



# Why Portland Matters

Portland is uniquely placed to lead Victoria in meeting the Federal/State Government's ambitious target of net zero emissions by 2050.

Portland has significant wind, solar, renewable hydrogen and emerging bioenergy generation capability. Combined with access to critical power infrastructure, such as the 500kva transmission line connecting Victoria to South Australia, this ensures the city is well positioned to attract new business that can assist in meeting this target.

Portland has extensive transport infrastructure including major freight highways, rail, and a deep-water port generating approximately \$1.4 billion in international trade exports annually. The region has a skilled workforce and a strong manufacturing base able to adapt to Australia's growing demand for manufactured goods.

Portland has a highly supportive and engaged community that works in, and is committed to, industry. Our community has embraced all aspects of renewable energy which provides higher levels of social license than other regional centres in Australia.

The Portland community, local government and business sector are united in their aspirations to see Portland continue to take a leadership position as the renewable energy hub for Victoria.

Portland has the capability. Portland has the potential. Portland is ready to transition.

# The biggest challenges facing Portland

- Policy uncertainty in key areas such as renewable energy and planning that impedes private investment and growth.
- Red tape delays that threaten future development. We need a whole-of-government approach to economic development.
- Investment to upgrade ageing road and rail infrastructure to drive efficiency in supply chains that lead to economic growth – this includes the Maroona to Portland Rail Line.
- Delivering digital connectivity that can meet the needs of new and emerging industries including increased tourism.

# Our pathway to becoming Victoria's and Southeastern Australia's leading hub for renewables

- **Expedite the Environment Effects Statement** and associated planning approvals process for renewable energy proposals such as offshore wind and green hydrogen projects.
- Recognise the coastal areas south of Portland as a **Designated Area for Offshore Windfarms**.
- Declare Portland a **Significant Renewable Energy Hub**.
- Establish a dedicated **Victorian Renewable Development Office** in Portland to guide proponents effectively and proficiently through the planning process for renewable energy projects.
- Recognise Portland as a **Sustainable Regional Manufacturing Hub** that supports building our own and keeping jobs local.

## Renewable Energy Capacity

Portland is set to be a major source of stable offshore wind energy. Projects such as Alinta's planned Spinifex windfarm will boost Victoria's capacity to meet climate action targets and provide sufficient energy to support the transition to a green Portland Aluminum smelter.

Nearly 20% of the state's skilled labour, trades, technicians and managers within the Renewable Wind Energy sector (300 FTE) are based in Portland.

In support of Australia's carbon reduction targets, all Australian energy ministers share a vision for a clean, innovative, safe and competitive hydrogen industry that benefits all Australians. Portland's goal is to be a major global player in hydrogen by 2030, as outlined in the National Hydrogen Strategy.

Portland's access to engineering skills, academic capability, renewable energy, sustainable water supplies and local and international transport routes mean the city is ideally placed to support the National Hydrogen Strategy. In recognition of this, a range of proponents are already actively progressing feasibility studies.

## Housing

Infrastructure Australia's Regional Strengths and Infrastructure Gaps Report identifies housing and accommodation as critical to attracting and retaining residents and workers. While Portland is well positioned to capitalise on people relocating to the area, we need to ensure adequate land is available for new subdivisions.

- >> **Funding support for infrastructure to encourage investment in housing development.**

## Enabling Infrastructure

Investments in enabling infrastructure such as freight rail, air freight facilities, electronic vehicle charging stations and digital connectivity will provide Portland's industries and manufacturing businesses with resources to continue to invest in Portland and create future-oriented jobs. Portland should be recognised as a Sustainable Regional Manufacturing Hub that leads development in sustainable and innovative technologies.

- >> **Investment beyond the business case to upgrade the Maroona to Portland rail line to meet modern standards and freight task for 23 TAL with a minimum speed of 80km/h.**

## Manufacturing

Portland boasts a \$1.2 billion manufacturing industry with skilled trades and technician workers, which make up 18% of the total workforce – well above the Victorian average.

The skilled manufacturing workforces of local businesses such as Portland Aluminum, Keppel Prince, Mibus Bros and Precision Engineering, combined with Portland's strategic location and natural advantages, such as the deep-water port, position Portland as Victoria's Sustainable Manufacturing Hub.

The city already services a thriving cross-border region and is ideally located between Melbourne and Adelaide. 'Made in Australia' has never been more important and provides an opportunity to boost the Victorian economy at a critical time by creating jobs, using local content to produce vital goods and securing supply chains from within.

The changing geo-political landscape has had a significant effect on supply chains for the building, construction and manufacturing industry. It is therefore necessary to shift the emphasis away from imports to locally made products. Portland's manufacturing sector has a large skilled workforce able to respond to emerging opportunities, especially in the area of advanced manufacturing and renewable energy.

- >> **Establish a Sustainable Regional Manufacturing Hub that supports building our own and keeping jobs local.**





## About Portland

Portland is a thriving town in Victoria's south-west with a long and significant history and is considered the birthplace of Victoria with the first European settlers arriving in the early 1830s. The town is close to the heritage listed Budj Bim Cultural Landscape containing one of the world's most extensive and oldest aquaculture systems.

From that rich and diverse history, Portland has grown to become a base for world-class manufacturing, food, fibre, forestry and agricultural exports.

Portland is a major contributor to the Victorian economy. It has:

- A strong major industry presence, with a skilled and adaptable workforce.
- A skilled manufacturing base specialising in renewable energy, marine engineering and logistics.
- Aluminum exports contributing approximately 30% of Victoria's export revenue.
- A natural deep-water port importing and exporting 26 different cargoes, and 45% of Victoria's dry bulk goods to over 30 countries.
- Stability for the national electricity grid through existing infrastructure and industry demand.
- Expansive renewable energy resources, including opportunities for off-shore wind and green-hydrogen development.
- Naturally occurring renewable energy sources (geothermal, wave and wind) and a secure water source critical for hydrogen power.
- Access to world-class research and studies at Deakin University and South West TAFE.

**For more information**  
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