Parwan Employment Precinct Economic & Retail Needs Assessment

Proposal for Department of Transport and Planning (New Communities)

15 July 2026

HillPDA CONSULTING

Contents

Acknowledgement of country

We acknowledge the Traditional Owners of this land and the Wurundjeri Woi-wurrung people of the area in which we are located.

Moorabool Shire Council acknowledgement of country

Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.

1.0 INTRODUCTION

1.1 Context

The Parwan Employment Precinct has significant economic and employment growth potential. It is located within the Bacchus Marsh food bowl and is separated from sensitive land uses.

The precinct has scope to attract businesses that have intra-regional supply chain linkages and those that seek more affordable and unencumbered land close to the metropolitan area.

The precinct is included in the State Government's 10-year plan for industrial land, as part of the Economic Growth Statement.

1.2 Purpose

This report provides an economic and retail assessment for the Parwan Employment Precinct.

The report provides information to inform a structure planning process that seeks to achieve the most desirable economic, outcomes for the precinct to support investment activity and jobs.

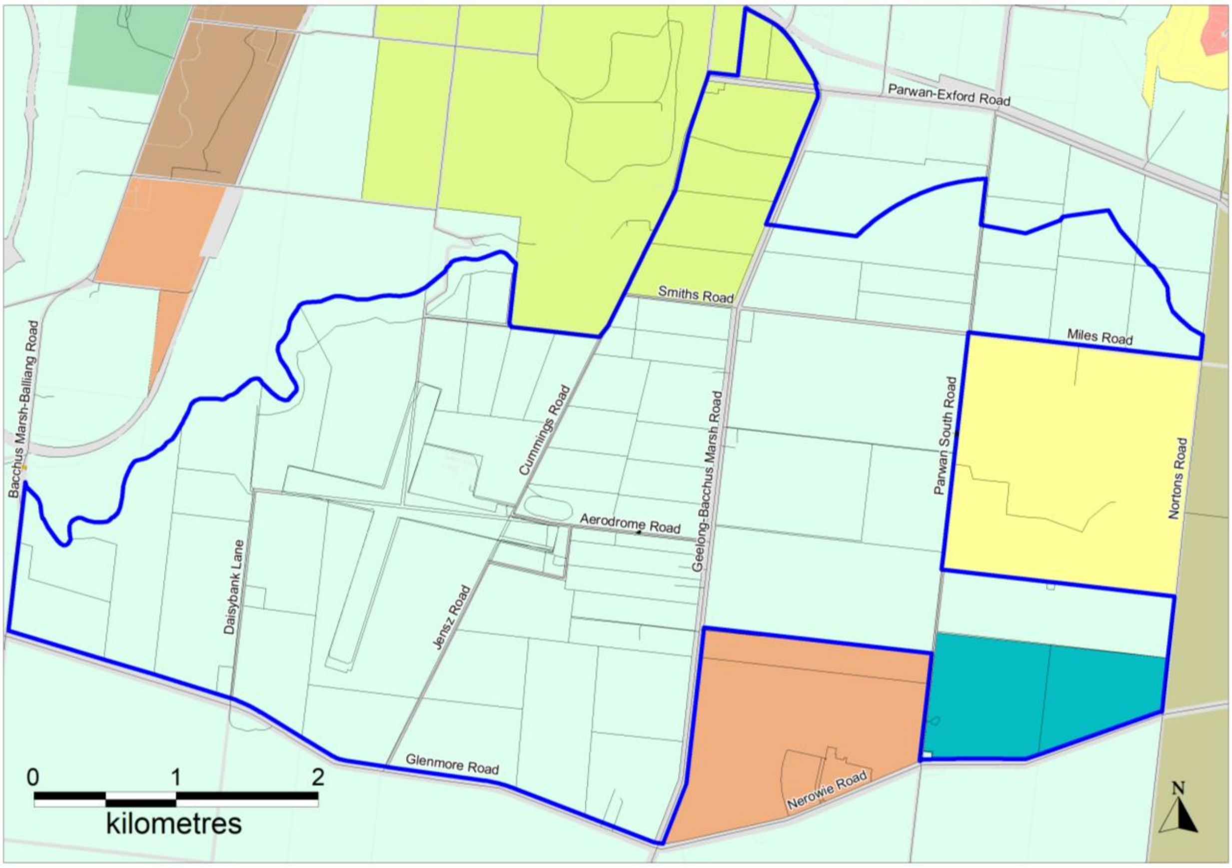
This report:

- Assesses state and local policy and strategy directions for the study area
- Identifies the study area's value proposition in a regional context and drivers within the commercial, office and industrial property markets
- Considers the role of the Bacchus Marsh Aerodrome
- Considers the impact of the proposed Bacchas Marsh Eastern Link Road
- Estimates the quantum and type of commercial, office and retail uses that can be sustained within the precinct (including the proposed sensitive use buffer in the Bacchus Marsh Urban Growth Framework) and related job-generation potential.

1.3 Study Area

The study area is approximately 2,500 gross hectares (ha) in area, incorporating over 80 properties, including the existing Bacchus Marsh aerodrome. The study area is located on the lands of the Wadawurrung.

Figure 1: Study Area



Source: Mapinfo using Department of Transport and Planning data

1.4 Report Structure

This report is structured as follows:

- Overview of the study area's conditions and opportunities, and
- Potential future development and economic outcomes.

The above findings and recommendations are based on research shown in the appendices as follows:

- Appendix A: Existing Conditions
- Appendix B: Policy and Research
- Appendix C: Population Projections
- Appendix D: Economic Trends
- Appendix E: Industrial Land Supply Context
- Appendix F: Property Market Overview
- Appendix G: Future Demand Context
- Appendix H: Future Demand Potential
- Appendix I: References.

2.0 OVERVIEW OF CONDITIONS AND OPPORTUNITIES

2.1 Existing Conditions

The Parwan Employment Precinct currently includes the following activities:

- Farms including equine, poultry, grazing and other agriculture activities
- Food processing
- Bacchus Marsh Aerodrome and associated uses
- Research co-operative
- Earth moving business
- Pet crematorium
- Motor sports facility
- Other uses.

The Bacchus Marsh Aerodrome is a regional airfield and has a focus on gliding, recreational aviation, flight training and transit traffic.

Notable adjacent economic activities are:

- Parwan industrial precinct - this accommodates an abattoir and protein recovery facility in addition to vacant land stocks. The abattoir and protein recovery facility required the delivery of utility infrastructure to the site which has unlocked additional development potential in the immediate area.
- Maddingley Brown Coal Mine - this is an open-cut mine that includes landfill services, recycling, resource recovery, and agricultural soil conditioners.
- Bacchus Marsh Recycled Water Plant - this is a wastewater treatment and recycling facility managed by Greater Western Water. The plant supplies the agricultural sector with high-quality Class C recycled water, which is safe for specific agricultural and non-drinking applications.

Some activities in and around the study area have off-site impacts and associated buffers, which effect the potential use and development of land. This includes the Bacchus Marsh Aerodrome Obstacle Limitation Surface control and buffers around the Maddingley Brown Coal Mine and the Parwan industrial precinct.

2.2 Growth Context

The Parwan study area is located in a rapidly growing corridor between Ballarat to western Melbourne. The population of Moorabool Shire for example could increase from approximatley 41,100 in 2026 to potentially 82,800 by 2051.

In addition to local and regional demand, Parwan has potential to capture state industrial demand, particularly as western metropolitan land becomes more developed and vacant zoned land becomes scarce over time.

The Victorian state government and Moorabool Shire Council have developed a range of policies and strategies to support investment in Parwan as a significant state, regional and local employment precinct.

2.3 Economic Opportunities

The following table and figure summarise economic opportunities for parts of the study area. This is based on an interpretation of the information shown in the appendices to this report.

The shorter term opportunities (i.e. within the next 25 years) are defined as a business park, a local centre alongside existing activities at Bacchus Marsh Aerodrome, Bacchus Marsh Recycled Water Plant, the existing Parwan Industrial Precinct (which is outside the study area) and existing agricultural and agribusiness uses and miscellaneous businesses.

The study area also has opportunities for additional industrial and commercial development along Bacchus Marsh-Geelong Road and north of the aerodrome and in precincts in the south of the study area for ad hoc investment proposals that require significant buffer distances from sensitive land uses. These are noted as longer term and 'on demand' precincts.

Table 1: Possible Economic Activities and Precincts

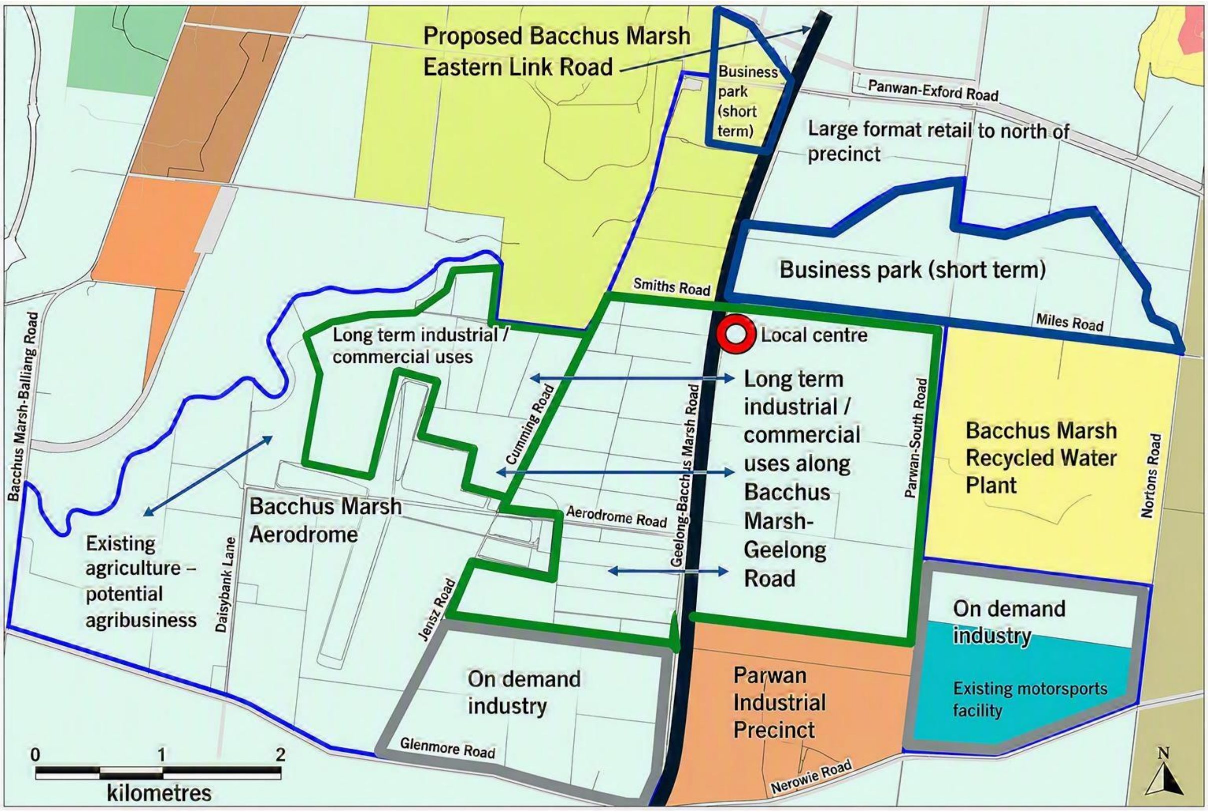
Activity or Precinct	Location	Role	Size	Estimated job capacity
Business park (and light industrial uses) (two areas)	West of Bacchus Marsh-Geelong Road and south of Parwan-Exford Road East of Bacchus Marsh-Geelong Road and north of Mills Road	Short term industrial and commercial development area for a mix of activities like office-warehouses, manufacturing and service industry related primarily to local and regional demand	Approximately 237 ha gross (27 ha on west side and 210 ha on east of Bacchus Marsh-Geelong Road)	2,015 to 2,725 jobs (assuming 50% of land is capable of development and job density is: ▪ 17 jobs per ha = ~2,015 jobs ▪ 20 jobs per ha = ~2,370 jobs ▪ 23 jobs per ha = ~2,725 jobs)
Local centre	Location to be determined in planning process	To support businesses with food and business services	Depending on job yield in business park and wider area: ▪ Land: 0.3 ha and 1.0 ha ▪ Floorspace: 1,000 sqm to 3,500 sqm	30 to 100 jobs (depending on floorspace provision)
Industrial and commercial uses along Bacchus Marsh-Geelong Road	Either side of Bacchus Marsh-Geelong Road south of Smiths Road / Mills Road and north of existing Parwan Industrial Precinct	Longer term development area subject to development take-up in business park and capability of land to accommodate employment uses	Approximatley 630 ha gross (280 ha on west side and 350 ha on east side)	5,400 jobs (assuming 50% of land is capable of development and job density is 17 jobs per ha)
Industrial and commercial uses north of aerodrome	West of Cummings Road and north of Bacchus Marsh Aerodrome	Longer term development area subject to development take-up in business park and capability of land to accommodate employment uses	Approximatley 190 ha gross	1,615 jobs (assuming 50% of land is capable of development and job density is 17 jobs per ha)
Bacchus Marsh Aerodrome	Existing General Aviation facility in west of precinct	Existing regional airfield with a focus on gliding, recreational aviation, flight training and transit traffic	Approximately 92 ha gross Movements could be 50% higher by mid 2040s (see Bacchus Marsh Aerodrome Master Plan for details)	50 to 100 jobs assumed
Bacchus Marsh Recycled Water Plant	Existing facility in east of precinct	Existing wastewater treatment and recycling facility managed by Greater Western Water	Approximately 275 ha gross	25 to 50 jobs assumed

Continued …

Activity or Precinct	Location	Role	Size	Estimated job capacity
Parwan Industrial Precinct *Note: outside of study area*	Existing precinct located east of Bacchus Marsh-Geelong Road and north of Nerowie Road	Existing abattoir and protein recovery facility in addition to vacant land capable of additional development	Approximatley 190 ha gross	1,600 jobs (assuming 50% of land is capable of development and job density is 17 jobs per ha)
On demand industrial precinct west	West of Bacchus Marsh-Geelong Road and north of Glenmore Road	Existing agricultural land Could accommodate ad hoc investment proposals that require significant buffer distances from sensitive land uses	Approximately 210 ha gross	1,800 jobs (assuming 50% of land is capable of development and job density is 17 jobs per ha)
On demand industrial precinct east	East of Parwan South Road and north of Nerowie Road	Existing motor sports facility Could accommodate ad hoc investment proposals that require significant buffer distances from sensitive land uses	Approximatley 190 ha gross	1,600 jobs (assuming 50% of land is capable of development and job density is 17 jobs per ha)
Existing agriculture - potential agribusiness	Spread across the precinct	Farms, food processing, and miscellaneous businesses Some existing uses could be replaced where land is developed for other uses	Various sites in addition to the above mentioned precincts Assumes the current job estimate of net 200 is retained based on growth of new activities and agribusiness activities and some being replaced by above listed developments	200 jobs assumed

Note: all figures are estimates and subject to planning work to confirm capacity of land for development

Figure 2: Indictive Map of Opportunities



Source: HillPDA based on Mapinfo using Department of Transport and Planning data

2.4 Possible Development Timing and Job Outcomes

The following table provides a guide to potential development stages and timing and an estimate of potential job yield.

Under the category of Short Term Opportunities and Existing Uses (by approximatley the year 2051), it is possible that the area could accommodate in the order of 3,920 to 4,775 jobs based on development of the business park areas, local centre, and ongoing use and development of the Parwan Industrial Precinct, Bacchus Marsh Aerodrome, Bacchus Marsh Recycled Water Plant and agricultural and agribusiness uses and miscellaneous businesses across other parts of the study area.

In the longer term or potentially sooner if demand appears (i.e. under the category of Long Term and On Demand Opportunities), there is scope for significant additional development along Bacchus Marsh-Geelong Road and north of the aerodrome and in the on demand industrial precincts. These precincts could add a further 10,415 jobs.

The grand total job capacity of the area is estimated to be in the order of 14,335 to 15,190 jobs.

Table 2: Possible Development Timing and Job Outcomes

Activity or Precinct	Commencement	Potential Development Period	Low Job Estimate	High Job Estimate
Short Term Opportunities and Existing Uses				
Business park (and light industrial uses) (two areas)	Short term	2028-2051	2,015	2,725
Local centre	Short term	From 2028	30	100
Bacchus Marsh Aerodrome	Existing	Ongoing	50	100
Bacchus Marsh Recycled Water Plant	Existing	Ongoing	25	50
Parwan Industrial Precinct*	Existing	Ongoing	1,600	1,600
Existing agriculture - potential agribusiness	Existing	Ongoing	200	200
Sub-Total of Shot Term Opportunities and Existing Uses			**3,920**	**4,775**
Long Term and On Demand Opportunities				
Industrial and commercial uses along Bacchus Marsh-Geelong Road	Longer term	Post 2040	5,400	5,400
Industrial and commercial uses north of aerodrome	Longer term	Post 2040	1,615	1,615
On demand industrial precinct west	On demand	On demand	1,800	1,800
On demand industrial precinct east	On demand	On demand	1,600	1,600
Sub-Total of Long Term and On Demand Opportunities			**10,415**	**10,415**
GRAND TOTAL			**14,335**	**15,190**

* Outside of study area

Note: all figures are estimates and subject to planning work to confirm capacity of land for development

2.5 Unlocking Demand

Factors that can change investment dynamics in a location include changes to planning controls, upgrades to local infrastructure and establishment of new transport connections.

Planning control changes and delivery of local infrastructure like utilities enables development. However, major transport infrastructure connections can significantly shift demand to a location. This is especially true where latent demand exists and this is unlocked by accessibility improvements.

The Bacchus Marsh Eastern Link Road is a project that is likely to drive demand in the Parwan Employment Precinct.

Other road transport improvements could do the same, such as upgrades to road links to Geelong via Bacchus Marsh-Geelong Road and to western Melbourne and the future Outer Metropolitan Ring Road, via Nerowie Road and / or Bacchus Marsh-Werribee Road.

APPENDICES

APPENDIX A: EXISTING CONDITIONS

Economic Activities in the Parwan Employment Precinct

The Parwan Employment Precinct currently includes the following activities:

- Farms including equine, poultry, grazing and other agriculture activities
- Food processing
- Bacchus Marsh Aerodrome and associated uses
- Research co-operative
- Earth moving business
- Pet crematorium
- Motor sports facility
- Other uses.

The Bacchus Marsh Aerodrome is a regional airfield and has a focus on gliding, recreational aviation, flight training and transit traffic. The aerodrome records an average of 48,000 general aviation aircraft movements per year.

The Bacchus Marsh Aerodrome includes an Obstacle Limitation Surface control which impacts development potential in the area (see policy section of this report for details).

Job Profile

A data area (ABS destination zone 210093377) that includes the Parwan Employment Precinct plus adjacent rural areas to the south and west of the precinct accommodated an estimated 311 jobs at the time of the 2021 Census. The following activities had at least five jobs:

- Mushroom Growing 82 jobs
- Primary Education 16
- Pig Farming 15
- Sheep Farming (Specialised) 12
- Road Freight Transport 12
- Vegetable Growing (Outdoors) 10
- Other Grain Growing 9
- Adult, Community and Other Education nec 8
- Sheep-Beef Cattle Farming 7
- Other Agriculture and Fishing Support Services 7
- Other Personal Services nec 7
- Grain-Sheep or Grain-Beef Cattle Farming 6
- Other Livestock Farming nec 6
- Fruit and Vegetable Processing 6
- Waste Treatment and Disposal Services 5
- Landscape Construction Services 5.

Adjacent Economic Activities

Notable adjacent economic activities are:

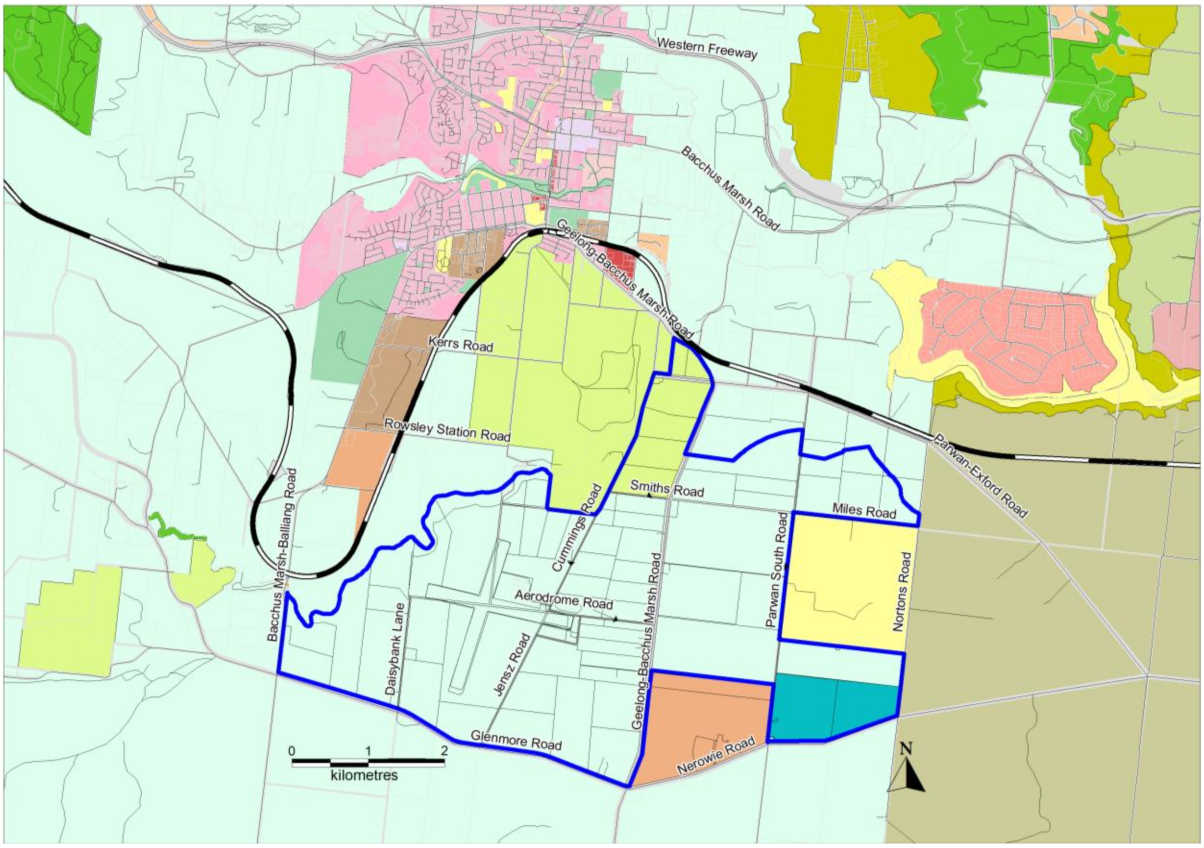
- Parwan industrial precinct - this accommodates an abattoir and protein recovery facility in addition to vacant land stocks. The abattoir and protein recovery facility required the delivery of utility infrastructure to the site which has unlocked additional development potential in the immediate area.
- Maddingley Brown Coal Mine - this is an open-cut mine that includes landfill services, recycling, resource recovery, and agricultural soil conditioners.
- Bacchus Marsh Recycled Water Plant - this is a wastewater treatment and recycling facility managed by Greater Western Water. The plant supplies the agricultural sector with high-quality Class C recycled water, which is safe for specific agricultural and non-drinking applications.

