

Media Release

The Hon Sonya Kilkenny MP
Attorney General
Minister for Planning



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UNLOCKING THOUSANDS MORE HOMES IN SHEPPARTON

More homes mean more opportunity – and the Allan Labor Government is backing Shepparton’s growth by giving the green light to a brand-new suburb in the city’s southeast.

Minister for Planning Sonya Kilkenny has approved the Shepparton South East Precinct Structure Plan (PSP) – unlocking land for more than 2,900 new homes, creating space for over 7,000 future residents.

Shepparton is one of Victoria’s growing regional centres and this major new development will ensure that the region is delivering the homes the growing community needs.

Developed in close partnership with the Greater Shepparton City Council and shaped by community input, the plan outlines a well-connected, liveable precinct that delivers new housing, services and infrastructure for Shepparton’s growing southeast.

The new suburb will feature walkable neighbourhoods, community facilities, and local parks, while celebrating the area’s heritage and natural environment. It includes generous green spaces, a new recreation reserve, and integrated walking and cycling links that connect residents to schools, shops and services.

The precinct is expected to create around 275 local jobs and deliver better access to essential services for new and existing communities.

It’s part of the Labor Government’s broader plan to deliver more homes in the places people want to live – by unlocking land, cutting red tape, and investing in the infrastructure that growing communities need.

Under the Plan for Victoria, the Government is carefully managing the growth of regional cities like Shepparton – using clear rules to guide development, protect farmland, and maintain the unique character of regional communities.

Quote attributable to Minister for Planning Sonya Kilkenny

“We’re unlocking more land to deliver more homes close to work, transport, education and services in Shepparton, and planning more homes in the communities where Victorians want to live.”

Quote attributable to Member for Northern Victoria Jaclyn Symes

“Regional Victoria is a fantastic place to live, and we’re committed to giving more young Victorians and families the opportunity to call this beautiful region home.”