ALPINE
SHIRE COUNCIL

HAVE YOUR SAY

Draft Alpine Shire Rural Directions Strategy

We have developed the draft Alpine Shire Rural Directions Strategy shaped by what we heard from the community about protecting rural land and its future use.



Ways to provide feedback

Attend a community drop-in

Join us at a community drop-in session in March 2026. Scan QR for more information about dates, times and locations.

Complete a short survey

Scan the QR code or visit **engage.alpineshire.vic.gov.au**

What we heard from the community

Across 2025 we heard from hundreds of people in our community about key issues and opportunities for rural land in Alpine Shire. They included:

- Protecting productive agricultural and farming land.
- Rezoning unproductive and unviable farmland.
- Addressing housing shortages for workers and families.
- Supporting agritourism and economic diversification.
- Improving existing infrastructure while managing environmental risks.
- SImplifying planning processes along with flexible policies.
- Balancing growth with preserving rural character.
- We are now seeking your feedback on draft Rural Directions Strategy.

Summary of key directions for our rural settlements and areas

The draft Strategy focuses on Alpine Shire's farming and rural areas and provides directions for key rural settlements that have been identified by Council and the community.

FREEBURGH

- ✓ **Apply Rural Activity Zone** to areas of low agricultural productivity to allow suitable other uses, and rural residential development where bushfire risk can be managed.
- ✓ **Support incremental housing growth** within existing township boundaries while protecting landscape character.
- ✓ **Enable tourism and diverse agricultural uses** whilst minimising environmental and amenity impacts.
- ✕ **Prevent further subdivision.**

MERRIANG, MERRIANG SOUTH & MYRTLEFORD

- ✓ **Support a greater range of agritourism activities**.
- ✓ **Retain Farming Zone.**
- ✓ Potentially **rezone land south and west of Buffalo Creek Road** to Rural Living Zone.
- ✕ **Prevent further subdivisio**n due to bushfire risk by providing minimal lot sizes.

TAWONGA, BUCKLAND VALLEY, & BUFFALO RIVER

- **No changes proposed** in these areas.

WANDILIGONG

- ✓ **Apply Rural Activity or Rural Conservation Zone** to areas of low agricultural productivity to protect heritage and landscape; allow more flexible uses; and allow rural residential development where bushfire risk can be managed.
- ✓ **Support incremental development** within existing township boundaries while protecting heritage and landscape character.
- ✓ **Enable tourism and diverse agricultural uses** whilst minimising environmental and amenity impacts.
- ✕ **Prevent further subdivision.**

HARRIETVILLE

- ✓ Potentially **apply Rural Activity Zone** in limited areas where there is low agricultural productivity.
- ✓ **Support tourism** uses to help small farms diversify.
- ✓ **Allow incremental development** within existing township boundaries.
- ✕ **Housing growth outside the boundary not recommended** due to bushfire risk.

DEDERANG & MUDGEGONGA

- ✓ **Retain Farming Zone.**
- ✓ Strengthen **farmland protection.**
- ✓ **Potential battery storage** near existing facilities where suitable.
- ✕ **Housing growth not currently recommended** due to limited infrastructure.

Project timeline

2024	May - July 2025	Late 2025	March - April 2026	Mid 2026
Background research and analysis	**Engagement on Issues and Opportunities Paper**	**Draft Rural Directions Strategy**	**Engagement on draft Rural Directions Strategy** (Current stage)	**Final Rural Directions Strategy**