Other Land Use Features

Notable land use features of the study area identified by the Department of Transport and Planning are listed below:

- The precinct is centred around and bisected by Geelong-Bacchus Marsh Road
- The precinct is bordered by Parwan Creek to the north, Nortons Road and the wastewater plant to the east, Nerowie and Glenmore Roads to the south and Bacchus Marsh-Balliang Road to the west
- Parwan Creek forms an interface with the precinct
- Bingham Swamp (located in the south-east) is an environmental and heritage asset
- Gas transmission pipeline with a 210-metre wide buffer zone runs east-west through the northern portion of the precinct.

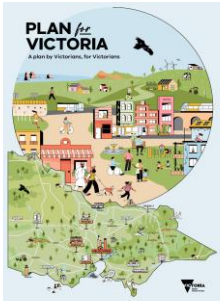
Zoning Context



Source: Mapinfo using Department of Transport and Planning data

APPENDIX B: POLICY AND RESEARCH

Plan for Victoria (Department of Transport and Planning, 2025)



Plan for Victoria is the state government's strategic planning framework to 2050. The focus of the plan is to accommodate a projected population of more than 10 million residents by 2050.

The pillars of the plan are:

- Self-determination and caring for Country - all actions have taken into account self-determination and caring for Country.
- Housing for all Victorians - providing all Victorians with a choice of a well-designed home at an affordable price and close to daily needs. A feature of this pillar are housing targets, which will be used to set planning frameworks to accommodate growth.
- Accessible jobs and services - enabling people to connect to jobs, education, healthcare, shops and the services needed to live a productive and prosperous life.
- Great places, suburbs and towns - ensuring Victoria's suburbs, towns and neighbourhoods are vibrant, resilient and inclusive to support strong communities.
- Sustainable environments - protecting our environment, agricultural land and natural resources for a sustainable and healthy future.

Within the plan, Bacchus Marsh is defined as one of the state's regional service centres. These are towns which are pivotal in Victoria's regional development, fostering economic activity and providing a network of services.

The Parwan Employment Precinct is identified as one of 32 regional employment projects and precincts in Regional Victoria.

It also defines State Significant Industrial land as: *Strategically located land for major industrial development linked to the Principal Freight Network and transport gateways that will be protected from encroachment by sensitive or incompatible land uses to allow continual growth in investment in manufacturing, storage, freight and other logistics, logistics and investment.*

Housing Targets (Department of Transport and Planning, 2025)

The state government via the Department of Transport and Planning has released Housing Targets as part of Plan for Victoria.

The document states that Victoria will need about 2.24 million additional homes over the next 30 years. The plan nominates locations for the homes, and has a focus on activity centres, which are designated areas close to train stations and trams.

The state government has advised councils that housing targets refers to the number of net dwellings the state wants councils to deliver by 2051.

The housing target nominated for Moorabool is net change of 20,000 dwellings to 2051.

The housing target nominated for the Central Highlands region is net change of 84,850 dwellings to 2051.

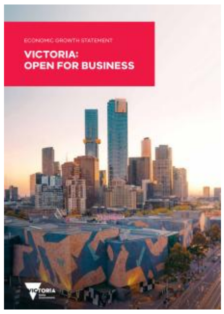
The base year of the housing target is not stated on the housing targets webpage.

The implementation mechanism for achieving the targets are Planning Scheme changes to increase the capacity for more development, particularly in the form of apartments and townhouses.

Housing targets are technically different to housing projections. The state government publishes projected dwellings and population via its Victoria in Future data.

It is possible that planning work to accommodate targets may change capacity for development and projections in cases where demand and development is constrained by planning controls. However, in locations that have sufficient capacity for development, the provision of additional capacity is unlikely to change projections.

Economic Growth Statement: Victoria Open for Business (State of Victoria, 2024)



The Economic Growth Statement sets out Victoria's plan to strengthen its economy amid global challenges such as slowing productivity, inflation and high interest rates. It highlights Victoria's strong performance over the past decade - leading the nation in economic growth, jobs growth and business investment - while acknowledging the need to maintain momentum in a rapidly changing global environment.

The document identifies Victoria's core strengths as a highly skilled workforce, world-class research institutions, a thriving startup ecosystem, and major industries spanning manufacturing, agribusiness, digital technology, health sciences and major events. It describes Victoria as "the state of ideas, innovation and ambition," supported by record tourism, leading universities, and major infrastructure projects such as the Metro Tunnel and Suburban Rail Loop that will connect people to jobs and education.

The statement outlines four key actions:

- Open Doors (to attract investment and support business expansion)
- Cut Red Tape (to simplify regulation and speed up approvals)
- Build New Skills (to ensure a job-ready workforce), and
- Reach Every Community (to ensure regional Victoria shares in the benefits).

These actions are paired with five priority sectors that represent both current strengths and high-growth opportunities:

- Advanced manufacturing and defence
- Health technologies
- Circular economy
- Digital technologies
- Agribusiness.

The statement includes a wide range of initiatives, from unlocking industrial land and establishing an Investment Coordinator-General, to halving the number of business regulators, expanding recycled-materials policies, and investing in skills programs such as digital training and modern construction technologies.

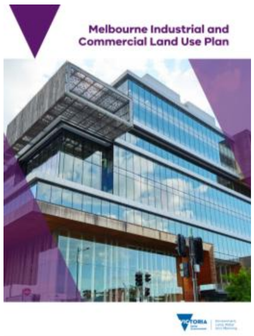
The statement also commits to boosting exports, strengthening international partnerships, and supporting innovation through funds and mentoring programs.

The statement emphasises the critical role of regional Victoria, which hosts key manufacturing, agribusiness, renewable energy and medical research capabilities.

Targeted initiatives, such as funding for trunk infrastructure, regional launching pads, and streamlined regulation, aim to ensure that growth reaches every part of the state.

One of the initiatives is to boost regional employment options by unlocking land for jobs at regional greenfield locations at Avalon, Bendigo and Parwan, and delivering the Ballarat West Employment Zone – transforming more than 400 hectares of surplus government land into industrial, wholesale, logistics, construction, commercial and residential areas and an Intermodal Freight Hub.

Melbourne Industrial and Commercial Land Use Plan (Department of Environment, Land, Water and Planning, 2020)



The Melbourne Industrial and Commercial Land Use Plan (MICLUP) provides a planning framework to manage the supply, location and development of employment land across metropolitan Melbourne.

MICLUP seeks to ensure that strategically important industrial and commercial areas are retained and expanded to support investment and jobs growth in the context of ongoing population growth.

MICLUP is integrated with the metropolitan strategic plan and includes the 31 Local Government Areas of metropolitan Melbourne plus the surrounding areas of Bacchus Marsh, Gisborne, Macedon, Romsey, Riddells Creek, Wallan and Kinglake.

A key feature of MICLUP is to classify employment areas into three tiers of significance:

- State-Significant Industrial Precincts (SSIPs): Large-scale hubs critical to the state's economy, such as the Western, Northern, and Officer-Pakenham industrial corridors, which are protected from residential encroachment.
- Regionally Significant Precincts: Areas focused on serving regional markets, supporting local employment clusters, and offering commercial/retail spaces.
- Local Industrial & Commercial Precincts: Smaller precincts tailored to neighbourhood-level services, light industry buffers, and local jobs.

The following table provides more detail on this classification approach.

Level	Industrial land description	Commercial land description	Zoning guidance
State-significant industrial and commercial precincts	These provide strategically located land for major industrial development linked to the Principal Freight Network and transport gateways. It is state policy that these areas are to be protected from incompatible land uses to allow continual growth in freight, logistics and manufacturing investment.	These are commercial areas and places as being of state significance. Included is the Central City which provides for growth of knowledge-intensive and high-skilled firms while continuing to be a major area for tourism, retail, residential, entertainment, sporting and cultural activities. Also included are metropolitan activity centres that provide a diverse range of jobs and play a major role in	Industrial 1 Zone would usually be applied to land within a state-significant industrial precinct. Industrial 2 Zone should be applied in specific instances where manufacturing industries and storage facilities require substantial threshold distances so as not to affect the safety and amenity of local communities. Industrial 3 Zone could be applied to provide a buffer between industry and local communities where required. Commercial 2 Zone could be applied in some situations like business precincts

Level	Industrial land description	Commercial land description	Zoning guidance
		providing for retail and commercial opportunities.	identified in growth corridor plans where the land is located within a SSIP. Special Purpose Zones may apply in some circumstances. This would occur where there is a specific industry or asset that requires special consideration, for example, petrochemical facilities.
Regionally-significant industrial and commercial precincts	These are key industrial areas that contribute significantly to local and regional economies. Some of these areas are well established and support a range of industrial uses while others are transitioning and supporting new uses. They include future employment areas that need to be planned for and retained either as key industrial areas or locations that can transition to a broader range of employment opportunities.	These include commercial areas and places identified as major activity centres as well as growth area business precincts. They should provide for and support access to a wide range of goods and services, including office and retail development, and provide for a wide range of employment opportunities. They are expected to deliver more intensive forms of employment uses including office and commercial activity.	Industrial 1 Zone would usually be applied to precincts focussed on allowing for traditional industrial uses. Industrial 3 Zone could be applied to provide a buffer between industry and local communities where required. Commercial 2 Zone could be applied to precincts where a broader range of employment uses are desirable. Commercial 3 Zone may be applied to help facilitate business growth and innovation in select areas.
Local industrial and commercial precincts	If an area is not identified as being of state or regional significance, then it is of local significance. Councils are best placed to determine how these industrial areas are to be planned for. This could include identifying when industrial land should be retained, when it could transition to other employment generating uses, or if it is no longer required, when it could transition to other uses.	These include neighbourhood activity centres and other small local centres that provide access to local goods, services and employment opportunities and serve the needs of the local and surrounding community. Planning for these areas should create opportunities for local businesses and new jobs and deliver better access to local services and facilities	Industrial 1 Zone would usually be applied to precincts focussed on allowing for traditional industrial uses. Industrial 3 Zone could be applied to provide a buffer between industry and local communities where required. Commercial 2 Zone could be applied to precincts where a broader range of employment uses are desirable.

Level	Industrial land description	Commercial land description	Zoning guidance
			Commercial 3 Zone may be applied to help facilitate business growth and innovation in select areas.

Source: Melbourne Industrial and Commercial Land Use Plan (Department of Environment, Land, Water and Planning, 2020)

A 10-year plan for industrial land (Department of Transport and Planning, 2025)

The 10-Year Plan for Industrial Land is a state government strategic plan designed to zone over 5,800 hectares of land across metropolitan Melbourne and regional Victoria for industrial development. The plan seeks to coordinate land release with infrastructure delivery, focusing on logistics, e-commerce, advanced manufacturing, and freight corridors.

The plan focuses on the following areas:

- Western Melbourne: supports the continued role of the area as the primary industrial investment location. Major projects include the future Western Interstate Freight Terminal, Derrimut Fields, and rezoning land in Altona North and Brooklyn.
- Northern Melbourne: supports development of freight and distribution nodes including Merrifield North and the Beveridge Intermodal Freight Terminal.
- Southern & Inner Melbourne: supports more intensive use of land through multi-storey warehousing in inner areas and zoning review at Hastings.
- Ballarat & Bendigo: supports ongoing development in zones like the Ballarat West Employment Zone and Bendigo Regional Employment Precinct.
- Parwan & Avalon: supports the development of these nodes to support high-growth manufacturing, commercial aviation logistics associated with state transport networks.

The report states that industrial land take-up across the metropolitan Melbourne region is projected to be approximately 330 hectares per annum over the decade from 2025. This is based on analysis shown in Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, October 2025).

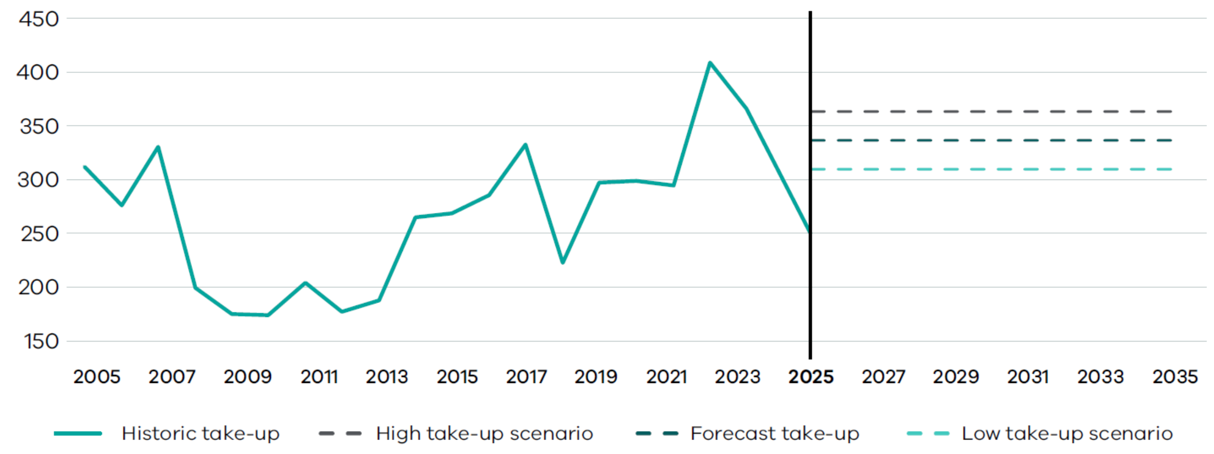
Based on land availability, this equates to approximately 13.3 years supply of zoned land (to the year ~2038) and 38.7 years supply if unzoned future industrial land is accounted for (~2064). The metropolitan region will need land that is currently earmarked for industrial use to be zoned in the short term.

In the Western region of Melbourne, the best estimate take up rate is approximately 160 hectares per annum.

According to the state’s Urban Development Program 2025, the main industrial supply areas in the Western region are Wyndham and Melton. These areas are estimated to accommodate approximately 1,029 hectares of zoned vacant land and a further 2,099 hectares of unzoned future industrial land (nominally 3,128 hectares of industrial land for development).

This equates to approximatley 6.4 years supply on the basis of zoned land (~ 2031) and 19.5 years supply of the basis for all potential land (~ 2045).

Metropolitan Industrial Land Take-up (hectares per annum)



Source: A 10-year plan for industrial land (Department of Transport and Planning, 2025)

Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, 2025)

A regional breakdown of forecast industrial land take-up is shown in the figure below (as estimated by JLL for the Department of Transport and Planning). The best estimate for the Western region is 160 hectares per annum.

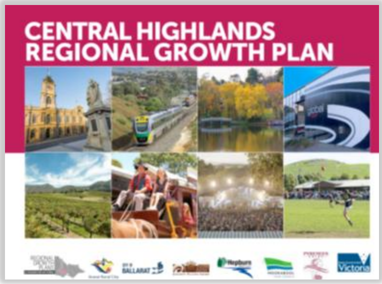
As an extension of the Western growth area, Parwan is well placed to accommodate state demand in the future.

JLL's Forecast Industrial Land Take-up by Region (hectares per annum)

Average Annual Take-up 2025-2035 (ha)	Low	Medium	High
Melbourne Regions			
Western	145.5	160.0	176.0
Southern	69.1	76.0	83.6
Northern	81.8	90.0	99.0
Eastern	3.6	4.0	4.4
Total*	**300**	**330**	**363**

Source: Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, 2025)

Central Highlands Regional Growth Plan (State of Victoria in partnership with regional councils, 2014)



The Central Highlands Regional Growth Plan covers the municipalities of Ararat, Ballarat, Golden Plains (northern portion), Hepburn, Moorabool and Pyrenees.

The plan provides the strategic direction for land use and development in the region, and a more detailed planning framework for the regional city of Ballarat.

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

The plan states that Moorabool will experience a significant increase in residential population given its location on the periphery of Melbourne and Ballarat. Several recent and proposed investments reflect Moorabool's growing role in extractive industries.

Some key features of the area are:

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

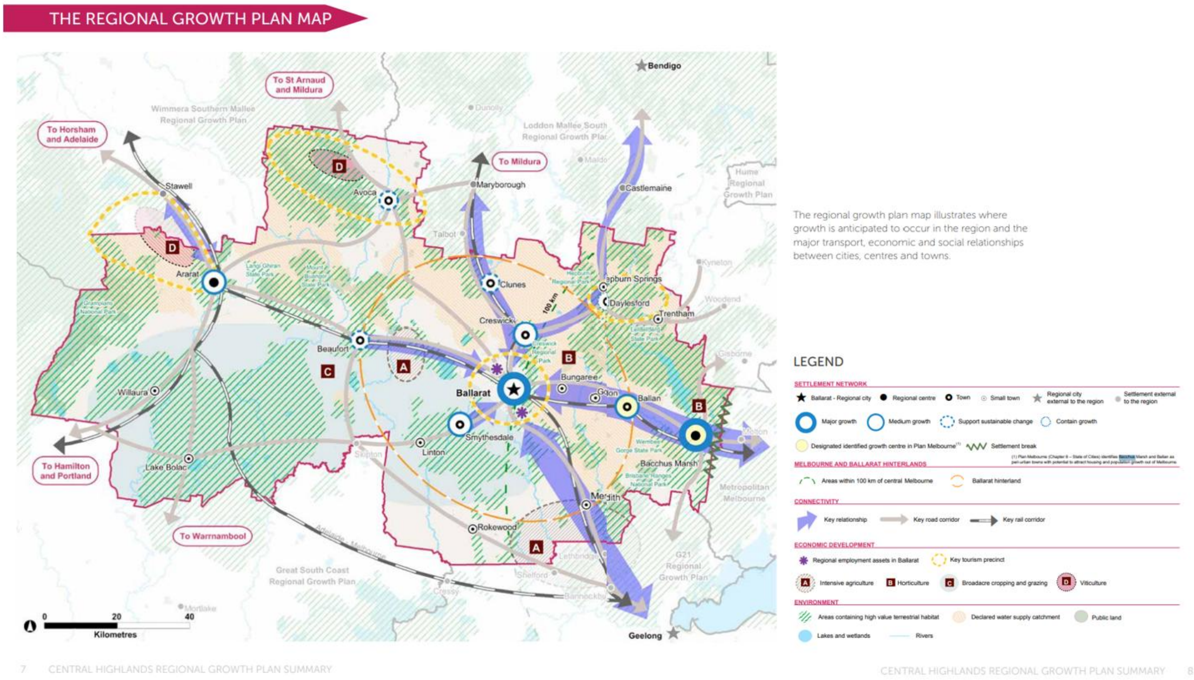
As the second largest settlement in the region, Bacchus Marsh will need to ensure it provides the facilities and services to manage continued growth.

The pressure for residential expansion must be managed to protect agricultural, tourism, employment and infrastructure assets. A key direction is for Bacchus Marsh to develop a stronger local employment focus to limit its role as a commuter town.

As part of the employment focus, it is recommended that investigations be undertaken for employment and agribusiness opportunities at the airport and Parwan areas.

Transport links, particularly new north-south routes to support access between Geelong and the Western Freeway and public transport options, will also need to improve.

Central Highlands Regional Growth Plan



Source: Central Highlands Regional Growth Plan (State of Victoria in partnership with regional councils, 2014)

Bacchus Marsh Eastern Link Road Planning Study (Department of Transport and Planning, 2023)

The Bacchus Marsh Eastern Link Road (BMELR) is a proposed north to south arterial road which would connect Gisborne Road in the north with Bacchus Marsh-Geelong Road to the south.

The need for an eastern bypass in the Bacchus Marsh region has been identified in several strategic documents. The planning study evaluated six road alignment options using technical assessments and community input. It found Option B Alternative best meets project objectives by improving safety, transport efficiency and connection to future growth areas.

The road would divert heavy vehicles and through traffic from the Bacchus Marsh Town Centre, whilst also catering for current and future growth by linking the various growth precincts of Merrimu and Parwan and the Parwan Employment Precinct with the Western Highway.

A planning study has been investigating multiple routes with linkage to the Parwan Precinct likely to be established.

Bacchus Marsh Eastern Link Road

Central Highlands Regional Economic Development Strategy (Department of Jobs, Precincts and Regions, 2022)

The Central Highlands Regional Economic Development Strategy incorporates the municipalities of Ararat, Ballarat, Golder Plains, Hepburn, Moorabool and Pyrenees.

In this region, Moorabool has the highest percentage of population growth by virtue of being a peri-urban fringe of metropolitan Melbourne.

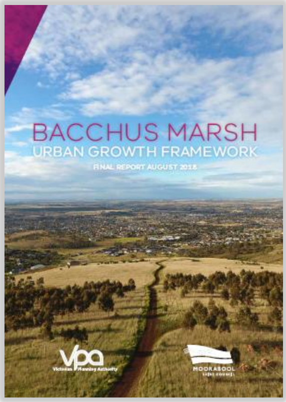
The area has the Western Irrigation Network, which is a major new recycled water irrigation scheme for the Parwan-Balliang agricultural district.

Planning is underway for the Parwan Agribusiness Precinct, which has the potential to extend the innovation corridor into the south-eastern part of the region. The precinct could strengthen agri-innovation and create stronger links between Bacchus Marsh, Melbourne, Geelong and Ballarat.

The Victorian Planning Authority is working with Moorabool Shire Council to investigate the economic and employment potential of an agribusiness precinct at Parwan.

The strategy notes that Bacchus Marsh and Ballan in Moorabool Shire have capacity for more housing and employment generating development without impacting on the economic and environment roles that surrounding non-urban areas serve.

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



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

The report notes that economic growth is generally driven by population growth and the retail sector is a significant job generator and multiplier industry. Town centres are the focal points for retail uses, employment and social interaction and as such, the planning and development of centres will be critical to future economic development in the area.

