



3.4 Economic resources and development



3.4.1 Strategic outcomes

- (a) Employment growth and economic development on the Fraser Coast will be enhanced through the development of diverse and strong businesses and industries based upon both traditional and emerging sectors.
- (b) A strong and robust economy is promoted by identifying and maintaining an integrated network of well-designed, vibrant, connected and accessible activity centres with differing but complementary roles and functions to service the needs of the community and support employment growth.
- (c) A range of well-located and designed industrial areas are provided to accommodate a broad range of industry uses that meet the needs of the community in terms of employment and economic growth, including large footprint manufacturing at Canterwood and Maryborough North, the marine-based industry precinct at Granville, the existing harbour at Hervey Bay, the city reach precinct in Maryborough, and aviation-related uses adjacent to Hervey Bay Airport and the Maryborough Airport. General industry is provided in Hervey Bay and Maryborough as well as rural locations. Opportunities for future industrial expansion exist in development areas at Nikenbah and St Helens.
- (d) The Fraser Coast maintains a strong tourism sector that capitalises upon, but respects, its unique World Heritage listed and other natural and cultural heritage assets and offers visitors a range of attractions, experiences, facilities and accommodation.
- (e) The region's rural areas are managed to maximise their contribution to the local economy, rural industries, regional environmental quality and the regional landscape.
- (f) Extractive resources of State, regional or local significance and associated separation areas and transport routes are identified and protected from incompatible development that may prevent or otherwise severely constrain current or future extraction when the need for the resource arises.
- (g) Business and industry opportunities that support or service the mining industry are encouraged.
- (h) Fish habitats and fisheries resources are managed to help maintain biodiversity values and support industry sectors that rely upon these resources.
- (i) The Fraser Coast's natural resources (biological, energy, soil, land, atmospheric (air and noise and water) are managed in a manner that ensures their long term sustainability as a valuable life-supporting and economic resource for future generations.

3.4.2 Elements and specific outcomes

3.4.2.1 Element 1 Diverse business and industry

Diverse business and industry development will help strengthen the economy of the Fraser Coast and provide a wider range of employment opportunities for residents.

Specific outcomes

- (a) Development on the Fraser Coast supports and promotes the continued growth of diverse and strong business and industry sectors, including forestry, rural enterprises and production, extractive industries, manufacturing and industry, tourism, health and education-related uses, aviation-related uses, marine-based industry, construction and government-related services.
- (b) Creative and innovative industries, particularly those based on science and technology, health, education and training are established on the Fraser Coast.
- (c) Development provides for the expansion, improvement and establishment of a range of quality education and training facilities, including supporting residential components, particularly in Maryborough and Hervey Bay, so as to promote lifelong learning and betterment and support self-sufficiency of the region.
- (d) Home based businesses which contribute to the Fraser Coast economy are supported where residential amenity and environmental values are preserved.

3.4.2.2 Element 2 Well defined, vibrant and successful centres

Well-defined, vibrant and successful activity centres are essential to a robust and strong economy. The hierarchy of centres for the Fraser Coast identifies the preferred role and function of the various activity centres. The hierarchy of centres expands upon the network of regional activity centres identified in the Wide Bay Burnett Regional Plan.

Specific outcomes

- (a) To reflect and support the preferred pattern of settlement, development is consistent with the hierarchy of centres as shown on the **Strategic Framework Map 1 (SFM-001) and 1a (SFM-001a) (Settlement pattern) and Strategic Framework Map 2 (SFM-002) and 2a (SFM-002a) (Economic resources and development)**.
- (b) Major land uses contributing to employment, education and services in the Fraser Coast are located in an activity centre commensurate with the role and function of the activity centre as defined by the hierarchy of centres.
- (c) Development that proposes centre activities outside of an activity centre or proposes a higher order or larger scale use than intended for a particular activity centre is avoided.
- (d) The principal activity centres and associated areas of Hervey Bay and Maryborough have clear and complementary roles to accommodate specific types of facilities and services and draw upon their broader urban context and location within the region, as follows:-
 - (i) Hervey Bay is known for its natural features, which underpin a thriving tourism industry. The Urangan Boat Harbour supports both tourism and marine industries. The Knowledge, Community and Culture hub, anchored by the University of Southern Queensland Fraser Coast Campus, is established in Pialba and a focus on education is further reinforced by the development of the medical precinct and teaching hospitals in Urraween. The role of Pialba as the focus for the highest order and intensity of centre activities in Hervey Bay is reinforced and strengthened; and
 - (ii) Maryborough is the region's hub for manufacturing and large footprint industry supported by its proximity to

