

Media Release

The Hon Sonya Kilkenny MP
Attorney General
Minister for Planning



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COMMUNITY TO HAVE THEIR SAY ON HIGH-FLYING JOBS PRECINCT

The Allan Labor Government is unlocking land around Avalon to back thousands of local jobs, support the future of Avalon Airport, and drive investment in Victoria's west.

Consultation is now open on the draft Greater Avalon Employment Precinct plan – set to transform more than 3,400 hectares of land into a nationally significant hub for manufacturing, logistics, clean-tech and recycling.

The plan will deliver capacity for 8,000 new jobs and support the long-term operations of Avalon Airport expected to deliver capacity for 26,500 across the overall precinct.

Located between the Princes Freeway and Port Phillip Bay, the precinct includes Avalon Airport and land at Point Wilson. It's strategically positioned to serve both regional and metropolitan Victoria, with direct access to global markets via the airport and nearby ports.

The draft planning scheme amendment – prepared in partnership with the City of Greater Geelong – includes a tailored planning response, backed by environmental safeguards for Ramsar wetlands and local biodiversity corridors.

Avalon is already on the move. A new \$8 million freight processing centre opened last month, and international flights will return early next year – bringing more visitors, more investment, and more jobs to the region.

A new bus route between Lara Station and Avalon Airport will also launch in the coming months, connecting workers and travellers with fast, reliable public transport.

The Greater Avalon Employment Precinct Plan is part of the Allan Labor Government's 10-Year Plan for Industrial Land and Economic Growth Statement – cutting red tape, investing in trunk infrastructure, and giving businesses the space and certainty they need to grow.

The 10-year plan will deliver a pipeline of employment precincts across Melbourne's greenfields – unlocking space for industry to create the capacity for around 100,000 jobs by 2035.

Victorians can make a submission until Thursday, 11 December at: engage.vic.gov.au/GreaterAvalon.

Quotes attributable to Minister for Planning Sonya Kilkenny

"One in four Victorians live and work in the regions. That's why we're planning precincts like Avalon to make sure we can continue to deliver more good jobs for Victorians close to where they live."

"This is all about unlocking land, unlocking investment, and unlocking thousands of jobs."

Quote attributable to Member for Lara Ella George

"The Avalon precinct is already a jobs powerhouse and this consultation is the next step in unlocking everything it has to offer."