The document states that less than half of retail expenditure generated by Moorabool residents is captured within the municipality. Therefore, growth of the local activity centre network is a focus of strategic planning. Much of the additional retail floorspace needed in coming years will be delivered in the Bacchus Marsh Town Centre. Any future retail centres should be complementary to and not compete with the existing Bacchus Marsh Town Centre.

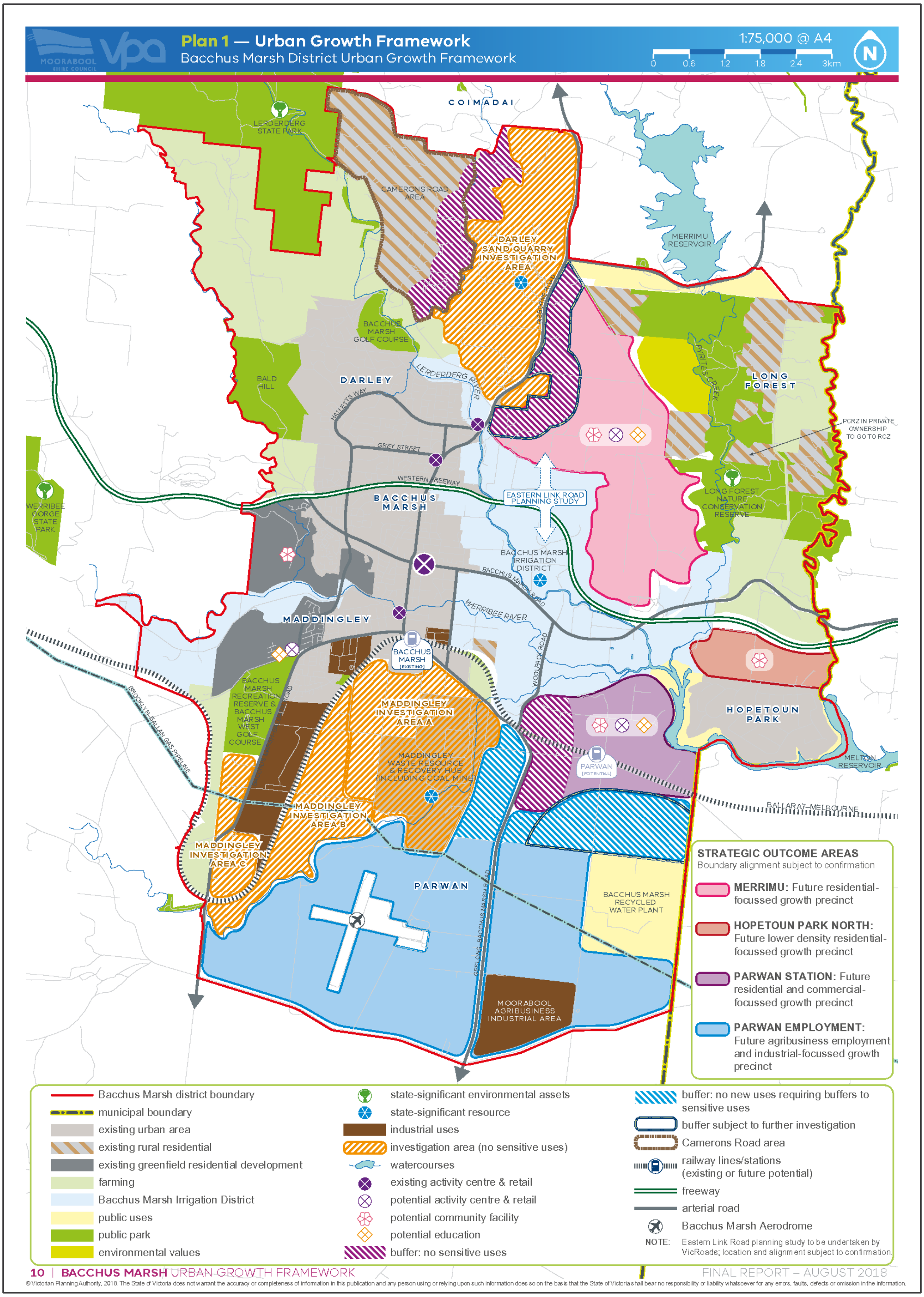
The Parwan Employment Precinct is designated as a regionally significant employment hub expected to host agribusiness and industrial uses.

The northern section of the Parwan Employment Precinct is designated for uses that do not require buffers and can locate near future residential areas.

An industrial precinct in the south is noted as an agribusiness industrial area. Other notable uses include the Bacchus Marsh Aerodrome and Bacchus Marsh Recycled Water Plant.

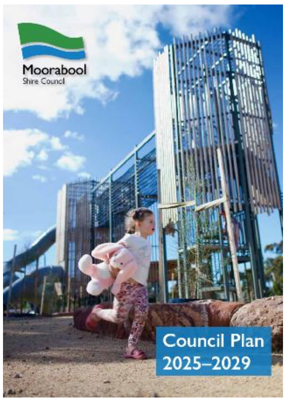
The Maddingley Brown Coal Mine is adjacent to the Parwan Employment Precinct and has buffers into the area which restrict sensitive uses from locating in the buffer area.

Bacchus Marsh Urban Growth Framework



Source: Plan 1 Bacchus Marsh Urban Growth Framework

Moorabool Shire Council Plan 2025-2029 (Moorabool Shire Council, 2025)



The Council plan is a four-year strategy designed to deliver on the community's long-term Community Vision 2030. The plan guides the council's infrastructure planning, resource allocation and civic services.

The plan has four pillars: healthy, inclusive, and safe communities, a dynamic and resilient local economy, places and spaces, and an engaging and adaptive council.

The plan states that economic development holds a pivotal role in connecting local people to jobs, identifying infrastructure priorities to leverage future investment (such as in Parwan), branding the experiences for visitors in accessing Shire attractions and collaborating with local industry and regional stakeholders to build capacity and unlock growth.

The Council plan identifies Moorabool’s prospective growth industries including agriculture, agribusiness, processing and value adding, health services, tourism, education, retail, and professional and business services.

The plan assumes that many supporting industry sectors are anticipated to thrive due to the increased customer base driven by population growth.

The plan nominates working with the Victorian Government to prepare the Parwan Employment Precinct Structure Plan.

Moorabool Shire Economic Development Strategy 2023-2027 (Moorabool Shire Council, 2023)

The Economic Development Strategy provides a vision and action plan for growing the Moorabool Shire economy.

Council developed the strategy with Urban Enterprise to facilitate employment growth, investment attraction and business development in the Shire.

The strategy is organised around the following themes:

- Strategic Context: An overview of the key factors influencing the Moorabool Shire economy, including its locational context, existing economic development activities, supporting policies and external economic trends.
- Demographic Profile: A profile of Moorabool Shire's population, key socio-economic indicators and future trends.
- Economic Profile: A profile of Moorabool Shire's economy, including key industry specialisations, employment indicators, as well as the local business base.
- Strategic Considerations: A summary of the key issues and opportunities for the Moorabool Shire economy, drawing on the background research and stakeholder consultation.
- Economic Development Framework: An overarching strategic framework that sets the future directions and recommendations to support economic growth, including a vision, objectives and key themes for the Moorabool Shire economy.
- Action Plan: A guide for Council and relevant stakeholders to implement projects and recommendations identified in the strategy.

In the context of high population growth, local jobs growth is identified as a key focus for Council, which can be facilitated by business development and attraction. As job opportunities increase, this will also support future resident and workforce attraction.

The strategy states that job containment indicates the proportion of residents that both live and work within the Shire. This is a key indicator for employment, as high rates of job containment can indicate that there are sufficient and suitable jobs available locally to support the local skills and qualifications of the labour force.

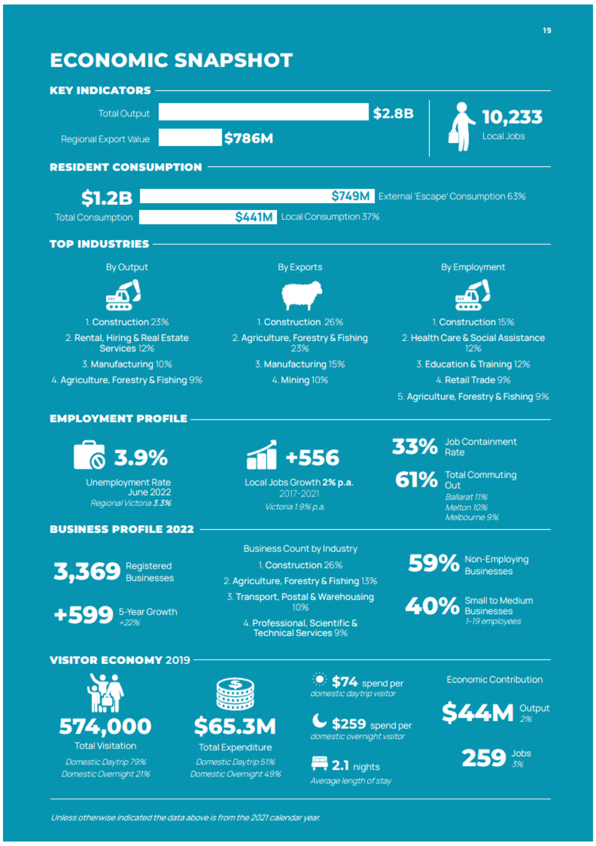
Moorabool Shire has a relatively low job containment rate of 33%, with 'job leakage' primarily to metropolitan Melbourne and Ballarat.

Whilst this demonstrates the need to grow local jobs and support the resident workforce, it also presents opportunities for the municipality to cater to a growing commuter population and leverage the rise of remote and flexible working.

There is a high proportion of spend leakage (i.e. expenditure that occurs outside the municipality), with around 63% of total resident consumption spent outside Moorabool, including online sales. This is attributed to the Shire's proximity to major urban centres, as well as a lack of consumer-facing businesses (retail, hospitality, service-industrial) to service the population. Low rates of local consumption have a detrimental effect on commercial activity in the Shire, which can constrain future business investment and job creation.

It will be important for Council to identify opportunities to increase local consumption to generate economic and employment outcomes.

Almost all registered businesses in the Shire are 'non-employing' (59%) or 'small' (40%) businesses, which impacts the supply of local jobs available to support the resident workforce.



Supporting business growth, investment and attraction of large employing businesses will help generate job opportunities in the Shire

Moorabool Planning Scheme (Victoria Planning Provisions, 2026)

The Planning Scheme provides land use and development policy directions and controls. The Moorabool Planning Scheme covers issues relating to economic development and local employment.

The Planning Scheme states that Moorabool Shire residents are employed in a diverse range of industries that are characterised by its rural environment and proximity to urban centres. The Shire has significant location advantages for business including its proximity to ports and major population centres and access to road and rail infrastructure that provides transport links across Victoria and into South Australia.

There is a distinct commuter labour force that travels outside of the municipal area to places of employment.

A primary goal is to facilitate economic development that reduces the reliance on employment opportunities outside of Moorabool Shire.

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

Tourism is a growing industry and important economic driver in the Shire that presents opportunities for economic development and diversification of the local economy and workforce. The Shire and the Spa Region to the north have tourism links with the Goldfields region to the west and north of the Shire. Tourism development draws on many aspects of the Shire including recreation, leisure activities, environment, wineries, mineral springs, heritage and landscape features.

Council recognises that economic prosperity is dependent on its natural resources and seeks to promote economic activity that is consistent with protecting and enhancing the Shire's natural resource assets.

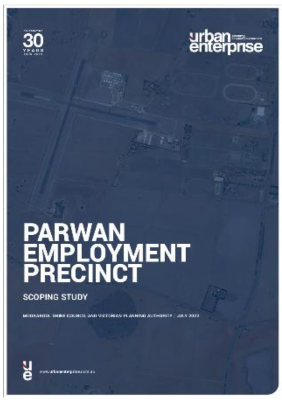
The Planning Scheme includes commercial development strategies to facilitate development of activity centres as shown on the Bacchus Marsh Urban Growth Framework Plan, in accordance with a hierarchy that has Bacchus Marsh (Main Street) as the Major Activity Centre, supported by a network of Neighbourhood Activity Centres and Local Activity Centres. In addition to this, there is a need to plan for an out-of-centre bulky goods retail (restricted retail) precinct in Bacchus Marsh, sufficient to accommodate the long-term needs for such uses.

Another key direction is to facilitate the establishment of a regionally significant Parwan Employment Precinct, incorporating a mix of agribusiness and industrial uses on appropriately zoned land.

The Parwan Employment Precinct benefits from accessibility to the Western Freeway, the Melbourne-Ballarat rail corridor, separation from sensitive uses and larger landholdings.

The Parwan Employment Precinct provides a range of opportunities for industrial and agribusiness investment, particularly value adding enterprises that are vertically or horizontally integrated with the local agricultural sector, and which export products beyond the Shire.

Parwan Employment Precinct - Scoping Study (Urban Enterprise for Moorabool Shire Council and Victorian Planning Authority, 2022)



This report provides high-level strategic development and staging directions for approximately 2,200 hectares of potential future employment land (i.e. industrial and agribusiness land) south of Bacchus Marsh township.

The document references contemporary economic sectors which may be relevant for the precinct including high-value agriculture, circular economy businesses, digital technologies, and processing companies. Opportunities include activity that derives benefit from proximity to the Bacchus Marsh Irrigation District and the Western Irrigation Network.

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

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

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

The agricultural sector opportunities in locations close to Melbourne will be driven by higher intensity production such as nursery and horticulture businesses.

There is an opportunity for businesses in the precinct to support existing agricultural businesses in the Bacchus Marsh area, for example with food processing, packing and distribution.

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

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

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

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

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

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

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

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

Having regard to a review of economic trends and potential opportunities, and land use conditions and buffers, the report provides sub-precinct recommendations as shown in the extract below and described as follows:

- Sub-precinct A: Urban industrial and commercial of 290 ha
- Sub-precinct B: Agribusiness uses of 465 ha
- Sub-precinct C: Future economy activities of 500 ha
- Sub-precinct D: Aerodrome
- Sub-precinct E. Aerodrome related uses Regional of 135 ha
- Sub-precinct F: Special Use Zone subject to further investigation
- Sub-precinct G: Retain farming west of aerodrome.

The main changes from existing conditions are therefore sub-precincts (A) urban industrial and commercial of 290 ha, (C) future economy activities of 500 ha and potentially (F) Special Use Zone (subject to further review).

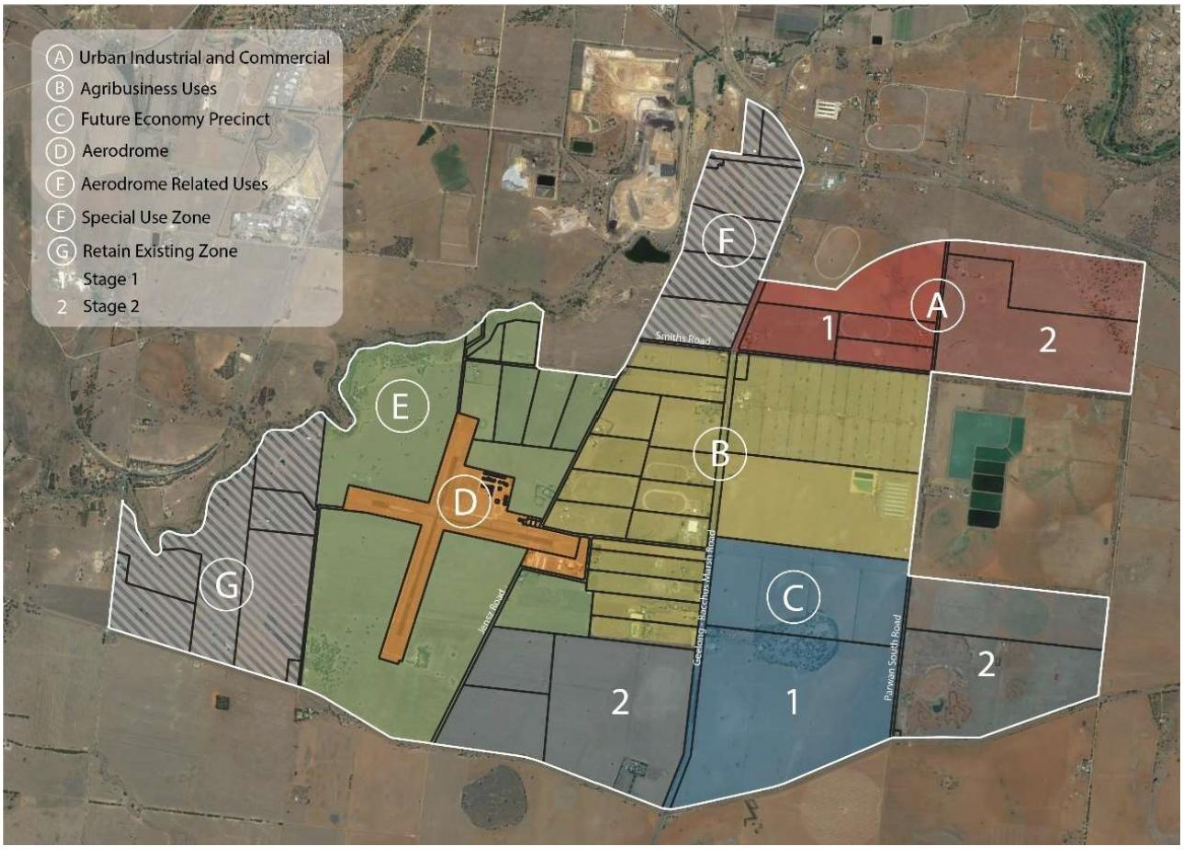
Sub-Precinct Recommendations by Urban Enterprise

TABLE S1 LAND USE RECOMMENDATIONS SUMMARY

Sub-precinct	Role / Catchment	GDA (ha)	Staging
A: Urban industrial and commercial	District	290 ha	First stage west of Parwan S. Rd (114ha)
B: Agribusiness uses	Regional	465 ha	Infrastructure led
C: Future economy	State	500 ha	First stage IN1Z (190ha) and adjacent land to north
D: Aerodrome	Regional	N/A	Based on Aerodrome Masterplan
E. Aerodrome related uses	Regional	135 ha	Commence with sites adjacent aerodrome
F: Special Use Zone	Subject to further investigation		
G: Farming west of aerodrome	Retain existing zone		

Source: Urban Enterprise. GDA is based on property area minus airport land and any apparent encumbrances including steep land, waterways and associated setbacks and areas of potential cultural sensitivity (based on Bacchus Marsh UDF).

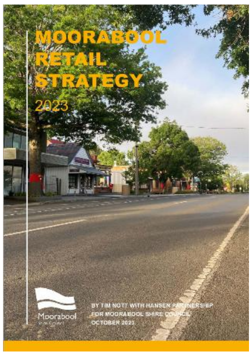
FIGURE S2 RECOMMENDED LAND USES AND SUB-PRECINCTS



Source: Urban Enterprise. Note: land areas and boundaries are indicative only and subject to refinement / change based on more detailed planning.

Source: Parwan Employment Precinct - Scoping Study (Urban Enterprise for Moorabool Shire Council and Victorian Planning Authority, 2022)

Moorabool Retail Strategy (Tim Nott with Hansen Partnership for Moorabool Shire Council, 2023)



This Retail Strategy provides guidance for the development of retail activity centres in Moorabool Shire over the next 5-10 years. The strategy builds on previous retail strategies and is intended to complement Council's existing policies on economic development, tourism and land use planning.

The overall purpose of the strategy is to grow and sustain a vibrant network of retail activity centres that offer the best possible range of goods and services to Moorabool residents and visitors, distributed in an equitable and efficient way.

The strategy assumes the development of the Parwan Station Town Centre by 2060 serving a population between 10,000 and 13,000 with significant food and grocery provision and a selection of day-to-day goods and services as well as front-line medical and childcare services.

It expects the establishment of one neighbourhood activity centre or two small neighbourhood activity centres.

A small neighbourhood centre would have a medium-sized supermarket or equivalent (typically 1,500 to 2,500 sqm of food and grocery provision). A neighbourhood centre would have a larger supermarket (3,000+ sqm) or equivalent.

In terms of bulky goods retail, the strategy recommends that the western edge of the Parwan Station PSP area (location A) or in the Parwan Employment Precinct on the Bacchus Marsh-Geelong Road (location C) should be identified as the principal bulky goods precinct for Bacchus Marsh. Locations A and C are shown below.

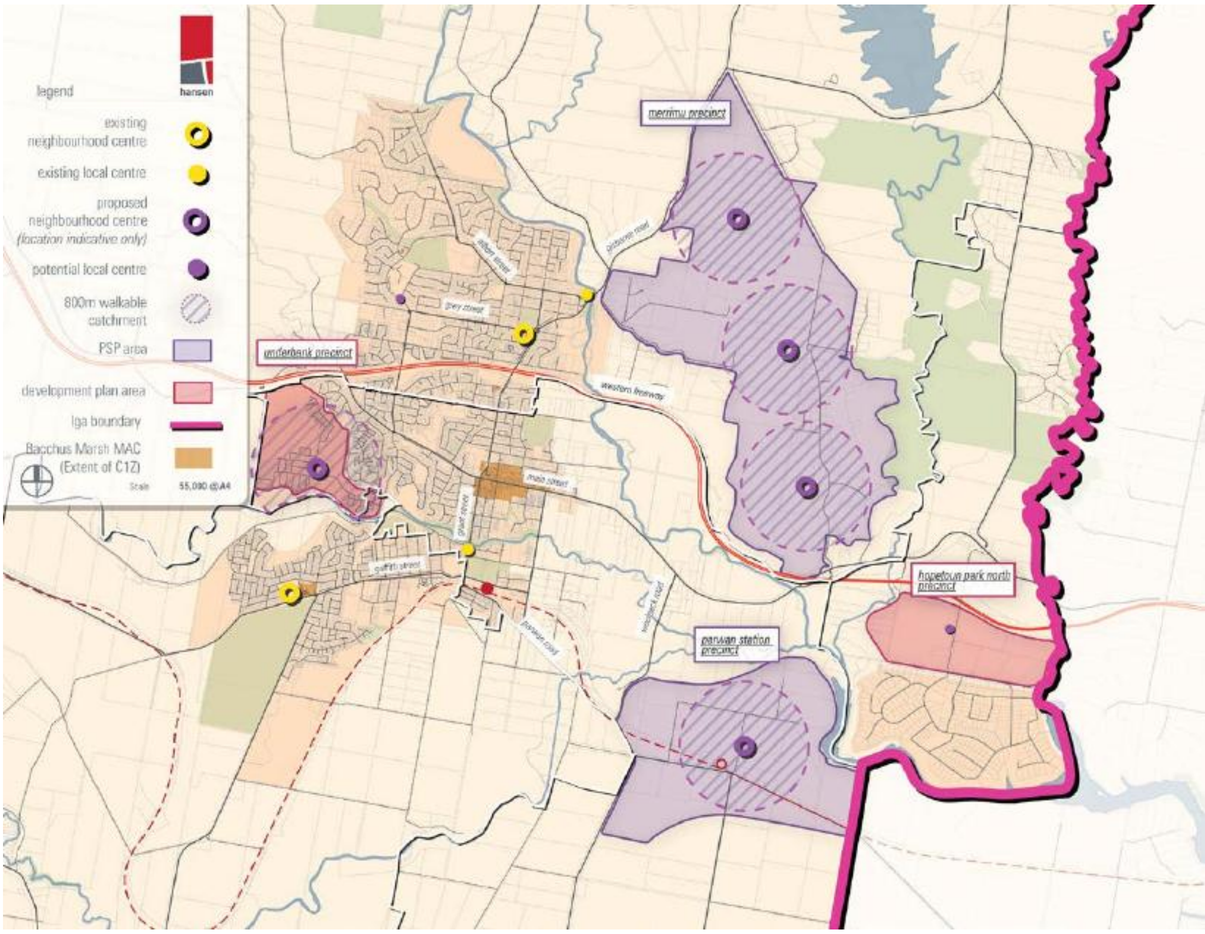
The Background Report for the Retail Strategy includes a review of the Parwan Station PSP's potential for a bulky goods precinct of around 52,000 sqm at full development.