major infrastructure including the Bruce Highway and the North Coast Rail Line. Marine-related industry is established at the Fraser Coast Marine Industrial Precinct along the Mary River in Granville. Aviation-related industry is established at Maryborough Airport. New regional level State government facilities serving the Wide Bay Burnett are located in Maryborough or Hervey Bay.

- (e) Development in activity centres supports and contributes to a vibrant and walkable urban environment serving as a community focal point that enhances a sense of place having regard to built form and is suited to its scale and community setting.
- (f) Activity centres incorporate layouts and building design that focuses on and gives priority to people, public main streets, squares, parks and community facilities. Development is designed to maximise opportunities for public transport usage, walking and cycling.
- (g) Department stores and discount department stores are established within the principal centre zone of the principal activity centres of Pialba and Maryborough.
- (h) 'Corner store' type facilities are established in appropriate locations throughout the Fraser Coast to service the basic convenience needs of local residents.

3.4.2.3 Element 3 Industrial areas

Sufficient industrial land needs to be allocated to support economic development and employment growth on the Fraser Coast. Industrial areas have been identified to complement activity centres by providing opportunities primarily for manufacturing and industry-related activities that are not suitable to be located in centres. It is also important to ensure that the viability and ongoing use of industrial areas are protected by avoiding encroachment of incompatible uses.

Specific outcomes

- (a) An adequate supply of physically suitable, well-located and serviceable industrial land is protected to support employment opportunities and economic development of the Fraser Coast, as identified conceptually on **Strategic Framework Map 2 (SFM-002) and 2a (SFM-002a) (Economic resources and development)**.
- (b) Regionally significant industrial development, including large footprint and higher impact industrial uses, is primarily directed to the north west of Maryborough and Canterwood to capitalise on proximity to major freight routes (Bruce Highway and North Coast Rail Line) and accessibility for employees.
- (c) New marine-related industry is established in the identified Fraser Coast Marine Industrial Precinct on the Mary River, so as to consolidate and expand boat building and associated industries and services. Existing marine-related industry will continue to operate in Granville, along the city reach of the Mary River and at Hervey Bay (Urangan Boat Harbour) to complement activity within the Fraser Coast Marine Industrial Precinct.
- (d) Industrial development which provides for a range of services is supported at Howard and Tiaro.
- (e) Opportunities for employment generation are maximised in existing industrial areas, by ensuring that development makes the most efficient use of available industrial land.
- (f) The Nikenbah urban expansion area provides opportunities for the development of low impact industry and complementary business activities around the Nikenbah Waste Transfer Station. The St Helens urban expansion area also provides for an industry and employment area to accommodate lower impact industry activities and supporting business activities.
- (g) Industrial areas are well-designed and serviced and include a range of lot sizes and adaptable building configurations to accommodate a range of industry uses that promote economic diversity and a greater variety of employment opportunities, as well as meeting the changing economic needs of the community.

- (h) Development in industrial areas is limited to predominantly industrial uses and other uses that are compatible with and provide a desirable support activity to industrial uses.
- (i) To minimise or avoid land use conflicts, development for residential or other sensitive land uses is appropriately buffered and separated from industrial areas.

3.4.2.4 Element 4 Tourism

The Fraser Coast is a popular tourist destination for both domestic and overseas visitors, largely based on iconic assets such as the World Heritage listed Fraser Island, the Great Sandy Strait, Hervey Bay beaches, the Mary River, Maryborough and its historic buildings, the rural hinterland and migrating whales. It is important to ensure development which supports the growth of the tourism sector is accommodated whilst at the same time ensuring that the natural and cultural features that make the Fraser Coast such an attractive tourist destination are protected and where possible enhanced.

