childcare Centre

Childcare facilities are generally well suited in areas that undergoing greenfield development, which typically attract young families. Positioning childcare centres close to activity centres is generally preferred by parents of young children, many of whom are 'time poor' and value the convenience of other retail and community facilities near their childcare centre.

Given that high number of young families expected to move into the area, a mid-sized children centre (approximately 80-100 children) is expected to be well-suited for the subject site.

Community uses

A small community centre is considered appropriate given the scale of activity centre supportable and the planned population capacity of the area.

Other

Given the distance to the Bannockburn Town Centre and that the centre will continue to act as the main shopping precinct in region, there is considered limited scope for professional office, entertainment and civic uses at the subject site.

5.3 Activity Centre Potential and Timing

The types and scale of uses assessed to be supportable at the subject site are detailed in Table 11. The uses outlined are indicative and are provided to illustrate the scale of floorspace considered appropriate to serve the needs of the future community.

The uses outlined would be best suited to be provided on the ground floor, except for potentially the gym and some medical uses. Some professional services could also be provided on an upper level of the centre subject to the market demand at the time of the centre development.

Table 11 Indicative Activity Centre Scale Supportable

Category	Indicative Floorspace (m^2)
Retail Uses	
Supermarket and liquor	3,350
Food	400
Food catering	650
Non-food	450
Retail services	250
Total Retail	5,100
Indicative Non-Retail Uses	
Non-retail shopfronts	300
Gym	350
Medical centre	250
Allied health	200
Total non-retail	1,100
Sub-total	6,200
Other Potential Uses	
Pad site - restaurant	250
Childcare centre (internal area)	700
Community uses	300
Total other	1,250
Total	**7,450**

Source: Ethos Urban

Potential Timing

Given the early stages of the PSP process it is difficult to provide an estimate of timing of when the activity centre is expected to be supportable. To support a supermarket, together with a range of retail shops and non-retail uses at the subject site, residential development would need to be well established in the Bannockburn South East precinct.

In very broad terms, at a minimal around half of the proposed 3,770 dwellings planned for the South East precinct, or approximately 1,800 – 2,000 dwellings, would need to be developed to sustain the proposed activity centre.

The development of the activity centre when there is an adequate population base and sufficient demand in the local area will ensure the centre is supportable without having an adverse impact on the Bannockburn Town Centre. This view reflects that the proposed activity centre would primarily serve residents in the South East precinct and would draw only a moderate amount of business from the established parts of Bannockburn.

5.4 Land Area Requirements

The land requirements for shopping centres depends on number of factors including the scale of centre, the tenancy mix, if the centre includes an upper level, the provision of carparking, the inclusion of any pad sites, as well as provision of any public open space for community uses.

The following provides an indicative calculation of the land requirement for a 6,200m² shopping centre at the subject site, as well as a restaurant on a pad site and a childcare centre. It is assumed that all floorspace is provided on the ground floor, except for any professional services. It allows for internal road access and carparking at the provision of some 4 – 5 car spaces per 100 m² of floorspace. The approximate land requirements for the activity centre are shown in Table 12

In total, around 2.2 hectares of land should be allowed for a shopping centre of this scale, assuming the inclusion of a restaurant on a pad site and a mid-sized childcare centre. Total floorspace (7,450m²) accounts for 33% of proposed land area and broadly reflects the typical benchmark for neighbourhood centres in growth area locations.

Table 12 Indicative Land Requirements

Description	Estimated Area (m²)
Ground floor GLA for the main centre	6,200
Circulation and the loading dock	2,200
Approx. 280 car spaces and internal roads	8,300
Restaurant Pad Site (incl carparking)	2,500
Child Care Centre	2,000
Community Uses	600
Open Space	500
Total Land Required	**22,300 (2.2 Hectares)**

Source: Ethos Urban

5.5 Activity Centre Location

The preliminary location for the planned activity centre in the Bannockburn South East precinct is shown on the previous Figure 8. The indicative site is situated on the southern side of a future east-west connector road that will connect to Burnside Road and then Midland Highway to the east and Harvey Road to the west.

