



Sale will consolidate its role as a regional centre and provide increasingly diverse housing and employment opportunities for central Gippsland. It will continue as a key service centre for the off-shore oil and gas industries, agriculture and forestry, and build on opportunities in defence, aviation, food processing and packaging. Sale will also provide a hub for healthcare, education and cultural facilities for surrounding towns and communities.

**Planning for urban growth**

The Sale, Wurruk and Longford Structure Plan provides for future urban growth. The plan identifies future land supply for residential, business, and industrial use, as well as community areas and neighbourhood centres. Sensitive areas for flight paths and approaches to the RAAF Base East Sale have also been identified. Future industrial areas are identified in West Sale to leverage opportunities associated with the West Sale Aerodrome and future planning of a freight and logistics precinct. The Sale CBD Precinct Plan aims to strengthen the role of the centre as the main retail and commercial hub for the area.

**Growth opportunities in business, manufacturing and services**

Sale provides a focal point for agricultural trade, processing and transport that supports related businesses and services. The nearby Macalister Irrigation District is a key economic asset and will be protected from urban encroachment. The RAAF Base East Sale and flight training facility supports related maintenance and technical services, and provides an opportunity for further specialisation and growth in the aviation sector. Specialised technical services will continue to be needed to support off-shore energy sectors.

**Transport networks**

There are good transport connections to other parts of the region via the Princes Highway and South Gippsland Highway. Work is being completed in stages on the Princes Highway duplication between Sale and Traralgon, which will reduce travel times and assist efficiency for road freight. The rail connection to Bairnsdale, the Latrobe Valley and Melbourne will continue to be an important asset and attractor for future urban and economic growth.

**Integrated planning across the sub-region network**

Sale, Stratford and Maffra are located within close proximity with good transport links. Future urban growth and investment in Sale will provide more diverse and specialised employment opportunities and services that will be accessible from surrounding communities. Growth will also be supported in Stratford and Maffra, and these towns will contribute to the housing choice within this sub-region network.

Note:  
Further detailed investigation and planning for growth should consider natural hazards (including bushfire, flooding and erosion), environmental assets (including water and assets identified in regional catchment strategies), cultural heritage assets (including Aboriginal and historic heritage) and natural resources (including Extractive Industry Interest Areas, other mapped earth resources and timber plantations).