Specific outcomes

- (a) A diverse range of tourism activities contributing to the economic growth of the Fraser Coast are supported in a manner that capitalises on, and at the same time protects, the natural and heritage assets and key character and lifestyle attributes of the Fraser Coast.
- (b) Established tourist-servicing nodes, including those focused along the Hervey Bay esplanade at Pialba, Scarness, Torquay and Urangan, are consolidated and provide for a range of well-designed and high quality visitor accommodation, tourist services and public spaces to meet the various needs and budgets of tourists and visitors to the Fraser Coast.
- (c) In environmentally sensitive areas and high scenic amenity areas, nature-based and eco-friendly tourist infrastructure and facilities are established where they demonstrate integration with the natural and cultural values of the site and its context and setting.
- (d) Visitor accommodation and tourist attractions and facilities are located in areas that contribute to the wide range of tourism experiences on offer throughout the region including urban, coastal and hinterland locations.
- (e) Nature-based and eco-based tourist activities are sensitively located and carried out to ensure the natural values that underpin the regional tourism product are sustained.
- (f) Rural and agri-tourism experiences build upon the 'clean and green' identity of the region and do not prejudice the ongoing productive use of rural land.

3.4.2.5 Element 5 Rural resources

The long-term sustainability of the Fraser Coast's rural economy relies upon the protection of productive rural land from alienation, fragmentation and encroachment by incompatible development. It is also recognised that the protection of rural lands assists in maintaining the regional landscape and scenic amenity values of the Fraser Coast.

Specific outcomes

- (a) Rural areas are retained predominantly for rural production, natural habitat and landscape protection purposes.
- (b) Development ensures that agricultural land classification (ACA) Class A and Class B land and important agricultural areas (IAA's) identified conceptually on **Strategic Framework Map 2 (SFM-002) and 2a (SFM-002a) (Economic resources and development)** is protected and remains available for productive and sustainable agricultural and rural pursuits, unless:-
 - (i) there is an overriding need in terms of public benefit; and
 - (ii) there is no alternative site suitable for the particular purpose.
- (c) Development protects ACA Class A and Class B in a manner that preserves the land for ongoing productive use in accordance with the applicable State planning policy.
- (d) To help maintain the productive capacity of existing and potential future rural activities and avoid or minimise land use conflicts, effective separation distances and buffers are established and maintained between incompatible or sensitive land uses and ACA Class A and Class B land, or areas of intensive rural activity.
- (e) Further subdivision or fragmentation of rural lands, including but not limited to ACA Class A and Class B land is minimised to maintain viable farm sizes and to support the ability of landowners to continue rural pursuits. Rural businesses, industries and tourist uses are established where such uses value-add to rural production and resources and contribute to the diversification of the rural economy of the Fraser Coast.
- (f) Forestry resources are utilised in an efficient and sustainable manner and are protected from incompatible development which may compromise the future use of these resources and their contribution to the Fraser Coast economy.

3.4.2.6 Element 6 Natural resources

Extractive resources provide materials for construction activity and support economic development of the Fraser Coast. It is important to identify and protect extractive resource areas, associated separation areas and transport routes from incompatible development to ensure the effective long-term access to these resources.

Fish habitats, particularly in the coastal and near coastal areas of the Fraser Coast, are under increasing pressure from coastal urban development and the desire of residents and visitors to access the coast for recreational and leisure pursuits. The protection of fisheries resources is important to the Fraser Coast economy and for maintaining biodiversity values.

It is recognised that the region's natural resources are finite. They will be carefully managed to ensure the long-term health and wellbeing of communities and the natural environment. The communities of the Fraser Coast currently enjoy a high quality and low pollution living environment. To ensure the sustainability of the Fraser Coast residents' quality of life in the longer-term, clean air, water and soil will be maintained and potentially harmful emissions to the atmosphere (including odour, particulates and noise) minimised.