An activity centre at this location would be convenient to access for residents in the southern part of Bannockburn and particularly future residents in the South East precinct. It is considered to be appropriately removed from the Bannockburn Town Centre, which is to continue to be the main activity centre serving residents of Bannockburn and the surrounding region. The site would also be convenient to access from the future Gheringhap employment precinct once the planned east-west traffic route connects with the Midland Highway.

Overall, the indicative location for the activity centre is considered appropriate. A location near Burnside Road, a key north-south traffic route, is preferred as it would maximise the accessibility and convenience of the future centre.

6.0 Potential Employment Outcomes

This Chapter presents an assessment of the opportunity for employment outcomes in the South East precinct, taking into consideration land identified in the surrounding region for future employment uses.

The Framework Plan for the Bannockburn Growth Plan shows most of the land within the South East precinct as *future residential – short term priority* (refer previous Figure 8). The Framework Plan shows two future employment precincts in the surrounding area, as follows:

- A future business park expansion to the south of the existing business park located on Bannockburn-Shelford Road in western Bannockburn.
- A proposed employment precinct in Gheringhap to the east of Bannockburn.

These employment precincts, as well as other existing and planned future employment precincts in the surrounding region, are discussed in the following section.

6.1 Existing and Planned Employment Precincts

The most relevant existing and planned future employment precincts in the surrounding region are shown in the following Figure 13 and outlined below.

Bannockburn Industrial Precinct

There is currently only one industrial precinct in Bannockburn – namely the Bannockburn Business Park. It is situated on the southern side of Bannockburn-Shelford Road in the western part of Bannockburn. It is in the Industrial 1 Zone and covers an area of approximately 11ha.

The Bannockburn Growth Area Plan outlines that the Bannockburn South West precinct will provide employment opportunity through the expansion of the existing Bannockburn Business Park. The Framework Plan for the Bannockburn Growth Plan identifies the land planned to accommodate the planned expansion of the Bannockburn Business Park (Figure 8).

Geelong Ring Road Economic Precinct

The Geelong Ring Road Economic Precinct (GREP) comprises around 5 square kilometres of land in the Industrial 1 Zone and the Industrial 2 Zone. It is presently Geelong's primary source of vacant industrial land, and the main location in Geelong in which new industrial development has occurred over the past 10 years. It occupies a highly strategic location adjacent to the Geelong Ring Road and contains primarily regional service industry on larger sites.

North Geelong/North Shore

A significant area of commercial and industrial activity is located along Thompson Road and the Princes Highway in North Geelong, as well throughout North Shore. This area, largely in the Industrial 1 Zone and Industrial 2 Zone, is well-established and includes both light service-related industrial uses and a number of more significant manufacturing plants. The Geelong Port is also situated in this area.

Western Geelong Growth Area (WGGA)

The WGGA Framework Plan identifies an employment precinct of 117 hectares (gross land area). Broadly rectangular in shape, the precinct extends north from the Hamilton Highway and abuts Friend in Hand Road, the WGGA's western boundary, with land in both the McCanns Lane and Batesford South precincts. McCanns Lane, aligned east-west in the southern portion of the WGGA, runs through the employment precinct before terminating at Friend in Hand Road. The land in the southern portion of the precinct would have direct access and exposure to the Hamilton Highway.

The WGGA employment precinct land itself is relatively flat and unencumbered. The Hamilton Highway would provide the primary access point for vehicles and a direct link to the Geelong Ring Road, while access to the Midland Highway would be afforded by the Fyansford-Gheringhap Road. Intersections between Hamilton Highway and the Geelong Ring Road will be upgraded to support heavy vehicle movements, as noted in the Framework Plan.

Northern Geelong Growth Area (NGGA)

The NGGA Framework Plan identifies an employment precinct of 177ha. This precinct would be larger than the comparable precinct in the WGGA and represents an eastward extension of the GREP. The NGGA employment precinct is identified in the Framework Plan as a strategic location for employment activities by virtue of its strong access to the Geelong Ring Road and position adjacent to the GREP. The Framework Plan notes there is an opportunity for the 177ha precinct to increase by an additional 124ha if required to support Geelong's long-term economic growth.