The strategy states that this location has access to the Geelong-Bacchus Marsh Road and to the proposed Bacchus Marsh Eastern Link Road.

The future Bacchus Marsh Eastern Link Road will connect the area to the growing suburbs of Bacchus Marsh and provide a link between the Bacchus Marsh- Geelong Road to the south and the Gisborne Road to the north.

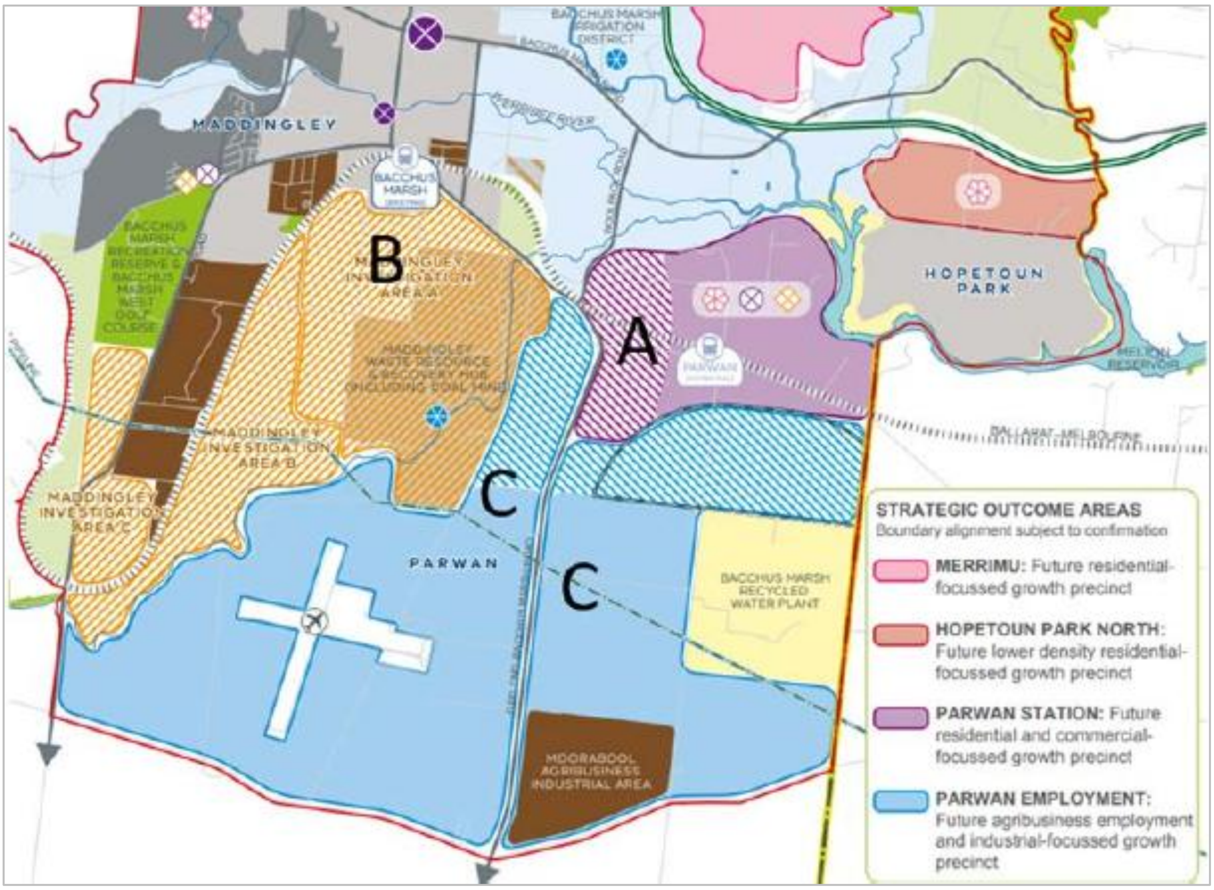
In addition, this part of the Parwan Station PSP area falls within the buffer of the Maddingley Waste Resource and Recovery Centre, where residential development is unlikely to be supported. A bulky goods and light industrial area would generate useful urban activity that would provide jobs and services for the population.

Existing and Proposed Activity Centres in Bacchus Marsh District



Source: Moorabool Retail Strategy (Tim Nott with Hansen Partnership for Moorabool Shire Council, 2023)

Recommended Bulky Goods Precinct Sites



Source: Moorabool Retail Strategy (Tim Nott with Hansen Partnership for Moorabool Shire Council, 2023)

Parwan Employment Precinct (PEP) Key Issues and Opportunities Paper (Victorian Planning Authority and Moorabool Shire Council, 2022)

This paper provides background information as an input into the planning for more than 2,000 hectares of land south of Bacchus Marsh for employment uses.

The area has complex constraints but provides opportunities relating to agribusiness and associated value adding.

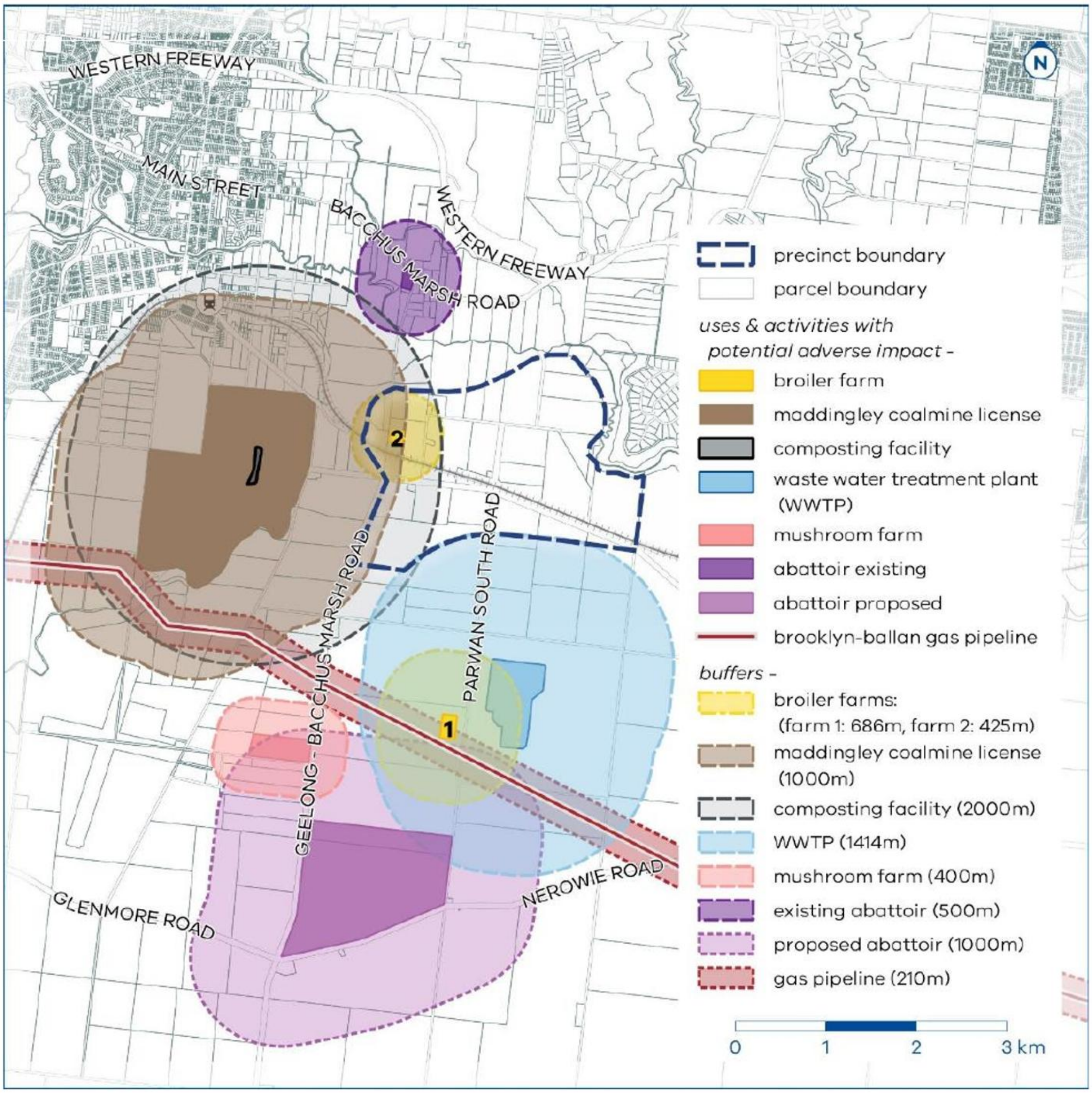
The area's advantages include proximity to the Bacchus Marsh Irrigation District and opportunities associated with the recycled water facility. Transport assets include the Bacchus Marsh Aerodrome and proposed Bacchus Marsh Eastern Link Road (BMELR).

The paper identified the need for the following buffers to be taken inti account in the planning process:

- Bacchus Marsh Recycled Water Plant: The guideline separation distance of 1,400 metres for the current plant capacity.
- Maddingley Brown Coal landfilling and composting operations: The guideline separation distance for the solid inert waste landfill operation 2,000 metres.

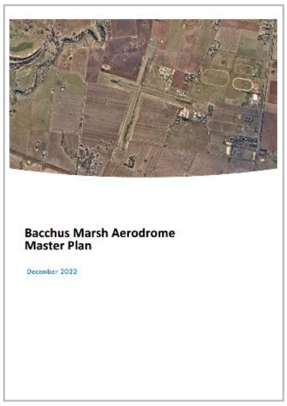
- Mushroom farm on Geelong-Bacchus Marsh Road: There is no guideline separation distance specified for mushroom and substrate production (determined on a case-by-case specific basis).
- Broiler farms on Browns Lane and Geelong-Bacchus Marsh Road: The calculated guideline separation distances for two broiler farms are 425 metres and 686 metres.

Sensitive Use Buffers



Source: Parwan Employment Precinct (PEP) Key Issues and Opportunities Paper (Victorian Planning Authority and Moorabool Shire Council, 2022)

Bacchus Marsh Aerodrome Master Plan (Moorabool Shire Council with Lower Capital Pty Ltd, 2022)


Bacchus Marsh Aerodrome Master Plan

December 2022

The Master Plan provides a strategic direction for the future development of Bacchus Marsh Aerodrome (BMA) over a 20 year period.

The aerodrome is a General Aviation (GA) facility hosting gliding, commercial flying training and engineering operations, private flying and aerial firefighting aircraft from adjoining gliding club land during the Victorian fire season.

In addition to three gliding clubs and the Australian Gliding Museum, two flight training schools and two aircraft maintenance businesses use BMA as the base for their operations.

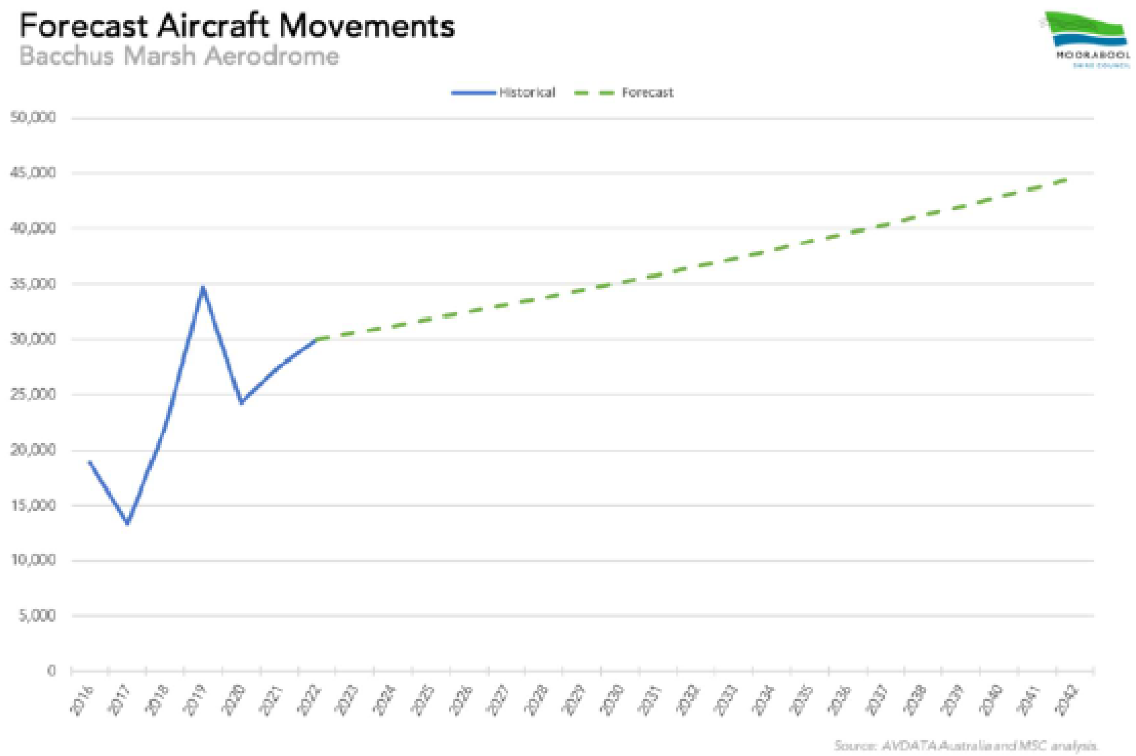
There are also a number of private aircraft owners who base their aircraft in hangars at the aerodrome and use the facilities on a regular basis.

The vision developed in the masterplan is: *As a critical aspect of the Parwan Employment Precinct, Bacchus Marsh Aerodrome is a core economic and social driver for Moorabool Shire through increased aviation activity, job creation and tourism, and the provision of direct access to emergency and other essential services for its local communities.*

The Capacity of Aviation Facilities in the Port Phillip Region (2000) report nominated the theoretical capacity of BMA as approximately 60,000 movements, a figure that was subsequently validated in the Ballarat Airport Master Plan 2013-2033. The current number of aircraft movements at BMA can be easily accommodated with the current runway configuration and airspace arrangements.

In 20 years' time however, movement numbers could be significantly higher depending upon realised annual rates of growth. Additionally, the mix of powered aircraft and glider operations using the same runways is a potentially limiting factor.

Bacchus Marsh Aerodrome projected aircraft movements 2022-2042



Source: Bacchus Marsh Aerodrome Master Plan (Moorabool Shire Council with Lower Capital Pty Ltd, 2022)

While the emphasis of the Master Plan is aviation growth, development and protecting the BMA site for the future expansion of aviation facilities is a key objective. As such, this plan identifies land use planning measures that will be employed to ensure development on adjoining land is complementary to the site.

It recommends the BMA site be rezoned to a Special Use Zone.

The Master Plan recommends that use and development of the aerodrome site should comply with the following general guidelines:

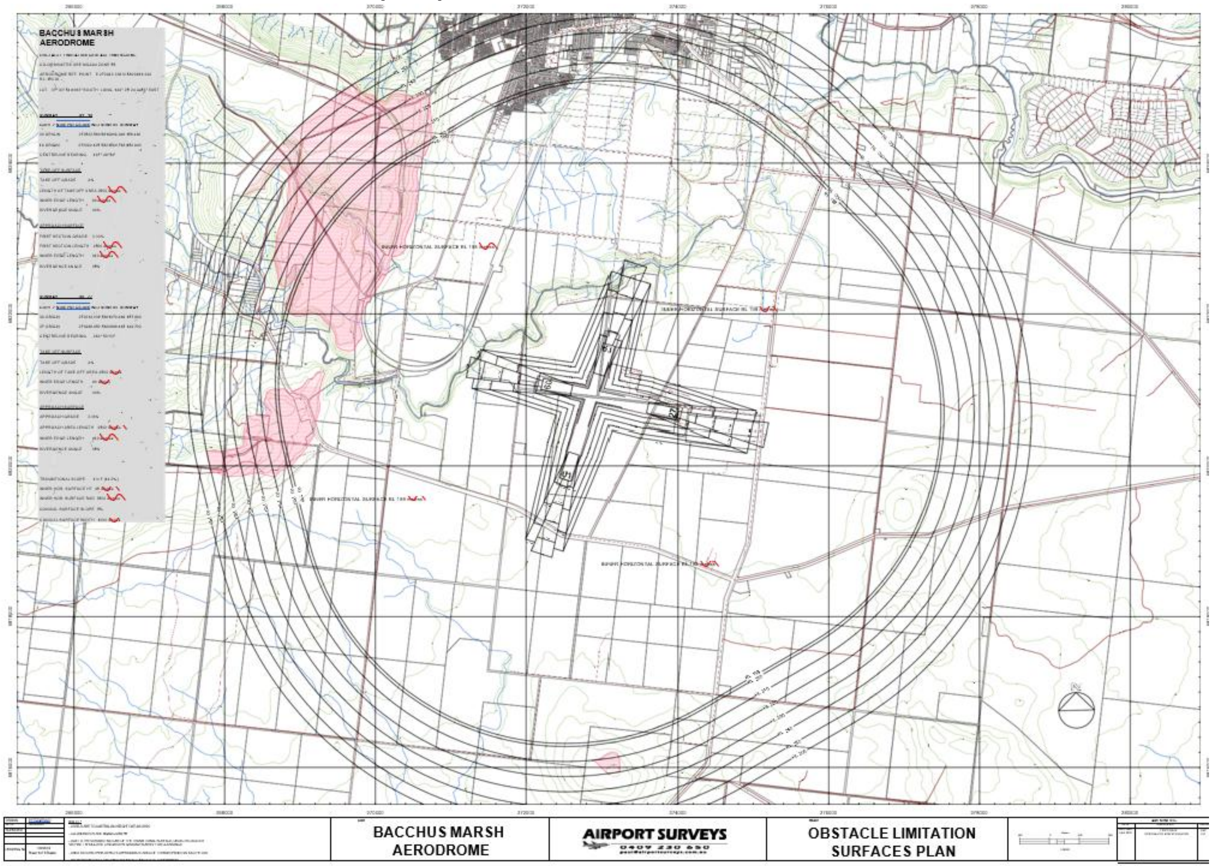
- Future use and development should comply with this Master Plan and be compatible with ongoing aerodrome operation.
- The aerodrome land should be reserved for its designated use in accordance with the Land Use Precincts Plan.
- Development in any individual precinct should be undertaken in accordance with the detailed precinct development plan.
- Ensure that appropriate utility services are provided for new development.
- Ensure that industrial activities do not produce air emissions that are likely to impact on aviation activities.
- Ensure that surrounding lighting does not affect aerodrome operations.
- Ensure that buildings do not exceed the heights specified in the established Obstacle Limitation Surfaces (OLS) plan as detailed elsewhere.

- Ensure that neighbouring land uses are not sensitive to aircraft noise (residential uses should generally be discouraged).
- Ensure that land uses and landscaping do not attract wildlife that could be a hazard to aircraft operations.
- Ensure that convenient, safe and efficient vehicle access is provided within and to the site. and does not limit the future growth of BMA.

To implement these guidelines the masterplan identifies the following six precincts where further development should occur:

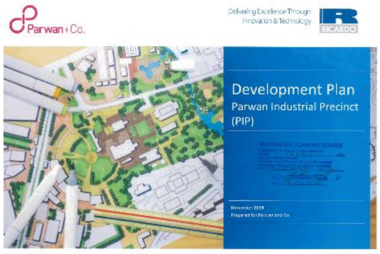
- Aerodrome Precinct
- Aerodrome Expansion Precinct
- Hangar Precinct
- Terminal Precinct
- Aviation Services Precinct
- Gliding Precinct.

Obstacle Limitation Surfaces (OLS)



Source: Bacchus Marsh Aerodrome Master Plan (Moorabool Shire Council with Lower Capital Pty Ltd, 2022)

Development Plan - Parwan Industrial Precinct (Ricardo for or Parwan and Co, 2019)



The development plan was approved by Council on 19 December 2019 in accordance with the Moorabool Agribusiness Industrial Area Development Plan Overlay Schedule 1.

The Parwan Industrial Precinct is a regionally scaled employment precinct which has significant economic and employment growth potential for the region, with the ability to attract high levels of new agriculturally focused industrial and business investment. The Parwan Industrial Precinct is located within the Parwan Employment Precinct in close proximity to Bacchus Marsh Irrigation District, markets, suppliers, and key transport nodes.

The Parwan Industrial Precinct has the capacity to accommodate agribusiness related industries that add value to agriculture in Bacchus Marsh and the broader region.