Specific outcomes

- (a) Development ensures that extractive resource areas (including associated transport routes) and fish habitat

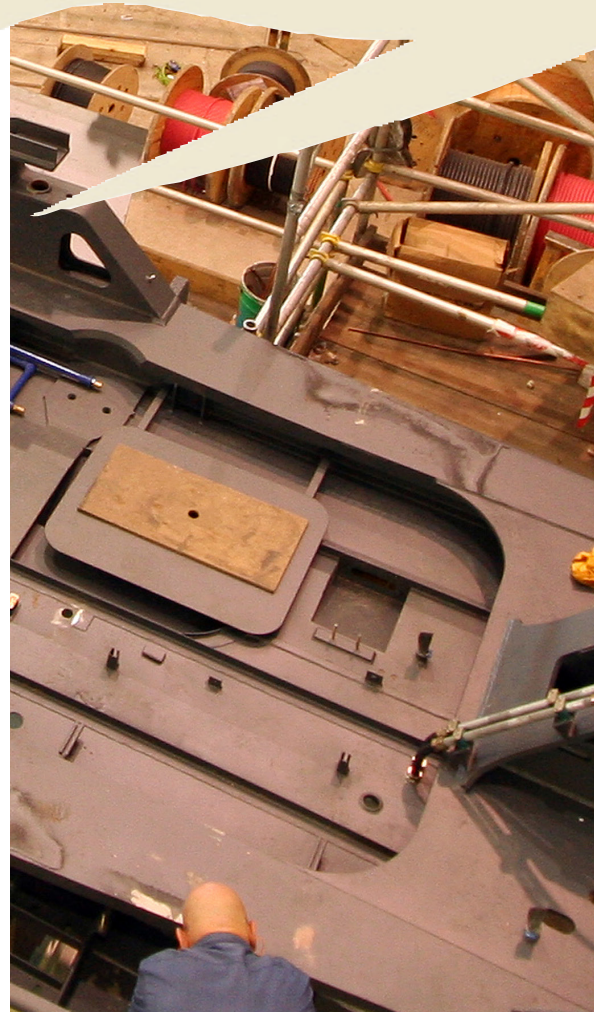
areas identified conceptually on **Strategic Framework Map 2 (SFM-002) and 2a (SFM-002a) (Economic resources and development)** remain available (as relevant to the resource type) for their effective or sustainable long-term use.

- (b) Extractive resource/processing areas, adjoining separation areas and associated transport routes (including a transport route's separation area) are protected from incompatible development that may compromise existing or potential future extractive industry operations.
- (c) Natural fish passages along waterways are maintained.
- (d) Marine, estuarine and freshwater habitats are protected, managed and enhanced to sustain fish stock levels and maximise fisheries production from wild sources and support tourism and recreation based activity through suitable land management practices and protection of water quality.
- (e) Development:-
 - (i) incorporates sustainable natural resources (biological, energy, soil, land, atmospheric (air and noise) and water) management practices;
 - (ii) avoids or minimises the disturbance of acid sulfate soils. Where disturbance cannot be avoided, works are appropriately managed to ensure that there is no adverse impact on the natural and built environment, infrastructure and community health; and
 - (iii) prevents an increase in soil salinity and, where located within a salinity affected area, is located, designed and constructed in a manner to mitigate the impacts of salinity upon the development.
- (f) Development ensures sensitive land uses are protected from environmental harm or environmental nuisance and that development has an appropriate buffer to existing noise and odour generating uses or activities.

3.4.3 Relevant strategic framework maps

Strategic Framework Map 2 (SFM-002) and 2a (SFM-002a) (Economic resources and development) conceptually identify elements of the strategic framework as relevant to the economic resources and development theme, including:-

- (a) the Fraser Coast hierarchy of centres;
- (b) major industrial areas;
- (c) other employment or economic development activity areas, including major health, correctional, education and training facilities;
- (d) agricultural land;
- (e) forestry areas;
- (f) state extractive resource areas and associated transport routes; and
- (g) fish habitat areas.



Maps SFM-002 and SFM 002a
Economic resources & development

