

# Local jobs: Can land use planning really make a difference?

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Land Use Strategies for activity centres, townships and regions often include objectives to support and encourage increased levels of local employment. But what forces are driving local employment? Are residents choosing to work and live locally? Can they choose to work close to home? Or, is the gravitational pull of higher income and secure employment still intrinsically linked with Australia's metropolitan and regional cities?

Combining macro trends in labour force participation; forecast population growth; structural changes in industry; levels of productivity; and technology; with local influences of transport infrastructure; planning policy and evidence of new business creation has enabled the development of rigorous local employment forecasts.

This presentation explores case studies in City of Greater Geelong and Knox City Council, historic strongholds of manufacturing, where employment forecasts have enabled an understanding of the difference between the future resident working population and local workforce. In turn these forecasts have identified structural strengths and weakness of the urban form and are now supporting strategy for commercial land use, economic development, place making and precinct level structure planning.