

**Media Release**  
8<sup>th</sup> September 2009

**Vision for Ballarat West Growth Zone**

A Vision and Pathways statement to build partnerships aimed at driving economic, residential and social development in the Ballarat West Growth Zone has been initiated by the Committee for Ballarat and released today.

It states: "The Ballarat West Growth Zone on Ballarat's western perimeter will provide the city and region's next major opportunities for economic activity, infrastructure, and residential and social development.

"The integrated developments will help establish the region as a highly appealing place to work, live and play for the coming generations of people in and beyond the city and region."

The three key components of the vision – economic, infrastructure, and social and community – are detailed, along with a plan for how the vision will be achieved.

The Committee warns in the statement that, in the absence of careful planning for increased job numbers and economic growth, through developments in the western precincts of the city, there is a risk that population growth will outstrip the region's capacity to fund appropriate social development and community services.

"Committee for Ballarat advocates urgent proactivity in the development of the Ballarat West Growth Zone," the document states. It lists a range of areas for which Commonwealth and State Government input should be sought, including planning and zoning matters, complementary policy development and funding.

Committee for Ballarat CEO, Doug Lloyd, said he was now contacting other stakeholders to establish the partnerships which would advance the project.

"We have already liaised with the City of Ballarat in formulating this position. With it in place, we will be working with institutions like the University of Ballarat and the various relevant State Government agencies to see the vision fulfilled."

"This is a clear statement of determination by the Committee for Ballarat to see the business, residential and social development opportunities in the Ballarat West Growth Zone realized through a coordinated, thoughtful and determined vision," he said.

-ends-

**Media contact:** Doug Lloyd CEO 5332 1240