Parwan Industrial Precinct Preliminary Land Use Budget

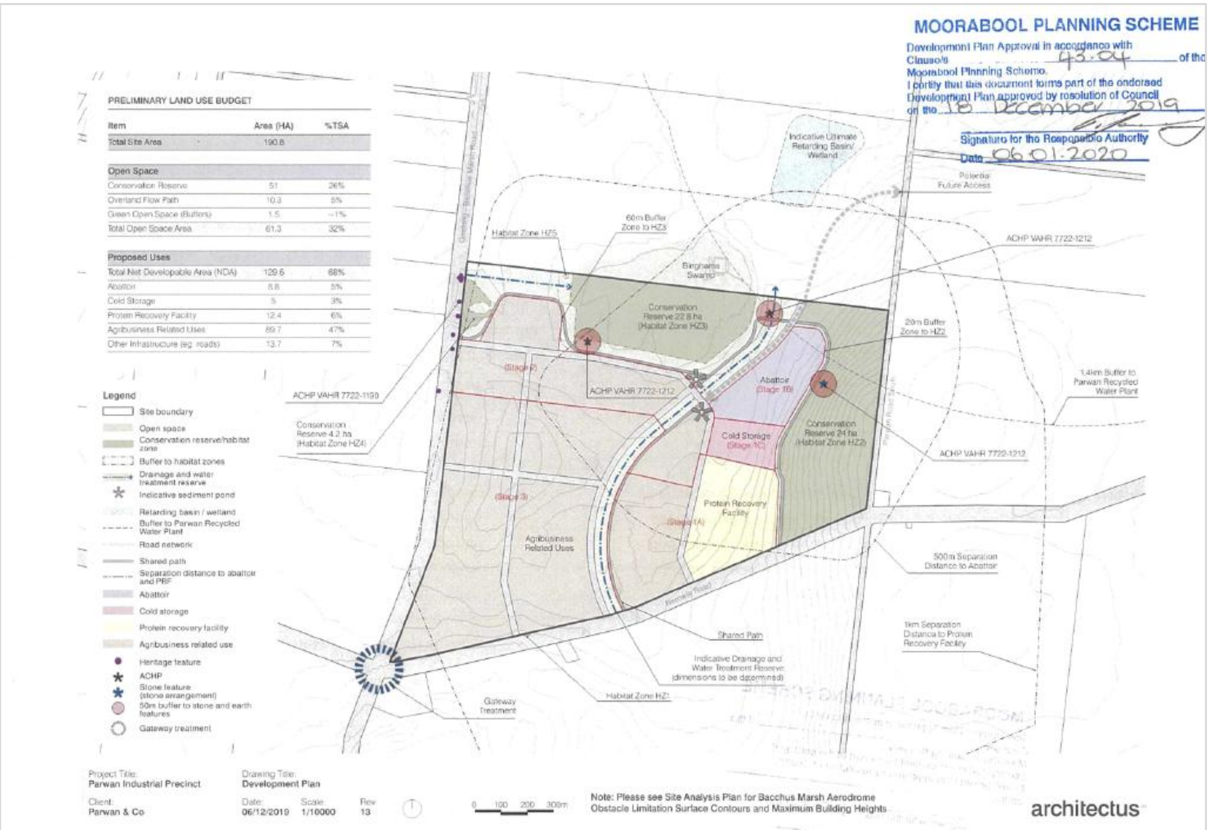


Figure 10: Urban Design Masterplan

Source: Development Plan - Parwan Industrial Precinct (Ricardo for or Parwan and Co, 2019)

National and State Transport Directions

The following national and state significant transport designations are relevant to the Bacchus Marsh region.

National Land Transport Network and National Freight Network:

- This is a network of nationally important road and rail infrastructure links and their intermodal connections. The Network is determined under the National Land Transport Act 2014.
- Australia's freight network includes designated railway lines, roads, air routes, shipping lines and intermodal terminals. The designation identifies links and assets of national importance for future investment to improve the national freight system.
- At a national level, significant links in the Bacchus Marsh region and surrounds are Western Freeway (Melbourne to Ballarat), Princes Freeway (Melbourne to Geelong) and the national rail freight route (Melbourne to Geelong).

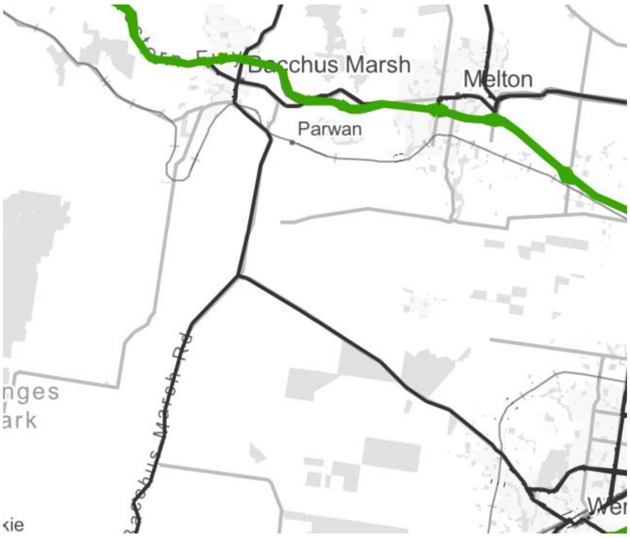
National Airports Safeguarding Framework:

- This is a national land use planning framework that aims to improve activity relating to aviation and minimise impacts on the community associated with air transportation.
- Details of the Bacchus Marsh Aerodrome pursuant to this framework are captured in local planning documents including the relevant Obstacle Limitation Surfaces (OLS).

Declared Roads in Victoria and State Rail:

- At a state level, significant links are Geelong-Bacchus Marsh Road, Bacchus Marsh-Werribee Road and the Melbourne to Ballarat rail freight line.

National and State Transport Links Near Parwan



Source: Department of Transport and Planning online June 2026

APPENDIX C: POPULATION PROJECTIONS

Population Projections

The following table documents population estimates in 2021 and projections for the state and selected regions and localities. The data is sourced from:

- State government's Victoria in Future data, which is available to 2036 for localities and to 2051 for major regions, and
- Moorabool Shire Council's Forecast ID data, which is available to the year 2046.

The Bacchus March urban area's population is expected to increase from approximately 27,400 in 2026 to approximately 55,570 in 2046 (based on Bacchus Marsh Surrounds data from Forecast ID).

This represents expected growth of approximately 28,180 residents in this 20-year period, or approximately 103% growth.

Population Projections, Selected Areas

Selected Area	Geography	2021	2026	2031	2036	2041	2046	2051
Victorin in Future December 2023								
Victoria	State	6,547,822	7,181,625	7,802,504	8,427,080	9,057,951	9,695,244	10,328,337
Metro Melbourne	State Region	4,913,052	5,444,516	5,953,438	6,466,652	6,987,889	7,517,371	8,043,745
Western Region Metro Melbourne	Region	975,901	1,135,565	1,280,784	1,426,714	1,568,897	1,705,699	1,824,085
Melton (C)	LGA	181,346	242,875	295,815	349,385	n.a.	n.a.	n.a.
Regional Victoria	State Region	1,634,770	1,737,110	1,849,067	1,960,428	2,070,062	2,177,872	2,284,592
Central Highlands	Region	212,237	231,168	252,328	274,638	297,663	320,543	343,283
Ballarat (C)	LGA	113,504	124,170	134,600	144,732	n.a.	n.a.	n.a.
Moorabool (S)	LGA	37,910	42,743	49,493	56,752	n.a.	n.a.	n.a.
Bacchus Marsh	SA2 (Town)	25,057	29,106	34,861	41,018	n.a.	n.a.	n.a.
Bacchus Marsh and Surrounds*	SA2 (x2)	31,590	36,036	42,368	49,187	n.a.	n.a.	n.a.
Melton - Bacchus Marsh	SA3	201,101	262,703	317,569	375,046	n.a.	n.a.	n.a.
Forecast ID February 2025								
Moorabool (S)	LGA	37,935	41,103	45,991	53,406	62,586	73,684	n.a.
Bacchus Marsh Surrounds**	Town	24,529	27,392	31,881	37,726	44,981	55,566	n.a.
Comparison of Above: VIF - Forecast ID								
Moorabool (S)	LGA	-25	1,640	3,502	3,346	n.a.	n.a.	n.a.
- percent difference		-0.1%	3.8%	7.1%	5.9%	n.a.	n.a.	n.a.
Bacchus Mars	Town	528	1,714	2,980	3,292	n.a.	n.a.	n.a.
- percent difference		2.1%	5.9%	8.5%	8.0%	n.a.	n.a.	n.a.

*Combination of two SA2 areas: Bacchus Marsh (urban area) and Bacchus Marsh Surrounds (crescent shaped area around the north, west and south of the town)

**Based on five suburbs (Bacchus Marsh, Darley, Merrimu-Hopetoun Park, Maddingley and Parwan Station) which approximately to Bacchus Marsh urban area

Source: Victoria in Future (VIF) (Department of Transport and Planning, December 2023); Forecast ID National Forecasting Program (Informed Decisions, February 2025)

Expected Population Growth Rates

The following table provides a colour-coded representation of projected population growth rates shown as annual average change in the five year data periods. Green represents faster growth and red representing slower growth.

This shows that the Melton and Bacchus Marsh areas are very fast growing in a state and regional context. Moorabool is expected to increase its growth rate over time.

Population Growth Rates (Annual Average Change), Selected Areas

Selected Area	Geography	2021-26	2026-31	2031-36	2036-41	2041-46	2046-51
Victorin in Future December 2023							
Victoria	State	1.87%	1.67%	1.55%	1.45%	1.37%	1.27%
Metro Melbourne	State Region	2.08%	1.80%	1.67%	1.56%	1.47%	1.36%
Western Region Metro Melbourne	Region	3.08%	2.44%	2.18%	1.92%	1.69%	1.35%
Melton (C)	LGA	6.02%	4.02%	3.38%	n.a.	n.a.	n.a.
Regional Victoria	State Region	1.22%	1.26%	1.18%	1.09%	1.02%	0.96%
Central Highlands	Region	1.72%	1.77%	1.71%	1.62%	1.49%	1.38%
Ballarat (C)	LGA	1.81%	1.63%	1.46%	n.a.	n.a.	n.a.
Moorabool (S)	LGA	2.43%	2.98%	2.78%	n.a.	n.a.	n.a.
Bacchus Marsh	SA2 (Town)	3.04%	3.67%	3.31%	n.a.	n.a.	n.a.
Bacchus Marsh and Surrounds*	SA2 (x2)	2.67%	3.29%	3.03%	n.a.	n.a.	n.a.
Melton - Bacchus Marsh	SA3	5.49%	3.87%	3.38%	n.a.	n.a.	n.a.
Forecast ID February 2025							
Moorabool (S)	LGA	1.62%	2.27%	3.03%	3.22%	3.32%	n.a.
Bacchus Marsh Surrounds**	Town	2.23%	3.08%	3.42%	3.58%	4.32%	n.a.

*Combination of two SA2 areas: Bacchus Marsh (urban area) and Bacchus Marsh Surrounds (crescent shaped area around the north, west and south of the town)

**Based on five suburbs (Bacchus Marsh, Darley, Merrimu-Hopetoun Park, Maddingley and Parwan Station) which approximately to Bacchus Marsh urban area

Source: Victoria in Future (VIF) (Department of Transport and Planning, December 2023); Forecast ID National Forecasting Program (Informed Decisions, February 2025)

The following table shows the annual average change of the projections for the projections period published, that is, 15 years, 25 years or 30 tears.

Population Growth Rates (Annual Average Change for Projection Period), Selected Areas

Selected Area	Geography	Annual Average Change	Number of Years from 2021
Victorin in Future December 2023			
Victoria	State	1.5%	30
Metro Melbourne	State Region	1.7%	30
Western Region Metro Melbourne	Region	2.1%	30
Melton (C)	LGA	4.5%	15
Regional Victoria	State Region	1.1%	30
Central Highlands	Region	1.6%	30
Ballarat (C)	LGA	1.6%	15
Moorabool (S)	LGA	2.7%	15
Bacchus Marsh	SA2 (Town)	3.3%	15
Bacchus Marsh and Surrounds*	SA2 (x2)	3.0%	15
Melton - Bacchus Marsh	SA3	4.2%	15
Forecast ID February 2025			
Moorabool (S)	LGA	2.7%	25
Bacchus Marsh Surrounds**	Town	3.3%	25

*Combination of two SA2 areas: Bacchus Marsh (urban area) and Bacchus Marsh Surrounds (crescent shaped area around the north, west and south of the town)

**Based on five suburbs (Bacchus Marsh, Darley, Merrimu-Hopetoun Park, Maddingley and Parwan Station) which approximately to Bacchus Marsh urban area

Source: Victoria in Future (VIF) (Department of Transport and Planning, December 2023); Forecast ID National Forecasting Program (Informed Decisions, February 2025)

APPENDIX D: ECONOMIC TRENDS

Overview

This section provides an analysis of jobs by industry sector in Moorabool Shire and the Bacchus Marsh region using ABS Census data.

Jobs data for Moorabool Shire is provided for 2011, 2016 and 2021 (the latest available). Data for the Bacchus Marsh Region is provided for 2016 and 2021 (but not 2011 due to boundary changes in ABS data making comparison unreliable in the 2011 to 2016 time period).

Moorabool Shire Economy

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

Jobs growth was stronger than population growth over the five year period to 2021 (5.4% p.a. vs 3.0% p.a.) and decade (4.8% p.a. vs 3.0% p.a.).

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

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

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

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

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

Jobs by Industry Sector, Moorabool Shire, 2011-2021

Sector / Year		2011	2016	2021	5 year change per annum	10 year change per annum
Primary Industry						
	Agriculture, Forestry and Fishing	594	746	816	1.8%	3.2%
	Mining	64	126	118	-1.3%	6.3%
	Sub-Total	**658**	**872**	**934**	**1.4%**	**3.6%**
Core Industrial Land Sectors						
	Manufacturing	324	340	406	3.6%	2.3%
	Wholesale Trade	172	97	95	-0.4%	-5.8%
	Transport, Postal and Warehousing	361	448	506	2.5%	3.4%
	Sub-Total	**857**	**885**	**1,007**	**2.6%**	**1.6%**
Utilities and Construction						
	Electricity, Gas, Water and Waste Services	50	57	103	12.6%	7.5%
	Construction	595	724	1,200	10.6%	7.3%
	Sub-Total	**645**	**781**	**1,303**	**10.8%**	**7.3%**
Service Sectors						
	Retail Trade	739	739	886	3.7%	1.8%
	Accommodation and Food Services	481	587	766	5.5%	4.8%
	Information Media and Telecommunications	28	31	43	6.8%	4.4%
	Financial and Insurance Services	61	64	124	14.1%	7.4%
	Rental, Hiring and Real Estate Services	79	88	116	5.7%	3.9%
	Professional, Scientific and Technical Services	286	356	439	4.3%	4.4%
	Administrative and Support Services	112	165	212	5.1%	6.6%
	Public Administration and Safety	370	347	472	6.3%	2.5%
	Education and Training	698	920	1,178	5.1%	5.4%
	Health Care and Social Assistance	716	906	1,163	5.1%	5.0%
	Arts and Recreation Services	84	131	178	6.3%	7.8%
	Other Services	197	285	478	10.9%	9.3%
	Sub-Total	**3,851**	**4,619**	**6,055**	**5.6%**	**4.6%**
Other						
	Inadequately described/Not stated	70	333	439	5.7%	20.2%
Total Jobs		**6,081**	**7,490**	**9,738**	**5.4%**	**4.8%**
Population		**28,125**	**32,672**	**37,935**	**3.0%**	**3.0%**

Source: Job trends: ABS Census 2011, 2016, 2021, Working Population Profile; Forecast ID National Forecasting Program (Informed Decisions, February 2025)

Bacchus Marsh Region Economy

This section provides jobs by industry sector data for the Bacchus Marsh region, which is based on a best-fit data area for the years 2016 and 2021.

The Bacchus Marsh region had an estimated 7,000 jobs in 2021 relative to a population of 24,530. This represents 1 job for every 3.96 residents. A fully mature economy will have approximately 1 job for every 2 to 2.5 residents. The Victorian state figure was 2.06 at the 2021 Census.

Nevertheless, jobs growth has been stronger than population growth over the five years to 2021 (5.2% p.a. vs 2.7% p.a.).

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

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

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

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

This profile is similar to the municipal profile given that the Bacchus Marsh region is the primary economic hub of the municipality.

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

Jobs by Industry Sector, Bacchus Marsh Region, 2016-2021

Sector / Year		2016	2021	5 year change per annum
Primary Industry				
	Agriculture, Forestry and Fishing	351	388	2.00%
	Mining	101	77	-5.30%
	Sub-Total	**452**	**465**	**0.60%**
Core Industrial Land Sectors				
	Manufacturing	271	312	2.90%
	Wholesale Trade	66	69	0.90%
	Transport, Postal and Warehousing	323	363	2.40%
	Sub-Total	**660**	**744**	**2.40%**
Utilities and Construction				
	Electricity, Gas, Water and Waste Services	37	74	14.90%
	Construction	527	836	9.70%
	Sub-Total	**564**	**910**	**10.00%**
Service Sectors				
	Retail Trade	628	723	2.90%
	Accommodation and Food Services	405	520	5.10%
	Information Media and Telecommunications	20	29	7.70%
	Financial and Insurance Services	49	95	14.20%
	Rental, Hiring and Real Estate Services	67	77	2.80%
	Professional, Scientific and Technical Services	249	317	4.90%
	Administrative and Support Services	112	146	5.40%
	Public Administration and Safety	227	293	5.20%
	Education and Training	727	950	5.50%
	Health Care and Social Assistance	742	951	5.10%
	Arts and Recreation Services	85	88	0.70%
	Other Services	218	380	11.80%
	Sub-Total	**3,529**	**4,569**	**5.30%**
Other				
	Inadequately described/Not stated	221	314	7.30%
Total Jobs		**5,426**	**7,002**	**5.20%**
Population		**21,478**	**24,529**	**3.38%**
Persons / Job		**4.0**	**3.5**	**-3.01%**

Source: Job trends: ABS Census 2016-2021, Working Population Profile; Forecast ID National Forecasting Program (Informed Decisions, February 2025)

APPENDIX E: INDUSTRIAL LAND SUPPLY CONTEXT

Industrial Land Supply in Greater Melbourne

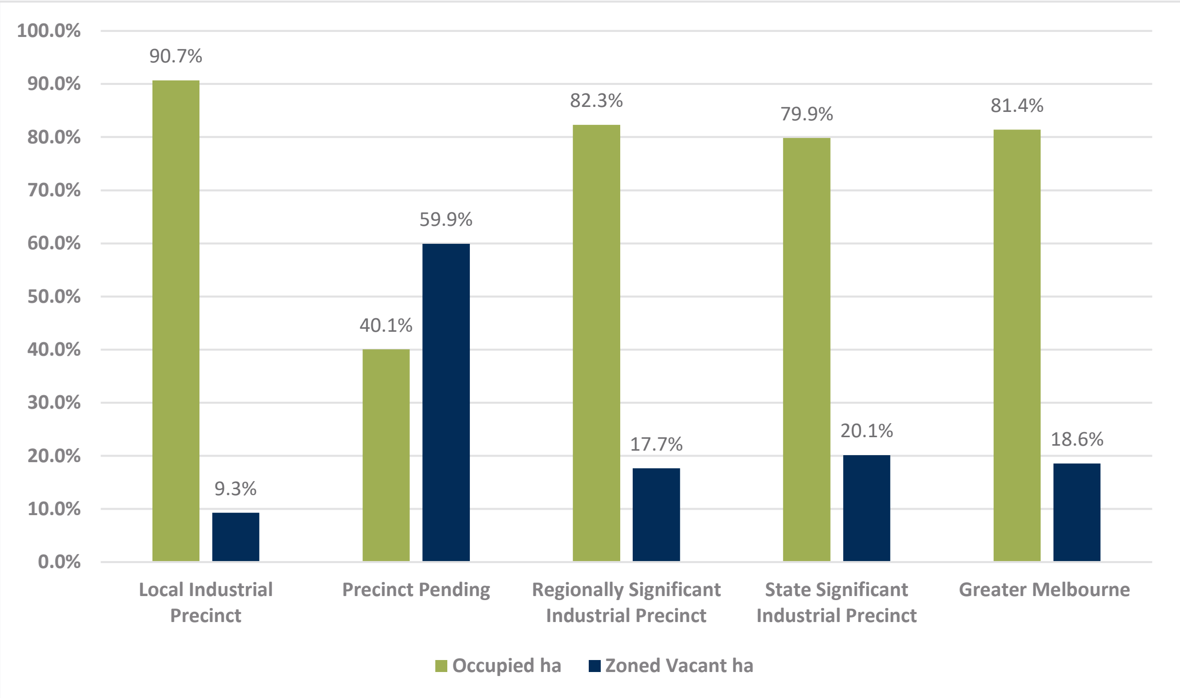
Greater Melbourne (being the 31 municipalities of the metropolitan area plus Mitchell Shire) has potential to accommodate approximately 32,071 hectares (ha) of industrial land based on current planning frameworks and policies. As of 2025, Greater Melbourne utilised approximatley 19,295 ha for industrial activity and had a zoned vacant land supply of 4,405 ha.