Gheringhap

Gheringhap is located approximately 6km south-east of Bannockburn within Golden Plains Shire. The Gheringhap Employment Precinct (GEP) has been identified as a site to accommodate a range of employment uses in the future. A number of factors relating to the GEP's location will influence the development prospects of the precinct in the future, including:

- Proximity to Geelong, Victoria's second largest city.
- The rate and scale of population growth projected for Greater Geelong, which has been growing at a rate of more than 2% per annum. By 2050, Greater Geelong is projected to accommodate approximately 500,000 residents.
- The GEP's accessibility to major centres, including Geelong, Ballarat, Greater Melbourne and Victoria's south-west region.
- Strategic location on the Midland Highway, and easy accessibility to the Geelong Ring Road.
- The GEP's relative proximity to major growth areas including the WGGA, NGGA, Bannockburn and Lara West.

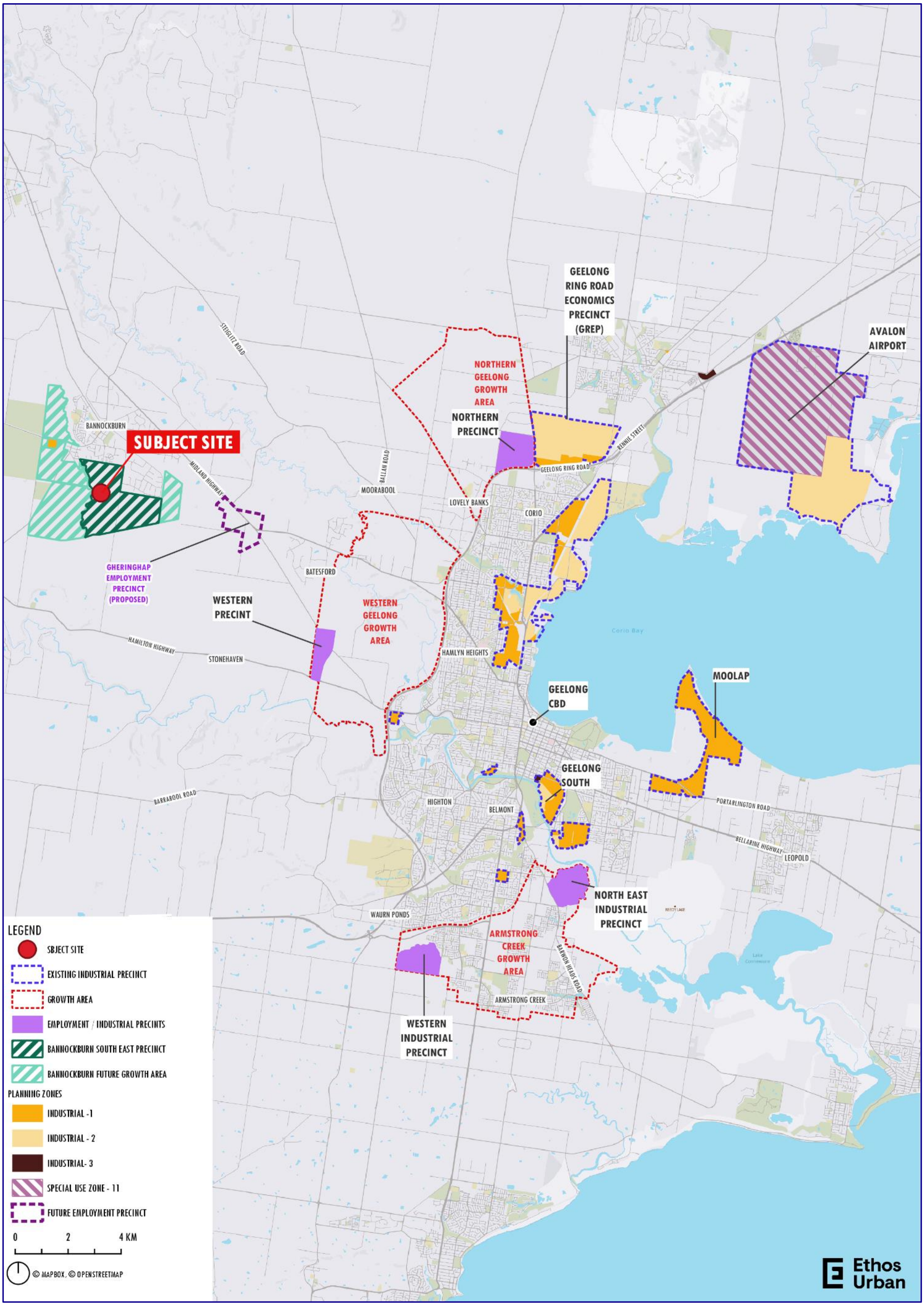
The Gheringhap Framework Plan was adopted in 2012 and represents the most relevant planning document to guide development outcomes of the GEP. The key components of the Framework Plan are as follows:

- 107ha of employment area.
- 26ha of rural area, which is to be protected/maintained for rural purposes.
- 20ha of land identified as Future Investigation Area, to be considered for employment-based development once the area south of the Midland Highway is developed.
- 15ha of Activity Focus land, which is to accommodate community recreation facilities.

Summary

Overall, there are a number of significant employment precincts existing and planned in the surrounding region which will provide job opportunities for future residents of the South East precinct. In addition, there are numerous other precincts in Geelong which include significant numbers of workers, such as the Geelong CBD.

Figure 13 Major Employment Precincts in the Surrounding Region



Source: Ethos Urban

6.2 South East Precinct Potential Employment Outcomes

The majority of land within the South East precinct is identified for future residential uses. Given the major employment precincts in the surrounding region as outlined previously, the South East precinct is not considered suitable for regional level employment land opportunities.

However, a range of uses are planned to be provided in the South East precinct which will create local employment opportunities, including the following:

- Activity centre (including possible childcare centre and community uses)
- Secondary School
- Primary School
- Catholic Primary School
- Kindergarten.

The potential scale of the planned activity centre has been assessed in this report. The potential direct ongoing employment outcomes for the activity centre, based on the uses assessed to be supportable, is detailed in Table 13.

The likely level of ongoing jobs potentially created by the activity centre is estimated at **around 293 direct jobs**, including full-time and part-time workers.

Table 13 Activity Centre Potential Employment Levels

Category	Indicative Floorspace (m²)	Est. employment per 1,000 sq.m	Employment (persons)*
Retail Uses			
Supermarket and liquor	3,350	40	134
Food	400	50	20
Food catering	650	50	33
Non-food	450	50	23
Retail services	250	50	13
Total Retail	5,100	44	223
Indicative Non-Retail Uses			
Non-retail shopfronts	300	40	12
Gym	350	15	5
Medical centre	250	30	8
Allied health	200	30	6
Total non-retail	1,100	28	31
Sub-total	6,200	41	254
Other Potential Uses			
Pad site - restaurant	250	40	10
Childcare centre (internal area)	700	30	21
Community uses	300	25	8
Total other	1,250	31	39
Total	**7,450**	**39**	**293**

*Employment includes both full-time and part-time workers
Source: Ethos Urban

Additional ongoing jobs will also be created at the various schools planned to be provided in the South East precinct. The likely level of jobs created will depend on the size and number of students at each school.

According to the Victorian Teacher Supply and Demand Report 2020 (November 2021), prepared by the Department of Education and Training, teacher demand by student enrolment are as follows:

- Secondary School: 1 teacher for every 10 students
- Primary School: 1 teacher for every 12 students.

The average number of students enrolled in a typical primary school is Victoria is around 300, while the average number of students enrolled in a typical secondary school is around 850.

A typical primary school in Victoria, therefore, employs around 25 teachers, while a typical secondary school employs around 85 teachers.

