

More Homes More Opportunity



The Hon Jacinta Allan MP
Premier of Victoria

Monday, 23 February 2025

MORE HOMES IN EVERY CORNER OF OUR STATE

More homes mean more opportunity – that’s why the Allan Labor Government is setting clear targets to deliver is deliver more homes in regional Victoria over the next 30 years.

Since releasing draft targets last year, the Labor Government has met with every Victorian council to understand their plans and the barriers they face in unlocking the capacity, ensuring the final targets are accurate, fair and achievable.

Victoria needs 2.24 million new homes by 2051 to preserve the dream of homeownership for young people and workers, and to make sure there’s enough rentals for those who need them. But where these homes go matter.

These targets mean a quarter of homes will be in regional Victoria by 2051, including 128,600 in Greater Geelong, 46,900 in Ballarat and 37,000 in Bendigo.

New greenfield housing sub-targets have been introduced for Geelong, Bendigo and Ballarat as well as growth area councils in metro Melbourne – these are all about recognising those unique growth pressures.

Last year, the Labor Government announced it would back regional and rural councils with funding for planners and resources to meet these targets.

Councils will be held accountable for meeting their targets. It’s up to councils to work together with Government and industry to unlock this capacity in a way that’s right for the community. But if councils have no interest in doing so, there will be consequences – Government will intervene and unlock space for more homes, including through rezoning.

The Minister for Planning will also retain her powers to intervene and fast-track developments.

Quote attributable to Premier Jacinta Allan

"Our regional councils are already doing great work to deliver more housing, and we’ll continue to work with them to make sure they have the support they need to get more homes off the ground."

Quote attributable to Minister for Planning Sonya Kilkenny

"We want to make sure our kids have access to the same opportunities as our generation, to be able to buy or rent a place close where we grew up and close to family – that’s where these targets come in."

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