Industrial Land Supply, Greater Melbourne, 2025

Precinct Type (MICLUP)	Occupied ha	Zoned Vacant ha	Sub-Total ha	Zoned Non-Industrial Use ha	Unzoned ha	Total ha
Local Industrial Precinct	2,320.9	238.1	2,559.0	43.1	43.2	2,645.3
Precinct Pending	90.6	135.5	226.1	14.6	1,044.6	1,285.3
Regionally Significant Industrial Precinct	6,087.7	1,307.6	7,395.3	1,514.6	1,302.5	10,212.4
State Significant Industrial Precinct	10,795.9	2,723.6	13,519.5	994.5	3,414.9	17,928.9
Greater Melbourne	**19,295.1**	**4,404.8**	**23,699.9**	**2,566.8**	**5,805.2**	**32,071.9**

Source: Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning

Utilisation Status of Zoned Industrial Land, Greater Melbourne, 2025



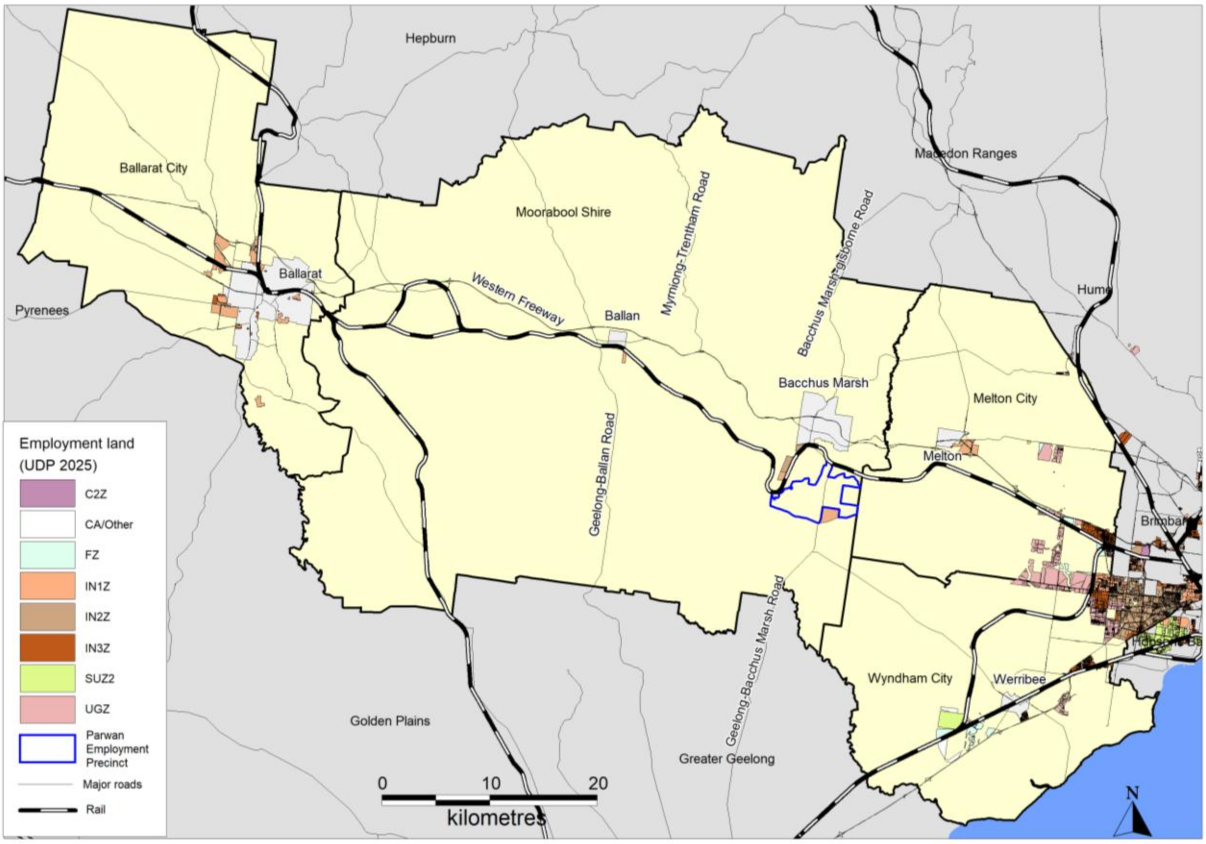
Note: this data is based on Occupied ha and Zoned Vacant ha

Source: Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning

Ballarat to Western Melbourne Corridor

The Parwan study area is primarily influenced by economic and industrial activity in the Ballarat to Western Melbourne corridor, as depicted in the figure below. This is the primary market area within which Parwan will compete for investment. Other competing regions include the Geelong and northern Melbourne regions.

Ballarat to Western Melbourne Corridor



Source: Mapinfo using Department of Transport and Planning data

The Ballarat to Western Melbourne corridor, as defined here, is estimated to accommodate approximatley 5,700 ha of industrial zoned land. Of this land stock, approximatley 4,000 ha is occupied and the remaining 1,700 ha is zoned and vacant.

In addition to this zoned stock of land, the corridor has a possible additional future supply of around 2,540 ha, subject to future rezoning. This sum does not include potential rezoning in the Parwan Employment Precinct.

Estimated Industrial Land Supply in Ballarat to Western Melbourne Corridor

Area	Occupied ha	Zoned Vacant ha	Sub-Total ha	Zoned Non-Industrial Use ha	Unzoned ha
Bacchus Marsh Region	105.6	297.4	403.1	-	-
Melton LGA	746.9	626.2	1,373.1	159.1	1,142.4
Wyndham LGA	2,169.2	402.9	2,572.1	104.3	956.6
Ballarat LGA	978.4	370.3	1,348.6	-	437.0
Total of Above	**4,000.1**	**1,696.8**	**5,696.9**	**-**	**-**

Source: Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning; Mapinfo using Department of Transport and Planning 2026 data; Ballarat Employment Lands Analysis HillPDA 2020 data

Bacchus Marsh Region Industrial Land Supply

The Bacchus Marsh region has four industrial precincts: McPherson Street, Park Street, Balliang and Parwan.

The Bacchus Marsh region is estimated to accommodate 253 lots and 403 ha of land zoned for industry (i.e. Industrial 1 zone, Industrial 2 zone and Industrial 3 zone land).

Approximately 106 ha of the zoned land is assessed as occupied (i.e. has a building on the land) and 297 ha is deemed vacant (i.e. has no building or has limited improvements to land).

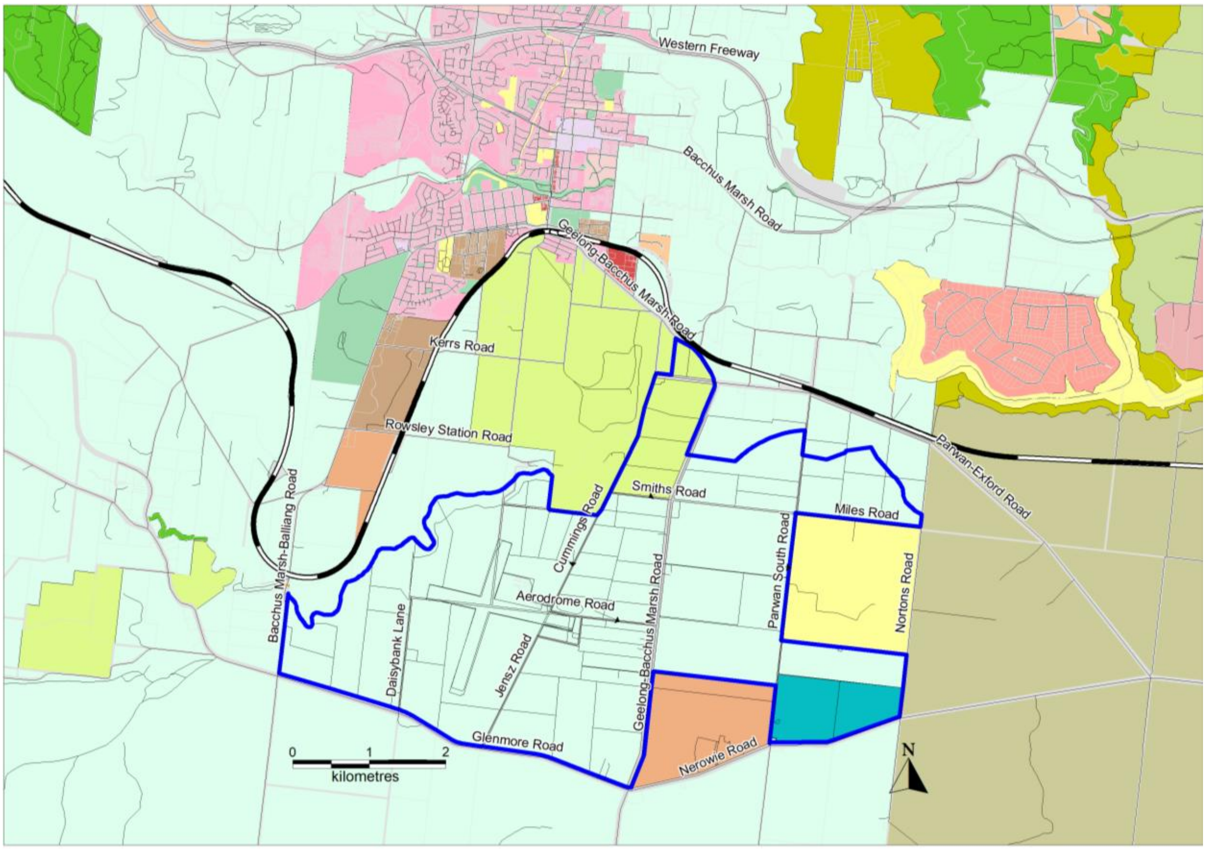
Industrial Land Supply and Utilisation, Bacchus Marsh Region, 2026

Precinct	Occupied		Vacant*		Total	
	No.	Area ha	No.	Area ha	No.	Area ha
McPherson Street	125	19.67	16	13.44	141	33.11
Park Street	66	7.72	1	2	67	9.72
Balliang	33	70.45	9	98.23	42	168.67
Parwan	1	7.82	2	183.76	3	191.57
Total	**225**	**105.65**	**28**	**297.43**	**253**	**403.07**

*Capability of land for development has not been assessed in detail; this data represents maximum potential, but actual potential may be lower

Source: Mapinfo using Department of Transport and Planning data

Study Area Zoning Context



Source: Mapinfo using Department of Transport and Planning data

The precincts that are located in the established suburbs close to the centre of Bacchus Marsh town centre are generally highly occupied with most vacant land being in the more remote areas of Balliang and Parwan.

Industrial Land Occupancy and Vacancy Rates, Bacchus Marsh Region, 2026

Precinct	Occupied		Vacant	
	No.	Area ha	No.	Area ha
McPherson Street	88.7%	59.4%	11.3%	40.6%
Park Street	98.5%	79.4%	1.5%	20.6%
Balliang	93.5%	41.8%	21.4%	58.2%
Parwan	33.3%	4.1%	66.7%	95.9%
Total	**88.9%**	**26.2%**	**11.1%**	**73.8%**

Source: Mapinfo using Department of Transport and Planning data

Indicative Conditions in Industrial Precincts

Precinct Description	Indicative Land Utilisation (Not to Scale)
McPherson Street The McPherson Street precinct accommodates businesses that meet local catchment needs in addition to some businesses that service broader economic needs. The dominant land use is population-servicing industry such as automotive services and repairs and manufacturing uses, storage and warehousing. The precinct has potential for further development.	
Park Street The Park Street precinct has a focus on service industry, with a representation of automotive and construction services in addition to freight transport uses. The precinct is well occupied and has limited scope for additional development.	
Balliang The Balliang precinct includes an industrial area and vacant industrial zoned land. The area includes storage uses, materials supply, construction services and a concrete batching facility. The adjacent area accommodates extractive industry.	
Parwan Parwan's industrial land includes an abattoir and protein recovery facility in addition to vacant land stocks. The abattoir and protein recovery facility development required the delivery of utility infrastructure to the site. This has unlocked additional development potential in the immediate area.	

Precinct Description	Indicative Land Utilisation (Not to Scale)

The broader Parwan area includes other businesses on non-industrial zoned land. The businesses include:

- Bacchus Marsh Aerodrome and associated uses including aviation and gliding clubs
- Research co-operative
- Food processing
- Farms including equine, poultry and agriculture activities
- Earth moving business
- Pet crematorium
- Motor sports facility

Other uses.

Source: Mapinfo using Department of Transport and Planning data, HillPDA

APPENDIX F: PROPERTY MARKET OVERVIEW

Overview

This section of the report provides property market information to identify the market position of Parwan and potential future investment opportunities. The focus is on industrial and business park uses as the primary opportunity for future investment in the study area, noting activity centre uses are accommodated within designated existing and future activity centres. The market research considers the local property market in the context of the western corridor, metropolitan area and state.

Market Context

Parwan is influenced by state planning and infrastructure priorities that concentrate large-scale industrial growth in Melbourne's west and along major freeway and rail corridors to Ballarat, which includes the Ballarat West Employment Zone.

Parwan's location in the Ballarat to Western Melbourne corridor means it is influenced by Melbourne west industrial market yet is also within the catchment of (non-metropolitan) regional economic activity.

Real estate agents consulted for this project report that Parwan is treated as an affordable extension of the western Melbourne industrial area.

Short-Term Economic Outlook

The Reserve Bank of Australia's February 2026 Statement on Monetary Policy forecasts moderate growth in a short-term outlook period.

Reserve Bank of Australia February 2026 Forecasts

Metric	Dec-25	Jun-26	Dec-26	Jun-27	Dec-27	Jun-28
Gross domestic product	2.3	2.1	1.8	1.6	1.6	1.6
Dwelling investment	5.5	4.8	3.7	3.1	2.7	2.5
Unemployment rate (quarterly, %)	4.2	4.3	4.3	4.4	4.5	4.46
Consumer Price Index	3.6	4.2	3.6	2.9	2.7	2.6
Wage Price Index	3.4	3.1	3.1	3.1	3.1	3
Nominal average earnings per hour (non-farm)	4.9	4.3	3.9	3.6	3.5	3.3
Cash Rate (industry expectation)	3.6	3.9	4.2	4.2	4.3	4.2

Source: Reserve Bank of Australia

Vacancy Rates

Melbourne's industrial market is no longer experiencing tight vacancy conditions of the 2022-23 peak, and is instead experiencing higher vacancy, elevated incentives, and a reduction in speculative supply. The direction is consistent across sources reviewed:

- Cushman & Wakefield report Melbourne logistics & industrial vacancy at 3.8% in Q4 2025, with the west sub-market at 5.0% (and East at 1.5%, South East 3.0%, North 4.2%). It also notes sub-lease vacancy is low (0.7%), but that the west accounts for most sub-lease availability (linked to third party logistics and retailer space).
- Knight Frank reports a total vacancy rate around 4.1% in Q4 2025 and describes it as above the 10-year average, with the west precinct at 4.6%.
- CBRE report an average vacancy rate of 4.7% as in its Q4 2025 figures, also noting net effective rents declining slightly in the quarter and yields holding stable.
- Jones Lang LaSalle (JLL) summarise Q4 2025 as a quarter where Melbourne headline vacancy increases to 5.3% and yields decompress across precincts other than the city fringe. Demand was focussed on Melbourne's west accounting for 70% (199,700 sqm) of Melbourne's 287,000sqm take-up.

The market in western Melbourne has stabilised and it no longer operates in a full occupancy environment.

The addition of vacancy has allowed tenants to increase decision-making time and negotiate increased incentives. It also places pressure on developers to ensure speculative development has a clear target market.

Rents

Net face rents have been consistent in Melbourne's west. Owners have focused on negotiating incentives. Across Melbourne, prime net face rents have remained stable, but incentives have persisted, and several sources note that effective rent growth has softened relative to face rent movements.

- Knight Frank's Q4 2025 market snapshot reports prime net face rents (all-market) averaging $151/sqm, essentially flat quarter-to-quarter but still higher year-on-year, and notes incentives averaging 20.3% across Melbourne (described as the highest since 2017). In the same benchmark table, the west precinct records prime net face rent of $138/sqm and incentives of 26.7%.
- Cushman & Wakefield report prime net face rents rising 0.4% in Q4 2025 and 4.5% year-on-year. It states prime rents average around $160/sqm across the city, with pre-lease rents around $140/sqm in the west and north (and $165/sqm in the south east). Incentives are reported as stabilising at 21% on average, with some precincts nearer 30%.
- CBRE's Q4 2025 indicate net effective rents were down 0.7% for the quarter, despite vacancy lifting and yields holding stable. CBRE Research estimates that economic rents exceed current market rents by 47% in Melbourne's west and 25% in the north. While this has dampened activity among developers and investors, owner-occupiers remain active in the market.

- Comparatively, Colliers reports Ballarat prime net face rent is between $110-160/sqm. With 12,423/sqm leased in the first half of 2025.

Parwan's future market position needs to consider the competitive field of new released stock, and pre-lease options, which can cap the achievable rent, especially if it is competing for similar tenant cohorts.

Yields

Industrial yields have generally stabilised in the mid-5% range for prime markets in Melbourne, with evidence of decompression from the peak phase. A new precinct is likely to be priced off a risk premium relative to core metro locations unless its product is pre-leased, highly specified, and/or strategically unique.

- Knight Frank Q4 2025 report prime core market yield at 5.8% in the west precinct (versus 5.3% in the city fringe).
- Cushman & Wakefield report an average prime yield of 5.61% (and 6.25% for secondary) in Q4 2025.
- CBRE describes yields as stable across grades and precincts in Q4 2025.
- JLL Q4 2025 notes yield decompression across precincts (except city fringe).
- In Ballarat, Colliers identifies strata unit yields tightening to around 5% in the first half of 2025, this shows the competitive buyer field for smaller assets particularly targeting owner-occupiers or the family office market. The report also references limited investment opportunity and indicates yields around 6% for freestanding assets. The report shows yields for prime assets around 5% with secondary yields around 5.75% to 6.25%.

Looking ahead, the market expectation for a higher interest rate would likely correspond to further upward pressure on capitalisation rates.

Tenant Mix

Tenant preferences are reported to focus on the following attributes: flight-to-quality, higher-specification facilities, and the willingness to trade location for space and efficiency when rents and land values in core precincts become prohibitive.

Tenants moving to outer areas have been seeking affordable space, and larger areas.

Cushman & Wakefield report that in 2025, prime and super prime assets accounted for the majority of demand. Tenants have prioritised modern buildings with higher clearances, automation capability, and improved staff amenities.

Cushman & Wakefield identify transport and logistics and retail trade as the most active sectors in the west.

In Ballarat, Colliers report that there is no vacancy for sites over 10,000 sqm, indicating limited supply for large format assets.

Value

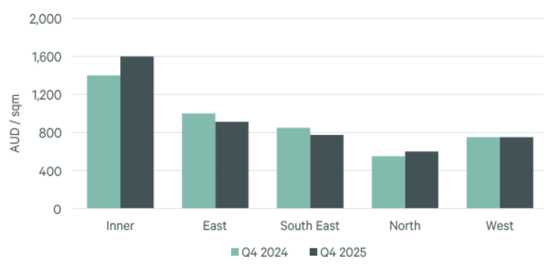
Industrial land prices in Melbourne's west have risen sharply this decade but have moderated in recent months. Land remains expensive relative to regional benchmarks, which his creates a price umbrella under which new, more distant precincts like Parwan can potentially position serviced large lots (subject to access and servicing provision).

Knight Frank report west precinct land values for lots less than 5,000 sqm at $855/sqm in Q4 2025 (with other precincts higher, especially city fringe).

Cushman & Wakefield report broader Melbourne industrial land values averaging $879/sqm for 1-5 hectare lots and $1,066/sqm for <1 hectare lots, and a premium for smaller lot sizes and more in central sub-markets

Agents in Bacchus Marsh indicate values at currently in vicinity of $825/sqm for newer release areas near Fisk Road. This reflects, large lot demand and large price escalation in western Melbourne is shifting demand outward, where a credible product exists.

Industrial Land Values

Average land value lots 0.25 ha	Average land value 1.6ha lots
	

Source: CBRE

Development Pipeline

Since 2013, the western region has accounted for half of the floorspace growth in Melbourne. Key opportunities include:

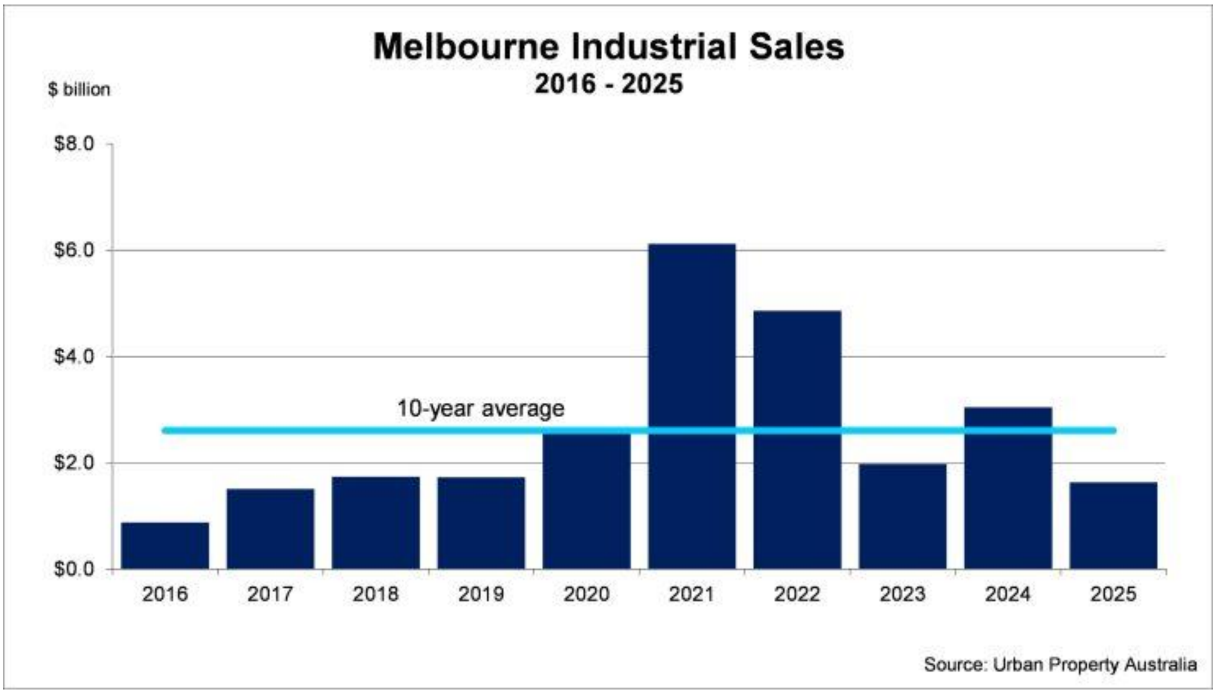
- The Western Interstate Freight Terminal (WIFT) and surrounding industrial precincts including Derrimut Fields and unlocking Special Use Zone Land in Altona North will support continued growth of freight and logistics.
- The West Gate Tunnel will provide another corridor to the Port of Melbourne as an alternative to the West Gate Bridge.

Supply has softened, with Cushman & Wakefield reporting 2025 supply at 780,000 sqm (lowest since 2019). The future pipeline is uncertain. There is potential for 930,000 sqm, but a large share is contingent on pre-commitment.

CBRE report uncertainty on delivery timing with much of the forward pipeline not under construction. This means that speculative supply is expected to drop.

For Parwan, these dynamics imply that the opportunity is likely to be strongest when western Melbourne supply is constrained or delayed, and/or price/value pressure pushes specific tenant cohorts (particularly large-lot and buffer-requiring uses) to an alternative precinct.

Volume of Industrial Sales, Melbourne



Source: Urban Property Australia

Property Sales

A summary of recent sales form 1 January 2024 to 12 February 2026 for selected areas is shown below. This indicates that, at the current time, Moorabool has less market depth and demand than the main competing locations.