Given the population growth projected for the Bannockburn region and that it is expected to attract a high proportion of young families, the average size of the schools planned for the South East precinct are expected to larger than average. For the purposes of estimating job creation, the number of enrolled students at the planned schools are assumed to be 20% above the average for Victoria.

A provision of a secondary school, two government primary schools, a catholic primary school and a small kindergarten in the South East precinct would generate an estimated **210 direct ongoing employment opportunities**. This allows for the schools to be larger than average as well as the provision for some non-teacher jobs.

A *Community Infrastructure and Open Space Needs Assessment* was prepared for the Bannockburn South East precinct in September 2022. It found that there may be the potential for a major health precinct in the South East precinct that would serve all of Bannockburn and the surrounding region. Depending on the scale and the type of uses provided, the **health precinct could potentially support up to 105 jobs**. This is based on the broad assumption of a facility with up to 3,500 sq.m of leasable floorspace and approximately 30 jobs per 1,000 sq.m of floorspace.

A range of other facilities may also be developed in the South East precinct as development of the area progresses. These include facilities such as a police station, an ambulance station, a library and an indoor stadium. These uses would create job opportunities in the local area though would serve a wider region of Bannockburn and surrounds. The number of jobs would depend on the type and scale of facilities provided, though at a high-level these types of facilities could potentially create up to approximately **90 employment opportunities**.

Overall, the planned uses in the South East precinct including an activity centre, education facilities, a large medical/health precinct and a range of other community facilities are estimated to create up to around **700 direct ongoing employment opportunities**. This level of job creation would require some facilities to be provided in the South East precinct that would serve the wider Bannockburn district.

7.0 Summary and Conclusion

Bannockburn is the largest town in Golden Plains Shire and is located in the southern portion of the municipality. The town has been the primary source of the municipality's population growth over the course of the past decade.

The Bannockburn Growth Plan identifies a total of approximately 314ha of Net Developable Area (NDA) in the South East precinct. This includes land for residential, commercial and employment uses, though excludes land to be used for roads, recreation and open space. The Growth Plan outlines the potential for approximately 3,770 dwellings in the South East precinct. Based on an average household size of 2.95 persons, the Growth Plan estimates that the South East precinct has the potential to accommodate a population of approximately 11,110 persons at full capacity.

The main centre of competitive relevance to a future activity centre in the South East precinct is the existing Bannockburn Town Centre. It consists of Bannockburn Plaza and well as a range of retail shops and services provided along High Street. Bannockburn Plaza is currently being redeveloped with the relocation and significant expansion of the Woolworths Supermarket with the provision of specialty shops increased to around 20 stores.

The planned activity centre at the South East precinct has the potential to act as a neighbourhood shopping centre and be able to serve the daily/weekly food, grocery and convenience retail needs of local residents.

A centre with 5,000m² to 6,200m² of retail floorspace is considered to be supportable, anchored by a full-line supermarket of around 3,300m² – 3,400m². A further 1,100m² of non-retail uses (e.g. gym, medical centre, health uses) and 1,250m² of other uses (e.g. childcare centre, community uses and pad site restaurant) are also considered supportable.

It is recommended to plan for an activity centre with a total of approximately 7,500m² of floorspace. The land requirement for an activity centre of this scale is around 2.2 hectares.

The preliminary location for the planned activity centre in the Bannockburn South East precinct is situated on the southern side of a future east-west connector road that will connect to Burnside Road and then Midland Highway to the east and Harvey Road to the west. This location is considered appropriate, with a location near Burnside Road preferred as it would maximise the accessibility and convenience of the future activity centre.

In terms of employment opportunities, up to approximately 700 direct jobs could potentially be supported in the South East precinct. The likely level of ongoing jobs potentially created at the proposed activity centre is estimated at around 293 jobs, including full-time and part-time workers. The planned education facilities (secondary school, two government primary schools, a catholic primary school and a small kindergarten in the South East precinct would generate an estimated 210 direct ongoing employment opportunities. Other regional level facilities may also be supported in the South East precinct such as a large health precinct and other community facilities. Depending on the types and scale of uses provided, the facilities could support up to 195 jobs in the local area.