

## **Mr. Bill Millard**

Director City Growth, Warrnambool City Council

### **BIOGRAPHY**

Bill Millard holds responsibility for City Development (Strategy, Town Planning and Building), Environmental Services, Tourism and Visitor Services and Economic Development. Bill has a background in the agricultural industry and community development.

Bill holds a Masters of Business and has a strong interest in strategic planning and facilitating economic and business growth. He is a passionate supporter of the benefits of living and working in regional communities.

### **ABSTRACT**

**‘FastTrack or Slow Circuitous Route’: pitfalls in changing land use to cater for economic development.**

The region surrounding Warrnambool in south western Victoria is a focus for new energy developments. Some \$8billion mooted, or in detailed planning phase, (windfarms, gas fired power stations, hot rocks, wave generation).

Warrnambool City has grown steadily but at a pace where residential land and industrial land are in critical supply.

In 2008 Council along with a regional neighbour approached state government to assist with a ‘fast track’ planning process to increase the supply of industrial land.

This paper will be presented as a case study and describe, assess and outline some of the challenges and pitfalls in enabling an adequate supply of industrial/employment land in a regional setting.

Of particular note will be:

- The importance of a strategic approach;
- What does ‘fast track’ mean in planning terms;
- How politics can derail the best laid plans;
- The challenge of Community Engagement when economic development is at stake;
- Implications for economic growth;
- Key learning’s.

(It should be noted that the ‘fast track’ process failed when the opposition attacked the Minister of Planning, about relationships and poor process and state media became involved in March 2010. The needs of Warrnambool to cater for future growth quickly became a secondary issue).