Moorabool sale statistics from 1 January 2024

Zone	Lot sizes	Average lot size	Number of sales	Average sale price	Sales price ($/sqm)
Industrial 1	5,000-12,125sqm	9,042 sqm	3	$1,303,883	$144
Industrial 2	133-241,836sqm	12,515 sqm	23	$1,022,917	$82

Ballarat sale statistics from 1 January 2024

Zone	Lot sizes	Average lot size	Number of sales	Average sale price	Sales price ($/sqm)
Commercial 2 Zone	3,354-39,395sqm	22,869 sqm	4	$21,825,000	$954
Industrial 1 Zone	136-20,963sqm	1,911 sqm	153	$1,534,185	$798
Industrial 2 Zone	-	-	0	-	-
Industrial 3 Zone	204-9,858sqm	1,716 sqm	7	$960,714	$560

Melton sale statistics from 1 January 2024

Zone	Lot sizes	Average lot size	Number of sales	Average sale price	Sales price ($/sqm)
Commercial 2 Zone	77-13,934sqm	1,368 sqm	14	$2,359,207	$1,724
Industrial 1 Zone	95-51,391sqm	2,266 sqm	103	$2,429,137	$1,145
Industrial 3 Zone	128-11,601sqm	1,594 sqm	49	$2,424,797	$1,521

Wyndham sale statistics from 1 January 2024

Zone	Lot sizes	Average lot size	Number of sales	Average sale price	Sales price ($/sqm)
Commercial 2 Zone	2,305-6,777sqm	4,541 sqm	2	$17,900,000	$3,942
Industrial 1 Zone	231-3,623sqm	1,089 sqm	21	$1,811,533	$1,663
Industrial 2 Zone	34-120,976sqm	9,869 sqm	116	$6,040,699	$628
Industrial 3 Zone	27-55,079sqm	2,314 sqm	144	$2,764,070	$1,269

Key Transactions

Since 1 January 2024, four sites have been sold as industrial development sites in Moorabool. These are profiled below. The land value rates are between $90/sqm to $622/sqm, which are modest compared to western Melbourne prices.

Selected Transactions in Moorabool

47a Griffith Street Maddingley

Site Area	849
Price	$500,000
Date	23 Jan 2025
$/sqm	589
Zone	Industrial 2 Zone

Currently used as self-storage with $59,000 pr annum rental return. Future potential for development potential. Located in an established area.

Kennedy Place Maddingley

Site Area	30,416
Price	$5,500,000
Date	31 Jan 2025
$/sqm	181
Zone	Industrial 2 Zone

Industrial zoned block. Close proximity to residential uses would mean a portion of the site would need to be used as a buffer.

7 Murdoch Court Maddingley	
	
Site Area	884
Price	$550,000
Date	4 Mar 2024
$/sqm	622
Zone	Industrial 2 Zone
Small lot in Maddingley Bacchus Marsh.	

15 Smallmans Road Ballan	
	
Site Area	5000
Price	$450,000
Date	2 May 2024
$/sqm	90
Zone	Industrial 1 Zone
Vacant lot in a more distant area, several vacant lots nearby.	

Source: RP Data, HillPDA

The following table shows industrial land sales in Melton (Suburb) at around $950/sqm. Most of the sites are smaller and are being used for speculative warehouse construction.

Selected Transactions in Melton

Address	Area	Price	$/sqm	Sale Date	Settlement Date	Settlement Term
7 COBRA STREET	1,520	$1,410,000	$928	18-Jul-25	25-Sep-25	69
65 COLLINS ROAD	822	$771,000	$938	16-Aug-24	17-Sep-24	32
81 COLLINS ROAD	1,748	$1,643,994	$941	26-Mar-25	24-Jun-25	90
91 COLLINS ROAD	780	$825,000	$1,058	1-May-24	29-May-24	28
7 DAZLN DRIVE	1,670	$1,708,410	$1,023	8-Apr-25	7-Aug-25	121
9 DAZLN DRIVE	1,670	$1,678,677	$1,005	3-Apr-25	19-May-25	46
8 GLENVILLE DRIVE	1,488	$1,287,000	$865	2-Sep-24	2-Dec-24	91
6 INDUSTRIAL DRIVE	2,010	$1,350,000	$672	7-Jun-24	17-Jan-25	224
4 LYNCH STREET	2,037	$2,016,630	$990	27-Jun-24	20-Dec-24	176
6 LYNCH STREET	2,037	$1,927,002	$946	3-Jan-25	29-Jan-25	26
8 LYNCH STREET	2,036	$1,915,799	$941	1-Oct-24	19-Dec-24	79
9 LYNCH STREET	894	$958,815	$1,073	22-Aug-25	1-Dec-25	101
12 LYNCH STREET	3,999	$3,630,000	$908	4-Jul-25	2-Feb-26	213
14 LYNCH STREET	1,986	$1,688,950	$850	28-Aug-25	2-Dec-25	96
16 LYNCH STREET	2,037	$1,782,375	$875	13-Mar-25	1-Jul-25	110
18 LYNCH STREET	2,037	$1,960,613	$963	9-Oct-24	3-Jun-25	237
20 LYNCH STREET	2,037	$1,990,930	$977	7-Feb-25	30-Jul-25	173
22 LYNCH STREET	3,815	$3,422,837	$897	12-Sep-24	27-Mar-25	196

Source: RP Data, HillPDA

Local Leasing Data

Local leasing asking price data shows that small scale leasing values are around $150/sqm. This is consistent with a regional area industrial market.

Leasing Activity

Adrees	Annual Rent	Area	$/sqm rent	Comments
26B Park Street Maddingley	46,125	307	150	Warehouse with fitted out showroom
18 Park Street Maddingley	45,000	328	137	Free standing, stand alone on 717sqm parcel
7/22-24 McPherson Street Maddingley	22,600	125	180	Small warehouse in estate.
144 Woolpack Rad, Maddingley	120,000	1,311	91	Large relatively dated office
54 Grant Street, Bachus Marsh	69,900	212	320	Previous medical centre in centre town

Source: RP Data, HillPDA

Current Investment Proposals in Moorabool

There are seven investment proposals of a commercial or industrial nature currently reported in Moorabool. Six of the projects are private sector proposals valued at approximately $7 million. The private projects are all proposed warehouse or orifice-warehouse developments. One public project (motor sports facility) is valued at $5 million.

Investment Proposals in Moorabool, January 2026

Project Title	Address	Town / Suburb	Type	Estimated Value	Project Details	Proposed Commence Date	Proposed Completion Date
CFA Training College Site Multipurpose Motor Sports Hub	4549 Geelong-Ballan Rd	Fiskville	Multipurpose Motor Sports Hub (Local Government Project)	$5,000,000	Proposal to convert the old Country Fire Authority (CFA) training site in Fiskville into a multipurpose motor sports venue.	21-Dec-26	25-Dec-28
164 Kerrins Lane Industrial Subdivision Stages 1 & 2	164 Kerrins Lane	Ballan	Industrial Subdivision (39)	$3,900,000	Reconfiguration into 39 industrial lots & associated vegetation removal and civil works.	16-Dec-26	25-May-27
15-17 Osborne Street Warehouses	15-17 Osborne Street	Maddingley	Warehouses (4)/Offices	$980,000	Demolition of existing dwelling & sheds and construction of 4 warehouses with amenities, loading bay & offices. Warehouse 1 - 243 sqm. Warehouse 2 - 261 sqm. Warehouse 3 - 258 sqm. Warehouse 4 - 274 sqm. Car parking for 16 vehicles.	01-Aug-25	31-Jul-26
15-19 Hillside Street Warehouses	15-19 Hillside Street	Maddingley	Warehouses (6)/Offices	$900,000	Demolition of existing building and construction of 6 warehouses & offices. Car parking for 27 vehicles.	17-Oct-25	17-May-26
25 Rowsley Station Road Warehouse Building	25 Rowsley Station Road	Maddingley	Warehouse Building/Offices	$500,000	Construction of a warehouse building to include 22 sqm offices, 22 sqm recreation room, 45 sqm lab space, amenities & lunch room on a vacant site. Car parking for 45 vehicles.	14-Nov-25	15-May-26

Project Title	Address	Town / Suburb	Type	Estimated Value	Project Details	Proposed Commence Date	Proposed Completion Date
21 Osborne Street Warehouse	21 Osborne Street	Maddingley	Warehouse/Office	$420,000	Construction of a warehouse with office & amenities on a vacant site. Car parking for 5 vehicles.	03-Nov-25	01-Apr-26
5 Smith Street Warehouse	5 Smith Street	Maddingley	Warehouse/Office	$400,000	Construction of a warehouse with 2 storey office on a vacant site. Car parking for 8 vehicles.	15-Aug-25	13-Feb-26

Source: Cordell Connect

Longer Term Investment Trends

The CSIRO, Our Future World report, identified seven critical trends that could increase demand for industrial land in Melbourne:

- *Adapting to a changing climate: Increased frequency of natural disasters necessitates heightened resilience and adaptation measures.*
- *Leander, cleaner and greener: A push for net-zero emissions, renewable energy, and sustainable resource management. Newer and modern warehousing, manufacturing and industrial land that uses fewer resources drives a premium.*
- *Escalating health imperative: Rising demand for health care due to an aging population and chronic disease burden. Modern medicine is placing an increased demand for cold storage supply chains.*
- *Geopolitical shifts: Disrupted global trade, changing power dynamics, and increased defence spending. In this context, Australia has focussed on manufacturing sovereignty investing in creating a domestic manufacturing industry.*
- *Diving into digital: Continued rapid digitisation of the economy, including AI and remote work.*
- *Increasing autonomous: The rise of AI and advanced robotics across all industries. Melbourne is responding through the increase in data centres and hyper scalers.*
- *Unlocking the human dimension: Greater emphasis on equity, diversity, and transparency in decision-making.*

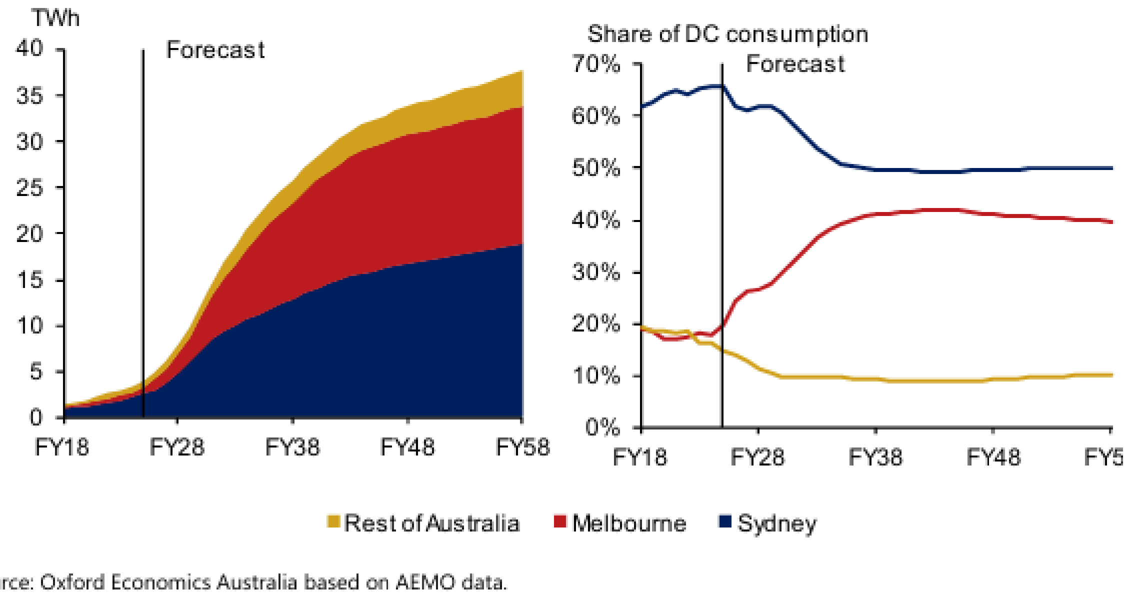
These trends show themselves through growth in data centres, industrial and logistics, cold storage and manufacturing.

Data Centres

Melbourne is well positioned for strong data centre growth. Various analysts estimate that total capacity of the data centre market will increase significantly by 2030. Investment in data centre infrastructure to run AI workloads is being provided at an industrial scale.

The chart below shows that Melbourne's share of data centre energy consumption is estimated to double from 20% to 40%%, showing significant growth.

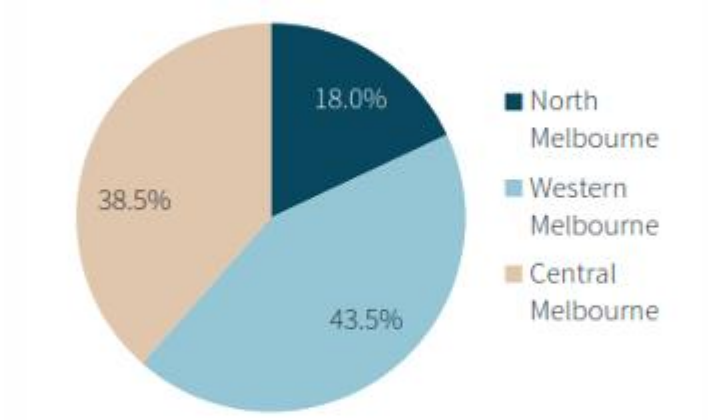
Data Energy Consumption by Sub-Region



Source: Oxford Economics Australia based on AEMO data

JLL identifies Melbourne as a preferred market for AI growth because it provides cheaper power and land costs and faster development planning pathways.

Projected Future Data Centre Supply by Sub-Region



Source: JLL

Logistics

The logistics sector is continuing to grow due to population growth, and the continued expansion of e-commerce are major demand driver.

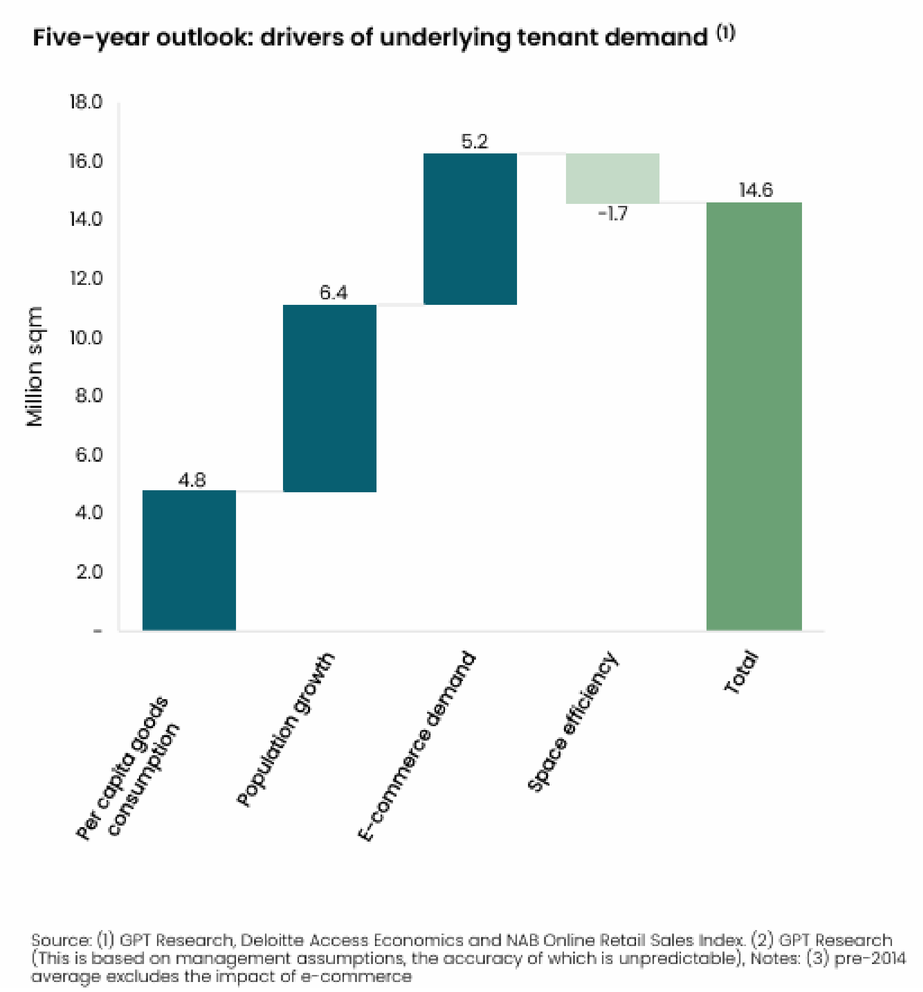
Dexus (Industrial & Logistics House View H2 2025) state that online sales are growing 13% year on year, and expected nationwide growth for new industrial space is 2.4 to 2.6 million square metres, with annual demand from online retail estimated to be approximately 70,000 sqm.

The expectation for faster delivery (same day and next day) and growth of cold storage and automation intensifies logistics pressures.

Melbourne has accounted 36% for industrial property take-up over the past decade. GPT projects e-commerce growth will result in an increase in demand for 5.2 million sqm, while population growth will account for 6.4 million sqm in industrial demand.

As Australia's fastest growing city, Melbourne is well positioned to take advantage of additional industrial demand.

Drivers of Underlying Tenant Demand



Source: GPT Research, Deloitte Access Economics and NAB Online Retail

Cold Storage

Demand for cold storage remains strong. There has been a structural under-supply of cold storage across the eastern seaboard which is reflected in the rental premiums achieved across a wide range of markets.

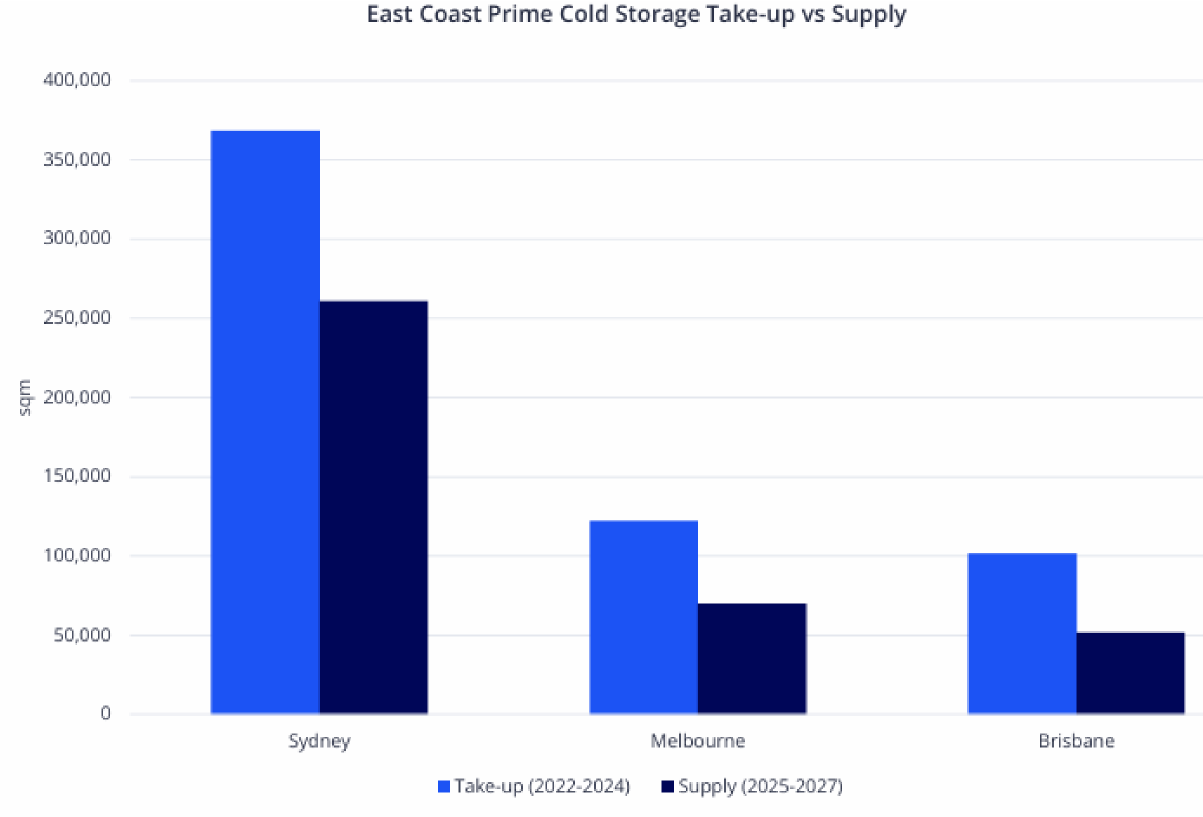
Cold Storage Rents

Market	Cold Storage	Industrial and Logistics	Premium
Western Sydney	260-400	226-260	35%
Melbourne	230-285	147-158	101%

Brisbane	260-395	153-187	92%

The chart below shows that cold storage take-up has exceeded supply, placing upward pressure on rents.

Cold Storage Supply vs Take-up

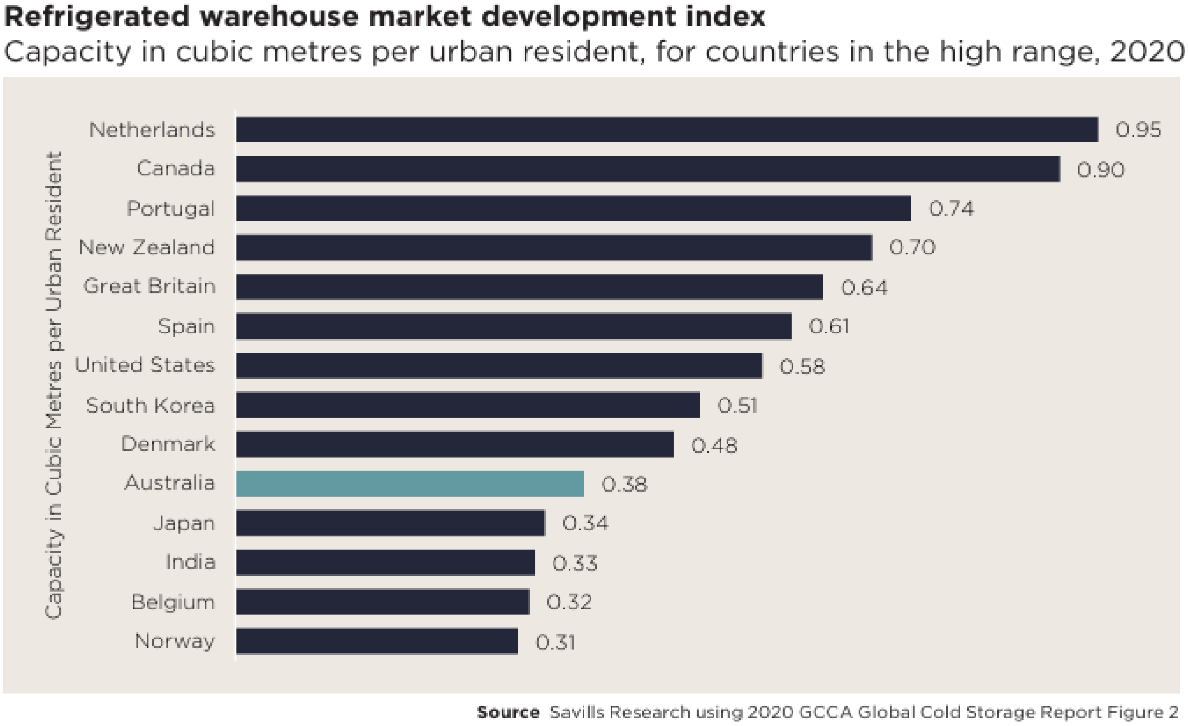


Source: Colliers Research 2025

Warehouses

Compared to global benchmarks for cold storage, Australia is on the lower end with 0.38 cubic metres per urban resident. Australia would need an additional 400,000 sqm to achieve 0.58 cubic metres per residents to be equivalent to the US by 2028.

