

Alison Marchant MP



The Hon. Sonya Kilkenny
Minister for Planning

Via email: reception.kilkenny@transportvic.gov.au

Dear Minister,

I am writing to reaffirm my commitment for the Bellarine Distinctive Area and Landscape Statement of Planning Policy and to outline my concerns regarding the pre-application enquiry for a Coles supermarket development in Point Lonsdale.

The Bellarine Distinctive Area and Landscape (DAL) policy provides an essential framework to protect what makes the Bellarine unique - its landscapes, environment, Wadawurrung living cultural heritage, history, and coastal settlements. I strongly support the integrity of this policy as central to planning decisions across the Bellarine.

I am not opposed to development. A strong and sustainable regional economy, which includes tourism, agriculture and local enterprise, is vital to the Bellarine's future. However, development must be considered and aligned with the values and policy settings that exist to protect the region.

In the case of Point Lonsdale, the proposed Coles development raises significant concerns due to its proximity to highly sensitive and significant landscapes, including the broader coastal environment that defines the village's character. I have heard extensively from my local community who share my concerns that this location is at odds with such a development.

The State Government recently supported recommended extensions to the Swan Bay Ramsar site boundary, recognising the area's exceptional environmental values and the need for strengthened, long-term protection. This commitment to enhanced Ramsar protection reinforces the importance of a cautious and considered approach to development.

The Bellarine DAL policy is clear in its intent to protect landscape significance, environmental and biodiversity values, while ensuring that settlements grow in a way that preserves local character and liveability.

The City of Greater Geelong and the Borough of Queenscliffe have confirmed they will work with the Department of Transport and Planning to apply the objectives and strategies of the Bellarine Peninsula Statement of Planning Policy (SPP) in Point Lonsdale following its implementation in February. As the planning authority, the City of Greater Geelong retains the power to initiate rezoning where they determine that current zoning is not appropriate.

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Member for Bellarine



Local government structure planning has also clearly identified concerns about the suitability of large-scale commercial development in key entry and landscape-sensitive areas of Point Lonsdale.

I will continue to advocate for development that is appropriate, policy-aligned and reflective of community values, and I strongly encourage that the protections afforded by the Bellarine Distinctive Area and Landscape policy, alongside strengthened Ramsar protections, continue to be enforced.

I understand that no application has been lodged by Coles, but I thank you in advance for your consideration should an application be lodged.

Yours sincerely,



Alison Marchant MP
State Member for Bellarine

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