Warehouse cubic metres per urban residents for high income countries

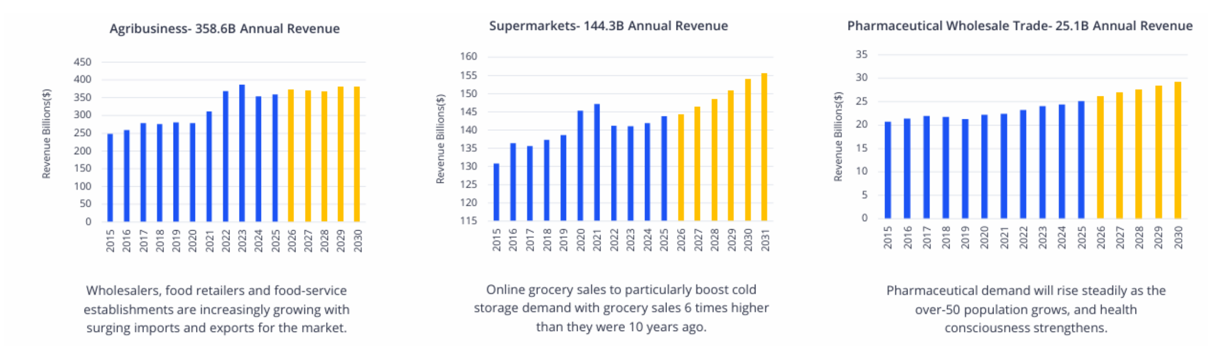


Source: Savills

Cold Storage is driven by key supply factors:

- *Existing stock is obsolete - many facilities were built in the 1990s or earlier. Outdated refrigeration and fire suppression increases insurance premiums and forces expensive capex renewal.*
- *Groceries on e-commerce - online groceries is growing 5.7% annually, which increases the demand for cold storage to support supply.*
- *Global fresh food demand - growing global trade for fresh food shifts focus into cold storage through the logistics supply chain.*
- *Pharmaceutical supply chain - cold chain growth including biopharmaceuticals and temperature sensitive vaccines.*

Cold Storage Demand

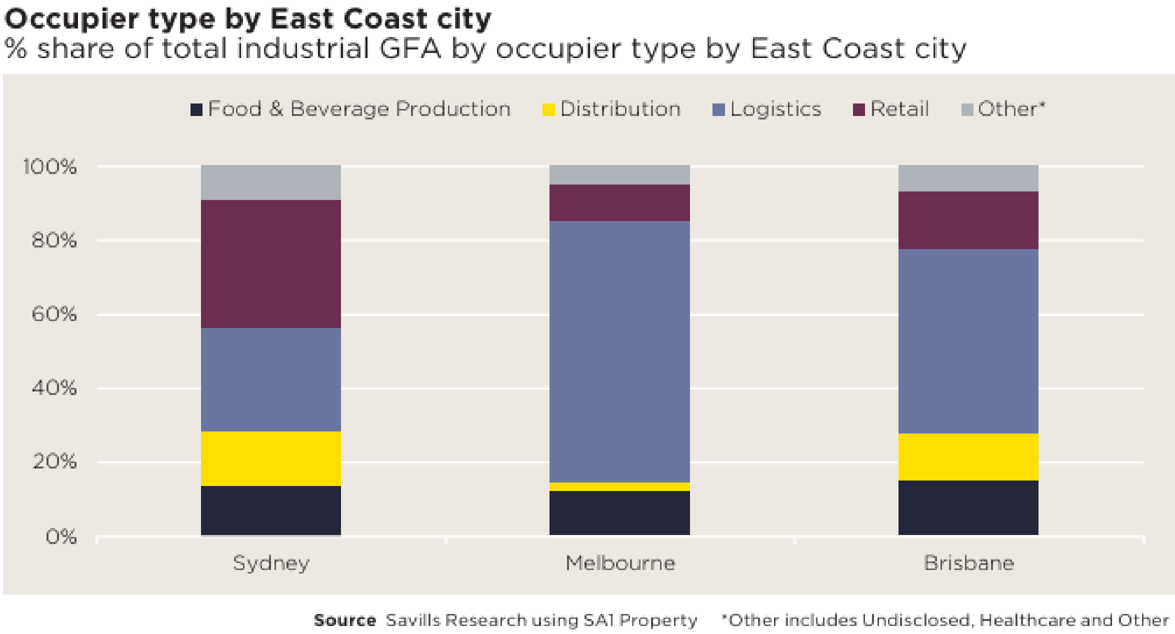


Source: Savills

The cold storage property market is driven by long-term leases (10+ years) due to high fitout costs. Melbourne is estimated to have 1.16 million sqm of cold storage, which is 1.6% of the total industrial share. There is near zero vacancy in this sector, and ageing property stock. The average size is 11,079 sqm. Colliers reports that there is strong demand for sites larger than 10,000 sqm.

As shown in the figure below, the rapid growth of online grocery, meal-kit providers, and fresh-food distribution suggests there is potential for increasing space requirements from vertically integrated retailers seeking to tighten supply chains, reduce spoilage, and improve delivery reliability.

Occupier Type for Cold Storage



Source: Savills

Areas that offer modern systems, solar integration and low energy costs with proximity to transport corridors, and access to food production hubs will drive continued take-up of cold storage.

Manufacturing

According to JLL, manufacturing made up 16% of lease transactions between 2020-25 by floorspace in Melbourne. The Melbourne manufacturing industry is supported by:

- The Future Made in Australia Plan - invests 22.7 billion to boost local manufacturing and supply chains.
- Victorian government's Manufacturing and Industry Development Fund.

According to JLL, manufacturers have leased over 1.5 million sqm of space since 2020, about 50% more than the previous five years.

APPENDIX G: FUTURE DEMAND CONTEXT

Metropolitan and Western Region Demand

Industrial land take-up across the metropolitan Melbourne region is projected to be approximately 330 ha per annum over the decade from 2025. This is based on analysis shown in Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, October 2025) and A 10-year plan for industrial land (Department of Transport and Planning, November 2025).

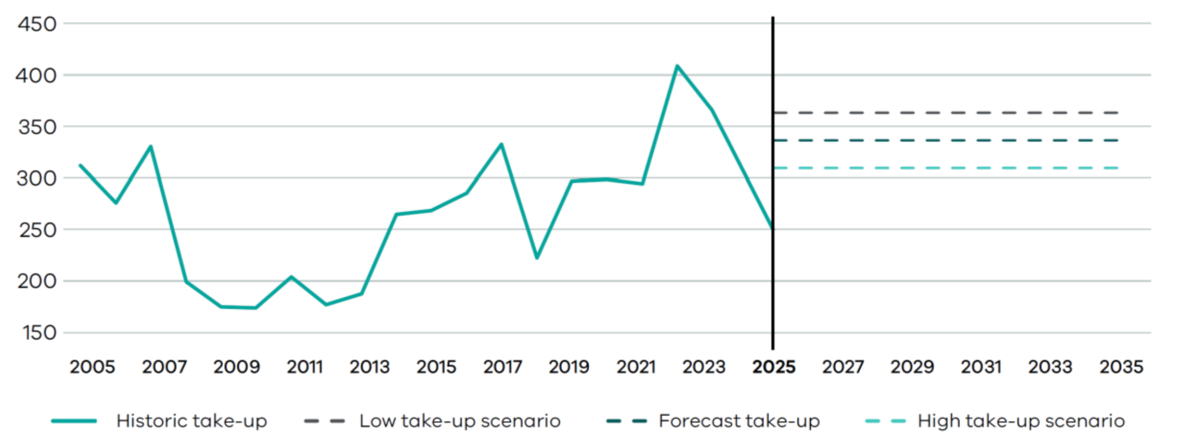
Based on land availability, this equates to approximatley 13.3 years supply of zoned land (to the year ~2038) and 38.7 years supply if unzoned future industrial land is accounted for (~ 2064). The metropolitan region will need land that is currently earmarked for industrial use to be zoned in the short term.

In the western region of Melbourne, the best estimate take up rate is approximately 160 hectares per annum.

According to the state’s Urban Development Program 2025, the main industrial supply areas in the western region are Wyndham and Melton. These areas are estimated to accommodate approximatley 1,029 ha of zoned vacant land and a further 2,099 ha of unzoned future industrial land (nominally 3,128 ha of industrial land for development).

This equates to approximatley 6.4 years supply on the basis of zoned land (~ 2031) and 19.5 years supply of the basis for all potential land (~ 2045).

Metropolitan Industrial Land Take-up (hectares per annum)



Source: A 10-year plan for industrial land (Department of Transport and Planning, November 2025)

Regional Demand

A regional breakdown of forecast industrial land take-up is shown in the figure below (as estimated by JLL for the Department of Transport and Planning). The best estimate for the western region is 160 ha per annum.

As an extension of the western growth area, Parwan is well placed to accommodate state demand in the future.

JLL's Forecast Industrial Land Take-up by Region (hectares per annum)

Average Annual Take-up 2025-2035 (ha)	Low	Medium	High
Melbourne Regions			
Western	145.5	160.0	176.0
Southern	69.1	76.0	83.6
Northern	81.8	90.0	99.0
Eastern	3.6	4.0	4.4
Total*	**300**	**330**	**363**

Source: Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, October 2025)

APPENDIX H: FUTURE DEMAND POTENTIAL

Western Metropolitan Overflow to Parwan

Parwan has potential to capture demand over time, particularly as western region industrial land becomes more developed and vacant zoned land becomes scarce.

The table below provides a progressive allocation of regional demand to Parwan, using 160 ha of land take-up as a regional benchmark. It is assumed Parwan captures a progressively increasing share from around 2031.

This scenario suggests Parwan could accommodate 400 ha of industrial land, in addition to local and regional demand, by 2051.

Assumed Capture of Regional Industrial Land Demand in Parwan

Period	Assumed Share	Annual Share Ha	Total Ha
2031-36	5.0%	8	40
2036-41	10.0%	16	80
2041-46	15.0%	24	120
2046-51	20.0%	32	160
Total Ha			**400**

Note: based on 160 hectares per annum Western region land demand

Other Future Economy Demand

As discussed in the property market section of this report, growing demand in data centres, logistics, cold storage and manufacturing is expected in the future. Much of this demand is national or state in scope and is locationally footloose. It is not possible to precisely estimate a future demand estimate of these sectors in Parwan however provision can be made in the precinct should major investment proposals like these emerge over time.

Assessing Local and Regional Demand

Three methods have been used to measure potential future land take-up for employment uses in Parwan from a local and regional perspective: investment trends, population ratios, and job projection trends.

Investment Trends

Investment trends are shown in the property market section of this report and indicate limited investment proposals and planned development activity at the current time in the general area (study area and surrounds). This is part reflects limited and environmentally constrained land supply and is not considered a reliable method for this study.

Population Ratios

The ratio of occupied industrial land to population provides a guide to the quantum of land that may be needed as the population changes based on the current structure of the economy.

The table below shows the Bacchus Marsh region rate at 38.6 sqm of occupied industrial land per person. This is similar but slightly above the Greater Melbourne rate of 36.0 sqm per person.

A future scenario is continuation of the current Bacchus Marsh region ratio.

A higher growth scenario is also possible. The combined Melton and Wyndham LGAs achieve a ratio of 50.4 sqm per person. This reflects the industrial specialisation of those growth area municipalities. This ratio is used as a second 'higher growth' scenario.

Occupied Industrial Land Per Person, Selected Areas

Scenario	Occupied Industrial Land (Ha)	Estimated Population	Square Metres of Occupied Industrial Land Per Person	Greater Melbourne Shares
Bacchus Marsh Region, 2026	105.6	27,392	**38.6**	-
Local Industrial Precinct, Greater Melbourne 2025	2,320.9	5,338,223	**4.3**	12.1%
Regionally Significant Industrial Precinct, Greater Melbourne 2025	6,087.7	5,338,223	**11.4**	31.7%
State Significant Industrial Precinct, Greater Melbourne 2025	10,795.9	5,338,223	**20.2**	56.2%
Greater Melbourne 2025*	19,204.5	5,338,223	**36.0**	100.0%
Melton LGA 2025	746.9	230,569	**32.4**	-
Wyndham LGA 2025	2,169.2	347,627	**62.4**	-
Melton and Wyndham LGAs 2025	2,916.1	578,196	**50.4**	-

*Excludes Precinct Planning

Source: Victoria in Future (VIF) (Department of Transport and Planning, December 2023); Forecast ID National Forecasting Program (Informed Decisions, February 2025; Mapinfo using Department of Transport and Planning data; Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning

Assuming the current rate holds in the future, the Bacchus Marsh region would accommodate approximately 246 ha to 334 ha of industrial land by 2051.

Future Industrial Land Demand Scenarios, Bacchus Marsh Region, 2051

Scenario	Industrial ha / person	2026	2031	2036	2041	2046	2051*
Bacchus Marsh Surrounds Population	-	27,392	31,881	37,726	44,981	55,566	66,314
Scenario 1- Bacchus Marsh Region Ratio	38.6	106	123	146	173	214	256
Scenario 2 - Melton and Wyndham LGAs Ratio	50.4	138	161	190	227	280	334

Source: derived from Victoria in Future (VIF) (Department of Transport and Planning, December 2023); Forecast ID National Forecasting Program (Informed Decisions, February 2025; Mapinfo using Department of Transport and Planning data; Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning; *2051 estimate based on 2026 to 2046 growth rate extrapolated to 2051

Job Trend Projections

A scenario of future employment has been developed for the Bacchus Marsh region based on industry sector growth trends linked to population projections. This scenario is as follows:

- The ratio of residents per job is assumed to decline from 3.5 in 2021 to 2.5 in 2051.
- Jobs may increase from approximately 7,000 in 2021 to 26,500 in 2051.
- The economy is likely to be led by service sectors in the future. However, primary industry and industrial sectors are expected to remain strong and grow over time.
- The main industrial employment activities are defined as Core Industrial Land Sectors (i.e. Manufacturing, Wholesale Trade and Transport, Postal and Warehousing industry sectors). Employment land will also be utilised by Utilities and Construction.
- These uses could have approximately 6,300 jobs in the area in 2051 under the scenario shown here.

Projected Jobs by Industry Sector, Bacchus Marsh Region, 2051

Sector	2016	2021	5 year change per annum	2051 Scenario
Primary Industry	452	465	0.6%	1,762
Core Industrial Land Sectors	660	744	2.4%	2,818
Utilities and Construction	564	910	10.0%	3,447
Service Sectors	3,529	4,569	5.3%	17,309
Inadequately described/Not stated	221	314	7.3%	1,190
Total Jobs	**5,426**	**7,002**	**5.2%**	**26,526**
Population	**21,478**	**24,529**	**2.7%**	**66,314**
Persons / Job	**3.96**	**3.5**	**-2.4%**	**2.5**

Source: derived by HillPDA using Job trends: ABS Census 2016-2021, Working Population Profile; Forecast ID National Forecasting Program (Informed Decisions, February 2025)

The land needed to accommodate these uses depends on the density of development and jobs adopted. The Department of Transport and Planning has provided a density range of 15 to 17 jobs per hectare for newly developed industrial precincts, and HillPDA has observed a rate of 23 jobs per hectare for fully developed urban industrial precincts.

These density assumptions provide the following industrial land range:

- At 15 jobs per hectare, the land need would be 418 ha

- At 17 jobs per hectare, the land need would be 369 ha
- At 23 jobs per hectare, the land need would be 272 ha.

Large Format Retail

A topic of interest is the potential need for a large format retail precinct near the Parwan Employment Precinct, or potentially within the precinct in full or in part. The Moorabool Retail Strategy notes this activity could be located in the north of the Parwan Employment Precinct or adjacent to the precinct on the east side of Bacchus Marsh-Geelong Road.

The following tables provide a guide to potential land need at:

- Approximately 11.4 ha for such uses in 2051 if catering for 100% of demand from the Bacchus Marsh region, or
- Approximately 14.2 ha for such uses in 2051 if catering for 100% of demand from Moorabool Shire.

Potential Land Need for Large Format Retail, Bacchus Marsh Region Demand

	2026	2031	2036	2041	2046	2051
Bacchus Marsh Surrounds Population	27,392	31,881	37,726	44,981	55,566	66,314
Demand for Large Format Retail Floorspace sqm	16,435	19,129	22,636	26,989	33,340	39,788
Demand for Large Format Retail Land ha	4.7	5.5	6.5	7.7	9.5	11.4

Source: population derived by HillPDA using Forecast ID National Forecasting Program (Informed Decisions, February 2025); extrapolated to 2051; assumes 0.6 sqm per person for large format retail and 35% floorspace to land ratio

Potential Land Need for Large Format Retail, Moorabool Shire Demand

	2026	2031	2036	2041	2046	2051
Moorabool Shire Population	41,103	45,991	53,406	62,586	73,684	82,808
Demand for Large Format Retail Floorspace sqm	24,662	27,595	32,044	37,552	44,210	49,685
Demand for Large Format Retail Land ha	7.0	7.9	9.2	10.7	12.6	14.2

Source: population derived by HillPDA using Forecast ID National Forecasting Program (Informed Decisions, February 2025); extrapolated to 2051; assumes 0.6 sqm per person for large format retail and 35% floorspace to land ratio

Employment Area Local Activity Centre Uses

Modern employment areas provide local activity centres that provide convenience services like food, catering and local business support services for businesses and workers in employment areas.

Activities of this nature within a local employment area centre do not compete with the broader retail and activity centre network.

The following table provides a guide to potential land need between 0.3 ha and 1.0 ha for such uses based on a range of potential future employment area job scenarios. The floorspace potential is rounded to approximately 1,000 sqm to 3,500 sqm.

Potential Land Need for a Local Centre in Parwan Employment Precinct

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Estimated Precinct Jobs	2,000	4,000	6,000	8,000
Demand for Local Retail Centre Floorspace sqm	600	1,200	1,800	2,400
Demand for Associated Non-Retail Uses sqm	300	600	900	1200
Total Local Centre sqm	900	1,800	2,700	3,600
Local Centre Land sqm	2,571	5,143	7,714	10,286
Local Centre Land ha	0.3	0.5	0.8	1.0

Source: assumption of 0.3 sqm per worker for local employment retail, 50% non-retail to retail ratio and 35% floorspace to land ratio

APPENDIX I: REFERENCES

The information sources used and / or reviewed for this report are listed below.

Appendix A: Existing Conditions

- Mapinfo using Department of Transport and Planning data
- Google, Arc GIS and Site visit
- ABS Census 2021

Appendix B: Policy and Research

- Plan for Victoria (Department of Transport and Planning, 2025)
- Housing Targets (Department of Transport and Planning, 2025)
- Economic Growth Statement: Victoria Open for Business (State of Victoria, 2024)
- Melbourne Industrial and Commercial Land Use Plan (Department of Environment, Land, Water and Planning, 2020)
- A 10-year plan for industrial land (Department of Transport and Planning, 2025)
- Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, 2025)
- Central Highlands Regional Growth Plan (State of Victoria in partnership with regional councils, 2014)
- Bacchus Marsh Eastern Link Road Planning Study (Department of Transport and Planning, 2023)
- Central Highlands Regional Economic Development Strategy (Department of Jobs, Precincts and Regions, 2022)
- Bacchus Marsh Urban Growth Framework (Victorian Planning Authority and Moorabool Shire Council, 2018, Gazetted C81)
- Moorabool Shire Council Plan 2025-2029 (Moorabool Shire Council, 2025)
- Moorabool Shire Economic Development Strategy 2023-2027 (Moorabool Shire Council, 2023)
- Moorabool Planning Scheme (Victoria Planning Provisions, 2026)
- Parwan Employment Precinct - Scoping Study (Urban Enterprise for Moorabool Shire Council and Victorian Planning Authority, 2022)
- Moorabool Retail Strategy (Tim Nott with Hansen Partnership for Moorabool Shire Council, 2023)
- Parwan Employment Precinct (PEP) Key Issues and Opportunities Paper (Victorian Planning Authority and Moorabool Shire Council, 2022)
- Bacchus Marsh Aerodrome Master Plan (Moorabool Shire Council with Lower Capital Pty Ltd, 2022)
- Development Plan - Parwan Industrial Precinct (Ricardo for or Parwan and Co, 2019)

- National Land Transport Network and National Freight Network, Commonwealth of Australia, 2026 online
- National Airports Safeguarding Framework, Commonwealth of Australia, 2026 online
- Declared Roads, Department of Transport and Planning online June 2026

Appendix C: Population Projections

- Victoria in Future (VIF) (Department of Transport and Planning, December 2023)
- Forecast ID National Forecasting Program (Informed Decisions, February 2025)

Appendix D: Economic Trends

- ABS Census 2011, 2016, 2021, Working Population Profile
- Forecast ID National Forecasting Program (Informed Decisions, February 2025)

Appendix E: Industrial Land Supply Context

- Urban Development Program 2025 - Melbourne Industrial, Department of Transport and Planning
- Mapinfo using Department of Transport and Planning data
- Ballarat Employment Lands Analysis HillPDA 2020 data

Appendix F: Property Market Overview

- Reserve Bank of Australia February 2026 Forecasts
- RP Data online 2026
- Cordell Connect online 2026
- Real estate market updates and reports: CBRE, Colliers, CSIRO, Cushman & Wakefield, GPT Research et al, JLL, Knight Frank, Oxford Economics Australia, Savills, Urban Property Australia
- Discussion with real estate agents: Colliers and Cushman & Wakefield

Appendix G: Future Demand Context

- Future Industrial Lands Demand Report: Melbourne (JLL for Department of Transport and Planning, October 2025)
- A 10-year plan for industrial land (Department of Transport and Planning, November 2025)

Appendix H: Future Demand Potential

- HillPDA estimates based on above information and as quoted in tables

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